



Florida Beef Council 2021 Annual Report

FOCUS ON FOODSERVICE

From Ranch to Ribeye, Immersive Beef Tours Highlight Beef Production



The Columbia Restaurant Group has been serving Floridians since 1905 and holds two distinct titles: Florida's oldest restaurant, and the largest Spanish restaurant in the world.

Known for their famous 1905 Salad and the Paella "a la Valenciana," the Columbia's elaborate menu also includes several beef entrees they are known for - favorites like Ropa Vieja, Picadillo "Criollo," Filet Mignon "Chaco," Ribeye "Sarapico," and Palomilla, just to name a few.

While Columbia's expert culinary team knows just what it takes to prepare a great piece of beef, Florida Beef Council and Gordon Food Service teamed up to welcome fifth-generation Columbia owner, Casey Gonzmart, Jr. and his team of more than a dozen executive chefs on a Farm-to-Fork tour celebrating Beef Month in Florida. The immersive tour focused on the beef production cycle, highlighting the methods used to ensure a safe and sustainable product following established guidelines in programs like Beef Quality Assurance.

Florida Beef Council collaborated with Florida Dairy Farmers and Okeechobee County Farmers and Ranchers to host a "pasture-to-plate" tour for several

restaurant owners and foodservice professionals. The tour highlights included a dairy farm, a beef ranch, a cooking demonstration, and a diverse beef menu dining experience.

After touring each operation, Florida Beef Council Registered Dietitian, Sarah Krieger, hosted a cooking demonstration using innovative beef cuts that would easily adapt to restaurant menus from appetizers to entrees. Tour guests had the opportunity to sample those items and dine on several other underutilized beef cuts that, when added to the menu, can help drive profit and enhance the dining experience.

Beef Takes Center Stage at National Culinary Event

State beef councils from Texas, Oklahoma, Kansas, Nebraska, South Dakota, Iowa, Florida, Tennessee, and Ohio partnered to sponsor the 2021 American Culinary Federation (ACF) National Convention in Orlando. The

event attracts 600+ professional chefs, students, and culinary instructors from across the country each year. This year's event was held in-person for the first time since 2019 but also included virtual participation.

The Beef. It's What's For Dinner.® sponsorship included the following components: welcome reception; trade show booth; pop-up tasting stations; President's Gala protein sponsor; and virtual trade show.



Throughout the week, more than 600 pounds of beef was served, highlighting innovative beef cuts and recipes, during the daily pop-up tasting stations, and welcome reception. At the trade show booth, visitors received a bag of beef jerky trail mix, along with resource materials such as beef foodservice cut charts, beef marbling posters, and handouts explaining the beef lifecycle. A display screen also featured the latest beef foodservice videos. Also included was information on The Raw Truth About Beef which is a digital platform where chefs can learn the facts about ranching and beef production.

Established in 1929, American Culinary Federation is the largest professional chefs' organization in the country with more than 14,000 members in 170 chapters nationwide.

Digital Campaigns Continue to Drive Beef Demand and Reach Millions of Consumers

When it comes to tasks like menu planning and grocery shopping, more than 40% of consumers now rely on the internet to get the job done. Florida Beef Council, with help from additional outside fund sources, completed several successful digital marketing campaigns throughout the year utilizing platforms like YouTube, Google, Spotify, Chicory, and major grocery retailers.



Highlights of the top three digital campaigns include a minimal spend aimed at dabbling in e-commerce grocery sales with retail giants Super Target and Walmart. The targeted advertising campaign saw terrific results with \$72k in beef sales -- an 11-to-1 return on investment.

The Florida Department of Agriculture & Consumer Services Marketing Division provided non-Checkoff funds and resources to highlight beef during the holiday season with meal inspiration ranging from beef appetizers to comfort foods to elevated beef entrees. The campaign ads were viewed 15M times.

Using branded Beef. It's What's For Dinner.® recipes, the Florida and Southeast Region Summer Grilling campaigns inspired consumers to choose beef for their outdoor grilling meals. The campaign ads were viewed more than 15.5M times.

Beef. It's What's For Dinner.® 300



"Victory Lane has never tasted better," said winning driver, Austin Cindric, after his historic win in the inaugural 2021 NASCAR Xfinity Series Beef. It's What's For Dinner.® 300 at Daytona International Speedway. In addition to the race trophy, Cindric received a cooler of tomahawk beef steaks, a cowboy hat, and belt buckle.

Broadcast live on Fox Sports 1 to 2M viewers, the race, nicknamed the Beef 300, marked the beef brand's second return to broadcast television in twenty years and when combined with additional media coverage, including ESPN's Marty & McGee Show, trackside activations, and digital media, the campaign delivered more than 1.9 billion impressions.

Florida Beef Council was in Daytona leading the activations from the ground to the airwaves. The Beef Pit Crew, made up of state beef council partners from seven states: Arkansas, Colorado, Georgia, Ohio, Oklahoma, Tennessee, and Texas; American National Cattlewomen; volunteer leaders from the Federation of State Beef Councils; and leaders from the Cattlemen's Beef Board canvassed the World Center of Racing distributing beef recipes and cooking tips to more than 50k race fans throughout the week. Journalists covering the race events in the DIS Press Room enjoyed an elevated beef dinner courtesy of the Texas Beef Council's Beef Lovin' Chefs culinary team, and as the race week events continued, the Beef Lovin' Chefs created one last meal for the United States Air Force Thunderbirds Squadron. The Squadron tours the United States, and much of the world, performing aerobatic formations in specially marked aircraft. Their flyover is a crowd favorite at Daytona International Speedway.

The Beef. It's What's For Dinner.® 300 was funded by the Beef Checkoff through The Federation of State Beef Councils, with additional consideration provided by more than a dozen contributing state beef councils.

Partnerships Help to Expand Florida Beef Council Goals

With 22M residents in Florida, effectively delivering the beef message across a large population with a wide demographic range is challenging with a limited budget. Thanks to partnerships with other state beef councils and industry groups, Florida Beef Council can expand their scope of work to reach more consumers in specialized programs.

Some of the programs for which the Florida Beef Council receives outside funding include:

- A nutrition education program, utilizing contract registered dietitian, Sarah Krieger, is funded annually by Nebraska Beef Council and Kansas Beef Council. The ongoing partnership is in its seventh year.
- The Iowa Beef Industry Council invested in two consumer and brand awareness campaigns: Savor St. Pete, a two-day culinary event featuring beef; and the NASCAR Xfinity Series Beef. It's What's For Dinner. 300 at Daytona International Speedway.
- Funded with state dollars approved by the legislature and governor, the Cattle Enhancement Board, a direct service organization (DSO) through the University of Florida (UF) for the purpose of supporting research and education to, for and about the Florida cattle industry, supported a "Summer Grilling" digital media campaign targeting consumers online.
- The Florida Department of Agriculture & Consumer Services (FDACS) Marketing Division funded a digital "Beef for the Holidays" campaign.

PRODUCER EDUCATION

Master Beef Chef Teams Sear the Competition

We've all seen the television shows where amateur chefs are given minutes to gather a few random groceries and prepare a meal worthy of a top prize. It looks challenging, to say the least, but minus the lights and cameras of Hollywood, Florida Beef Council's annual beef cook-off event isn't much easier.

Using random ingredients and underutilized beef cuts, three teams of four go toe-to-toe during the Florida Cattlemen's Leadership Academy (FCLA) Master Beef Chef cook-off event held during each FCLA session.

The 90-minute contest offers team building, fun and fellowship among FCLA class participants, but more



importantly, it also provides the young leaders an opportunity to connect to the final product — fresh beef — and learn more about consumer marketing.

County Association Meetings Offer Checkoff Updates

Throughout the year, Florida Beef Council's DeAnne Maples attended several county cattlemen's association meetings around the state to provide updates on Beef Checkoff program investments in Florida and across the nation.

The meetings offer producers an opportunity to ask questions and take a deeper look at how their one-dollar investment works to reach consumers and drive beef demand. Presently, the Return on Investment (ROI) to the producer is \$11.91 for each \$1 paid.

COLLEGE CAMPUS CONNECTIONS

Beef Wins Big on ESPN Tailgate Tour

Florida Beef Council teamed up with the Federation of State Beef Councils to announce that beef is the official protein of the ESPN Events Tailgate Tour.

The tour made stops at more than 20 college football games, including the University of Alabama vs University of Florida game in Gainesville, and University of Louisville vs Florida State University

in Tallahassee, to share beef's sustainability message with a broad consumer audience — one that cuts across beef's target demographics.

While beef was served and sustainability messaging was highlighted at each event, cattle producers serving as beef ambassadors were also on hand interacting with consumers and sharing information about beef nutrition and sustainability.



University of Florida Kiosks Capture Curious Co-eds

Several thousand Gainesville residents log miles each year walking, running, or biking on the busy trail that winds along the University of Florida's Beef Teaching Unit. The cattle that call that farm home are often the subject of onlookers who stop to enjoy the view or snap photos of

the grazing calves. Recognizing the opportunity to highlight the facility, and cattle and beef industries, Florida Beef Council partnered with the University of Florida to erect three educational kiosks that offer rotating information on topics like Beef Quality Assurance, animal welfare, beef nutrition, sustainability, the Beef Checkoff, and Beef. It's What's For Dinner.® recipes.



Meat We Eat Course Connects College Students to Beef

The Florida Beef Council (FBC) spent the day educating college students about the nutritional value of beef, shopping for beef on a budget and beef cooking tips as part of the “Meat We Eat” course at the University of Florida (UF). According to UF, “the class is designed to create a

more informed consumer of animal muscle products and address current issues in animal agriculture.” More than 30 students participated in the hands-on event at the Beef Teaching Unit, which included a “cook-a-long” cooking demo featuring beef steaks on portable grills.

Registered dietitian, Sarah Krieger, discussed the nutritional aspects of beef and how lean beef can be part of the Mediterranean diet. FBC Director, DeAnne Maples, shared about Florida’s cattle ranching history, beef production cycle, beef cuts identification, recipe inspiration and shopping tips for students on a budget.

Some students who indicated they were vegan, vegetarian or don’t routinely consume beef in their everyday eating plan participated in the cooking demo. Some had never cooked their own steak before and shared that they enjoyed preparing and eating beef. It was important to be part of this class discussion to help students understand how they can include beef in their diet in a healthy and affordable way.

NEWS ON NUTRITION

Florida Beef Council’s contract registered dietitian, Sarah Krieger, is provided courtesy of funding received from the Nebraska Beef Council and Kansas Beef Council. This partnership among the



states has continued for more than five years and is vital to ensuring Beef Checkoff-funded beef nutritional education is expanded throughout the state.

As the pandemic continued to restrict most face-to-face events, Sarah Krieger adjusted her outreach to allow for virtual programs that included press interviews, cooking demonstrations, personal and corporate health coaching, presentations, and in-person events when permitted.

The annual Florida Academy of Nutrition and Dietetics annual conference, the Florida Food and Nutrition Symposium, was held virtually again in 2021 and the attendance was strong. The Florida Beef Council provided two education sessions and a virtual booth staffed by Sarah Krieger and our guest Dietitian/Author/Chef Abbie Gellman.

Gellman was funded courtesy of the Federation of State Beef Councils speaker’s bureau. Her interactive presentation gave tips on setting up the kitchen for a virtual cooking demo where she prepared lean ground beef taco bites as the demo meal. The topic was timely and much different than what had been done in the past. The session had high attendance with fantastic audience interaction.

Sarah Krieger provided a second Florida Beef Council funded presentation, which also offered an innovative topic, “Beef in a Plant-Based Diet: What our Clients Need to Know.” More than 225 attended the session.

Team Beef Florida 2021



Florida Beef Council Financials 2021

Revenue

Gross Assessments Collected	\$691,023
Federation Funding	-
Non Checkoff	66,464
Total	\$757,487

Dispersements

Cattlemen’s Beef Board	345,314
NCBA Checkoff Division	27,500
Promotion	70,389
Research	16,329
Consumer Information	173,120
Producer Communications	35,492
Federation Funding	60,016
Collections Compliance	15,573
Administration	68,313
Other	-
Total	\$812,046
Net	(\$54,559)