



Florida Beef Council 2019 Annual Report

Savor St. Pete Takes Steak to the Street



The aroma of sizzling beef filled the streets during Savor St. Pete, a two-day November celebration held along the beautiful waterfront of downtown St. Petersburg. Ticket holders sampled a variety of fresh foods and beverages and watched

cooking demos from local celebrity chefs.

Florida Beef Council was on hand serving up 500 pounds of strip loin steaks and Beef smoked sausage bites, cooked and served by Florida Beef producers and their families, with help from FCA Sweetheart Casey Wingate, FBC contract Registered Dietitian Sarah Krieger and Hillsborough County Cattlemen's Sweetheart Anna Conrad. The fresh-grilled beef was a HUGE hit among the event-goers, as was the opportunity for consumers to "meet a Rancher" and hear the Beef story firsthand.



The event was funded by our friends at the Iowa Beef Industry Council and was a win for Beef and the FBC.

On the cooking demo stage, chefs from Publix Supermarkets Aprons Kitchen created and cooked two new recipes. The tie-in also provided an opportunity to feature a Tips for Holiday Roasts piece in a Publix coupon book created for the event and distributed in Florida Publix stores.

Producer Events & Education



An important part of the Beef Checkoff is investing dollars into education programs for Beef producers, ranch and farm workers, allied industry members, and industry support professionals and advocates; and while various types of education programs are offered

each year around the state, the Beef Excellence Institute (aka: Beef 706) at the University of Florida (UF) was a highlight of 2019.

The course was directed by Dr. Todd Thrift with assistance from other members of the UF animal science team and delivered to the students an intensive study into the marketability of feeder cattle — from selection to harvest, grading, fabrication, eating appeal, and financial analysis.

The program was well received by the participants and FBC hopes to see it return for a new herd of students.

News on Nutrition



In her third year as a contract Registered Dietitian to FBC, Sarah Krieger is a passionate and dedicated advocate for Beef Farmer and Ranchers. Her services are available to FBC through funding provided by the Nebraska Beef Council and Kansas Beef Council.

As past president of Florida Academy of Nutrition and Dietetics, Krieger is routinely invited to participate as an expert source for news and special interest outlets. She is a monthly guest on news programs in Tampa/St. Petersburg, an area that has shown lower beef consumption in past surveys. Krieger is often a guest at food shows, nutrition conferences, and is available as a private practice dietitian in the St. Petersburg area.



In 2019 Krieger shared the Beef message in dozens of venues, educating consumers, medical professionals and producers and ranching families. She also is available to local cattlemen's and cattle women's associations as needed.

Florida Continues Nutrition Outreach

The important role beef plays in a healthy diet was a prominent message at the Florida Dietetic Association's 2019 Food and Nutrition Symposium (FANS) in Marco Island, thanks to FBC. Hundreds of the state's credentialed nutritional professionals went away with a better understanding of beef's benefits.

FBC experts shared the latest science-based information on topics like nutrition, culinary arts, food safety, responsible ranching and the sustainability of the beef supply throughout the four-day event. Hundreds of attendees mingled with Chuck Knows Beef at the beef booth, where they enjoyed putting together a make-your-own beef jerky trail mix.

Attendees also received helpful information from Sarah Krieger, who cooked and served 300 Beef and Sweet Potato Hash samples at the Sunday morning opening general event. A packed room of health professionals also heard about the successful University of Central Florida's Culinary Medicine program and were treated afterward with beef sliders and steak salad roll-ups used in the culinary medicine program.

Florida Beef Council Has Unique Approach to Nutrition Education

When UCF called with news of its plans for a Culinary Medicine program, FBC listened. It's a unique approach to nutrition education, integrating medical nutrition therapy principles with culinary nutrition techniques through hands-on cooking classes. It's being offered at UCF to fourth-year medical students as an elective course.

With support from the Iowa Beef Council, FBC is partnering with UCF on this new program. During each four-week course, future physicians collaborate with professionals at UCF's Rosen College of Hospitality Management to develop communication skills around nutrition and healthy eating. Students also visit community groups to address the nutrition needs of patients.

Sarah Krieger has served as an educator and student resource, with lessons on nutrition, meal planning, budgeting, food shopping, understanding food labels and protein selection. Lean beef recipes have been featured several times weekly. Students also visited nearby Deseret Ranch of St. Cloud and got an up-close look at a cow-calf operation, enjoying a ranch-cooked steak lunch at the rodeo grounds.

More than one-third of the graduating medical school class enrolled in the course this year. Those 43 physicians will interact with thousands of patients throughout their careers.

Team Beef Dashes to Success in 2019

In 2019 Team Beef Florida was in its 3rd season with 40 team members, who ran races wearing Team Beef gear and posted on social media about the benefits of beef in a healthy diet.



TEAM BEEF MEMBERS

- participated in the Alaskanman Extreme Triathlon;
- qualified for Team USA and will compete in September in Amsterdam in Triathlon, Aquabike and Aquathlon;
- participated in dozens of local 5K, half and marathon races with numerous personal PR times;
- qualified for the Boston Marathon;
- participated in the Daytona Challenge Triathlon Relay at the Daytona International Speedway; and
- Hosted their own Virtual 5K and Team Beef Beef Florida medal.

Florida Beef Council 2019 Financials

REVENUE

Gross Assessments Collected	\$644,095
Federation Funding	—
Non Checkoff	168,268
Total	\$812,363

DISBURSEMENTS

Cattlemen's Beef Board	322,130
NCBA Checkoff Division	40,000
Promotion	60,779
Research	19,522
Consumer Information	125,129
Producer Communications	27,272
Federation Funding	162,681
Collections Compliance	13,095
Administration	50,521
Other	7,257

Total	\$828,386
Net	(\$16,023)



Dear Fellow Producers,

Cattle producers have their feet firmly planted in two worlds: The world of tradition, using knowledge and skills handed down through the years that help result in vibrant, healthy animals producing the best beef in the world, and the world of technology, using the most up-to-date information to help us manage our businesses, market our animals and stay abreast of our situations.

Truth be told, most of us are probably more comfortable in the first world. After all, knowing and caring for animals comes naturally. Technology can be intimidating and moves so quickly these days that it's just difficult to stay current.

Stay current we must, however, especially when it comes to marketing beef. Consumers no longer get their information about beef from friends or the sales flyer in the weekly newspaper. The internet, social media, smart phones, artificial intelligence and other emerging technologies are influencing how we must talk with and educate those who buy our products.

Our Beef Checkoff is staying abreast of new technologies, using them effectively to reach both current and potential beef buyers. Thanks to your checkoff investments, we're able to keep beef front-and-center with those who consume our product and those who market it.

Research suggests we're on the right track. A recent independent evaluation of the national Beef Checkoff found that for every dollar invested, \$11.91 is returned to the beef communities' profitability. That's technology we can take to the bank.

Yours truly,

Laurie L. Munns

Laurie Munns
Hansel Valley, Utah
Chairman, Federation of State Beef Councils



Funded by Beef Farmers and Ranchers

Riding Technology Into the Future

Twenty-five years ago, having a website meant you were on the cutting edge of technology. No longer. Today a website is merely the foundation. In 2018 there were more than 1.8 billion websites globally, competing for the attention of consumers.

The Beef Checkoff's *Beef. It's What's For Dinner.* brand has successfully attracted a following of consumers through many channels, including an updated www.BeefItsWhatsForDinner.com digital website, which answers questions consumers have about beef from pasture to plate. Since its relaunch more than 15 million people have visited the new website. But that's just the beginning of the Beef Checkoff's technological footprint.



To keep up with the evolving marketing landscape a new tool called Chuck Knows Beef was introduced in 2019. Powered by Google Artificial Intelligence, Chuck Knows Beef is a guide to all things beef – recipes, cooking tips, cut information, production background – helping source its customized responses from content found on the BeefItsWhatsForDinner.com website.

Chuck Knows Beef is based on the emerging trend toward smart speakers, such as the Google Home and Amazon Alexa. It can help the 70 percent of consumers who say technical support would help them when shopping for beef. Like the BeefItsWhatsForDinner.com website, Chuck Knows Beef represents a prime opportunity for the beef industry to utilize technology to help increase consumer demand, giving consumers confidence in selecting and preparing beef.

Maximizing Millennial Reach



In 2014, Beef Checkoff advertising went 100 percent digital primarily to reach older millennial parents, who are more digitally connected. A new "Keep Sizzlin'" collection of online beef advertising, for instance, shows beef being cooked by grilling, smoking, stir-fry, sous vide and cast iron. In addition to providing consumers with drool-worthy content, the ads lead consumers to BeefItsWhatsForDinner.com, where they learn to prepare the perfect beef meal.

New videos utilize the "Nicely done, beef" slogan and highlight the attribute consumers say distinguishes beef from other protein options: its great taste. Appearing on popular websites and social media platforms, Nicely Done advertising uses tongue-in-cheek humor and beef's swagger to help position beef as the top protein. Nicely Done through social media, search or display ads have had more than 98 million video views, creating more than 4 million engagements, and resulted in more than 500 million consumer impressions.



Beef. It's What's For Dinner. has also made a significant impact on Facebook and Instagram. Thirteen Facebook Live videos, featuring recipes and cooking tips from checkoff culinary

experts were produced and posted over the past year, with almost 65,000 views. These videos continue to live on the *Beef. It's What's For Dinner.* Facebook page. In addition, six Instagram TV videos were posted in 2019, reaching thousands more consumers.

Technology also influences how the Beef Checkoff educates and motivates those who market beef. A test last year with Instacart, an online delivery service available to more than 80 percent of American households, demonstrated that *Beef. It's What's For Dinner.* ads at digital point-of sale increased beef purchases among users and proving to retailers the program's greater-than-average return on investment.

Partnering with other third-party content sites can also be useful in addressing complex beef issues. For instance, the Beef Checkoff has worked with Quartz, Greenbiz and Nativo to ensure consumers see balanced information about how beef is both nutritious and sustainable. Articles with these groups have garnered almost 8.5 million impressions.

Technology is also helping improve international marketing. To share beef farming and ranching with audiences across the globe, *Beef. It's What's For Dinner.* is making its virtual ranch tours available in Korean, Japanese, and Spanish. The 360-degree videos virtually transport the viewer to a U.S. ranch to show how cattle are raised and cared for. Originally created by NCBA as part of checkoff-funded Beef. It's What's For Dinner. Rethink the Ranch outreach, the videos are giving audiences around the world a chance to experience U.S. beef production practices.



The Beef Checkoff-funded Beef Quality Assurance program has utilized technology to enhance success with cattle producers. More than 50,000 individuals have gone online to obtain BQA certification since 2017. Free online training and certification is accessible 24/7, making it a convenient

option for busy farmers and ranchers. BQA certifications are also available at in-person training events. An estimated 80 percent of the U.S. fed beef supply is touched by BQA-certified operations.

Boosting International Demand



Of course, current technology will not be a component of all Beef Checkoff programs, such as international programs that boost international beef demand. U.S. beef exports, in fact, reached a record-shattering \$8.3 billion in 2018, a year-over-year increase of 15 percent. While Japan solidified its position as the leading international destination for U.S. beef, much of the year's growth was driven by South

Korea and Taiwan. 2019 has seen continued momentum for these two markets, with both achieving double-digit growth through the first half of the year.

The U.S. Meat Export Federation, a subcontractor to the Beef Checkoff, uses checkoff support to promote the unique attributes of U.S. beef worldwide, including to key buyers in the Korean and Taiwanese foodservice sectors, where dry-aged U.S. beef is increasingly popular.

In the United States, many other efforts not requiring enhanced technology – including personal and face-to-face interactions – reach both consumers and those who influence them, such as farm-to-fork tours for influencers, discussions with dietitians and health professionals, farm-to-fork tours for chefs and other influencers and dozens of other outreach efforts.

Being on the front line in today's marketplace, however, requires the beef industry to keep pace with the needs of consumers who buy its products. Thanks to beef producer investments in the Beef Checkoff, technology and beef can go hand-in-hand.

Cattlemen's Beef Board Fiscal Year 2019 Expenditures

Promotion	\$10,580,409
Research	\$9,891,043
Consumer Information.....	\$7,571,245
Industry Information.....	\$3,357,876
Foreign Marketing	\$8,347,484
Producer Communications.....	\$1,637,234
Evaluation	\$158,875
Program Development	\$435,772
USDA Oversight*.....	\$596,367
Administration.....	\$1,729,852
TOTAL EXPENSES	\$44,306,157

* Included in the USDA Oversight amount is approximately \$404,000 paid by the Cattlemen's Beef Board to USDA for oversight fees during the year. The remaining \$192,000 is related to cost incurred by Cattlemen's Beef Board for litigation, meetings with USDA, freedom of information act requests, settlement requests, and authorization requests.

Audited Numbers