

## HEALTH AND NUTRITION

### Peachtree Road Race Georgia's Team BEEF



After a year of working to establish Georgia's very own Team BEEF we are thrilled to have 60 active runners across the state running for BEEF. The journey began at the Peachtree Road Race in July where, as a result of a Federation Initiative Fund Grant, we partnered with marathon runner

Dane Rauschenberg at the Expo prior to race day. At the expo we recruited future Team members and met with current members who kicked off Team BEEF at the race two days later. GBB staff met team members at the finish line for a photo and we were please to hear that several members received shout outs for beef along the way! Concluding the race we signed up 40 more dedicated athletes who completed their training call and proudly represent Georgia's Team BEEF. We are aiming to reach a goal of 125 Team BEEF runners next year.

## EDUCATION

### University of Georgia Beef Team

Upon completion of the Masters of Beef Advocacy Program, as well as a Beef 101 Training, a team of four University of Georgia students began their semester of beef promotion as part of the University of Georgia Beef Team. Each team member was required to complete five-four hour shifts in their local Kroger during high traffic hours of business. During their shifts they grilled beef samples, handing out beef information, aiding the consumers with cut selection at the meat case and answered questions about nutrition, cookery or production. These students were a positive light for the beef industry and enjoyed sharing their story and passion with consumers.

### Abraham Baldwin

#### Agricultural College Ambassadors



Kaytlyn Malia and Hillary Pope, two students from Abraham Baldwin Agriculture College (ABAC) spent their school year traveling with GBB where they worked to promote beef during different events and programs. In addition to those programs and events, they completed

several beef demos at Carroll's Sausage and Meats in Ashburn. Carroll's is a unique store with customers stopping in from all around the state. The Flat Iron steak was their featured cut supported by Flat Iron recipe cards and other promotional information that helped consumers better understand the different cuts of beef and how to cook them. Kaytlyn and Hillary

demonstrated how easy it is to prepare your favorite steak on a table top grill using your favorite rub or marinade and a few minutes of your time. The sampling was so successful that the workers at the meat counter couldn't keep enough Flat Irons cut due to high sales!

### GEORGIA BEEF BOARD

P.O. Box 28230  
Macon, GA 31221  
www.georgiabeef.org  
(478) 474-1815

### GEORGIA BEEF BOARD, INC.

STATEMENTS OF REVENUES AND EXPENSES  
MODIFIED CASH BASIS  
For the Years Ended September 30, 2014 and 2013

	2014	2013
<b>REVENUES</b>		
Gross assessments	\$606,165	\$567,913
Assessments remitted:		
Cattlemen's Beef Promotion and Research Board	(292,167)	(266,043)
Other states	(21,832)	(36,176)
	(313,999)	(302,219)
Net assessments	292,166	265,694
Beef certificate revenue	296	716
Grants and other revenue	30,048	6,187
<b>TOTAL REVENUES</b>	<u>322,510</u>	<u>272,597</u>
<b>EXPENSES</b>		
Program services:		
Promotion	16,910	24,783
Consumer information	185,989	152,598
Industry information	6,326	7,461
Producer communication	20,110	27,180
National programs	14,000	14,000
Total program services	243,335	226,022
Supporting services:		
Collection and compliance	1,524	828
Administration	49,322	44,232
Total supporting services	50,846	45,060
<b>TOTAL EXPENSES</b>	<u>294,181</u>	<u>271,082</u>
<b>INCREASE IN NET ASSETS</b>	28,329	1,515
<b>NET ASSETS - BEGINNING OF YEAR</b>	199,198	197,683
<b>NET ASSETS - END OF YEAR</b>	<u>\$227,527</u>	<u>\$199,198</u>



## RETAIL & FOODSERVICE

### Beef 101 Tour & Seminars



Three Beef 101 tours have now been conducted through grants from the Federation Initiative fund. This past year retail and foodservice professionals participated in the tour, including representatives from Publix Super Markets and Sysco. The morning began with a farm tour given by Beth Daniel of Partisover Ranch. The attendees had the opportunity to see first-hand what a cattle operation looks like and how it works, along with an understanding of the day-to-day struggles our producers face. Clay Talton, Elbert County Extension agent, covered beef quality assurance by demonstrating low stress handling, discussing flight zones and injection sites. After the farm tour, the group traveled to the University of Georgia's Meat Science Technology Center to meet with Dr. Alex Stelzleni and Ryan Crowe. Stelzleni discussed yield grading and quality grading with the professionals before we broke for a delicious lunch from Stuffed Burger. Following lunch, Crowe demonstrated a carcass breakdown discussing different cuts that were of interest to each attendee. All participants completed a survey before and after the tour which provided us with positive feedback about the tour. The Georgia Beef Board (GBB) received excellent results and built lasting relationships from the Beef 101 Tours and is confident this program will remain in our budget each year.

## MEDIA SERVICES

### Overview

GBB has continued work with Southeast AgNet Radio Network and Georgia Farm Monitor to communicate with producers on the direction of the checkoff program and where their dollars are being spent. GBB's Suzanne Bentley has worked closely with stations in the Atlanta market to provide viewers with beef cookery tips, recipes, and nutrition information. After conducting work with the digital team at NCBA, a contractor to the beef checkoff, we have enhanced our social media efforts on Facebook, Twitter, Instagram, Pinterest, and on our GBB website with a focus on the millennial market.

## PUBLIC RELATIONS

### Georgia National Fair-Sharing the Beef Story



GBB spent 11 days at the fair in October. A decision was made to move the annual fair promotion to the Georgia Grown Building instead of the usual location in the barn. This move allowed GBB to transform the environment to a setup that would attract the average consumer who is in the grocery store making purchasing decisions. Consumers could ask any questions, as well as learn more about the

recipe, nutrition and cookery resources available to them. GBB also sponsored a first of many beef casserole contests at the Georgia National Fair where local news advertisements encouraged the public to enter their favorite beef casserole for a chance to win first, second or third place. Concluding the contest each year we have access to all the recipes entered, which we use for further promotion. GBB also went on the Georgia Grown Stage each Saturday to talk about convenient, kid-friendly beef meals and using steak leftovers to make them. The audience enjoyed the tips and tricks, and loved the beef samples! We are encouraged about the move to the new location and excited to improve our display even more next year.

### Savannah Southern Women's Show



GBB had another fantastic year partnering with Emily Ellyn at the Southern Women's Show in Savannah. Emily wowed the crowd with four on-stage demos titled BEEF Up Your Pasta Night! When we weren't on stage the booth was packed with recipe-hungry consumers who were

eager to learn about beef topics from cookery to nutrition. This gave us the perfect opportunity to provide them with a hands-on activity that showed them great checkoff-funded resources they can use at home, such as BeefItsWhatsforDinner.com. This is an event we always look forward to and it targets one of the most important groups of consumers, women. Not only do women fulfill the role of a mother, grandmother, aunt and daughter, but they also seem to do most of the grocery shopping and meal planning. Our goal was for them to leave with a refreshed recipe collection and a feeling of confidence regarding beef nutrition and cookery.



## DEAR FELLOW BEEF PRODUCERS,

There's only one measurement that really matters when it comes to your Beef Checkoff Program: Do you get more out of it than the \$1-per-head you put in?

Recent independent research shows you do, with a return of \$11.20 for every \$1 invested in the national program. Although not part of the national study, the programs conducted at the state level can only add to the overall effectiveness of our efforts. Obviously, the efforts we're making as cattle producers are worth it.

Even more exciting, though, is how it was accomplished. Direction of state and national checkoff programs are in the hands of producers themselves, not just purchased "off the shelf." While the return on investment is significant, the success comes about because of producers and importers participation in checkoff-directing boards and committees.

When you combine the return on investment with the process, it's a very impressive result. With increasing sophistication of the process and even more producer input, I hope to see even better returns in the future. Let's keep up the good work.

Yours truly,

Cevin Jones  
Chairman, Federation of State Beef Councils



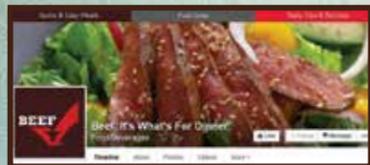
## CATTLEMEN'S BEEF BOARD FISCAL YEAR 2014 EXPENDITURES

Administration	\$1,609,050	
USDA Oversight*	\$289,631	
Program Development	\$238,943	
Program Evaluation	\$175,274	
Producer Communications	\$1,478,324	
Foreign Marketing	\$7,355,729	
Industry Information	\$1,817,768	
Consumer Information	\$8,366,182	
Research	\$7,927,598	
Promotion	\$9,438,367	
<b>Total expenses</b>	<b>\$38,696,866</b>	

Audited numbers

\* This total also includes CBB's costs associated with Freedom of Information Act requests and legal fees associated with lawsuits.

## NUMBERS DO THE TALKING



Nowhere do the numbers speak more clearly than in the new Beef. It's What's For Dinner digital campaign. Beginning in the spring of 2014, the campaign

differed significantly from mass media, reaching people who aren't immediately seeking beef information using an "under-the-radar" approach. It's a one-on-one communication through a consumer's computer, and aims to direct consumers to the BeefItsWhatsForDinner.com website, which contains recipes, tips, nutrition, safety and other information consumers want and need. Digital elements that drive consumers to the site include:

- **Banner Ads** on sites like AllRecipes.com and MensFitness.com, which inspire consumers to think about tonight's dinner with beef photos, recipes and information;
- **Search Advertising** on engines such as Bing and Google for people proactively searching for information on food;
- **A Beef. It's What's For Dinner Facebook page**, with almost 900,000 fans who receive recipe posts with photos on a regular basis;
- **Collaboration with other established recipe and nutrition-related websites**, such as Martha Stewart.com;
- **Videos** that run before online television shows; and
- **Other "cutting edge" elements in digital marketing** that allow the industry to target millennial consumers.

In just the first four months of the marketing campaign significant results were generated. More than 1.7 million consumers were reached through the campaign's website, and the "no-recipe recipe" videos were viewed more than 5 million times on YouTube and other video online channels.

Furthermore, associated social media sites hosted more than 1 million engagements, such as likes, comments, shares, re-tweets and click-thrus to checkoff resources, such as recipes. Because it's

available 24/7, the digital/social media tool is providing continual contact with consumers who are looking for meal solutions.

Unlike other kinds of outreach, almost all of that contact is positive in nature. Research shows that 97 percent of consumers have positive opinions about beef after visiting the Beef. It's What's For Dinner website.

## RETAILERS GET IN THE ACT



A new "Go Tasty, Go Lean" toolkit for supermarket retailers was developed to help on-staff dietitians make their stores a health and wellness destination for consumers – and to help sell more beef in the process. Part of a multi-phase research project conducted through the Beef

Checkoff Program, the toolkit helped show that beef can provide a significant sales lift for retailers.

In fact, 84 to 94 percent of shoppers expressed purchase intent in the lean beef items they sampled during the test portion of the research, and significant increases in specific beef cut sales during the test were also generated.



The toolkit communicates beef's nutrient benefits at the same time as it generates these bottom-line benefits. The toolkit, developed in partnership with registered dietitians, demonstrates that promoting beef's positive attributes – nutrition, taste and ease of preparation – not only results in higher sales, but enables supermarket dietitians to be able to talk knowledgeably and confidently about beef.

## NUTRITION RESEARCH HAS VALUE

More research now shows that a heart-healthy diet that includes lean beef can reduce risk factors for heart disease. A study funded by the beef checkoff and the national Institutes of Health-supported Penn State General Clinical Research Center and published in the June 19, 2014 issue of Journal of Human Hypertension found that a dietary pattern rich in fruits, vegetables and low-fat dairy that includes lean beef – even daily – can reduce risk factors for heart disease, including elevated cholesterol and blood pressure.

According to lead researcher Penny M. Kris-Etherton, "this research adds to the significant evidence, including work previously done in our lab, supporting lean beef's role in a heart-healthy diet." Researchers suggested the evidence supports the idea that it's the total protein intake – not the type of protein – that is instrumental in reducing blood pressure.

## A NEW PRODUCT WITH OLD ROOTS



It looks, acts and smells like bacon – but it's beef. Schmacon™ is one of the latest checkoff-funded development projects that provides beef producers with extra alternatives for beef cuts.

The smoked and cured glazed beef slices received the prestigious 2014 Food and Beverage Innovations (FABI) Award by the National Restaurant Association at their restaurant, hotel and motel show.

Schmacon has less fat and sodium than bacon, and as a pre-cooked product ready for crisping in an oven cooks in a fraction of the time. In winning the FABI award, it was heralded as a product with "bold imagination" and "great potential to help operators capitalize on consumer trends and drive operator success." The product not only fits into healthy lifestyle trends, it also meets dietary needs of those religious or ethnic groups prohibited from eating pork products.

## BEEF EXPORT VALUE ON RECORD PACE



Checkoff-funded efforts in the international arena are focused on some of the world's most promising markets for U.S. beef, and exports to those markets are growing rapidly. For instance, strong

performances in key Asian markets are putting U.S. beef export value on a record pace in calendar year 2014. Through July, exports totaled \$3.89 billion, up 13 percent from a year ago. Export volume was up 4 percent to 687,752 metric tons.

In 2013, Japan reclaimed its position as the No. 1 international destination for U.S. beef when an increase in the age limit for eligible cattle fueled a large increase in exports. U.S. exports to Japan have been mostly steady this year, while Japan's imports from other major suppliers such as Australia, New Zealand and Canada have declined.

Hong Kong, South Korea and Taiwan have also been strong growth markets for U.S. beef in 2014. In June, Hong Kong granted full access for U.S. beef for the first time since the December 2003 BSE case.

These results translate into remarkable returns for U.S. cattle producers. Export value per head of fed slaughter was nearly \$300 in June and July, and averaged \$273 for the first seven months of this calendar year. Per-head export value is up 13 percent from a year ago and has more than doubled in the past five years.

Whether promoting beef internationally or providing marketing support for the product in the United States, the Beef Checkoff Program has been committed to programs that build beef demand since 1986. The recent research showing a return of \$11.20 for every dollar invested is a strong validation of that work.