

2018 Georgia Beef Board Annual Report

Building beef demand by inspiring, unifying and supporting an effective state and national checkoff partnership.

Burger Weeks



The Georgia Beef Board (GBB) was proud to bring three burger weeks to our state this year. We celebrated the third annual burger weeks in the Atlanta and Savannah locations, and they were both a great success. The Atlanta Burger Week has grown to more than 40 restaurants and is one

of the most anticipated events in the city each year. New to the lineup in 2018 was Macon Burger Week. It had a strong start with 15 participating restaurants and was a huge success, with several restaurants reporting their biggest week of sales in the history of their business. We are so excited with how well these events have been received in these target consumer markets and are looking forward to expanding our markets in the future.



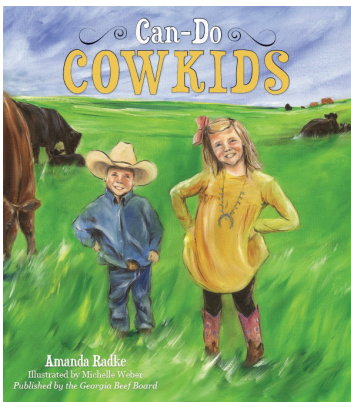
Recipe Videos

This year, the GBB partnered with Craft Box Girls to incorporate beef in several 60-second recipe videos that we shared on our social channels. We covered topics such

as Mother's Day, Tailgating Season and Meal Prep. We turned several of these topics into a series and created two to three videos each (Tailgating and Meal Prep). Each of these videos reached about 15,000 people and had lots of positive comments and interaction. Consumers appreciate direct, condensed information when it comes to recipe videos on social media, which is one of the reasons we had such a positive response. This was a great way to promote tasty beef recipes, and we look forward to the videos we will create in the future.

New Website

In June, we launched our new Georgia Beef Board website. With the new website came lots of new information and resources to share. One of our favorite parts is the "Raising



"Can-Do Cowkids" Children's Book

The GBB worked with Amanda Radke and Michelle Weber to publish a children's book titled "Can-Do Cowkids." The story is about two Can-Do Cowkids, Cody and Cassidy, and a day on their family's cattle farm in Georgia. Readers will follow

Beef” section, where we were able to highlight several different Georgia families with beef cattle operations who got to share about their role in the beef industry. We are very excited to provide our audience with all the great beef information we have available for them.

May is Georgia's Beef Month



Our Beef Month promotions continue to grow each and every year. We continued our five-city TV media tour and radio advertising, as well as hosted our second annual Cattle Drive 5K, and all were a great success. We also participated in a cooking event in

Atlanta with several chefs, hosted a grill giveaway on our social media, and hosted a “Beef Up Your Pure Barre” event with a local studio. We focused on recognizing Mother’s Day, Cinco De Mayo and Memorial Day, and sharing tasty beef recipes with each of these holidays in mind. Our local communities were also a critical part in sharing the May Beef Month message, and there were wonderful beef promotion efforts celebrated statewide.



Beef for the Classroom Grant

In August 2018, the GBB awarded 55 Georgia consumer science and culinary art teachers grant monies to purchase beef for use in their classrooms. This grant is offered annually and provides financial support to educators for classroom teaching on beef subjects. Our goal is that by the time a student completes his/her consumer science or culinary class, the student is confident in selecting, purchasing, preparing and cooking beef. This past year, we were able to impact more than 7,700 students, and we look forward to continuing to grow this program in the years to come.

Team Beef

The GBB’s Team Beef program continues to be a positive and influential part of what we do each year. We have more than 300 members on our team who are trained and equipped to help us share the beef story around the state. They attend athletic events all over Georgia and wear Team Beef jerseys and share the message that beef is part of a healthy lifestyle. They each have personal testimony

about how beef’s protein helps fuel them in their physical activity, and they love to share our message at the events they attend.

Coupon Promotion at Farmview Market



We had the opportunity to work with one of our independent retail locations, Farmview Market in Madison, to host a coupon promotion. We worked with the store to create a \$5-off coupon, which we handed out to shoppers to use on fresh beef products that day. We interacted with many customers and not only offered them this great deal, but also equipped them with recipes and beef cooking information to take home.

Georgia Beef Board

Statement of Revenues and Expenditures

REVENUES	
Gross assessments	<u>\$613,099</u>
Assessments remitted:	
Cattlemen’s Beef Promotion and Research Board	(282,012)
Other states	(49,075)
	<u>(331,087)</u>
Net assessments	282,012
Interest income	391
Grants and other revenue	<u>89,351</u>
TOTAL REVENUES	<u>371,754</u>
EXPENSES	
Program services:	
Promotion	16,691
Consumer information	215,044
Industry information	4,238
Producer communication	37,884
National programs	<u>14,000</u>
Total program services	<u>287,857</u>
Supporting services:	
Collection and compliance	1,440
Administration	<u>78,835</u>
Total supporting services	<u>80,275</u>
TOTAL EXPENSES	<u>368,132</u>
INCREASE IN NET ASSETS	<u>3,622</u>
NET ASSETS - BEGINNING OF YEAR	<u>299,006</u>
NET ASSETS - END OF YEAR	<u>\$302,628</u>



Dear Fellow Producers:

Surveys show beef consumers are interested in knowing more about the beef they eat. They still want it to be tasty, tender, convenient and provide value, of course. But today they also want to know that the animal was raised with care and in an environment that is wholesome and environmentally sound.

That desire led the Beef Checkoff Program to include a “Rethink the Ranch” element to its *Beef. It’s What’s For Dinner.* relaunch. The component gives consumers – the majority of whom have very little connection to agriculture, let alone the beef they buy – a chance to see how beef producers are combining good husbandry and production practices with new technology to assure the best possible results in terms of care and products.

The promotion’s added direction compliments the broader messages within the *Beef. It’s What’s For Dinner.* brand and campaign. Those messages highlight the most critical aspects of what consumers expect from the beef they buy, taste being the most important. Recipes, nutrition and cut information and more is available on the industry’s upgraded website and is being broadly promoted digitally.

Let’s face it: Beef will always be among the preferred meats because it tastes so good.

The relaunched national campaign features opportunities for state beef councils to join in outreach and messaging to consumers and marketers at the state level. This creates a state/national team with which our industry is having a real impact on demand for our products.

You can read all about it in this report. Thanks for your support and engagement in continuing to make beef what’s for dinner.

Yours truly,

Dawn Caldwell

Dawn Caldwell
Edgar, Nebraska
Chairman, Federation of State Beef Councils



Rethinking the Ranch

In October 2017 the Beef Checkoff Program relaunched its iconic *Beef. It’s What’s For Dinner.* campaign, with exceptional results. The campaign sought to drive more consumers to the checkoff’s BeefItsWhatsForDinner.com website, where information on all things beef could be obtained.

Created 25 years ago, *Beef. It’s What’s For Dinner.* was introduced with promotion that included television and print advertising that captured the imagination and taste buds of consumers. Times change, however, and while the concept is still strong, the ways consumers get their information is different than it was in the early 1990s. Social and digital media have become the key ways information is delivered to consumers today.

Through the refocused and strengthened campaign, visitors to the website over the past year have totaled more than 8 million – compared to about 3 million the year before. The primary purpose for visiting for many consumers are the recipes, cut information and nutrition advice found on the site. Increasingly, however, consumers want to know even more about how the beef they eat is raised. A new feature of the campaign called Rethink the Ranch is giving consumers an up-close-and-personal look at the people who make beef possible. The campaign features real ranchers and farmers and their real stories about how they produce beef.

Last summer a camera crew traveled 3,800 miles across the United States, visiting six different cattle operations in four states. They captured more than 100 hours of video, as well as

images and stories about the people who raise beef animals. The images and video they developed have become a big part of the checkoff’s new consumer outreach.

Nationally, the videos have generated more than 765,000 video views, and reached more than 3.5 million consumers. State beef councils have downloaded Rethink the Ranch content for use on their own social media properties and other consumer and thought leader outreach.

It’s the first time BeefItsWhatsForDinner.com has promoted both the product and the people who produce it, a story focused on promoting beef’s greatest strengths: unbeatable taste, variety and ease of cooking, nutritional attributes that can’t be matched and the people that make it all possible, caring for the animals and environment with appreciation and respect.

State beef councils are also extending the campaign, exciting their states’ consumers about beef’s many benefits. Of special interest has been the campaign’s Rethink the Ranch anthem video and related video spots showcasing real farmers and ranchers from around the country.

It's important consumers understand how committed producers are to serving as faithful stewards of the valuable natural resources that have been entrusted to them. That's part of the Rethink the Ranch message. It's why the website provides consumer-friendly, easy-to-understand information on how beef producers are being effective stewards of the land and resources, from drones to help observe and manage cattle to solar technology to generate power and help operate water systems, cattle producers are using technology responsibly.

Good and Getting Better

Of course, cattle producers have always prided themselves in their dedication to animal welfare, beef quality, sustainability and community involvement. Recent research shows they are getting better in all four of these areas.

The checkoff-funded Cattlemen's Stewardship Review gathered data from an independent 2017 telephone survey of beef producers to deliver a comprehensive profile of the U.S. beef community today. The research showed improvements in all four areas, compared to a 2010 checkoff-funded benchmark survey.

It found that the well-being of cattle is the top priority for 95 percent of producers, that 97 percent of cattle farmers and ranchers believe producing safe beef is crucial to the future of the industry, and that 95 percent of producers believe conservation of land is extremely important to them.

Results of the research were shared with key national media.

More Foundation from Research

Checkoff-funded research providing answers to complex questions about beef production is helping create clarity to issues such as beef sustainability. The checkoff-funded sustainability research program has developed a series of 19 fact sheets that explain many benefits of U.S. beef production, such as how the global impact of beef production could likely be dramatically reduced if other countries could achieve the same productivity as U.S. beef – the most efficient beef production system in the world. To see these fact sheets, go to www.beefresearch.org.

BQA Certifications Add to Evidence

Further strengthening the case that cattle producers recognize their societal role is the fact that online certifications in the beef checkoff-funded Beef Quality Assurance program have surpassed 20,000. First available in early 2017, online BQA certifications join those conducted at in-person training events offered by state beef councils, cattlemen's affiliates, extension programs and other local efforts.

Both in-person and online certifications show how common-sense husbandry techniques can be coupled with accepted scientific knowledge to raise cattle under optimum management and environmental conditions, helping beef producers capture additional value from their market cattle and reflecting a positive public image for the beef industry.

Producers Telling Their Stories

The Raising Beef section of the new *Beef. It's What's For Dinner* website has featured several graduates of the checkoff-funded Masters of Beef Advocacy program. MBA graduates – who now

number nearly 11,500 – are helping people rethink the ranch by sharing their personal stories on the site. The collaboration between programs is an example of how the beef checkoff-funded Beef Advocacy Training and Engagement program works to help members of the beef community leverage their advocacy and spokesperson skills, benefiting many checkoff programs.

Expanding International Beef Demand

Thanks in part to beef checkoff-funded efforts to promote to and educate our international customers, global beef demand was up in 2018, with markets outside of the United States buying a larger share of U.S. beef production at higher prices. According to USDA data compiled by the U.S. Meat Export Federation, through June, U.S. beef and beef variety meat exports set a record pace in both volume (662,875 metric tons) and value (\$4.03 billion). In previous years, export value had never topped the \$4 billion mark before August.

The same data suggests the U.S. has exported 13.5 percent of its total 2018 beef production, up from 12.8 percent last year. Export value per fed steer or heifer slaughtered averaged \$317 – up 18 percent from a year ago.

Noteworthy export markets in 2018's first half included Japan (\$1.02 billion – up 12 percent from last year's pace), South Korea (\$802.1 million, up 52 percent), China/Hong Kong (\$510.8 million, up 43 percent) and Taiwan (\$249.7 million, up 39 percent). Also showing strong demand for U.S. beef were Mexico (\$506.7 million, up 10 percent), Central America (\$38.8 million, up 26 percent) and South America (\$63.9 million, up 20 percent).

Cattlemen's Beef Board Fiscal Year 2018 Expenditures

Promotion	\$9,225,692
Research	\$8,042,093
Consumer Information	\$7,345,798
Industry Information	\$3,560,607
Foreign Marketing	\$7,640,567
Producer Communications	\$1,179,898
Evaluation	\$230,795
Program Development	\$295,075
USDA Oversight	\$601,681
Administration	\$1,811,956
TOTAL EXPENSES	\$39,934,161

Audited Numbers

An independent survey of beef producers has found 74 percent continue to approve of the Beef Checkoff Program. That's 5 percent higher than it was a year earlier. The survey found that the more producers know about the program, the more supportive they are.

Seventy eight percent said the checkoff has value, even when the economy is weak, and 71 percent say the checkoff represents their interests. The survey was conducted from December 2017 to mid-January, 2018.