

## REBRANDING SOCIAL MEDIA



In August, the Georgia Beef Board rebranded their social media with the phrase "Beef On Georgia's Mind." We have been using this phrase and logo for a couple of years to brand different educational and promotional

products and have found it has been well received by consumers. To continue growing our social media presence, we rebranded our social media handles to further promote and create a community of beef lovers in Georgia. This change helps us maintain our social media platforms as the best resource for consumers on all things beef. In the few months since it has changed, we have continued to grow; if you haven't connected with us on social media, we encourage you to do so!

## GEORGIA BEEF BOARD STATEMENT OF REVENUES & EXPENSES

### REVENUES

Gross assessments	\$622,095
Assessments remitted:	
Cattlemen's Beef Promotion and Research Board	(286,312)
Other states	(49,471)
	<u>(335,783)</u>
Net assessments	286,312
Interest income	100
Beef certificate revenue (loss)	(517)
Grants and other revenue	<u>60,778</u>
<b>TOTAL REVENUES</b>	<b><u>346,673</u></b>

### EXPENSES

Program services:	
Promotion	10,612
Consumer information	189,461
Industry information	2,571
Producer communication	37,734
National programs	<u>14,000</u>
Total program services	<u>254,378</u>
Supporting services:	
Collection and compliance	1,440
Administration	<u>65,542</u>
Total supporting services	<u>66,982</u>
<b>TOTAL EXPENSES</b>	<b><u>321,360</u></b>
INCREASE IN NET ASSETS	25,313
NET ASSETS - BEGINNING OF YEAR	<u>273,693</u>
NET ASSETS - END OF YEAR	<u>\$299,006</u>

## BULLDAWGS AND BUDDIES



Every season, the University of Georgia (UGA) football team works with the charity Extra Special People (ESP) for the annual Bulldawgs and Buddies event. This event gives children with special needs the opportunity to hang out with UGA cheerleaders and football players and be reminded how special and awesome they are. GBB got involved

this year and cooked hotdogs and hamburgers for the kids and volunteers. Not only does this event draw many media and the chance to share Georgia's beef industry with hundreds of people, but it's a great cause to support. Special thanks to our volunteers, and the Ag Commodity Commission for Beef, for sponsoring the event t-shirts.

## CULINARY FIGHT CLUB



We were invited to be a sponsor for the Culinary Fight Club's Pitmaster Throwdown in June. Five top chefs in Atlanta were competing for the opportunity to represent

Georgia in the national competition. GBB sponsored the beef used in the competition. Beef was truly the star of the show because it was the only meat being cooked in this competition. Chefs used different cuts and recipes to impress the judges, but what was cooked, presented, judged and tasted by over 100 attendees was all beef! It was a great event to be associated with, showcasing beef as the delicious choice it is.

## PUBLIX MARATHON



The GBB attended the Health and Fitness Expo that led up to the Publix Half and Full Marathon in March. The group of athletes with whom we interacted were very concerned about their diets, especially their protein choices, so it was critical for a strong and positive beef presence at this event. The UGA Beef Team and GBB's Kaytlyn Malia gave out beef nutrition

information, beef jerky samples, information about beef production, and information on beef as a protein. This crowd had a lot of questions on how beef was raised, antibiotic use in the industry, and beef's benefits to our diet. It was a very fruitful time ensuring confidence in our industry, and we were ecstatic to be a part of the event and share our message. We also loved the opportunity to connect with and cheer on our Team Beef runners participating in the weekend!



## INAUGURAL CATTLE DRIVE 5K



As part of the Beef Month celebration in May the Georgia Beef Board (GBB) held the inaugural Cattle Drive 5K in Macon. There was a great group of runners for this event and everyone had a wonderful time. All runners received an event t-shirt, beef jerky, and beef nutrition information in their registration packets. Age division winners won prizes, and overall male and female first place finishers received summer grilling baskets. Proceeds raised benefitted the Georgia Cattlemen's Foundation, to continue promoting the history, heritage and future of the beef industry in Georgia. Everyone had a great time and heard a great message, and we are looking forward to seeing this event grow in the future!

## BEEF FOR BREAKFAST, LUNCH, AND DINNER RECIPE BOOK



One of this year's projects included a new recipe book created in-house. This 32-page booklet informs readers about beef production and how beef is raised in Georgia, along with tips on how to select and purchase beef products. The rest of the book is filled with beef recipes perfect for breakfast, lunch, and dinner. We handed this recipe book out all over the state at recent events and everyone has loved it. Consumers really appreciate the beef industry information we included and are excited about the many unique recipes to try.

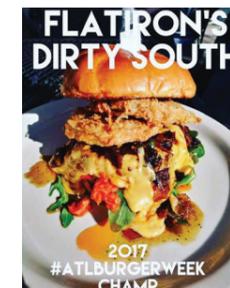
## VIDEOS HIGHLIGHTING GEORGIA PRODUCERS



The Georgia Beef Board partnered with Growing America to create a video series highlighting different beef producers in our state. We traveled to several operations and filmed as these producers shared their story of life on the farm. The videos cover topics such as environmental stewardship, women in agriculture and cattle handling and care. We have gotten over 30,000 views from each of the videos we have debuted so far and it has cultivated hundreds of likes, shares and an overwhelming amount of positive feedback and comments.



## #ATLBURGERWEEK



In April, the Georgia Beef Board hosted the second annual Atlanta Burger Week. This event grew to over 50 participating restaurants, each creating a \$5 specialty burger. Participants visited restaurants, tried burgers, got stamps in their event passport and voted for their favorites online. This event was incredibly successful, as demand for beef was built, and the Georgia Beef Board got incredible coverage - including being picked up by Fox 5's Burgers with Buck every day that week! Some of the top selling restaurants were selling 1,600-2,000 of their specialty burgers within the week. We look forward to seeing this event continue to grow in the future!



# 2017 GEORGIA Beef Board Annual Report



Funded by Beef Farmers and Ranchers

## DEAR FELLOW PRODUCERS,



Beef and great, unforgettable meal experiences seem to go together. A succulent steak on your birthday, juicy summer hamburger

straight from the grill or wonderful Sunday pot roast with the family not only create immediate and delicious taste sensations, but plant wonderful memories in the brain.

Assuring that the beef in these situations is the best it can be is important. But what beef attributes are most important to consumers when they sit down to enjoy a beef meal? And how do we measure how well we're doing in producing high quality beef for them? How can we make these beef-eating experiences even more memorable?

Those are just a few of the questions we ask ourselves through the Beef Checkoff Program to assure that we're not just meeting consumer expectations for wonderful beef experiences, but exceeding them. This report shows how the checkoff helps provide measurements for beef quality that are quantifiable, guidelines that are reasonable and consumer insights about quality that are helpful and valuable. You will also learn about some of the tools we're using to communicate quality and value to consumers.

The pursuit of quality is never-ending, but at the same time satisfying and rewarding. Beef is a great product that already fills a consumer want. Making it better is the icing on the cake.

Yours truly,

Jerry Effertz, Chairman  
Federation of State Beef Councils



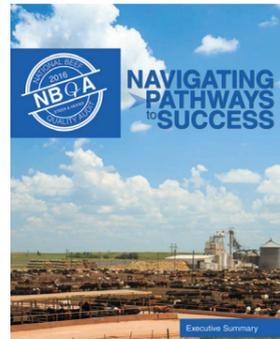
Funded by Beef Farmers and Ranchers

## THE QUALITY EQUATION

When they sit down for a meal, more than anything else consumers want food that tastes great. Beef producers have a product that both tastes good and is good for them. What should the beef industry do with this fact?

Through its checkoff program, a wealth of knowledge about beef and beef eaters becomes the foundation for research, education and promotion programs that establish benchmarks for beef quality, while providing guidelines for delivering even more of those beef qualities that consumers want. Obviously, it starts at the beginning.

## THE 2016 NATIONAL BEEF QUALITY AUDIT



What cattle producers do to raise beef has an impact on quality. Every five years since 1991 the beef industry, through its Beef Checkoff Program, has provided a set of guideposts and measurements for cattle producers and others to help determine quality conformance of the U.S. beef supply. Results from the National Beef Quality Audit have helped lead to improvements in cattle and beef production through the years, including reductions in carcass blemishes and fewer lost opportunities related to branding and other practices.

Reported in 2017, results from the 2016 NBQA, conducted for steers and heifers as well as cows and bulls, show that the industry continues to improve the quality of its product, and identifies where improvements can still be made. Among the findings was a significant increase in USDA Choice and Prime carcasses, and a high mobility score for cattle entering packing plants, which shows an improvement in animal handling. The number of blemishes, condemnations and other attributes that impact animal value remain small.

Improvements can still be made, however. The NBQA for steers and heifers identified lost opportunities in hitting optimum carcass yield and grade targets and reducing offal condemnation rates, particularly for livers, while among other issues the cow and bull report identified opportunities to make progress by implementing measures to eliminate carcass bruising on the farm, in transport and at the packing facility.

To help tell the positive beef story, the checkoff-funded Beef Quality Assurance Program, managed by NCBA as a contractor to the Beef Checkoff Program, helps beef producers understand the do's and don'ts of raising high quality beef.

Consumers can learn more about how beef is produced through many checkoff-funded programs that tell that story. The multiple efforts to connect with consumers about issues have been highly successful. For example, research conducted by IPSOS Public Affairs in 2016 showed that over 80 percent of consumers graded fresh beef an A or B for safety.

Safety isn't the only beef attribute on the radar. The checkoff-funded Consumer Beef Index (CBI) shows that more than 70 percent of consumers consider beef to be a good balance of taste and nutrition.

## A TRAIL TO TENDERNESS

The checkoff-funded National Beef Tenderness Survey demonstrates tenderness has improved significantly since 1990. In fact, there has been a 34 percent improvement in beef tenderness over that time.

Improvements in beef tenderness have remained fairly steady over the past five years despite drought and other challenges that could have derailed its progress. The 2015/2016 survey found that beef is delivering a good eating

experience to consumers. It also suggested the industry is keeping its eye on the ball when it comes to protecting the improvements in tenderness it has made.

Most steaks surveyed were considered tender. While cuts from the round have a wonderful flavor profile they remain an industry tenderness challenge. Increased efforts to optimize aging practices and checkoff-funded consumer education on proper cooking for cuts from the round and other primals will help provide greater consumer satisfaction with tenderness.

## AN EVOLVING CONSUMER

Knowing what the consumer wants, and how they go about purchasing it, is at the heart of beef checkoff consumer research and marketing efforts. The research is conducted by the checkoff's market research team using a variety of surveys and data-driven consumer behavior and attitude research tools.

For instance, CBI research shows that beef performs well on key quality attributes important to consumers. Almost 90 percent of consumers say beef is great tasting as well as a great source of protein. A checkoff-funded steak satisfaction tracker supports this, showing in a current survey that 90 percent of consumers say they were very satisfied with their recent beef eating experiences.

Consumers who say they are planning to consume more beef give their reasons as:

- They prefer the taste (85 percent);
- They want to add protein to their diet (77 percent);
- They believe there is better availability of cuts (76 percent);
- and They say beef is more of a family favorite (73 percent).

## REACHING BEEF'S FINAL STOPS

The beef checkoff's Masters of Beef Advocacy (MBA) program had acquired 10,000 graduates by 2017, providing consumers with a link to producers who put quality beef on their tables. Started in 2009, this group of beef and dairy producers – along with chefs, teachers, doctors, dietitians and others in the beef community – are equipped to engage with consumers and encouraged to participate in advocacy efforts.

MBA graduates have put their skills to use in many ways, from providing a rancher's perspective for a magazine article to promoting an MBA campaign. The Top of the Class, a next-level advocate training program, regularly taps its members for media interviews, speaking engagements and other national opportunities.

Building on the program's initial success, a new set of MBA lessons were released in 2015, and an interactive app for iPhone and Android introduced in 2016, giving MBA graduates access to beef information at their fingertips.

Consumer beef marketing efforts use digital media that include social and entertainment platforms such as Facebook, YouTube, Instagram, Hulu and others. The Beef. It's What's For Dinner Facebook (www.facebook.com/BeefItsWhatsForDinner/) page has more than 1 million

followers, and the BeefItsWhatsForDinner.com website has circulated more than 1.4 million recipes.

The beef checkoff will have had more than 40 million video views in 2017. This past year Facebook Live, for instance, hosted a "Be Your Own Butcher" from the checkoff's Culinary Center that provided hands-on cutting demonstration by a meat cutting expert, reaching nearly 140,000 consumers.

## OUTSIDE OUR BORDERS



Whether working to expand high-end chilled beef exports to Asia, or helping find new destinations for beef livers, the Beef Checkoff Program's international marketing efforts are boosting global demand for U.S. beef. In the first six months of 2017, U.S. exports totaled 606,876 metric tons (mt) – an increase of 12 percent over the first half of 2016.

Export value increased 15 percent to \$3.35 billion, which equates to about \$270 for every fed steer and heifer slaughtered – up 8 percent year-over-year.

Beef exports to leading market Japan exceeded last year's pace by 23 percent in volume (150,812 mt) and 28 percent in value (\$905.8 million). Exports to South Korea were up 13 percent in volume (83,357 mt) and 21 percent in value (\$527.7 million). Chilled beef exports to Japan and Korea were up 40 percent and 83 percent, respectively, as the U.S. captured more than 50 percent of both countries' chilled beef market.

The beef checkoff will also play a major role in reintroducing U.S. beef to meat buyers in China, which in June reopened to U.S. beef for the first time since 2003.

## CATTLEMEN'S BEEF BOARD FISCAL YEAR 2017 EXPENDITURES

Promotion	\$7,871,078
Research	\$9,102,863
Consumer Information	\$7,913,258
Industry Information	\$4,180,808
Foreign Marketing	\$8,140,797
Producer Communications	\$1,498,613
Evaluation	\$202,832
Program Development	\$292,090
USDA Oversight	\$465,853
Administration	\$1,796,725
<b>TOTAL EXPENSES</b>	<b>\$41,464,917</b>

*Audited Numbers*

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