

FLORIDA BEEF COUNCIL

2010-2011 Annual Report

Florida Dietitian's Association Annual Conference

During the 2011 FDA Annual Conference, FBC was present to highlight the value of beef in the diet and the environment while providing materials to the dietitians. On behalf of FBC and NCBA, Georgia Kostas, a registered dietitian, presented a seminar about Family Mealtimes and the significance of including beef in a healthy lifestyle. All of the dietitians who attended her presentation were also given the Family Mealtimes teaching kit with the hopes that the healthy food choices and family mealtime practices will be disseminated to their patients.



Masters of Beef Advocacy



The Florida Beef Council Board has become the first state beef council board in the country to become certified in the MBA course. Focusing on beef safety, nutrition, environmental issues, modern beef production, animal care and the Beef Checkoff, the MBA program aims to educate its students on current practices with the goal of creating well-informed advocates on behalf of the beef industry. Thank you to the FBC Board for dedicating your time to this invaluable program and becoming MBA certified beef advocates! If you would like to take part in the MBA program, contact Ashley Hughes at the FBC for more information.

Clearwater Beach Uncorked

Clearwater Beach Uncorked was a food and wine sampling event held on Clearwater Beach. Thanks to volunteers from FBC, FCA, FCW, as well as past and current FCA Sweethearts, FBC provided Sam Adams' Boston Lager-marinated flat iron steaks samples to 3,000 people. FBC also partnered with the Publix Aprons cooking school to demo two recipes during the two day event- Chimichurri-Style Steak and Coffee-Ginger Crusted Grilling Steak. The Publix Aprons executive chef was featured on the CBS-TV station in the Tampa Bay area cooking the



Chimichurri-Style Steak the day before Uncorked to promote the event as well as the recipe.

Florida Restaurant and Lodging Show

The Florida Beef Council sponsored the Best of Beef Recipe contest at the 2011 FRLA Show. Each of the 18 competitors were provided with a beef tri-tip steak and nothing more than their creativity. The dishes presented to the panel of judges were absolutely incredible ranging from savory beef stews to grilled steaks with scrumptious sauces. The winner, Chef Paul Evans of Lakewood Ranch Golf and Country Club, prepared Braised Beef Pot Roast with Wild Mushroom Ravioli, Mushroom Bread Pudding and Medley of Vegetables as his prize-winning dish. FBC helped to expose these chefs to an under-utilized cut of beef, with hopes of increasing their use and understanding of the tri-tip.

Hispanic Heritage Month



FBC held a promotion in 50 South Florida Publix stores celebrating Hispanic Heritage Month thanks to funding from the Federation of State Beef Councils. From a partnership with Badia spices, FBC was able to increase exposure of the beef promotion throughout the targeted stores from the meat case to the spice aisle. In conjunction with the promotion, there were bilingual sampling demos conducted in the 50 selected stores. Also distributed during the campaign were 10,000 bilingual tri-fold recipe brochures featured in bilingual custom counter cards for the meat case and 1,000 on-pack recipe stickers.



Your 2011 National Beef Checkoff Program in Review

No matter the business, it's important to review what's getting done. In that spirit, this annual report summarizes some of what national checkoff-funded programs accomplished in FY 2011.

They reached out with positive messages and actions to this industry's diverse populations, from retailers and chefs, to dietitians, beef producers and environmental advocates. And states and national programs worked in partnership to implement and multiply the impact of producer dollars.

In FY 2011, beef councils also voluntarily re-invested funds from their 50-cent share of the checkoff to the Federation of State Beef Councils to augment national programs. By uniting messages and monies, the partnership works where it's needed most to drive consumer demand for beef.

Here's a look at your investments at work.

Advertising



In FY 2011, consumer advertising appeared in print, radio, online, in social media and on mobile phones to promote cuts such as the T-Bone and Top Sirloin as a delicious, lean protein. These messages were shared across other program areas, such as retail marketing and food communications, and through state beef council extension. Advertising put the producer's face on the beef brand via special ads that featured beef ranchers and farmers telling consumers about

their way of life, in their own words. These full-page advertorials were negotiated free-of-charge to the checkoff, and reached millions of consumers through nationally distributed publications.

Foodservice Marketing



Last year, about 135 articles about beef in foodservice trade outlets reached 18 million professionals, helping to showcase beef as the leading center-of-the-plate entrée. This level of visibility through paid

advertising would have cost more than \$1 million. In addition, the checkoff's new Pricing Resource Center on beeffoodservice.com provided operators with strategies and tips to address increasing costs while driving beef sales. And checkoff dollars helped create a brochure of all-day beef menu ideas, and a *10 Tips in 10 Minutes* guide featuring new beef cuts and cooking methods.

Issues Management



In FY 2011, the checkoff released the first-ever *Cattleman's Stewardship Review: Connecting Our Vision and Values*, offering a comprehensive look at the industry's influence on communities, the economy, public health and the environment. Materials were shared on ExploreBeef.org, and related interviews appeared in the *L.A. Times*, *Reuters*, *Dow Jones* and the *Associated Press*, among others.

Foreign Marketing

U.S. beef exports set a blistering pace through the first 10 months of FY 2011, totaling 1.04 million metric tons, valued at \$4.23 billion. This marks a 26-percent increase in volume and a 41-percent increase in value year-on-year. Exports to nearly every major market grew significantly, resulting in a new all-time monthly value record in July 2011 of \$513.1 million. Growth remained strong in key Asian

markets: Japan was up 52 percent; South Korea was up 53 percent; and Hong Kong was up 82 percent. Export growth was up 65 percent in the Middle East; and up 73 percent in Central/South America.

Producer Communications

Producer communications provided more than 28 million paid media opportunities for producers and importers to get to know their checkoff. This effort was supported through more than 125 mailings to ag media; producing more than 5,000 news articles; video news releases that aired on more than 600 stations; more than 160,000 online newsletters and other communications; and participation in a dozen industry trade shows. About 70,000 unique viewers accessed more than 265,000 pages during about 105,000 visits to MyBeefCheckoff.com and engaged with thousands of producers through checkoff social-media sites.

Nutrition Influencers



The Nutrition Influencer program capitalized on the launch of the 2010 Dietary Guidelines for Americans and MyPlate with e-newsletters and new educational materials showcasing lean beef. The popular Nutrition Seminar Program continued, in partnership with state beef councils, and the Interactive Meat Case on www.BeeftsWhatsForDinner.com

was featured as a resource to health professionals in the spring 2011 issue of *ADA Times*, received by some 59,000 American Dietetic Association members.

Public Relations

PR efforts utilized media pitches, fact sheets, recipes, cooking tips, social media and printed pieces to share positive beef information nationwide. The PR program generated more than 2.3 billion media impressions, with stories appearing in *Real Simple*, *Cooking Light*, *USA Today* and on *CNN*, in addition to numerous summer grilling articles in national consumer magazines. Media and spokesperson development efforts prepared farmers and ranchers to share their stories and worked to train third-party spokespeople. The Masters of Beef Advocacy (MBA) program now has more than 2,500 graduates in 47 states engaging in discussions with consumers and thought influencers.

Veal Marketing



Veal's "Go-to-Market Strategy" combined retail and foodservice activities, communications, issues management and quality assurance programs. In FY 2011, veal was featured in more than 7,000 retail stores nationwide through promotions that centered on diet and health, summer grilling and Columbus Day.

Research, Education and Innovation

The Research, Education and Innovation (REI) program covers beef safety research; product enhancement; human nutrition research; the Beef Innovations Group (BIG); Culinary Innovations; and Beef Quality Assurance (BQA).

Beef Safety Research

Efforts focused on filling the knowledge gaps about pathogens and non-pathogenic threats to beef safety. The 2011 Beef Industry Safety Summit drew a record 240 participants, representing professionals in every segment of the production chain. Six regional safety meetings helped spread critical safety information to even more stakeholder audiences.



Product Enhancement



Last year, the checkoff created a new web-based educational tool that illustrates the technical processes involved in beef quality development. Staff

conducted numerous cutting demonstrations, including a “Roaming Around the Round” demo at the 2011 NAMP Meat Industry Management Conference.

Human Nutrition Research

This program has a multi-year focus and helps validate the positive contributions beef makes to good health. One state/national study, begun several years ago, revealed the value of quality protein in the diet of patients with Type 2 diabetes. By the end of 2010, this article in the *Diabetes Journal* had been downloaded about 35,000 times, underscoring the long-term payoff of the checkoff investment in research.

Beef and Culinary Innovations



The Convenient Fresh Beef (CFB) program, created in FY 2011, provided consumers with a variety of fresh, convenient beef products through an array of beef cuts and appliance applications. The Culinary Innovations team continued to revise applied cookery information, developing scientific cooking times and generating checkoff-funded test data on skillet cooking that had not been updated since the mid-1990s.

Beef Quality Assurance

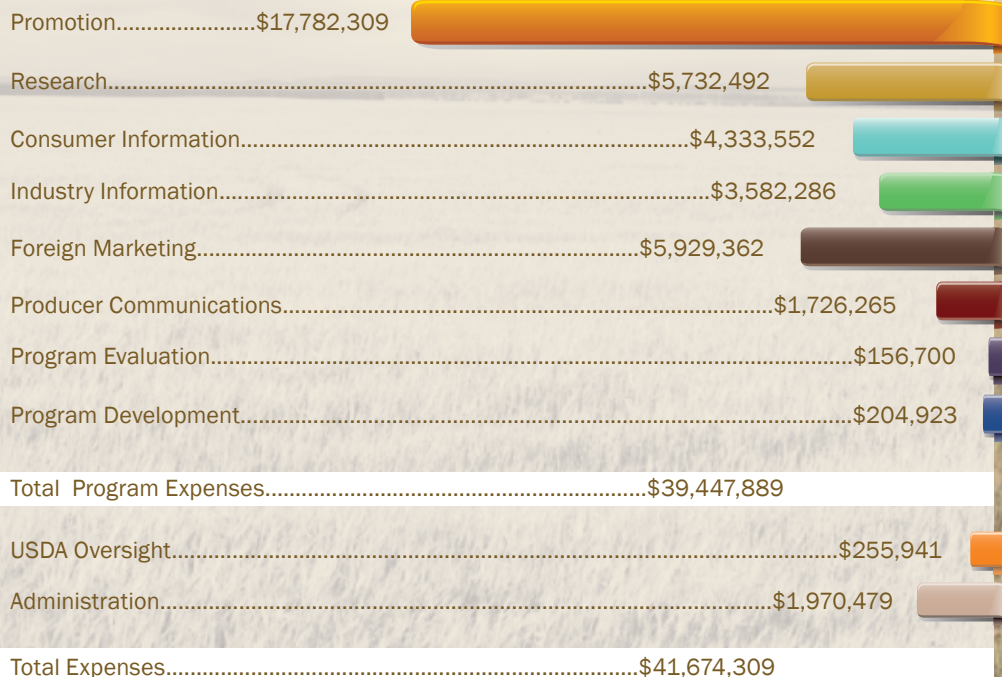
BQA launched a social media campaign in FY 2011, as well as new video education modules to supplement the online and print materials available to state coordinators and BQA trainers. The program also held its 21st annual BQA State Coordinators' Conference, focusing on creating a BQA value system, improving youth, livestock and veterinarian outreach, and expanding the trainer community.

Retail Marketing



One retail promotional partnership introduced shoppers to the Slice 'n Save program in 47 corporate stores in eight states, with beef councils providing additional support in local communities. The promotion helped persuade an additional 233 independent retailers in 11 states to feature the Slice 'n Save program. In addition, beef had a strong presence in a nationwide summer grilling BBQ tour that included 18 events in 17 states and attracted thousands of participants. In FY 2011, checkoff representatives were also featured as experts in some 30 stories in national outlets, such as *CNN Money*, *Bloomberg*, *Fast Company*, *Supermarket News* and *Progressive Grocer*.

Cattlemen's Beef Board Fiscal Year 2011 Expenditures



*Chart shows 2011 audited numbers.

Florida Beef Council Financials 2011

Revenue

Gross Assesments Collected	\$631,830
Federation Funding.....	88,558
Non Checkoff	92,625

Total **\$813,013**

Disbursements

Cattlemen's Beef Board.....	\$316,785
NCBA Checkoff Division	40,000
Promotion.....	100,632
Research	—
Consumer Information.....	97,374
Producer Communications.....	31,134
Federation Funding.....	88,558
Collections Compliance	2,464
Administration.....	56,185
Other.....	1,109

Total **\$734,241**

Net..... **\$78,772**

Florida Beef Council 2011 Board of Directors

Chairman — **Roger Butler**, Lorida

Treasurer — **Erik Jacobsen**, St. Cloud

Randy Barthle — Dade City (Florida Farm Bureau)

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