BEEF Checkoff Program
TN Beef Industry Council and Beef Promotion Board of Directors are nominated by producer organizations TCA, TFBF, TLMA, TBCIA and ADA.
USDA
CBB
$1/Head
.50 TN / .50 CBB
BEEF EDUCATION, RESEARCH, PROMOTION

TDA
TBIC
.50/Head
Refund / 90 days
BEEF EDUCATION, RESEARCH, PROMOTION
(some production research)

Lobbing
National Beef Checkoff Producer Leadership

Cattlemen’s Beef Board Members (CBB)

Larry Cunningham
Spring City

Paul Moss
Cottage Grove

Federation of State Beef Councils – (NCBA)

Don Terry Henderson

Larry Church
Mt. Pleasant
Industry Long Range Plan 2016 – 2020

Vision: Responsibly produce the most trusted and preferred protein in the world.
Annual Budgets

Cattlemen’s Beef Board $400,000

TBIC $400,000 + State $400,000 = $800,000

USDA Oversight, $325,000.00, 0.7%
Program Development, $303,000.00, 0.7%
Evaluation, $221,000.00, 0.5%
Producer Communications, $1,500,000.00, 3.3%
Foreign Marketing, $8,346,200.00, 18.6%
Industry Information, $4,718,907.00, 10.5%
Consumer Information, $8,103,197.00, 18.1%
Research, $10,330,065.00, 23.0%
Promotion, $8,971,231.00, 20.0%
Administration, $2,021,500.00, 4.5%

Promotion 15%
Industry Communications 18%
Administration 11%
Consumer Communications 23%

Independent & Interdependent

730,000 Cattle Operations Nationwide

100,000 TN, VA, NC

All sectors and segments of the industry

How do we remain independent?
Know Your CONSUMER
YOUR Beef Checkoff funds research:

Safety, Nutrition, Quality, Retail & Foodservice, and Consumer.

This is the ONLY independent window into your consumer.
Beef Consumers

WHO ARE THEY AND WHAT MAKES THEM TICK?

MEET THE MILLENNIALS….. THEY DO IT DIFFERENTLY
102 Million Strong
Born 1977 – 1998 (Boomers 67M)

Optimistic - I can have it All, the way I want it.

Ethnically Diverse - Exposed to many flavors and cultures

Influences - Parents, Social Media, Always connected, Not Brand loyal

Limited Time - multi taskers

Limited Experience in the Kitchen - Love ‘how to’ videos

Limited Budget - need value

Concerns: Nutrition, Ease of Preparation, Value, Animal Care, Food Safety, Sustainability
So, things have Changed….

How do we, as an industry, change with our consumer to meet their needs at Retail?

Expand and work with new Delivery Systems

Innovate new avenues for purchase and trial

Answer questions and concerns about our product regarding preparation and animal care
NEW RETAIL AREAS OF FOCUS

- FRESH FACTS
- GROCERANTS
- YOU GOTTA IBOTTA
- FAMILIES IN MOTION
- BeefItsWhatsForDinner.com
Case Study

Supermarket foodservice is one of the fastest growing segments in the away-from-home food industry and shoppers in this segment are looking for quick, convenient and flavorful protein options – especially beef. About 7 out of 10 (69%) of the most frequent prepared foods shoppers want to see more beef in this section of their grocery store.

To capitalize on this opportunity and shoppers’ demand for beef, Midwest grocery retailer Niemann Foods’ new Harvest Market store partnered with the Beef Checkoff to develop an innovative line of beef items that go beyond the expected, deliver on-trend flavors and ultimately drive prepared food department growth.

GROUND BEEF
Use this versatile ingredient in a variety of applications in the hot and cold case.

- **Braised Ribs**
  - Short Rib Knuckle
  - Short Rib Roast
  - Short Rib Loins

- **Ground Beef**
  - Ground Beef
  - Ground Beef with Herbs
  - Ground Beef with Spices

- **Sausage**
  - Beef Sausage
  - Pork Sausage
  - Chicken Sausage

- **Steak**
  - Beef Steak
  - Pork Steak
  - Chicken Steak

- **Salad Toppers**
  - Fresh Lettuce
  - Tomatoes
  - Onions

- **Bread & Buns**
  - Bagels
  - Buns
  - Rolls

- **Dips & Sauces**
  - Cheese Dip
  - Salsa
  - BBQ Sauce

Incorporation to their prepared food departments,
I tapped the Beef Checkoff for insight on how to
maximize Harvest Market’s offer, shoppers a
deal to sell their roast beef, and the program also
with program, while creating a higher roast beef

- ** Checks off**
  - Beef Checks
  - Pork Checks
  - Chicken Checks

- **Whole Leaf Lettuce**
  - Red Leaf Lettuce
  - Green Leaf Lettuce
  - Crispy Leaf Lettuce

Beef Checkoff
30 Years of Quality Growth
Ibotta is a smartphone app that offers rebates on groceries. Consumers download the app, unlock the rebates, buy the items at ANY national retailer nationwide and get cash back.

300,000 pounds of BEEF sold in 12 days

Surpassed and Exceeded expectations. Average Ibotta redeem rates are 22%

BEEF has been 35%
Families in Motion Digital Ad Campaign
-Beef on the Brain-
Massive Relaunch
8 site into 1
- Consumers
- Retailers
- Foodservice Operators
- Educators
- Health Professionals
- Beef Production – Telling Our Story
- Please ask Questions -

Thank You for Your Investment

Your Staff:
Valerie Bass - Executive Director
Janna Sullivan - Consumer Information Director
Karman Meyer, RD - Communications Director
Lydia Hancock - Admin Assist. & Accountant
Carlye Cox - Receptionist & Office Manger

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