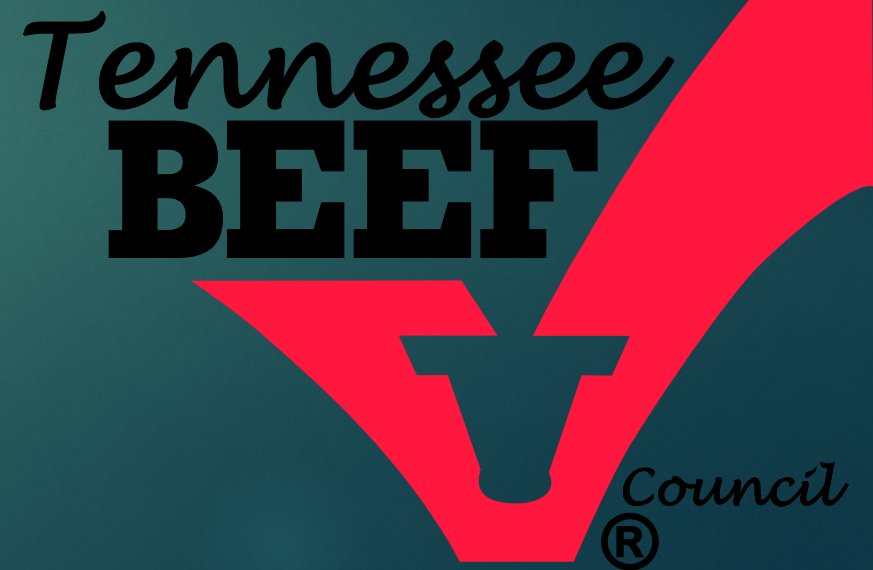


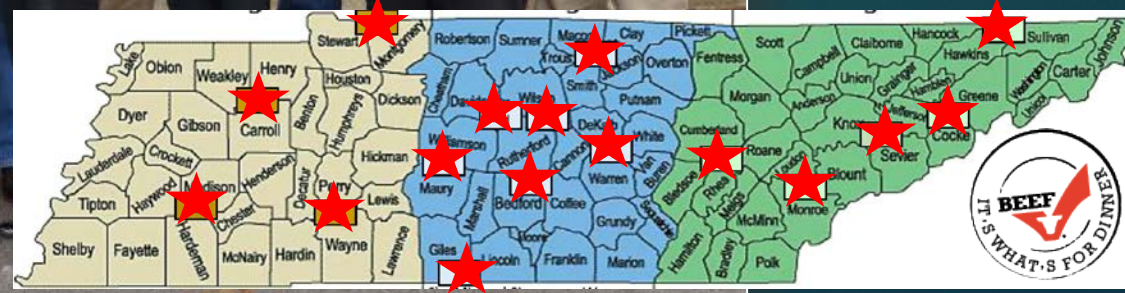
BEEF Checkoff Program



TN Beef Industry Council and Beef Promotion Board of Directors

are nominated by producer organizations
TCA, TFBF, TLMA, TBCIA and ADA

2





**BEEF
CHECKOFF
PROGRAM**

USDA
CBB

\$1/Head
.50 TN / .50 CBB

BEEF EDUCATION,
RESEARCH, PROMOTION



**BEEF
PROMOTION
PROGRAM**

TDA
TBIC

.50/Head
Refund / 90
days

BEEF EDUCATION,
RESEARCH, PROMOTION
(some production
research)

 Lobbying



National Beef Checkoff Producer Leadership

4

Cattlemen's Beef Board Members (CBB)



Larry
Cunningham
Spring City



Paul Moss
Cottage
Grove



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 Marketing Plan

Quarterly Meetings- October, January, April, July

Tennessee Beef Industry Council & Promotion Board

Marketing Plan 2016 – 2017

BEEF DAY
A TENNESSEE TRADITION

BEEF'S BIG 10

July is Beef Month in Tennessee
www.BeefUp.org

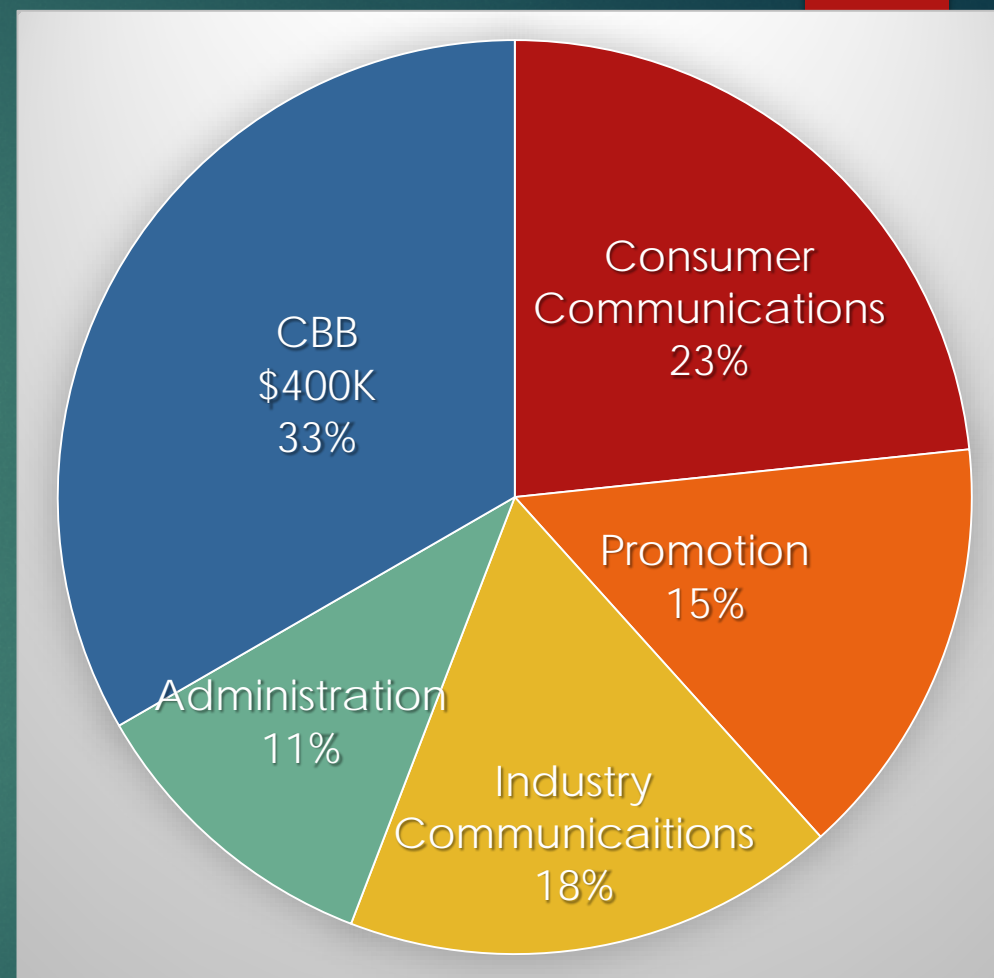
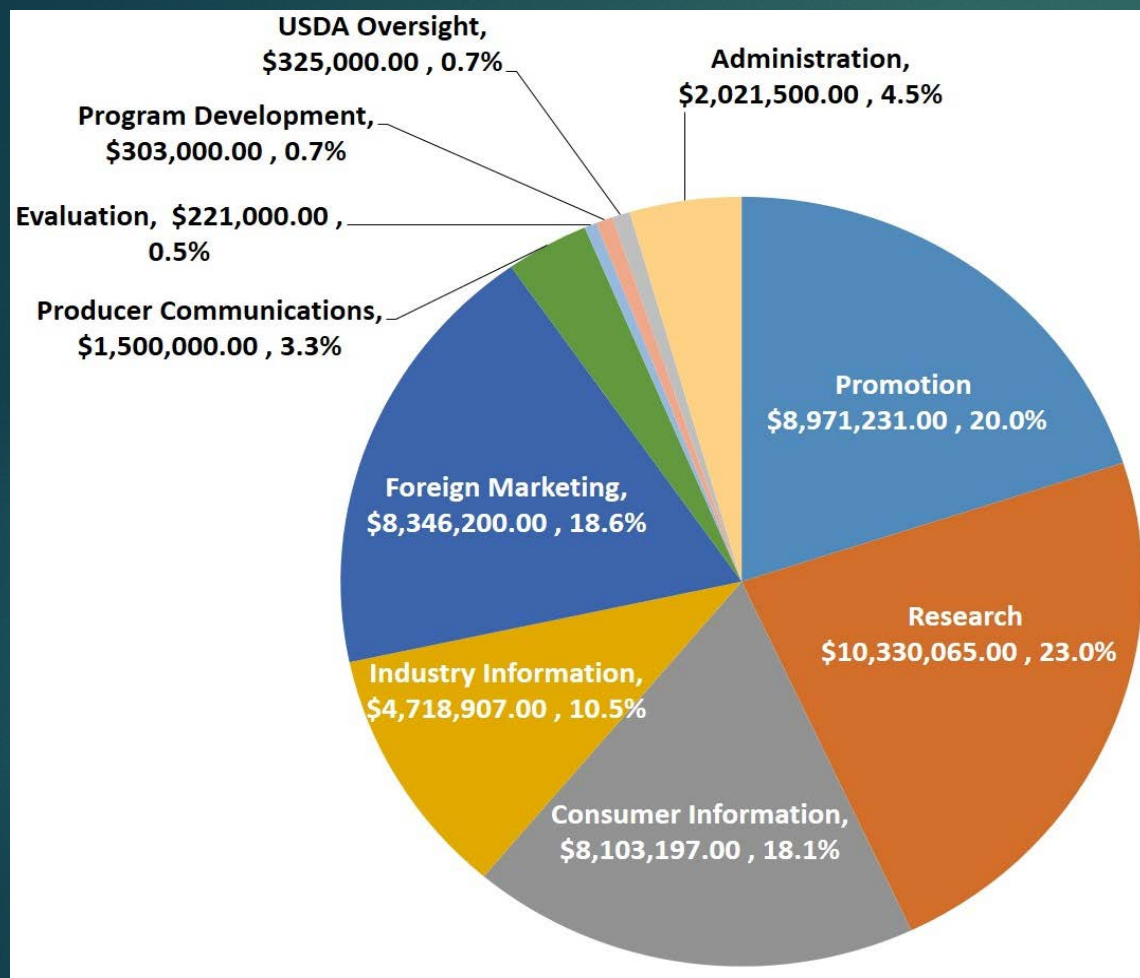
FOR DINNER® FOR DINNER® FOR DINNER®

Vision Statement
To responsibly produce the most trusted and preferred protein in the world.

Mission Statement
A beef community dedicated to growing beef demand by producing and marketing the safest, healthiest, most delicious beef that satisfies the desires of an increasingly global population while responsibly managing our own livestock and natural resources.

Annual Budgets

7



Cattleman's Beef Board

\$840,000

$$\text{CBB } \$400,000 / \text{TBIC } \$400,000 + \text{State } \$400,000 = \$800,000$$



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



MILLENNIALS



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



FRESH FACTS

BEEF BUYING GUIDE

Shop our selection of meat cuts

STEAKS

Steaks are a great base for a delicious meal. Grill and serve with potatoes for a savory main dish or pan fry and thinly slice to top off your favorite salad.



ROASTS

Roasts are the perfect dinner for a cozy night in when slow cooked and paired with roasted root vegetables.



RIBS

Ribs are a great addition to any backyard barbecue: try them grilled and topped with sweet and spicy BBQ sauce.



GROUND & PATTIES

Ground beef is the key ingredient for juicy burgers, classic homemade meatballs, or satisfying tacos. Mix with seasonings to make it your own.



PREPARED CUTS

Ribs are a great addition to any backyard barbecue: try them grilled and topped with sweet and spicy BBQ sauce.



Beef Buying Guide

Presented by Amazon

GLOSSARY

When purchasing an Amazon Fresh item, you can see the recommended cooking method, product type, and defining characteristics.

Explore more and shop at amazon.com/beef

Presented by Amazon

Partners with

amazonfresh

PRE

USDA Organic

USDA Choice

USDA Prime

USDA Select

USDA Natural

USDA Certified

USDA Inspected

USDA Approved

USDA Registered

USDA Licensed

USDA Permitted

USDA Authorized

USDA Approved

USDA Registered

USDA Licensed

USDA Permitted

USDA Authorized

USDA Approved

USDA Registered

USDA Licensed

USDA Permitted

USDA Authorized

USDA Approved

USDA Registered

USDA Licensed

USDA Permitted

USDA Authorized

USDA Approved

USDA Registered

USDA Licensed

USDA Permitted

USDA Authorized

USDA Approved

USDA Registered

USDA Licensed

USDA Permitted

USDA Authorized

USDA Approved

USDA Registered

USDA Licensed

USDA Permitted

USDA Authorized

USDA Approved

USDA Registered

USDA Licensed

USDA Permitted

USDA Authorized

USDA Approved

USDA Registered

USDA Licensed

USDA Permitted

USDA Authorized

USDA Approved

USDA Registered

USDA Licensed

USDA Permitted

USDA Authorized

USDA Approved

USDA Registered

USDA Licensed

USDA Permitted

USDA Authorized

USDA Approved

USDA Registered

USDA Licensed

USDA Permitted

USDA Authorized

USDA Approved

USDA Registered

USDA Licensed

USDA Permitted

USDA Authorized

USDA Approved

USDA Registered

USDA Licensed

USDA Permitted

USDA Authorized

USDA Approved

USDA Registered

USDA Licensed

USDA Permitted

USDA Authorized

USDA Approved

USDA Registered

USDA Licensed

USDA Permitted

USDA Authorized

USDA Approved

USDA Registered

USDA Licensed

USDA Permitted

USDA Authorized

USDA Approved

USDA Registered

USDA Licensed

USDA Permitted

USDA Authorized

USDA Approved

USDA Registered

USDA Licensed

USDA Permitted

USDA Authorized

USDA Approved

USDA Registered

USDA Licensed

USDA Permitted

USDA Authorized

USDA Approved

USDA Registered

USDA Licensed

USDA Permitted

USDA Authorized

USDA Approved

USDA Registered

USDA Licensed

USDA Permitted

USDA Authorized

USDA Approved

USDA Registered

USDA Licensed

USDA Permitted

USDA Authorized

USDA Approved

USDA Registered

USDA Licensed

USDA Permitted

USDA Authorized

USDA Approved

USDA Registered

USDA Licensed

USDA Permitted

USDA Authorized

USDA Approved

USDA Registered

USDA Licensed

USDA Permitted

USDA Authorized

USDA Approved

USDA Registered

USDA Licensed

USDA Permitted

USDA Authorized

USDA Approved

USDA Registered

USDA Licensed

USDA Permitted

USDA Authorized

USDA Approved

USDA Registered

USDA Licensed

USDA Permitted

USDA Authorized

USDA Approved

USDA Registered

USDA Licensed

USDA Permitted

USDA Authorized

USDA Approved

USDA Registered

USDA Licensed

USDA Permitted

USDA Authorized

USDA Approved

USDA Registered

USDA Licensed

USDA Permitted

USDA Authorized

USDA Approved

USDA Registered

USDA Licensed

USDA Permitted

USDA Authorized

USDA Approved

USDA Registered

USDA Licensed

USDA Permitted

USDA Authorized

USDA Approved

USDA Registered

USDA Licensed

USDA Permitted

USDA Authorized

USDA Approved

USDA Registered

USDA Licensed

USDA Permitted

USDA Authorized

USDA Approved

USDA Registered

USDA Licensed

USDA Permitted

USDA Authorized

USDA Approved

USDA Registered

USDA Licensed

USDA Permitted

USDA Authorized

USDA Approved

USDA Registered

USDA Licensed

USDA Permitted

USDA Authorized

USDA Approved

USDA Registered

USDA Licensed

USDA Permitted

USDA Authorized

USDA Approved

USDA Registered

USDA Licensed

USDA Permitted

USDA Authorized

USDA Approved

USDA Registered

USDA Licensed

USDA Permitted

USDA Authorized

USDA Approved

USDA Registered

USDA Licensed

USDA Permitted

USDA Authorized

USDA Approved

USDA Registered

USDA Licensed

USDA Permitted

USDA Authorized

USDA Approved

USDA Registered

USDA Licensed

USDA Permitted

USDA Authorized

USDA Approved

USDA Registered

USDA Licensed

USDA Permitted

USDA Authorized

USDA Approved

USDA Registered

USDA Licensed

USDA Permitted

USDA Authorized

USDA Approved

USDA Registered

USDA Licensed

USDA Permitted

USDA Authorized

USDA Approved

USDA Registered

USDA Licensed

USDA Permitted

USDA Authorized

USDA Approved

USDA Registered

USDA Licensed

USDA Permitted

USDA Authorized

USDA Approved

USDA Registered

USDA Licensed

USDA Permitted

USDA Authorized

USDA Approved

GROCERANTS



GLOBAL FLAVORS AND BEEF FUEL SUPERMARKET FOODSERVICE SALES

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 store¹.

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



BAKED ZITI

- Marinara Sauce
- Parmesan Cheese
- Penne Pasta

SHEPARD'S PIE

- Frozen Peas & Carrots
- Brown Gravy
- Instant Mashed Potatoes

BEEF NACHOS/ NACHO BAR

- Tortilla Chips
- Beans
- Rice
- Olives
- Tomatoes
- Lettuce
- Shredded Cheese

ASIAN LETTUCE WRAPS

- Asian Sauce
- Shredded Carrots
- Diced Cucumbers
- Diced Water Chestnuts
- Mint
- Whole Leaf Lettuce



In addition to their prepared food departments, Harvest Market tapped the Beef Checkoff for insight on how to format, and set their roast beef apart. The program also helped create a higher roast beef price point, while creating a higher roast beef price point.

The Beef Checkoff continued the partnership to leverage the prepared food department. As such, the Beef Checkoff inspired the Harvest Market to create a higher roast beef price point, and consumer eating habit intel into one right price point.

YOU GOTTA IBOTTA

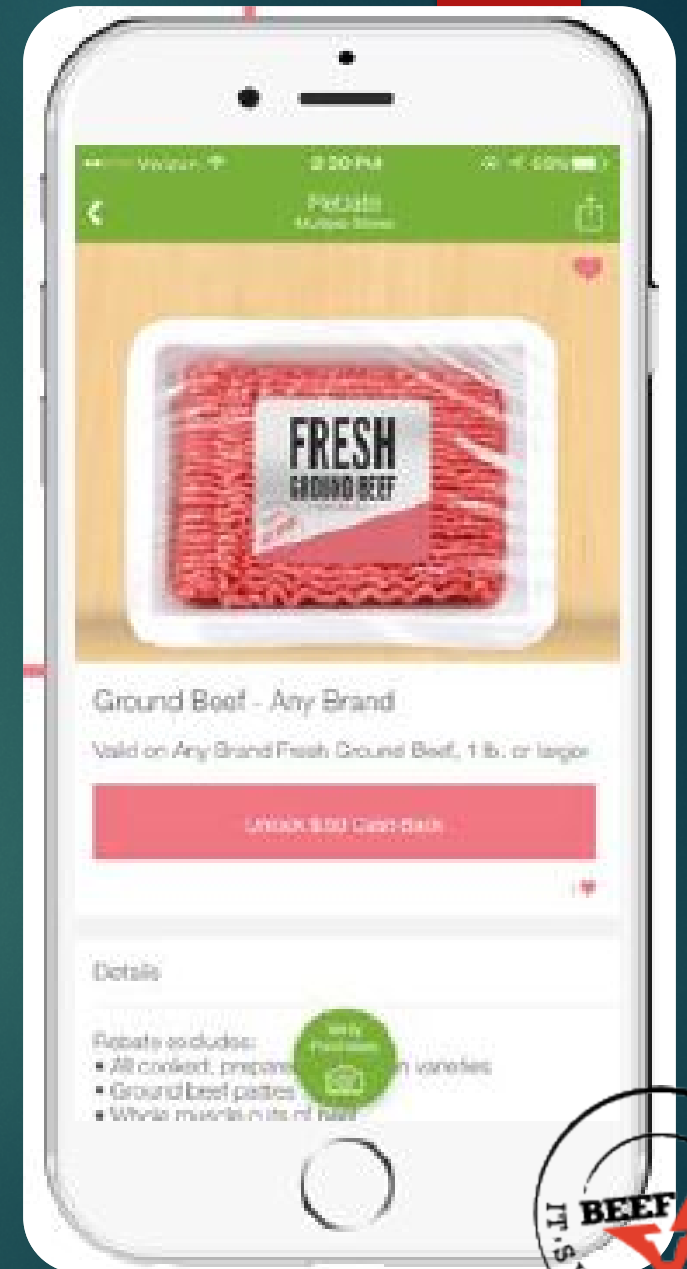
Ibotta is a smartphone app that offers rebates on groceries. Consumers download the app, unlock the rebates, buy the items at ANY national retailer nationwide and get cash back.

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 – Amanda Hesser co-founder of Food 52



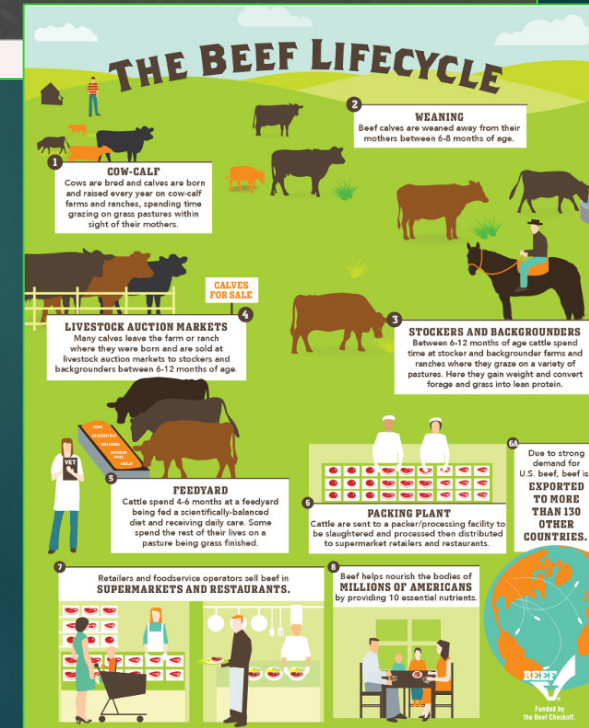
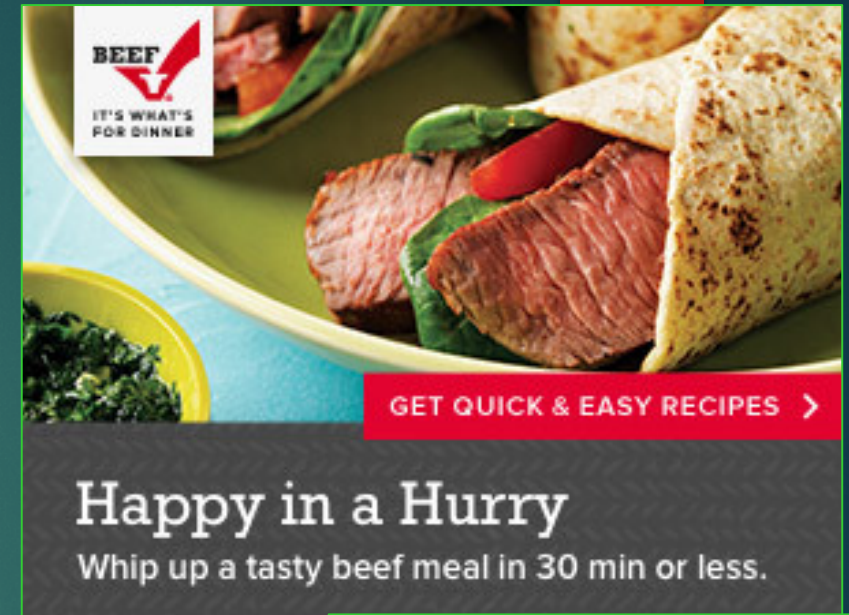
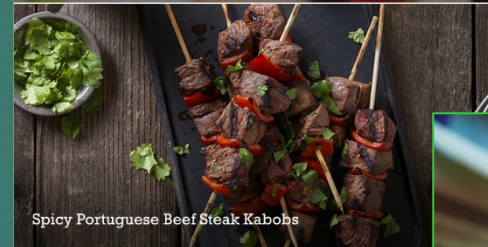
Families in Motion Digital Ad Campaign

-Beef on the Brain-



BeefItsWhatsForDinner.com

- ▶ 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

Contact Information:

www.TNbeef.org
Like us on Facebook @Tnbeefcouncil
615-896-5811

