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TEXAS BEEF COUNCIL SETS THE TABLE FOR BEEF LOVING TEXANS WITH NEW CAMPAIGN
"Beef Loving Texans" campaign aimed at elevating Texans' passion for beef

AUSTIN, Texas – June 8, 2016 – Following a celebratory launch event, the [Texas Beef Council](#) – a nonprofit organization dedicated to increasing beef demand in the state through programs of beef promotion, research and education – introduces Beef Loving Texans, a consumer-driven campaign created to share unique recipes, stories, cooking and shopping tips, and expert nutrition information. The Beef Loving Texans campaign celebrates the pride and values deeply rooted in Texans through family, community and tradition.

Beef Loving Texans aims to tell the story of the benefits of beef in a way that's meaningful to Texans and connecting shared Texan values, nostalgia, and pride to the passion Texans have for beef.

"We're exploring the special place beef has in the hearts of so many Texas families and communities and how our state's pride shines through in so many ways," said Linda Bebee, vice president, domestic marketing for Texas Beef Council. "Texans love beef, and launching our Beef Loving Texans campaign is a great way to connect and tell those stories. We encourage everyone throughout Texas to join our efforts and look out for the campaign online, on TV, and at retail stores and events near you."

Bringing the campaign to life, the Texas Beef Council will use its new interactive website [BeefLovingTexans.com](#) to showcase families, led by older millennial parents, who strive to meet the every day challenges of getting flavorful, nutritious dinners on the table while teaching their children how to have a positive relationship with the food they eat. Dinners will focus around beef recipes passed down through generations and adapted to each family's lifestyle, mealtime challenges and unique tastes.

Recent research conducted highlights the many benefits consumers receive when incorporating a source of protein like beef with each meal. Lean beef, for example, provides nearly half of the recommended

daily protein plus 10 essential nutrients, allowing consumers to enjoy a protein-balanced meal for approximately 150 calories per three-ounce serving. The nutrients in lean beef, such as protein, iron and B-vitamins can help satisfy and maintain weight, build muscles and fuel an active lifestyle. Other findings suggest eating lean beef can also improve cholesterol levels.

“Beef is not only a nutritious protein option for family meals, it is also a complement to the Texan communal lifestyle,” said Bebee. “We want to tell the stories of real Texans, focusing on how beef enhances family ties and binds a community together through values and traditions that comprise true Texas Pride.”

Whether celebrating Texas pride through family, community or tradition, the Beef Loving Texans campaign is designed to capture and showcase the untold stories about beef, and reach consumers with compelling information that ultimately sets the table with delicious, convenient and quality ways of life.

About Texas Beef Council

The [Texas Beef Council](#) (TBC) conducts the \$1 per head national checkoff program for Texas beef producers and is also the contractor for the Beef Promotion Research Council of Texas (BPRCT), which administers the \$1 per head Texas state checkoff program. TBC’s mission is to increase beef demand in the state through programs of beef promotion, research and education. TBC also helps fund national and international beef checkoff programs to increase marketing opportunities around the globe. The BPRCT’s mission is to improve Texas producer profitability by strengthening and expanding beef demand. The TBC and the BPRCT are directed by a 20-member board of cattlemen and women representing the state’s beef producers.

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