

Beef Promotion and Research Council of Texas

PLAN & BUDGET 2025-2026



Improve Texas producer profitability by strengthening and expanding beef demand.

BEEF PROMOTION AND RESEARCH COUNCIL OF TEXAS
Plan & Budget

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BUDGET SUMMARY

BEEF PROMOTION AND RESEARCH COUNCIL OF TEXAS

Budget Summary

	FY26			FY25		FY24		FY23	
	Direct Program	Program Implementation	Total	Amended Budget	Projected	Amended Budget	Actual	Amended Budget	Actual
REVENUES									
Checkoff Assessments			8,245,000	9,205,000	9,342,884	9,983,000	9,578,760	9,650,000	10,319,162
Less: Refunds			(494,700)	(552,300)	(539,095)	(598,980)	(544,179)	(675,500)	(608,904)
Checkoff Assessments, Net			7,750,300	8,652,700	8,803,789	9,384,020	9,034,581	8,974,500	9,710,258
Investment Income			233,000	250,000	272,501	250,000	317,351	63,000	216,366
			7,983,300	8,902,700	9,076,290	9,634,020	9,351,932	9,037,500	9,926,624
EXPENSES									
In-state TBC Contract Expenses									
Marketing									
Consumer Marketing	4,264,900	719,900	4,984,800	4,999,500	4,915,984	4,660,200	4,508,093	4,824,000	4,756,675
Nutrition & Health	1,613,100	255,100	1,868,200	1,711,900	1,685,355	1,977,600	1,803,657	1,658,100	1,435,010
	5,878,000	975,000	6,853,000	6,711,400	6,601,339	6,637,800	6,311,750	6,482,100	6,191,685
Beef Resources									
Channel Marketing	219,000	198,800	417,800	465,400	438,830	753,800	601,519	912,200	660,468
Issues & Reputation Management	53,400	184,300	237,700	307,400	287,231	310,900	286,094	215,200	205,705
Producer Communications	385,800	293,700	679,500	726,100	693,106	788,500	762,825	772,000	741,555
Beef Quality & Beef Safety	73,900	103,700	177,600	124,700	116,415	157,200	145,386	235,600	186,322
International Marketing	145,200	46,700	191,900	396,400	392,787	399,600	398,636	382,400	380,159
	877,300	827,200	1,704,500	2,020,000	1,928,369	2,410,000	2,194,460	2,517,400	2,174,209
Collections and Compliance	63,400	141,900	205,300	209,000	194,256	207,500	172,220	235,100	213,667
Administration and Accounting	-	429,200	429,200	565,600	510,504	544,700	509,485	479,100	440,598
Other									
Administration	19,500	-	19,500	19,000	19,266	17,000	18,838	15,000	17,489
	6,838,200	2,373,300	9,211,500	9,525,000	9,253,734	9,817,000	9,206,753	9,728,700	9,037,648
REVENUE IN EXCESS OF EXPENSES			(1,228,200)	(622,300)	(177,444)	(182,980)	145,179	(691,200)	888,976

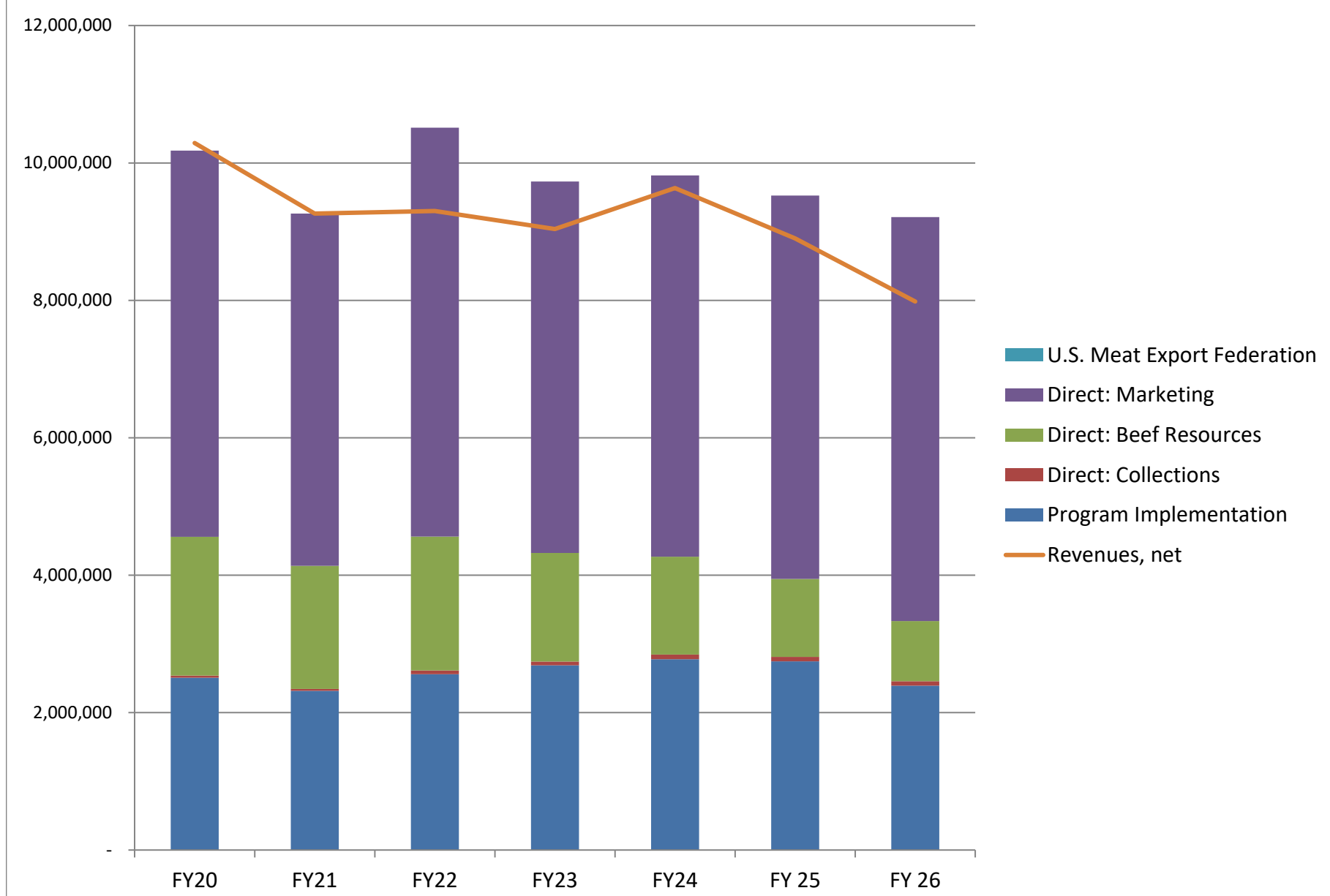
Beef Promotion and Research Council of Texas - Budget Guidelines - Final

Budgeted refund percentage 6.0% 6.0% 6.0% 6.0% 6.0% 6.0% 6.0% 6.0%
 Change in funding to TBC -3.3%

	FY24 Actual	FY25 Budget	Projected	FY26 Budget	FY27 Estimated	FY28 Estimated	FY29 Estimated	FY30 Estimated	FY31 Estimated	FY32 Estimated
REVENUES										
Checkoff Assessments	9,578,760	9,205,000	9,342,884	8,245,000	8,708,000	8,802,000	9,127,000	9,403,000	9,544,000	9,639,000
Less: Refunds	(544,179)	(552,300)	(539,095)	(494,700)	(522,480)	(528,120)	(547,620)	(564,180)	(572,640)	(578,340)
Checkoff Assessments, Net of Refunds	9,034,581	8,652,700	8,803,789	7,750,300	8,185,520	8,273,880	8,579,380	8,838,820	8,971,360	9,060,660
Investment Income	317,351	250,000	272,501	233,000	166,000	121,000	90,000	54,000	47,000	43,000
	9,351,932	8,902,700	9,076,290	7,983,300	8,351,520	8,394,880	8,669,380	8,892,820	9,018,360	9,103,660
EXPENSES										
In-state TBC Contract Expenses										
Direct Program Expenses	6,596,022	6,763,100	6,766,887	6,818,700	6,759,149	6,686,496	6,611,020	6,533,429	6,453,720	6,371,897
Program Implementation	2,591,893	2,742,900	2,467,581	2,373,300	2,432,851	2,505,504	2,580,980	2,658,571	2,738,280	2,820,103
Other										
Professional and Banking Fees	18,838	19,000	19,266	19,500	19,500	19,500	19,500	19,500	19,500	19,500
INCREASE IN NET ASSETS	9,206,753	9,525,000	9,253,734	9,211,500	9,211,500	9,211,500	9,211,500	9,211,500	9,211,500	9,211,500
	145,179	(622,300)	(177,444)	(1,228,200)	(859,980)	(816,620)	(542,120)	(318,680)	(193,140)	(107,840)
NET ASSETS										
Beginning of Year	6,156,761		6,301,940	6,124,496	4,896,296	4,036,316	3,219,696	2,677,576	2,358,896	2,165,756
End of Year	6,301,940		6,124,496	4,896,296	4,036,316	3,219,696	2,677,576	2,358,896	2,165,756	2,057,916

BEEF PROMOTION AND RESEARCH COUNCIL OF TEXAS
Total Budgeted Expenses with Revenues Comparison

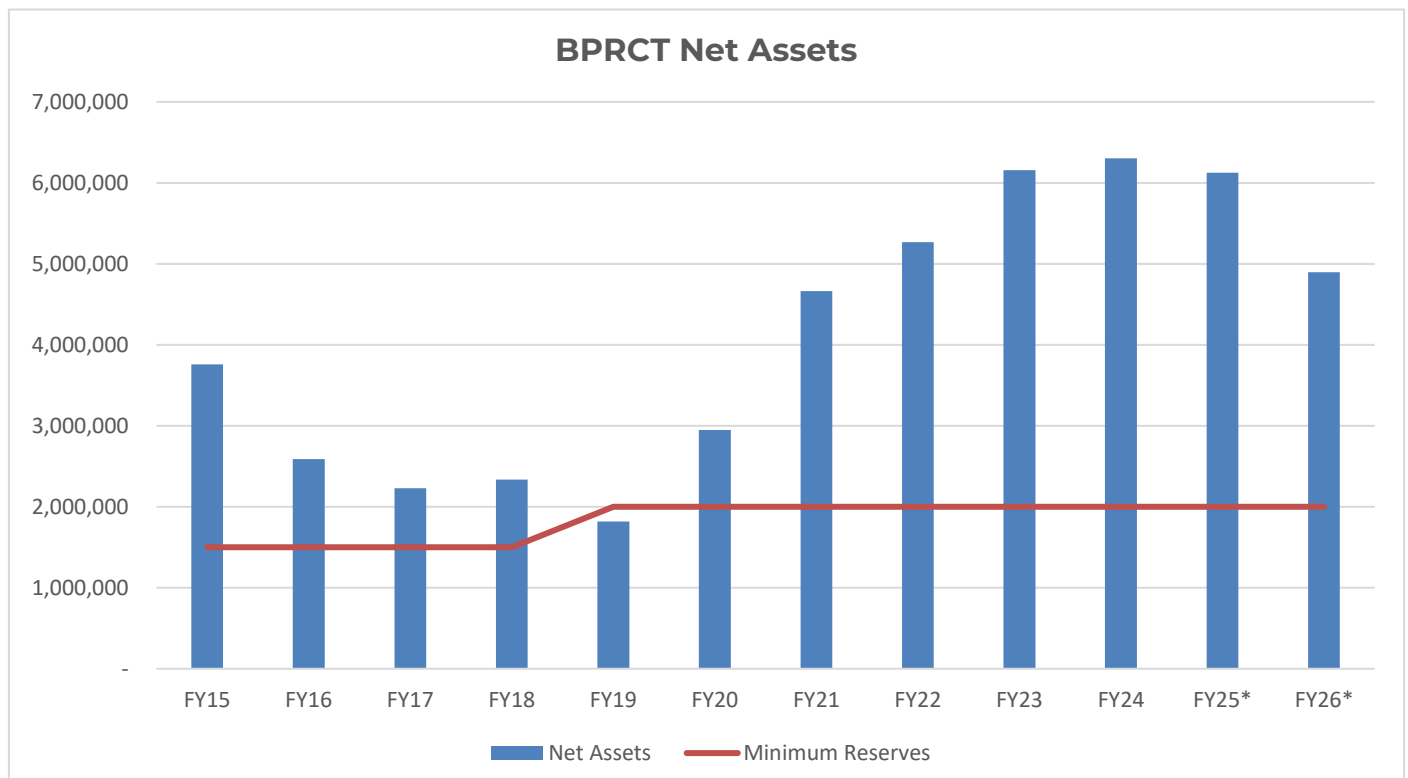
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BEEF PROMOTION AND RESEARCH COUNCIL OF TEXAS
Schedule of Net Assets
(Accrual Basis)

Fiscal Year	Current Year Additions (Uses)	End of Year Net Assets	Minimum Reserves	Excess Reserves
FY15	\$ 3,756,757	\$ 3,756,757	\$ 1,500,000	\$ 2,256,757
FY16	(1,169,318)	2,587,439	1,500,000	1,087,439
FY17	(356,746)	2,230,693	1,500,000	730,693
FY18	104,667	2,335,360	1,500,000	835,360
FY19	(519,087)	1,816,273	2,000,000	(183,727)
FY20	1,129,980	2,946,253	2,000,000	946,253
FY21	1,717,128	4,663,381	2,000,000	2,663,381
FY22	604,404	5,267,785	2,000,000	3,267,785
FY23	888,976	6,156,761	2,000,000	4,156,761
FY24	145,179	6,301,940	2,000,000	4,301,940
FY25*	(177,444)	6,124,496	2,000,000	4,124,496
FY26*	(1,228,200)	4,896,296	2,000,000	2,896,296

* Projected



BEEF PROMOTION AND RESEARCH COUNCIL OF TEXAS

TDA Expense Classifications

	FY26 BUDGET			EXPENSE CLASSIFICATIONS				
	Direct	Implementation	Total	Promotion	Research	Education	Administration	Total
REVENUES								
Checkoff Assessments			8,245,000					
Less: Refunds			(494,700)					
Checkoff Assessments, Net of Refunds			7,750,300					
Interest Revenue			233,000					
			7,983,300					
EXPENSES								
Direct Program Expenses								
Marketing								
Consumer Marketing	4,264,900	719,900	4,984,800	4,513,200	-	471,600	-	4,984,800
Nutrition & Health	1,613,100	255,100	1,868,200	-	-	1,868,200	-	1,868,200
	5,878,000	975,000	6,853,000					
Beef Resources								
Channel Marketing	219,000	198,800	417,800	-	-	417,800	-	417,800
Issues & Reputation Management	53,400	184,300	237,700	-	-	237,700	-	237,700
Producer Communications	385,800	293,700	679,500	112,000	-	567,500	-	679,500
Beef Quality & Beef Safety	73,900	103,700	177,600	-	14,100	163,500	-	177,600
Export Market Development	145,200	46,700	191,900	191,900	-	-	-	191,900
	877,300	827,200	1,704,500					
Collections & Compliance								
	63,400	141,900	205,300	-	-	-	205,300	205,300
Administration								
	-	429,200	429,200	-	-	-	429,200	429,200
Other								
Administration								
	19,500	-	19,500	-	-	-	19,500	19,500
	6,838,200	2,373,300	9,211,500	4,817,100	14,100	3,726,300	654,000	9,211,500
EXPENSES IN EXCESS OF REVENUE			(1,228,200)					

STATE CHECKOFF REVENUE ESTIMATE

	FY20	FY21	FY22	FY23	FY24	5 Yr Average	FY25 thru 3/31/2025
TBC National Checkoff Revenue:							
Dealers	778,374	794,611	773,263	716,069	646,530	741,769	503,088
Feedyards	558,519	630,174	671,531	600,194	596,470	611,377	348,550
Individuals	73,703	68,910	64,812	66,635	57,514	66,315	58,038
Markets	3,378,778	3,478,059	3,937,571	3,543,298	3,268,322	3,521,206	2,417,181
Packers	4,051,205	4,069,102	4,174,972	3,935,300	3,808,018	4,007,719	2,791,976
Sub-Total	8,840,579	9,040,856	9,622,149	8,861,496	8,376,854	8,948,387	6,118,833
Late Fees	19,419	11,905	23,107	9,725	8,786	14,588	7,004
State of Origin In	1,391,320	1,457,153	1,504,328	1,595,421	1,562,647	1,502,174	1,068,856
National Collections for Texas a	10,251,318	10,509,914	11,149,584	10,466,642	9,948,287	10,465,149	7,194,693
Less Beef Board	(5,125,659)	(5,254,957)	(5,574,792)	(5,233,321)	(4,974,143)	(5,232,574)	(3,597,347)
TEXAS COLLECTIONS	5,125,659	5,254,957	5,574,792	5,233,321	4,974,144	5,232,575	3,597,346
BUDGET	5,600,000	5,100,000	5,100,000	4,900,000	5,100,000	5,160,000	3,484,134
State of Origin Out	867,924	979,969	921,570	795,480	709,883	854,965	663,438

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Actual State Checkoff Collections	b	10,082,639	10,195,397	10,757,200	10,319,162	9,578,760	
Actual State as a % of TBC	b/a	98.35%	97.01%	96.48%	98.59%	96.29%	97.34%

TBC FY26 Revenue Budget	8,470,000
Adjustment to convert to State Program Collections	97.34%
State Program Revenue Estimate	<u>8,245,023</u>

BPRCT FY26 Revenue/Refund Budget

Rounded Gross Revenue Estimate	8,245,000
Less: Refunds	6.0% (494,700)
Revenue, Net of Refunds	<u>7,750,300</u>

BEEF PROMOTION AND RESEARCH COUNCIL OF TEXAS

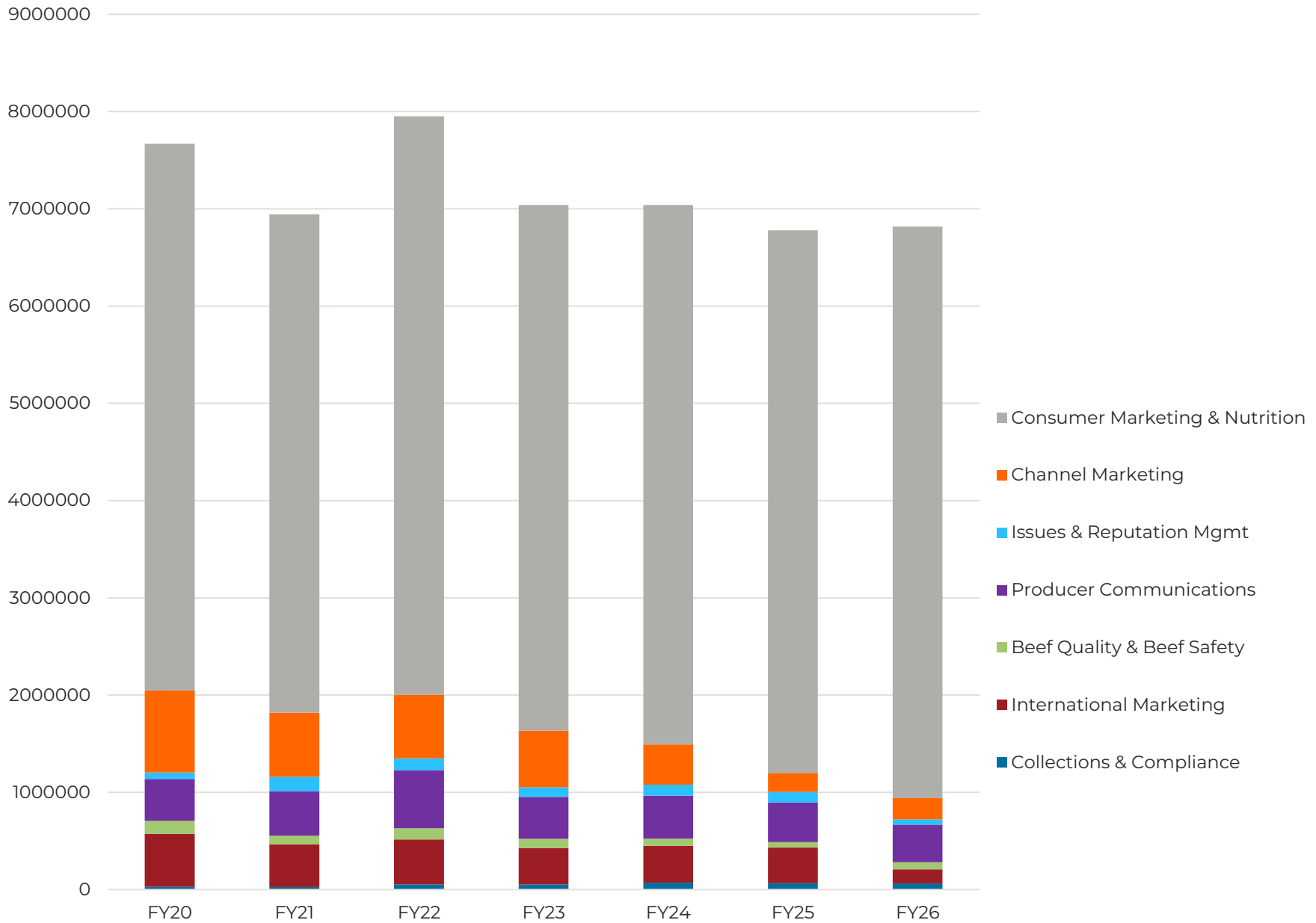
Direct Program Expense Budget

	FY26 Budget		FY25 Budget		FY24 Budget		FY23 Budget		FY22 Budget		FY21 Budget		FY20 Budget	
	Amount	% of Total	Amount	% of Total	Amount	% of Total	Amount	% of Total	Amount	% of Total	Amount	% of Total	Amount	% of Total
Marketing														
Consumer Marketing	4,264,900	63.13%	4,139,500	61.66%	3,833,400	55.00%	4,004,700	57.32%	4,743,500	60.05%	3,941,400	56.98%		
Nutrition & Health	1,613,100	23.88%	1,440,300	21.45%	1,714,100	24.59%	1,401,100	20.06%	1,205,600	15.26%	1,183,800	17.11%		
	5,878,000	87.01%	5,579,800	83.11%	5,547,500	79.59%	5,405,800	77.38%	5,949,100	75.31%	5,125,200	74.09%	5,621,200	73.56%
Beef Resources														
Channel Marketing	219,000	3.24%	193,300	2.88%	413,000	5.93%	582,800	8.34%	653,500	8.27%	658,300	9.52%	844,200	11.05%
Issues & Reputation Mgmt	53,400	0.79%	108,700	1.62%	112,300	1.61%	99,400	1.42%	120,000	1.52%	148,700	2.15%	66,400	0.87%
Producer Communications	385,800	5.71%	408,600	6.09%	441,000	6.33%	428,700	6.14%	597,100	7.56%	455,700	6.59%	429,700	5.62%
Beef Quality & Beef Safety	73,900	1.09%	56,600	0.84%	75,800	1.09%	97,500	1.40%	116,800	1.48%	89,100	1.29%	137,600	1.80%
International Marketing	145,200	2.15%	366,800	5.46%	380,400	5.46%	372,000	5.32%	462,800	5.86%	440,600	6.37%	542,700	7.10%
	877,300	12.99%	1,134,000	16.89%	1,422,500	20.41%	1,580,400	22.62%	1,950,200	24.69%	1,792,400	25.91%	2,020,600	26.44%
	6,755,300	100.00%	6,713,800	100.00%	6,970,000	100.00%	6,986,200	100.00%	7,899,300	100.00%	6,917,600	100.00%	7,641,800	100.00%
Collections & Compliance	63,400		64,900		68,900		53,700		52,000		25,500		27,800	

	FY25 Projected		FY24 Actual		FY23 Actual		FY22 Actual		FY21 Actual		FY20 Actual	
	Amount	% of Budget Spent	Amount	% of Budget Spent	Amount	% of Budget Spent	Amount	% of Budget Spent	Amount	% of Budget Spent	Amount	% of Budget Spent
Marketing												
Consumer Marketing	4,138,530	99.98%	3,731,638	97.35%	4,001,185	99.91%	4,228,671	89.15%	3,107,586	78.84%		
Nutrition & Health	1,439,010	99.91%	1,556,147	90.79%	1,198,114	85.51%	1,038,250	86.12%	1,078,590	91.11%		
	5,577,540	99.96%	5,287,785	95.32%	5,199,299	96.18%	5,266,921	88.53%	4,186,176	81.68%	4,905,589	87.27%
Beef Resources												
Channel Marketing	192,117	99.39%	281,452	68.15%	356,816	61.22%	506,497	77.51%	477,036	72.46%	398,890	47.25%
Issues & Reputation Mgmt	106,829	98.28%	99,299	88.42%	98,898	99.49%	111,760	93.13%	83,608	56.23%	10,677	16.08%
Producer Communications	405,852	99.33%	436,403	98.96%	424,559	99.03%	591,405	99.05%	442,402	97.08%	389,342	90.61%
Beef Quality & Beef Safety	54,603	96.47%	68,526	90.40%	58,566	60.07%	104,460	89.43%	41,810	46.92%	28,897	21.00%
International Marketing	366,177	99.83%	380,490	100.02%	370,597	99.62%	459,261	99.24%	422,751	95.95%	519,724	95.77%
	1,125,578	99.26%	1,266,170	89.01%	1,309,436	82.85%	1,773,383	90.93%	1,467,607	81.88%	1,347,530	66.69%
	6,703,118	99.84%	6,553,955	94.03%	6,508,735	93.17%	7,040,304	89.13%	5,653,783	81.73%	6,253,119	81.83%
Collections & Compliance	63,769	98.26%	42,067	61.06%	46,218	86.07%	26,618	51.19%	24,380	95.61%	26,932	96.88%

BEEF PROMOTION AND RESEARCH COUNCIL OF TEXAS

Direct Program Expense Budget Comparison





TEXAS BEEF COUNCIL

FY26 Marketing Plan

This marketing plan is designed to operationalize the Texas Beef Council's (TBC) Long Range Plan (LRP), which provides a strategic roadmap for our **education**, **research**, and **promotion** tactics. It is driven by our core principles:

MISSION:

Strengthen Demand for Beef as the
World's Most Preferred and Trusted Protein

VISION:

Bring More Texans to the Table
Over a Shared Love of Beef

The marketing plan tactics are divided into six program areas:

1. Consumer Marketing
2. Health Professional & K-12 Educator Outreach
3. Channel Marketing
4. Producer Communications
5. Industry Advocacy & Education
6. International Marketing

Each program area details its audience, specific goals, measurable objectives, and key performance indicators, all informed by key market trends. Every goal and measurable objective directly supports one or more LRP strategic initiatives.



TEXAS BEEF COUNCIL

TEXAS BEEF COUNCIL

Long Range Plan 2021

OUR COMMITMENTS:



Promotion



Research



Education

OUR MISSION:

Strengthen demand for beef as the world's most preferred and trusted protein.

OUR BELIEFS:

- The Industry Long Range Plan as the cornerstone of a strong state-national partnership.
- Research is the foundation of all checkoff-funded activities.
- Producer support, engagement, and control of checkoff funds are essential.

OUR FOCUS:

Grow Consumer Trust in Beef

Promote & Capitalize on the Multiple Advantages of Beef

Drive Growth in Beef Exports

Grow Stakeholder Trust in Checkoff Programs



TEXAS BEEF COUNCIL

KEY TRENDS INFORMING THE MARKETING PLAN

- **DEMOGRAPHIC SHIFTS:** Texas is experiencing significant population growth, increased diversity (especially within Hispanic/Latino, Asian, and African communities), and urbanization. These shifts are driving demand for cultural food fusions, health-conscious options, and varied dining experiences.
- **PERCEPTIONS OF BEEF:** Texans generally have positive and improving perceptions of beef, particularly regarding nutrition, safety, and how cattle are raised. While some health concerns exist, perceptions are improving regarding lean beef's role in a healthy diet and its value as a protein source. Over 80% of consumers intend to maintain or increase their beef consumption.
- **NUTRITION & PROTEIN FOCUS:** There's a heightened consumer interest in nutrition and health, with protein being highly valued. This includes a rise in those following high-protein diets and a slight decrease in concerns about beef's fat content. The 2025-2030 Dietary Guidelines for Americans are under development, with potential changes influenced by public comments and reviews. The USDA and FDA are also reviewing "healthy" definitions for food labeling, which could affect how beef is positioned. The "Make America Healthy Again" movement has influenced state nutrition policy rollouts, leading to potential impacts such as the establishment of a Nutrition Advisory Committee, mandated nutrition courses, and required nutrition-related continuing education for medical professionals.
- **SHOPPING & PURCHASING HABITS:** Beef prices have hit record highs, with ground beef exceeding \$6 per lb. for the first time in history. Consumers prioritize value, convenience, and experience, with home cooking remaining popular. There's strong demand for time-saving, ready-to-cook, and prepared meat options, alongside interest in premium cuts and food origins. Ground beef sales are dominant, and a significant portion of meat purchases are made on promotion (over ¼ of all meat purchases). The increasing trend of online grocery shopping is also influencing how meat is purchased.
- **MEDIA TRENDS:** Social media is the primary channel where Texas consumers spend their time, keep up with trends and social movements, and recall seeing beef ads. Facebook, TikTok, Instagram, and YouTube are particularly prominent. Social media influencers have become a significant force in shaping consumer behavior and driving purchasing decisions.
- **THE POWER OF SHARED MEALS:** The latest Gallup World Report showed that sharing meals has a strong impact on subjective well-being, on par with the influence of income and unemployment. Those who share more meals with others report significantly higher levels of life satisfaction. This is true across ages, genders, countries, cultures, and regions.





CONSUMER MARKETING

Page 1 of 4

EXECUTIVE SUMMARY

AUDIENCE:

- Parents with children in the home

GOAL:

- Grow Texas consumer trust and affinity for beef

MEASURABLE OBJECTIVES:

- Increase consumers' knowledge of beef
- Inspire Texans to identify themselves as beef-loving Texans

KEY PERFORMANCE INDICATORS:

- Brand visibility
- Digital engagement
- Owned event attendance
- Change in beef knowledge and positive perceptions of beef

BUDGET:

TBC =	\$879,600
BPRCT =	\$4,264,900
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TOTAL =	\$5,144,500

**BEEF LOVING
TEXANS (BLT)
STORE****PURPOSE:**

The BLT store provides a digital shopping experience for consumers, influencers, and beef producers to purchase BLT merchandise and publicly express their pride for beef. BLT-branded merchandise provides a personalized brand experience, increases brand loyalty and visibility, and offers integration into consumer lifestyles.

ACTION:

- Maintain and optimize the BLT online store to easily and efficiently make popular BLT merchandise and Beef Team apparel available for sale.

BLT BRANDING**PURPOSE:**

The BLT brand provides a recognizable, uniquely Texan platform that resonates with and connects with the highest-opportunity market segments, stakeholders, and partners to inspire trust and affinity for beef. Emphasis on branding strengthens BLT's brand recognition, loyalty, and engagement, and ensures consistency in look, feel, and communication efforts, resulting in successful consumer impact.

ACTION:

- Innovate the BLT brand with guideline optimization, strategy, and research.
- Maintain and optimize BeefLovingTexans.com to maximize user experience and easily deliver personalized beef information.
- Optimize the use of digital tools to ensure efficiency.
- Provide brand support across program areas.

BLT CONTENT**PURPOSE:**

Branded content is an authentic way to inspire, educate, and motivate consumers to connect, engage, and remain loyal to a brand. Creating unique content that connects consumers to relevant beef stories and recipes drives affinity for the BLT brand and beef meals. Through educational and emotional content elements, the brand is providing inspiration to address consumer needs and captivate an audience.

ACTION:

- Create engaging and educational beef content through custom content development, photography, and video storytelling.

(continued on next page)

**BLT PAID
ADVERTISING****PURPOSE:**

Paid advertising increases BLT brand visibility, promotes high-quality content, inspires beef meals, educates on the healthfulness of beef, and increases consumer affinity for beef. It also contributes to BLT community growth, which drives millions of user engagements, and serves as our main content distribution mechanism and primary website traffic driver.

ACTION:

- Distribute content through paid media efforts.
- Optimize advertising tactics, promotional assets, and purchase strategy.

**BLT MEDIA
RELATIONS****PURPOSE:**

Media relations provides opportunities to create and pitch newsworthy stories to news outlets, gain media impressions, and communicate expert beef information across Texas. By using expert spokespeople, creating timely messages, and providing relevant content to the media, BLT will establish itself as an influential source of beef information, inspire more beef meals, and increase consumer trust and choice in beef.

ACTION:

- Create unique, proactive media campaigns to further extend BLT spokespeople, experts, content, and recipes.

**BLT BRAND
ACTIVATIONS****PURPOSE:**

BLT brand activations engage consumers by offering them the experience of being a beef-loving Texan. These unique programs and partnerships provide tangible experiences that boost positive perceptions of beef, directly increasing brand recognition and loyalty for BLT. Ultimately, these efforts empower community influencers to become strong advocates for beef.

ACTION:

- Engage and activate Beef Team members to be influential beef advocates and brand ambassadors.
- Create activations that provide consumers with BLT experiences. This includes selling branded merchandise, creating unique experiences like digital passes, and sponsoring events such as State Fair.

**BRAND
PARTNERSHIPS****PURPOSE:**

Brand partnerships provide an opportunity to grow visibility and diversify BLT's audience. Partnering with product, retail, and foodservice brands increases content opportunities and allows BLT to harness the credibility and influence of established brands to increase its following and affinity for BLT.

ACTION:

- Collaborate with established brands that have complementary values to strengthen affinity for beef and the BLT brand.

(continued on next page)

**INFORMATION
DISSEMINATION****PURPOSE:**

TBC continues to prioritize the identification of beef advocates, and increasing the availability and accessibility of science-based beef materials is important to activating those advocates. Public accessibility of beef educational materials provides third-party endorsements of our content by allowing influencers to easily view, order, and download the most up-to-date beef information made available by the Beef Checkoff. The increased distribution of educational materials by influencers ultimately empowers more consumers to purchase, prepare, and eat beef.

ACTION:

- Ensure beef materials are available and easily accessible for beef advocates and influencers to disseminate to their respective target audiences.

**CONSUMER
MARKETING
INDUSTRY
MEETINGS****PURPOSE:**

Through key conferences and meetings, staff engages with the broader industry to ensure our work is informed by the most current research, trends, and programs, positioning TBC at the forefront of thought leadership.

ACTION:

- Attend industry organization meetings to develop strategic consumer marketing programs.

HEALTH PROFESSIONAL & K-12 EDUCATOR OUTREACH

Page 1 of 3

EXECUTIVE SUMMARY

AUDIENCE:

- Key health professional audiences including Registered Dietitians, Medical Professionals (Medical Doctors, Nurse Practitioners, Physician Assistants), and K-12 Health/Nutrition Educators

GOAL:

- Motivate health professionals and health educators to highlight beef as a high-quality protein source and part of a balanced diet, accurately address questions about beef regarding nutrition and other topics, and stop recommendations to limit or eliminate beef

MEASURABLE OBJECTIVES:

- Increase knowledge and positive perceptions of beef among health professionals, drive more medical provider referrals to beef-friendly dietitians, and boost the utilization of checkoff-funded patient educational resources
- Increase the utilization of the Sports Nutrition Game Plan (SNGP) and MyPlate programs among teachers, parents, athletes, and coaches

KEY PERFORMANCE INDICATORS:

- Shift in beef perception
- Digital engagement
- Educational materials reach & engagement

BUDGET:

TBC =	\$331,900
BPRCT =	\$1,613,100
TOTAL =	\$1,945,000



**HEALTH
PROFESSIONAL
OUTREACH****PURPOSE:**

Alignment with trusted health professional membership organizations and dissemination of science-based information, TBC educates and equips healthcare providers and nutrition professionals with accurate beef information. In turn, nutrition professionals are more comfortable recommending beef as part of a healthy, sustainable diet, and consumers become more confident purchasing, preparing, and regularly consuming beef.

ACTION:

- Educate credentialed health professionals using evidence-based information by exhibiting and presenting at meetings and conferences and providing continuing education opportunities.
- Promote TBC resources, including patient education materials and balanced beef recipes.
- Cultivate and monitor relationships with targeted health professionals through digital engagement strategies.
- Provide exclusive education, engagement, and beef advocacy opportunities to thought leaders and key influencers.

**MEDICAL OFFICE
OUTREACH****PURPOSE:**

The Medical Office Outreach program educates doctors on the latest scientific research that supports the inclusion of beef in a healthy diet for disease prevention and management. In turn, consumers receive fewer diet restriction recommendations, which may lead to better compliance and the freedom to continue eating beef while following physician guidelines.

ACTION:

- Utilize a pharmaceutical sales model to educate and build relationships with primary care medical professionals who tend to recommend limiting red meat.
- Educate physicians and medical support staff using peer-reviewed and published scientific research that supports the inclusion of beef in a healthy diet.
- Promote evidence-based patient nutrition education through dietitian referrals and TBC-developed complimentary materials.
- Identify and strengthen relationships with highly-respected physicians to equip and encourage them to provide peer testimony of beef's role in a healthy diet.

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**HEALTH EDUCATOR
OUTREACH****PURPOSE:**

This program empowers educators to highlight beef's role in a healthy lifestyle by providing them with visually appealing, age-appropriate content. This will ensure the next generation develops a positive perception of beef nutrition and production.

ACTION:

- Increase nutrition content engagement through improved automation, personalization, and data analytics.
- Identify and partner with influential health educators to champion the Sports Nutrition Game Plan and MyPlate materials within their networks, gather valuable feedback, and secure testimonials.

**NUTRITION
CONTENT****PURPOSE:**

Evidence-based nutrition and health content and curriculum is essential to educating consumers and influencers on beef's role in a healthy diet. TBC's team of nutrition professionals ensure nutrition content is available for use across all program areas. Relevant and accurate content help maintain TBC's credibility as a trusted source of information.

ACTION:

- Develop and update content containing beef nutrition information.
- Ensure all TBC recipes are accompanied by accurate nutrient analysis information.

**HEALTH &
NUTRITION
INDUSTRY
MEETINGS****PURPOSE:**

Through key conferences and meetings, staff engages with the broader industry to ensure our work is informed by the most current research, trends, and programs, positioning TBC at the forefront of thought leadership.

ACTION:

- Attend industry organization meetings to develop strategic nutrition and health programs.

EXECUTIVE SUMMARY

AUDIENCE:

- Retailers, Distributors, & Foodservice Professionals

GOAL:

- Drive the effectiveness of retail and foodservice professionals in promoting and selling beef

MEASURABLE OBJECTIVES:

- Increase retail and foodservice professionals' beef knowledge and confidence in engaging with consumers about beef
- Increase the understanding and utilization of beef cuts among retail and foodservice professionals
- Increase awareness of consumer beef trends while building trust in TBC as a credible source of beef information

KEY PERFORMANCE INDICATORS:

- Change in beef knowledge and confidence
- Sales data and key trends
- Educational materials reach & engagement

BUDGET:

TBC	=	\$45,000
BPRCT	=	\$219,000
<hr/>		
TOTAL	=	\$264,000



**RETAIL
ENGAGEMENT****PURPOSE:**

Retailers play a critical role in helping their customers make informed purchasing decisions. As a trusted source for relevant beef information, TBC will ensure retailers understand consumer needs and are knowledgeable and confident in communicating beef messages.

ACTION:

- Develop and maintain relationships with retail grocers to build awareness of BLT and TBC as a credible source for beef information.
- Provide culinary and beef production education through TBC-hosted immersion experiences, trade shows, and events.
- Leverage market research and product expertise to enhance the marketing and merchandising of beef.

**CHANNEL INDUSTRY
MEETINGS****PURPOSE:**

Through key conferences and meetings, staff engages with the broader industry to ensure our work is informed by the most current research, trends, and programs, positioning TBC at the forefront of thought leadership.

ACTION:

- Attend industry organization meetings to develop strategic retail and foodservice marketing programs.

**FOODSERVICE
EDUCATION****PURPOSE:**

Foodservice operators shape consumer preferences through their menu selections. By providing essential education on beef and beef production, TBC empowers distributors and foodservice professionals with the knowledge they need. TBC's trusted reputation as a leading information source ensures beef maintains its prominent position in the foodservice industry.

ACTION:

- Engage and educate foodservice professionals (ex. distributors, chefs, post-secondary culinary instructors) through beef educational trainings, beef production immersion experiences, foodservice conferences, and digital resources.



INDUSTRY ADVOCACY & EDUCATION

Page 1 of 4

EXECUTIVE SUMMARY

AUDIENCE:

- Industry advocates and beef producers

GOAL:

- Increase industry advocacy of beef and the Beef Checkoff and drive acceptance of beef quality assurance practices

MEASURABLE OBJECTIVES:

- Increase beef producers' knowledge of beef and beef production
- Empower industry advocates to effectively champion beef

KEY PERFORMANCE INDICATORS:

- Change in beef knowledge
- Digital engagement
- Educational materials reach & engagement

BUDGET:

TBC =	\$25,200
BPRCT =	\$127,300
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TOTAL =	\$152,500



PRODUCTION CONTENT & IMMERSION

PURPOSE:

Experiencing the beef industry helps audiences build trust in beef production practices and those involved, leading to increased advocacy and engagement with TBC as a trusted beef resource.

ACTION:

- Promote and maintain the Raw Truth About Beef platform and Pasture to Plate experiences to actively engage learners.
- Develop and host Pasture to Plate experiences.
- Develop and update beef production materials for consumer and influencer audiences.

CRISIS COMMUNICATIONS (TBC ONLY)

PURPOSE:

When challenging issues arise, they can threaten the viability and demand for beef. Preparation, communication, and coordinated action are important to protect TBC's and the Texas beef industry's image, stakeholders, and product.

ACTION:

- Implement and maintain issues and crisis management plan for TBC and the Texas Beef Issues Team.
- Monitor, proactively prepare, and coordinate media and public responses to hot-topic issues threatening the credibility of the beef industry, TBC, and BLT.

ISSUES & REPUTATION MANAGEMENT

PURPOSE:

Preparation and communication during moments of public and media interest are important to maintaining confidence in the beef industry and demand for beef. Credible, transparent, timely, and coordinated responses are essential to the success of TBC and the collective beef industry.

ACTION:

- Maintain and enhance coordinated response plans to protect and defend beef's image, including messaging, media training, issues drills, and spokesperson coordination.

INDUSTRY ADVOCACY

PURPOSE:

Advocacy programs within the beef industry allow students and young adults to grow their beef knowledge, engage with industry leadership, and serve as industry spokespeople. Targeting beef leaders allows for TBC familiarity throughout their careers, which allows for future engagement for years to come. These programs strengthen industry partnerships which extend beef messages and open the door for additional TBC opportunities. Additionally, this is another way for producers to see their Beef Checkoff dollars at work.

ACTION:

- Develop and engage beef advocates through educational programs and industry partnerships to extend beef production messages to their peers and communities.

BEEF QUALITY ASSURANCE (BQA)**PURPOSE:**

BQA trainings help ranchers understand that they are food producers and play a role in managing cattle to produce a safe and wholesome product sold at retail and foodservice. Although voluntary, BQA programs are becoming a prerequisite for many feedyard and packer programs as an entry to doing business. Overall, this program helps build consumer confidence in beef by showing the beef industry's commitment to safety and quality production practices.

ACTION:

- Target producers with educational events that promote production best management practices with a focus on safety and quality.
- Partner with Texas & Southwestern Cattle Raisers Association and Texas A&M AgriLife Extension to conduct various BQA trainings throughout the state.
- Sponsor BQA-related content development.

BEEF INDUSTRY MEETINGS**PURPOSE:**

Through key conferences and meetings, staff engages with the broader industry to ensure our work is informed by the most current research, trends, and programs, positioning TBC at the forefront of thought leadership.

ACTION:

- Attend industry meetings to develop strategic beef programs.

AGRILIFE EXTENSION ENGAGEMENT**PURPOSE:**

Extension agents provide a "boots on the ground" opportunity in rural parts of Texas to which TBC programs may not extend or time may not allow. By empowering Texas A&M AgriLife Extension agents with beef-centric content and programs, TBC can further the reach and impact of beef messaging.

ACTION:

- Engage Texas A&M AgriLife Extension agents in trainings, conferences, and other programs at a state level to extend beef tools and materials across Texas.

AGRILIFE EXTENSION GRANT (BPRCT ONLY)**PURPOSE:**

AgriLife livestock/meat specialists conduct a variety of BQA-related trainings to spread the quality and safety message to more producers across the state. Producers following BQA principles build consumer confidence by showcasing the beef industry's commitment to producing a safe and quality product.

ACTION:

- Support Texas A&M AgriLife Extension livestock specialist's travel while conducting BQA trainings that promote production best management practices focusing on safety and quality.

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**BEEF QUALITY &
SAFETY RESEARCH**

PURPOSE: Research is the foundation of Beef Checkoff work. Quality and safety research help identify issues that can affect consumer perception and answer questions about tenderness, flavor, cooking, packaging, and safety interventions that reduce the chances of a foodborne illness. With peer-reviewed research, the Beef Checkoff can continue to answer questions from a science-based perspective. This research builds on the body of knowledge and helps to drive change and innovation.
ACTION: <ul style="list-style-type: none">• Support and extend high-priority research to showcase the beef industry's commitment to beef quality and safety.



PRODUCER COMMUNICATION

Page 1 of 3

EXECUTIVE SUMMARY

AUDIENCE:

- Beef industry stakeholders who fund or collect the Beef Checkoff

GOAL:

- Increase trust in the Beef Checkoff

MEASURABLE OBJECTIVES:

- Increase knowledge and positive perceptions of the Beef Checkoff

KEY PERFORMANCE INDICATORS:

- Shift in Beef Checkoff sentiment
- Digital engagement
- Educational materials reach & engagement

BUDGET:

TBC	=	\$79,200
BPRCT	=	\$385,800
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TOTAL	=	\$465,000

PRODUCER DIRECT COMMUNICATIONS**PURPOSE:**

Sharing relevant and accurate Beef Checkoff information increases stakeholder trust in TBC. Attending producer meetings and effectively distributing Beef Checkoff materials are crucial to engaging producers and increasing knowledge and support.

ACTION:

- Provide Beef Checkoff information to stakeholders through direct communication efforts, attendance at producer meetings, newsletters, annual report, and other materials.

PRODUCER ASSETS**PURPOSE:**

The Texas Beef Checkoff website and digital assets allow TBC to direct producers to trusted Beef Checkoff information designed specifically for their needs. The website also provides a measurement of traffic from other producer communication pieces.

ACTION:

- Maintain and enhance TexasBeefCheckoff.com and other digital channels to share coordinated content and relevant Beef Checkoff messages.

PRODUCER INFLUENCER COMMUNICATIONS**PURPOSE:**

Producer influencers reach stakeholders in ways that TBC could not do on its own. Extending Beef Checkoff messaging through influencers allows TBC to educate producers, drive traffic to TexasBeefCheckoff.com, and maintain TBC's credibility.

ACTION:

- Leverage and support key opinion leaders as conduits of Beef Checkoff information.

PRODUCER INDUSTRY MEETINGS**PURPOSE:**

Through key conferences and meetings, staff engages with the broader industry to ensure our work is informed by the most current research, trends, and programs, positioning TBC at the forefront of thought leadership.

ACTION:

- Attend industry organization meetings to develop strategic producer communications programs.

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PRODUCER EARNED MEDIA**PURPOSE:**

Building relationships with agricultural media allows TBC to be seen as a resource for the beef industry and Beef Checkoff information. It also enables TBC to provide consistent stories to news outlets. News outlets reach parts of rural Texas that TBC cannot always reach but hopes to engage.

ACTION:

- Communicate relevant Beef Checkoff messages through editorial coverage in agricultural trade media through press releases, feature stories, and interviews.

PRODUCER PAID MEDIA**PURPOSE:**

Paid media efforts allow TBC to deliver Beef Checkoff messages through a diversified media buy that reaches producers when and where they prefer to consume media.

ACTION:

- Communicate relevant Beef Checkoff messages to targeted producer segments through paid media efforts.

PRODUCER STRATEGY**PURPOSE:**

Producer market research guides producer communications' decision-making process. Understanding the target audience allows TBC to communicate effective and timely messages through the proper channels.

ACTION:

- Maintain and innovate producer communications with strategic planning, research, and measurement.



INTERNATIONAL MARKETING

Page 1 of 2

EXECUTIVE SUMMARY

AUDIENCE:

- International retail and foodservice professionals and consumers.

GOAL:

- Grow international consumer trust and affinity for beef.
- Increase the effectiveness of retail and culinary professionals in promoting and selling beef.

MEASURABLE OBJECTIVES:

- Increase the understanding and utilization of beef cuts among international retail and foodservice professionals.
- Increase knowledge and positive perceptions of beef among international consumers.

KEY PERFORMANCE INDICATORS:

- Change in beef knowledge
- Sales data
- Educational materials reach & engagement

BUDGET:

TBC	=	\$32,800
BPRCT	=	\$147,200
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TOTAL	=	\$180,000

**U.S. MEAT EXPORT
FEDERATION
(USMEF)
PARTNERSHIP****PURPOSE:**

Importers, sales representatives, chefs, and consumers from different countries are at different points in their understanding of U.S. beef. TBC works with USMEF, a contractor to the Beef Checkoff, to identify groups that could use training, promotion, and advertising to further the positive message of beef and build demand for U.S. beef in their country. Although exports only account for about 14% of production at this time, the global market is where the majority of growth will occur as countries become more developed and source higher quality protein.

ACTION:

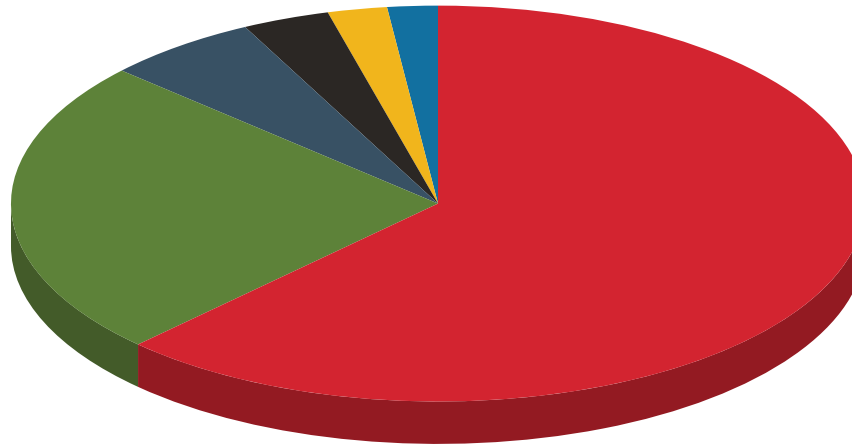
- Educate the global supply chain on U.S. beef attributes through foodservice industry training, retail promotions, and consumer promotions, conducted by USMEF.
- Engage influencers through beef production and culinary immersion experiences.







**INTERNATIONAL
INDUSTRY
MEETINGS****PURPOSE:**

Through key conferences and meetings, staff engages with the broader industry to ensure our work is informed by the most current research, trends, and programs, positioning TBC at the forefront of thought leadership.

ACTION:

- Attend industry organization meetings to develop strategic global marketing programs.



	TBC	BPRCT	TOTAL (TBC + BPRCT)	% OF GRAND TOTAL
 CONSUMER MARKETING	\$879,600	\$4,264,900	\$5,144,500	63.1%
 HEALTH PROFESSIONAL & K-12 EDUCATOR OUTREACH	\$331,900	\$1,613,100	\$1,945,000	23.9%
 CHANNEL MARKETING	\$45,000	\$219,000	\$264,000	3.2%
 INDUSTRY ADVOCACY & EDUCATION	\$25,200	\$127,300	\$152,500	1.9%
 PRODUCER COMMUNICATIONS	\$79,200	\$385,800	\$465,000	5.7%
 INTERNATIONAL MARKETING	\$34,800	\$142,200	\$180,000	2.2%
GRAND TOTAL:	\$ 1,395,700	\$ 6,755,300	\$ 8,151,000	

TEXAS BEEF COUNCIL

Long Range Plan 2021-2025

OUR COMMITMENTS:



Promotion



Education



Research

OUR MISSION:

Strengthen demand for beef as the world's most preferred and trusted protein.

OUR BELIEFS:

- The Industry Long Range Plan as the cornerstone of a strong state-national partnership.
- Research is the foundation of all checkoff-funded activities.
- Producer support, engagement, and control of checkoff funds are essential.

OUR FOCUS:

Grow Consumer Trust in Beef

Promote & Capitalize on the Multiple Advantages of Beef

Drive Growth in Beef Exports

Grow Stakeholder Trust in Checkoff Programs



TEXAS BEEF COUNCIL



GROW CONSUMER TRUST IN BEEF

Ensure beef's inclusion in dietary recommendations.

- Educate medical, diet and health professionals, and K-12 educators about beef and beef production.

Reinforce beef's positive sustainability message.

- Promote the positive contribution the beef cattle industry makes to nutrient-dense, healthy and sustainable food systems and educate health professionals, K-12 and post-secondary educators, and supply chain influencers on the net environmental impact of beef and beef production.

Align and collaborate with partners to tell the positive story of beef and beef production.

- Engage experts in developing fact-based messaging about animal care, beef industry sustainability, beef safety, and nutrition and identify, train, and develop grassroots representatives to serve as trained industry spokespeople.

Invest in food safety, product quality, and nutrition research.

- Engage with organizations and private entities to support research to drive improvement in food safety, product quality, and nutrition science.

Strengthen and protect beef's reputation as a safe and wholesome product.

- Maintain and enhance crisis management and coordinated response plans, and monitor and coordinate media and public responses to issues that threaten the beef industry's credibility and/or reputation.

PROMOTE AND CAPITALIZE ON THE MULTIPLE ADVANTAGES OF BEEF

Promote the role of beef in a healthy and sustainable diet.

- Expand marketing and education efforts highlighting

the role of beef in a healthy lifestyle and sustainable diet.

Capitalize on innovative and convenient beef purchasing experiences.

- Build collaborative beef promotion partnerships to increase trial and usage, promote online marketing solutions, and engage customers in more interactive purchasing experiences.

Implement strategic marketing campaigns focused on the highest opportunity market segments to communicate beef's advantages.

- Develop target messaging that positively resonates with the highest opportunity market segments across media and promotional platforms to communicate beef's compelling value proposition.

DRIVE GROWTH IN BEEF EXPORTS

Collaborate with targeted partners to invest in marketing and education programs that promote the unique attributes of U.S. beef and address export customer needs and values.

- Support industry partners to leverage Texas's brand equity and promote the unique attributes of U.S. beef in foreign markets.

GROW STAKEHOLDER TRUST IN CHECKOFF PROGRAMS

Increase stakeholder knowledge and support of the national and state checkoff programs.

- Educate Texas beef producers on the impact of state and national checkoff-funded programs.

Engage industry partners to amplify checkoff messages.

- Cultivate relationships with industry partners and encourage them to share checkoff information.

