

TEXAS BEEF COUNCIL

FY25 Evaluations

MARKETING PLAN AND YEAR END EVALUATIONS

The Texas Beef Council (TBC) Long Range Plan (LRP) provides a strategic roadmap for the education, research, and promotion tactics outlined in the following FY25 Marketing Plan and End-of-Year Evaluations.

The Marketing Plan tactics are divided into six program areas:

- Consumer Marketing
- Nutrition & Health Influencer Outreach
- Channel Marketing
- Producer Communications
- Industry Advocacy & Education
- International Marketing

Each program area contains tactics that collectively address one or more LRP strategic initiatives. The strategic initiatives, budgets, and tactic descriptions are outlined in the following document.



TEXAS BEEF COUNCIL



LRP STRATEGIC INITIATIVES:

- Reinforce beef's positive sustainability message.
- Align and collaborate with partners to tell the positive story of beef and beef production.
- Promote the role of beef in a healthy and sustainable diet.
- Leverage partners to capitalize on innovative and convenient beef purchasing experiences.
- Implement strategic marketing campaigns focused on the highest opportunity market segments to communicate beef's advantages.

TACTIC REVIEW:

BUDGET = \$4,778,300
SPENT = \$4,680,562
STAFF TIME = 10,408.45

FY25 EVALUATIONS

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	<ul style="list-style-type: none">■ Maintain and optimize the BLT online store to easily and efficiently make popular BLT merchandise and Beef Team apparel available for sale.
EVALUATION	<ul style="list-style-type: none">■ Sold 5,302 units of BLT merchandise (13% increase from FY24), encompassing online purchases and in-person sales at major consumer events, including the State Fair of Texas, Houston Livestock Show and Rodeo, Fort Worth Stock Show & Rodeo, Austin Monthly's Burger Bash, and Smoke Lab.

BLT BRANDING

PURPOSE	The BLT brand provides a recognizable, uniquely Texan platform that resonates and connects with the highest-opportunity market segments, stakeholders, and partners to inspire trust and choice. Emphasis on branding strengthens BLT's brand recognition and loyalty, provides consistency in look, feel, and communication efforts, and helps evaluate the success of TBC programs.
ACTION	<ul style="list-style-type: none">■ 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.
EVALUATION	<ul style="list-style-type: none">■ Achieved 1.7M total BLT.com website visitors (5% decrease from FY24), 2.7M total webpage views (4% decrease from FY24), an average session duration of 1m 58s (20% increase from FY24), and nearly 13K account sign-ups (430% increase from FY24). While traffic slightly declined on-site, session quality improved. There were longer sessions and more interactions per visit, showing deeper audience engagement.■ Distributed a weekly BLT newsletter to an average of over 20K Texas consumers to share beef recipes, cooking tips, and brand engagement opportunities such as Smoke Lab and the Ultimate Beef Trail Pass. This newsletter had an average open rate of 14% (80% increase from FY24) and an average click rate of 2%.



FY25 EVALUATIONS

BLT BRANDING (CONTINUED)

EVALUATION (CONT.)

- Strengthened BLT's brand visibility by focusing on personalization, automation, workflow improvements, and website performance that increased average session duration (20% increase from FY24), conversion events per user session (9.2% increase from FY24), and primary recipe conversions (89% increase from FY24).

PURPOSE

Paid advertising increases BLT brand visibility, promotes high-quality content, inspires beef meals, and increases consumer affinity for beef. Paid advertising receives millions of engagements and is the main content distribution mechanism, as well as the primary website traffic driver.

ACTION

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

BLT ADVERTISING

EVALUATION

- Delivered over 165M impressions, 2M clicks, and increased on-platform engagements such as comments, saves, and shares, making the BLT community more visible and engaging across all platforms.
- Increased organic search visibility for "BLT" significantly compared to periods of no promotion. During the campaign period, organic search clicks for the term "BLT," increased by 279% and organic search impressions increased by 238% when compared to the prior period with no promotion.
- Promoted Sports Nutrition Game Plan through paid promotion, targeting parents and coaches, generating 4,100 new sign-ups which accounted for 93% of all sign-ups during the promotional period.
- Drove 8,700 Ultimate Beef Trail pass sign-ups (255% increase from FY24) and 2,700 check-ins (211% increase from FY24).
- Increased on-platform and on-site recipe engagements by driving 302K total Primary Recipe Conversions (89% increase from FY24).
 - › 14.6K Cook Mode uses (229% increase from FY24).
 - › 5,400 "Add to Favorite" clicks (169% increase from FY24).



FY25 EVALUATIONS

BLT BRAND ACTIVATION

PURPOSE	BLT brand activations bring the brand to life in a way that allows consumers to experience being a beef-loving Texan and making a greater impact on the positive perception of beef. Through the implementation of unique programs and partnerships that provide tangible ways for consumers to experience the brand, these targeted activations increase brand recognition and loyalty for BLT while empowering community influencers to advocate for beef.
ACTION	<ul style="list-style-type: none">■ Engage and activate Beef Team members to be influential beef advocates and brand ambassadors.■ Participate in and 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.
EVALUATION	<ul style="list-style-type: none">■ Generated a total of 8,071 Beef Team activations which included race participation, volunteerism, continuing education, and team challenges (19% decrease from FY24).■ Expanded our consumer reach at State Fair and improved on-site retail conversion by adding 1,131 new contacts to the consumer mailing list, distributing 98K branded educational and promotional materials, and selling 588 units of BLT merchandise (29% increase from FY24).■ Sponsored 14 High School BBQ (HSBBQ) regional competitions in which 140 teams competed, and the State Finals, in which 109 teams competed (5 students per team).<ul style="list-style-type: none">› Encouraged the HSBBQ participants to complete the Raw Truth About Beef educational program, resulting in 50 completions by students and teachers.■ Reached 150 Smoke Lab attendees via internal promotion and influencer partnerships and effectively enhanced participants' beef knowledge and strengthened their connection with BLT.<ul style="list-style-type: none">› After participating in Smoke Lab, the number of attendees who felt "extremely comfortable" smoking beef increased by a 189%, and their familiarity with the "BLT" brand increased by 31%. Additionally, a unanimous 100% of attendees reported a "strongly positive" perception of beef after attending in Smoke Lab.■ Delivered strong engagement through Smoke Lab influencer partnerships, driving 2,700 clicks to the landing page, 1,800 new waitlist sign-ups, and bringing the event experience to life with visually compelling video content for diverse audiences.



FY25 EVALUATIONS

BLT BRAND ACTIVATION (CONTINUED)

EVALUATION (CONT.)

- Launched 7 new Ultimate Beef Trail digital passes, including 6 regional passes, encouraging Texans to eat beef at restaurants across the state, resulting in 2,700 check-ins (211% increase over FY24).
 - › Influencers for the Ultimate Beef Trail campaign drove more than 1,300 pass sign-ups and proved to be one of the most cost-efficient tactics on Meta for reaching target audiences. Their content also generated high-quality, video-first assets that strengthened the campaign's creative library and overall storytelling.
- Distributed Ultimate Beef Trail emails to over 13K Texas consumers to encourage pass downloads, check-ins, and prize redemptions. These emails had an average open rate of 16% and an average click rate of 2%.
- Partnered with 3 reputable brands to provide tangible in-person and digital experiences in an effort to expand the BLT audience. These efforts resulted in 159 Ultimate Beef Trail pass sign-ups, 17 Ultimate Beef Trail pass event check-ins, and 200 spice rubs created and distributed.

BRAND PARTNERSHIPS

PURPOSE

Brand partnerships provide an opportunity to increase visibility and diversify the audience for BLT. Partnering with product, retail, and foodservice brands also increase content opportunities and allow BLT to harness the credibility and loyalty of established brands to increase the strength and cult following of BLT.

ACTION

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

EVALUATION

- Implemented 5 on-pack recipe labels for Brookshire Brothers across 70 stores.

CONSUMER MARKETING INDUSTRY MEETINGS

PURPOSE

Staff attend industry meetings to stay current on industry research and information, marketing trends, and national programs.

ACTION

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

EVALUATION

- Attended Partnership in Action in Denver, CO.
- Attended HubSpot InBound Marketing Conference in San Francisco, CA.



FY25 EVALUATIONS

BLT EARNED MEDIA

PURPOSE	Media relations provides opportunities to create and pitch newsworthy stories to news outlets, gain media impressions, and communicate expert beef information across the state. Using expert spokespeople, creating timely messages, and providing relevant content to media outlets serves as a platform to convey BLT as a credible source of beef information, inspire more beef meals, and increase consumer trust and choice in beef.
ACTION	<ul style="list-style-type: none">■ Create unique, proactive media campaigns to further extend BLT spokespeople, experts, content, and recipes.
EVALUATION	<ul style="list-style-type: none">■ Earned 266 media mentions generating 83.4M impressions across broadcast, online, and print media.<ul style="list-style-type: none">› Drove 118 click-throughs to BLT.com from regional outlets through the Ultimate Beef Trail media pitch.■ Secured 30 cooking segments (35% increase from FY24) in San Antonio, Tyler, and Amarillo, driving consistent regional visibility.<ul style="list-style-type: none">› Generated 324 trackable website page views, with KSAT.com as the top traffic driver. Referral traffic from KSAT.com resulted in an 86% engagement rate, 20% higher than the site's average.

BLT CONTENT

PURPOSE	Branded content is an authentic way to inspire, educate, and motivate consumers to connect 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	<ul style="list-style-type: none">■ Create engaging and educational beef content through custom content development, influencer-created campaigns, photography, and video storytelling.■ Build relationships with and activate relevant digital influencers to share beef recipes, information, and education.■ Create content for, manage, and engage with the BLT social community.
EVALUATION	<ul style="list-style-type: none">■ Received 50M total impressions across the top 3 channels of Facebook, Instagram, and TikTok (9% increase from FY24). Instagram and Facebook accounted for 99.5% of total impressions.



FY25 EVALUATIONS

BLT CONTENT (CONTINUED)

EVALUATION (CONT.)

- Received 642K total engagements across those 3 platforms, with an engagement rate of 1.3%, in line with food and beverage industry benchmarks (1–3%).
- Drove 12.3M video views (100% increase from FY24) and 7,500 clicks to the website from organic content.
- Increased social followers by 11K to over 229K across Facebook, Instagram, and TikTok (5% increase from FY24) with 55% of the growth coming from Instagram.
- Increased Pinterest followers to 17K (1.4% increase from FY24) and YouTube subscribers to 12K (4.2% increase from FY24). YouTube monthly audience averages 63K viewers, which generated 640K views and 10K likes.
- Elevated Molly McAdams' profile on LinkedIn, effectively increasing her thought leadership on the platform by generating 728 post engagements.

INFORMATION DISSEMINATION

PURPOSE

Increasing the availability and accessibility of science-based beef materials is important to activating beef advocates. Public accessibility provides third-party endorsements by allowing influencers to easily view, order, and download the most up-to-date beef information. Increased distribution 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.

EVALUATION

- Delivered 616 resource orders to 328 teachers, Texas AgriLife Extension Agents, health professionals, and beef producers, which resulted in the dissemination of 278K pieces of beef resource materials across the state.



LRP STRATEGIC INITIATIVES:

- Ensure beef's inclusion in dietary recommendations.
- Reinforce beef's positive sustainability message.
- Align and collaborate with partners to tell the positive story of beef and beef production.
- Promote the role of beef in a healthy and sustainable diet.

TACTIC REVIEW:

BUDGET	=	\$1,669,000
SPENT	=	\$1,526,283
STAFF TIME	=	4,009.28

FY25 EVALUATIONS

HEALTH PROFESSIONAL OUTREACH

PURPOSE	<p>Health professionals provide nutrition recommendations to consumers and often lack knowledge about beef and beef production. Through 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.</p>
ACTION	<ul style="list-style-type: none">■ 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 beef recipes.■ Build, maintain, and track relationships with targeted health professionals.■ Provide exclusive education, engagement, and beef advocacy opportunities to thought leaders and key influencers.
EVALUATION	<ul style="list-style-type: none">■ Interacted face-to-face with over 640 nutrition and medical professionals to share research and TBC-developed materials for patient education related to beef, through participating in 8 state-wide or nationally-organized conferences with a reach of over 2,100 health professionals.■ Provided audience-specific, beef-inclusive continuing education to over 375 dietitians, primary care providers, child-nutrition experts, and cardiac rehabilitation professionals through partnering with health professionals and researchers to propose relevant sessions for conference agendas.■ Equipped medical providers with patient education materials and clinical research to showcase the value of high-quality protein through the delivery of toolkits to 200 medical offices in regions not currently reached by the TBC Medical Office Outreach program, via extension of national programming.■ Developed a referral program for medical offices to easily direct patients to trusted registered dietitians across the state; accepted 19 dietetic practices following the initial application process.■ Sponsored 2 events to reach over 200 nutrition and medical students and residents to build trust in TBC as a credible source of information.



FY25 EVALUATIONS

HEALTH PROFESSIONAL OUTREACH (CONTINUED)

EVALUATION (CONT.)

- Distributed a quarterly nutrition-focused newsletter to an average of 966 nutrition and medical professionals to share research, resources, and recipes to encourage a better understanding of beef's role in the diet, as well as practical takeaways to share with clients and patients. This newsletter had an average open rate of 13% and an average click rate of 5% (10% increase from FY24).

PURPOSE

Doctors often advise patients with high cholesterol and other heart-related conditions to limit or eliminate beef from their diet. Through the Medical Office Outreach program, doctors learn that scientific research 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 TBC-developed complimentary patient educational materials for use in medical practices.
- 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.

EVALUATION

- Shared and discussed high-quality nutrition research with over 730 individual doctors, nurse practitioners, and physician assistants (8% increase from FY24), to combat misinformation and promote evidence-based dietary advice regarding beef consumption. Reach included more than 5,900 touchpoints with medical providers, nurses, dietitians, and staff (9% increase from FY24) in 1,720 medical offices (36% increase from FY24).
- Increased medical providers' knowledge and confidence regarding beef's role in balanced dietary patterns. Among pre- and post-program survey respondents, over 90% of providers were less likely to recommend that patients with cardiac risk factors limit beef consumption after hearing research and information from a TBC representative.
- Delivered beef-inclusive nutrition materials to be used for patient education by fulfilling orders from 64 health professionals across the state.



FY25 EVALUATIONS

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.

EVALUATION

- Performed nutrition analysis of 10 recipes to ensure all recipes housed on BeefLovingTexans.com have consistent and updated nutrition facts.

HEALTH EDUCATOR OUTREACH

PURPOSE

Nutrition education materials generally do not depict beef in a positive light, which reinforces a negative health image for beef. Through this program outreach, educators are empowered to highlight beef's role in a healthy lifestyle by using TBC's age-appropriate and visually appealing materials and activities. As a result, the next generation will have a positive perception of beef nutrition and production.

ACTION

- Build, maintain, and track relationships with targeted health educators.
- Promote and distribute beef-centric MyPlate and Hank the Cowdog materials, activities, and Texas Essential Knowledge and Skills-based nutrition and beef production curriculum to health educators.
- Drive adoption of the Sports Nutrition Game Plan (SNGP) program among high school and collegiate-level athletic programs.

EVALUATION

- Drove over 9,000 new sign ups for the SNGP program through partnerships with Texas Association of Private and Parochial Schools sponsorship, Dave Campbell's Texas football partnership, other State Beef Council extension, and a paid media campaign supported by BLT advertising dollars.
- Received 121K website sessions to SNGP pages and over 6,000 SNGP content downloads (180% increase from FY24).
- Trained and utilized 10 sports dietitian interns to assist 25 high schools in implementing the SNGP program.



FY25 EVALUATIONS

HEALTH EDUCATOR OUTREACH (CONTINUED)

EVALUATION (CONT.)

- Received 198 downloads of the SNGP Booster Club Guide and 60 downloads of the SNGP Athlete Meal Program assets, designed to help lower-income schools fuel their athletes.
- Distributed 350 MyPlate classroom materials, 100 Hank the Cowdog books, and 80 Activities Guides to youth educators across the state.
- Distributed a monthly nutrition-focused newsletter to an average of 3,415 Sports Nutrition Game Plan members (1,046% increase from FY24) to share game plan tips, educational resources, and beef recipes to encourage a better understanding of beef's role in fueling performance. This newsletter had an average open rate of 19.7% and an average click rate of 1.81%.

HEALTH & NUTRITION INDUSTRY MEETINGS

PURPOSE

Staff attend industry meetings to stay current on industry research and information, marketing trends, and national programs.

ACTION

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

EVALUATION

- Attended Partnership in Action in Denver, CO.
- Attended Annual Meat Conference in Orlando, FL.
- Attended HubSpot InBound Marketing Conference in San Francisco, CA.

LRP STRATEGIC INITIATIVES:

- Reinforce beef's positive sustainability message.
- Align and collaborate with partners to tell the positive story of beef and beef production.
- Promote the role of beef in a healthy and sustainable diet.
- Leverage partners to capitalize on innovative and convenient beef purchasing experiences.

TACTIC REVIEW:

BUDGET	=	\$224,000
SPENT	=	\$157,969
STAFF TIME	=	3,777.31

FY25 EVALUATIONS

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	<ul style="list-style-type: none"> ■ 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.
EVALUATION	<ul style="list-style-type: none"> ■ Drove knowledge change, resulting in over 93% of meat market managers feeling confident in their ability to engage with consumers, by hosting 4 regional beef trainings in Houston and Dallas with Kroger and Nolan Ryan Beef. ■ Partnered with Brookshire Brothers to host a training for the first time with their meat market managers. After attending the training, Brookshire Brothers employees' reported a 96% increase in confidence in engaging with consumers about cooking at home, and a 98% increase in knowledge about how beef cattle are raised. ■ Secured H-E-B's agreement to test new, TBC-developed meat department signage that frames beef as part of a healthy and sustainable diet using key emotional and functional messages to increase consumer confidence and drive meat market success. ■ Completed the nutritional data profiles for over 2,000 beef product SKUs, directly enabling H-E-B's Nutrition Services team to strategically merchandise beef as part of specific dietary patterns and meal deals. ■ Drove engagement with 120 new H-E-B meat market managers through attending the H-E-B Market Expo.

CHANNEL INDUSTRY MEETINGS

PURPOSE	Staff attend industry meetings to stay current on industry research and information, marketing trends, and national programs.
ACTION	<ul style="list-style-type: none"> ■ Attend industry organization meetings to develop strategic retail and culinary marketing programs.



FY25 EVALUATIONS

CHANNEL
INDUSTRY
MEETINGS
(CONTINUED)

EVALUATION

- Attended Annual Meat Conference in Orlando, FL.
- Attended Beef Industry Food Safety Summit in Denver, CO.
- Attended Southwest Meat Association Convention in San Antonio, TX.
- Attended the Reciprocal Meat Conference in Columbus, OH.

FOODSERVICE
EDUCATION

PURPOSE

Foodservice operators influence consumers through menu choices, while beef and beef production education provides a solid foundation of knowledge for influential Texas chefs. TBC's reputation as a trusted source of beef information for these foodservice professionals ensures beef will maintain a leading role for professional chefs, culinary instructors, and distributors.

ACTION

- Build, maintain, and measure relationships with professional chefs, post-secondary culinary schools, and restaurant industry membership organizations.
- Engage and educate foodservice professionals to include chefs, chef instructors, and distributors through culinary and production immersion experiences, foodservice conferences, and digital resources.

EVALUATION

- Distributed a quarterly Beef Loving Chefs newsletter to an average of 343 foodservice professionals (45% increase from FY24) to share beef research, resources, and recipes. This newsletter had an average open rate of 26% and an average click rate of 10%.
- Hosted 23 chefs on a tour of the King Ranch to increase their confidence in beef production.
- Partnered with the Texas Chef Association and contributed to 4 membership newsletters that reached over 700 Texas chefs, with an average click rate of over 7%.
- Participated in the Texas Restaurant Association Show to distribute TBC resources and information, leading to engagement with 34 new foodservice professionals.

LRP STRATEGIC INITIATIVES:

- Reinforce beef's positive sustainability message.
- Align and collaborate with partners to tell the positive story of beef and beef production.
- Invest in food safety, product quality, and nutrition research.
- Strengthen and protect beef's reputation as a safe and wholesome product.

TACTIC REVIEW:

BUDGET	=	\$191,000
SPENT	=	\$171,836
STAFF TIME	=	2,984.18

FY25 EVALUATIONS

PRODUCTION CONTENT & IMMERSION

PURPOSE	Marketing research shows beef production practices are a growing consumer concern. By experiencing the beef industry, audiences build trust that those involved in the beef industry are altruistically producing a safe and wholesome product. This leads to further advocacy in their respective spheres of influence and engagement with TBC as a trusted beef resource.
ACTION	<ul style="list-style-type: none"> ■ 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.
EVALUATION	<ul style="list-style-type: none"> ■ Provided alternative learning solutions to explore the beef lifecycle allowing TBC to diversify educational offerings and reach 491 new users.

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	<ul style="list-style-type: none"> ■ Implement and maintain issues and crisis management plan for TBC and the Texas Beef Issues Team (BIT). ■ Monitor, proactively prepare, and coordinate media and public responses to hot-topic issues threatening the credibility of the beef industry, TBC, and BLT.
EVALUATION	<ul style="list-style-type: none"> ■ Hosted and participated in bi-weekly virtual industry meetings to discuss current and future challenges related to New World Screwworm. ■ Provided updated talking points and created a communications plan for response efforts related to the New World Screwworm to the BIT and other stakeholders.

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.
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FY25 EVALUATIONS

ISSUES & REPUTATION MANAGEMENT (CONTINUED)

ACTION

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

EVALUATION

- Hosted and participated in bi-weekly virtual industry meetings to discuss current and future challenges related to New World Screwworm.
- Provided updated talking points and created a communications plan for response efforts related to the New World Screwworm to the BIT and other stakeholders.

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.

EVALUATION

- Partnered with Texas 4-H and Ranch Brigades to provide training in beef advocacy to nearly 300 students, resulting in increased confidence in beef and beef production.
- Attended an annual professional development conference reaching about 300 Texas Ag Science teachers with TBC curriculum to extend in Texas classrooms.

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.



FY25 EVALUATIONS

BEEF QUALITY ASSURANCE (BQA) (CONTINUED)

BEEF INDUSTRY MEETINGS

ACTION	<ul style="list-style-type: none">■ 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.
	<ul style="list-style-type: none">■ Partnered with Texas A&M AgriLife Extension to host BQA-related meetings across the state, including lecture-style programs, live cattle and carcass demonstrations, and online programs.<ul style="list-style-type: none">› Trained 994 beef producers at 21 in-depth BQA programs.› Conducted 100 different presentations and demos at Beef Cattle Short Course, which reached over 2,200 attendees.› BQA best management practices were presented at 168 different programs with a combined reach of over 17K producers.■ Sponsored 2 flagship Beef 706 programs at Texas A&M University. These meetings reached over 75 producers, students, and Texas A&M AgriLife Extension Agents with in-depth education on live cattle evaluation and value, managing feeder cattle and feedyard cattle for quality and health in an effort to gain an understanding of what happens once calves leave the ranch. Attendees represented over 12K head of cattle and over 53K acres across Texas. Survey results indicated:<ul style="list-style-type: none">› 100% said what they learned would help them in their business and would benefit them economically.› 96% said they will make changes based on what they learned, and 98% of those believe there will be cost savings associated with those changes.› Estimated cost savings per head was almost \$79, with a total economic impact of over \$956K.
PURPOSE	Staff attend industry meetings to stay current on industry research and information, marketing and communication trends, and national programs.
ACTION	<ul style="list-style-type: none">■ Attend industry meetings to develop strategic beef programs.



FY25 EVALUATIONS

BEEF INDUSTRY MEETINGS (CONTINUED)

EVALUATION

- Attended Cattle Industry Convention in San Antonio, TX.
- Attended Summer Business Meeting in San Diego, CA.

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.

EVALUATION

- Identified key areas of improvement in resource ordering and post-event data collection.
- Established a baseline for future professional development events in FY26 and beyond.

AGRILIFE EXTENSION GRANT (BPRCT ONLY)

PURPOSE

Texas A&M AgriLife Extension 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.

EVALUATION

- Supported Texas A&M AgriLife Extension livestock specialist’s travel while conducting BQA trainings that promote production best management practices focusing on safety and quality. See BQA evaluation on pg 3 of 5 above.



FY25 EVALUATIONS

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

- Support and extend high-priority research to showcase the beef industry's commitment to beef quality and safety.

EVALUATION

- Reviewed and prioritized proposals as part of a national product quality research committee.



LRP STRATEGIC INITIATIVES:

- Increase stakeholder knowledge and support of the national and state Checkoff programs.
- Engage industry partners to amplify Beef Checkoff messages.

TACTIC REVIEW:

BUDGET	=	\$465,500
SPENT	=	\$449,113
STAFF TIME	=	4,704.51

FY25 EVALUATIONS

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.

EVALUATION

- Distributed a bi-monthly Cattle Talk e-newsletter to an average of 4,502 producers (21% increase from FY24) to share Texas Beef Checkoff information, resources, and upcoming producer events. This newsletter had an average open rate of 14% and an average click rate of 4%.
- Promoted Beef Checkoff program highlights in the FY24 Annual Report, driving 1,529 page views to the report webpage and distributing at in-person events.
- Reached producers across Texas through 31 local meetings and industry events showcasing a trade show booth, addressing the audience, or providing resources has helped build trust in the Beef Checkoff.

PRODUCER ASSETS

PURPOSE

The Texas Beef Checkoff website and digital assets allow TBC to direct producers to a site with trusted Beef Checkoff information designed specifically for their needs. The site also provides a measurement of website 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.

EVALUATION

- Achieved over 62K total TexasBeefCheckoff.com website visitors (37% decrease from FY24), 124K total webpage views (100% increase from FY24), and an average session duration of 1m 34s (30% decrease from FY24).
- Optimized website for SEO and user experience by establishing an audit process and implementing enhancements like a homepage feature marquee.



FY25 EVALUATIONS

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	<ul style="list-style-type: none">■ Leverage and support key opinion leaders as conduits of Beef Checkoff information.
EVALUATION	<ul style="list-style-type: none">■ Distributed a monthly Beef Checkoff Roundup e-newsletter to an average of 127 Texas auction markets to provide timely resources, updates, and remittance reminders. This newsletter had an average open rate of 34% (22% increase from FY24) and an average click rate of 11%.■ Provided customized buyers cards for 46 auction markets.■ Fulfilled 96 material orders for auction markets who want to provide BLT materials to their customers.

PRODUCER INDUSTRY MEETINGS

PURPOSE	Staff attend industry meetings to stay current on industry research and information, marketing trends, and national programs.
ACTION	<ul style="list-style-type: none">■ Attend industry organization meetings to develop strategic producer communications programs.
EVALUATION	<ul style="list-style-type: none">■ Attended CattleCon in San Antonio, TX.

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 and incorporate into TBC's distribution lists, such as Cattle Talk and website engagement.
ACTION	<ul style="list-style-type: none">■ Communicate relevant Beef Checkoff messages through editorial coverage in agricultural trade media through press releases, feature stories, and interviews.



FY25 EVALUATIONS

PRODUCER EARNED MEDIA (CONTINUED)

EVALUATION

- Increased exposure of Beef Checkoff programs by distributing press releases and building relationships with cattle industry editors, resulting in 38 placements and a reach of 1.1M.
- Generated 5 feature stories in top cattle industry publications resulting in 38 placements (27% increase from FY24).

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.

EVALUATION

- Delivered 4.9M impressions and 45K clicks to TexasBeefCheckoff.com by targeting producers with Beef Checkoff ads across print, digital, and social media.

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.

EVALUATION

- Received 1,788 responses to an annual survey to understand Texas cattle producer demographics, communications preferences, and industry pressures.
- Developed an AI tool called Audience 360 to test producer messaging and improve strategies, leading to data-driven shifts including content automation and personalization.



LRP STRATEGIC INITIATIVES:

- Collaborate with targeted partners to invest in marketing and education programs that promote the unique attributes of U.S. beef.

TACTIC REVIEW:

BUDGET	=	\$447,100
SPENT	=	\$442,831
STAFF TIME	=	915.90

FY25 EVALUATIONS

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.

EVALUATION

Supported USMEF activities in key global markets, which led to significant sales increases, expanded market reach, and deepened trade relationships, promoting U.S. beef attributes to the global supply chain.

■ Japan

- › Leveraged 3 major trade shows to generate over 500 qualified business contacts and promote Texas-style BBQ and yakiniku applications to over 30K industry professionals.
- › Achieved \$9.8M in sales (over 1M pounds) of Choice grade U.S. beef during the “U.S. Beef Quest” roadshow at Costco during Golden Week, up from \$7.4M (683K lbs) in 2024.
- › Conducted a Costco promotion in 36 outlets that increased sales from \$1.9M to \$2.05M (nearly 230K lbs sold).
- › Conducted a sliced roast beef promotion in 34 outlets that saw sales jump from \$25K to nearly \$44K.
- › Drove a nationwide retail campaign with 15 chains, resulting in 1.7M pounds in sales and over 161K consumer sweepstakes entries, with engagement nearly doubling from the previous year.
- › Engaged 140 culinary students through cutting workshops and recipe development.
- › Engaged over 320 key distributors, foodservice operators, and retailers with regional seminars.



U.S. MEAT EXPORT FEDERATION (USMEF) PARTNERSHIP (CONTINUED)

FY25 EVALUATIONS

EVALUATION (CONT.)

■ Korea

- › Drove significant retail sales increases: E-Mart saw an 81% sales increase (over 44K pounds), Homeplus saw a 55% increase (nearly 110K pounds).
- › Boosted sales at 23 Traders Wholesale Club stores by 10% YOY for chilled beef (275K lbs) and 230% YOY for frozen beef (154K lbs) via in-store sampling.
- › Organized the 5th American BBQ Week, which generated \$700K in total sales and an average 101% increase in BBQ menu sales.
- › Increased sales by \$127K through a partnership with the Dookki restaurant chain.
- › Drove an 11% U.S. beef sales increase and 34% growth in covers for the steak promotion at Moxy Seoul Insadong.
- › Partnered with Brooklyn The Burger Joint, showcasing its 15-year legacy of using U.S. beef.

■ China (including Hong Kong)

- › Executed The Great American Texas Barbecue in Hong Kong, attracting over 1,000 foodservice professionals and achieving an estimated 8:1 Return on Investment (ROI).
- › Partnered with Ruby Tuesday, increasing T-bone steak sales by 262% YOY and short ribs by 46% YOY.
- › Partnered with Kai Bo Supermarkets, distributing over 1,500 tasting samples and generating an influencer video with over 200K views to significantly increase brand visibility.
- › Hosted a training for over 70 importers, distributors, and industry professionals with Chef Jay McCarthy.
- › Exhibited at SIAL Shanghai 2025.

■ Taiwan

- › Engaged over 18K consumers with 54 in-store tasting events as part of Amart promotions, generating over \$122K in direct sales.
- › Launched brand-strengthening promotions at RTMart (Taiwan's 2nd largest retailer).



FY25 EVALUATIONS

U.S. MEAT EXPORT FEDERATION (USMEF) PARTNERSHIP (CONTINUED)

EVALUATION (CONT.)

■ CIS Region

- › Participated in the Uzbekistan Meal & Drinks Choice Award, showcasing U.S. beef cuts to over 200 foodservice professionals.
- › Organized a masterclass presentation in North Kazakhstan.
- › Conducted retail promotions in Georgia (Meat Market and Gastronome).

■ Caribbean:

- › Hosted a specialized training for prominent Caribbean chefs in Texas, including sessions at the Culinary Institute of America.
- › Organized a visit for 6 influential Caribbean retail buyers to the Annual Meat Conference.
- › Hosted a promotional event in Trinidad and Tobago featuring cutting demonstrations and a tasting reception of 11 U.S. beef dishes.

INTERNATIONAL INDUSTRY MEETINGS

PURPOSE

TBC Directors and staff attend meetings to stay current on industry research and information, marketing trends, and international programs.

ACTION

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

EVALUATION

- Attended USMEF Strategic Planning Conference in Tucson, AZ.
- Attended USMEF Spring Conference in Fort Worth, TX.



		BUDGET	SPENT	STAFF TIME
	CONSUMER MARKETING	\$4,778,300	\$4,680,562	10,408.45
	NUTRITION & HEALTH INFLUENCER OUTREACH	\$1,669,000	\$1,526,283	4,009.28
	CHANNEL MARKETING	\$224,000	\$157,969	3,777.31
	INDUSTRY ADVOCACY & EDUCATION	\$191,000	\$171,836	2,984.18
	PRODUCER COMMUNICATIONS	\$465,500	\$449,113	4,704.51
	INTERNATIONAL MARKETING	\$447,100	\$442,831	915.90
GRAND TOTAL:		\$7,774,900	\$7,428,594	26,799.63