

Beef Promotion and Research Council of Texas

PLAN & BUDGET 2026-2027



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

	FY27			FY26		FY25		FY24	
	Direct Program	Program Implementation	Total	Amended Budget	Projected	Amended Budget	Actual	Amended Budget	Actual
REVENUES									
Checkoff Assessments			8,164,000	8,245,000	8,262,191	9,205,000	9,177,467	9,983,000	9,578,760
Less: Refunds			(489,840)	(494,700)	(485,239)	(552,300)	(493,595)	(598,980)	(544,179)
Checkoff Assessments, Net			7,674,160	7,750,300	7,776,952	8,652,700	8,683,872	9,384,020	9,034,581
Investment Income			162,000	233,000	245,099	250,000	284,817	250,000	317,351
			7,836,160	7,983,300	8,022,051	8,902,700	8,968,689	9,634,020	9,351,932
EXPENSES									
In-state TBC Contract Expenses									
Promotion									
Consumer Marketing	4,189,000	711,900	4,900,900	5,021,854	4,956,591	4,777,200	4,641,138	4,431,300	4,296,247
Consumer Information									
Health Professional Outreach	1,456,200	262,800	1,719,000	1,770,452	1,772,313	1,434,500	1,392,878	1,637,200	1,611,741
Retail and Foodservice	138,200	207,200	345,400	339,600	326,290	453,400	367,861	753,800	601,519
Community and Youth Educator Outreach	131,900	143,100	275,000	328,910	267,047	519,200	331,068	616,100	388,153
Information Dissemination	158,900	24,800	183,700	195,146	183,813	185,300	128,504	228,900	211,846
	1,885,200	637,900	2,523,100	2,634,108	2,549,463	2,592,400	2,220,310	3,236,000	2,813,259
Industry Information									
Issues & Reputation Management	2,400	41,800	44,200	14,638	35,686	69,000	109,779	35,200	89,858
Producer Communications	227,200	279,700	506,900	621,100	600,539	764,200	710,724	788,500	762,825
Beef Quality Assurance	61,200	66,000	127,200	118,000	114,608	137,000	127,140	157,200	145,386
	290,800	387,500	678,300	753,738	750,832	970,200	947,643	980,900	998,069
Foreign Marketing	19,900	49,000	68,900	183,700	180,384	420,800	415,463	399,600	398,636
Collections and Compliance	62,500	137,400	199,900	185,500	178,505	190,400	141,378	207,500	172,220
Administration and Accounting	-	406,900	406,900	413,100	388,937	555,000	492,816	544,700	509,485
Other									
Administration	20,500	-	20,500	19,500	19,000	19,000	19,306	17,000	18,838
	6,467,900	2,330,600	8,798,500	9,211,500	9,023,713	9,525,000	8,878,054	9,817,000	9,206,754
REVENUE IN EXCESS OF EXPENSES			(962,340)	(1,228,200)	(1,001,661)	(622,300)	90,635	(182,980)	145,178

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

Budgeted refund percentage	6.0%			6.0%	6.0%	6.0%	6.0%
Change in funding to TBC				-4.5%			
	FY25 Actual	FY26 Budget	Projected	FY27 Budget	FY28 Estimated	FY29 Estimated	FY30 Estimated
REVENUES							
Checkoff Assessments	9,177,467	8,245,000	8,262,191	8,164,000	8,321,000	8,460,000	8,592,000
Less: Refunds	(493,595)	(494,700)	(485,239)	(489,840)	(499,260)	(507,600)	(515,520)
Checkoff Assessments, Net of Refunds	8,683,872	7,750,300	7,776,952	7,674,160	7,821,740	7,952,400	8,076,480
Investment Income	284,817	233,000	245,099	162,000	133,000	108,000	85,000
	8,968,689	7,983,300	8,022,051	7,836,160	7,954,740	8,060,400	8,161,480
EXPENSES							
National Program Investments							
U.S. Meat Export Federation		-	-				
In-state TBC Contract Expenses							
Direct Program Expenses	6,431,557	6,818,700	6,800,212	6,447,391	6,377,571	6,305,656	6,231,646
Program Implementation	2,427,191	2,373,300	2,204,502	2,330,609	2,400,429	2,472,344	2,546,354
Other							
Referendum							
Professional and Banking Fees	19,306	19,500	19,000	20,500	20,500	20,500	20,500
INCREASE IN NET ASSETS	8,878,054	9,211,500	9,023,713	8,798,500	8,798,500	8,798,500	8,798,500
	90,635	(1,228,200)	(1,001,661)	(962,340)	(843,760)	(738,100)	(637,020)
NET ASSETS							
Beginning of Year	6,301,937		6,392,572	5,390,911	4,428,571	3,584,811	2,846,711
End of Year	6,392,572		5,390,911	4,428,571	3,584,811	2,846,711	2,209,691
Excess Reserves			3,390,911	2,428,571	1,584,811	846,711	209,691

BEEF PROMOTION AND RESEARCH COUNCIL OF TEXAS

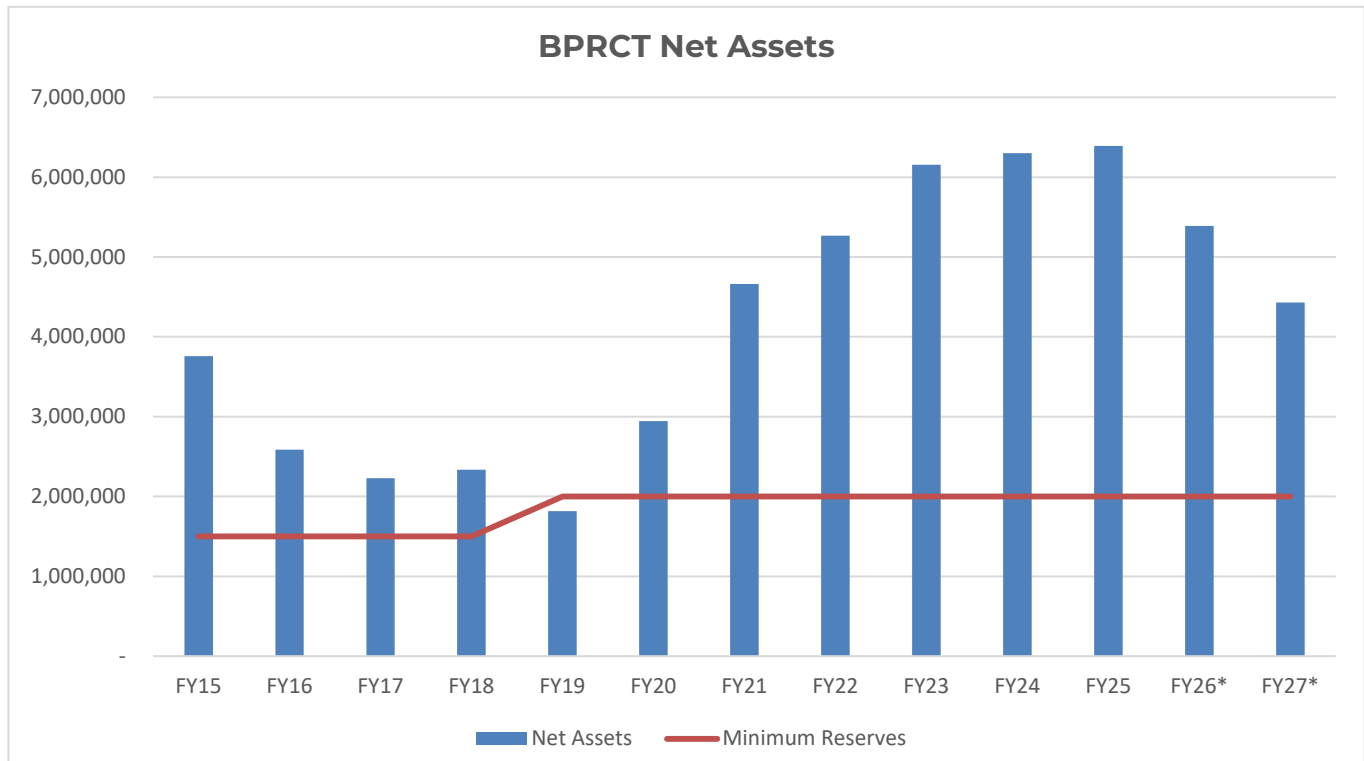
Schedule of Net Assets

(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	90,635	6,392,575	2,000,000	4,392,575
FY26*	(1,001,661)	5,390,911	2,000,000	3,390,911
FY27**	(962,340)	4,428,571	2,000,000	2,428,571

* Projected

** Budgeted



BEEF PROMOTION AND RESEARCH COUNCIL OF TEXAS
TDA Expense Classifications

		FY27 BUDGET			EXPENSE CLASSIFICATIONS				
		Direct	Implementation	Total	Promotion	Research	Education	Administration	Total
REVENUES									
Checkoff Assessments				8,164,000					
Less: Refunds				(489,840)					
Checkoff Assessments, Net of Refunds				7,674,160					
Interest Revenue				162,000					
				7,836,160					
EXPENSES									
Direct Program Expenses									
Promotion									
Consumer Marketing		4,189,000	711,900	4,900,900	4,900,900				4,900,900
Consumer Information									
Health and Professional Outreach		1,456,200	262,800	1,719,000	-	-	1,719,000	-	1,719,000
Retail and Foodservice		138,200	207,200	345,400	-	-	345,400	-	345,400
Community and Youth Educator Outreach		131,900	143,100	275,000	-	-	275,000	-	275,000
Information Dissemination		158,900	24,800	183,700	-	-	183,700	-	183,700
		1,885,200	637,900	2,523,100	-	-		-	
Industry Information									
Issues & Reputation Management		2,400	41,800	44,200	-	-	44,200	-	44,200
Producer Communications		227,200	279,700	506,900	-	-	506,900	-	506,900
Beef Quality Assurance		61,200	66,000	127,200	-	-	127,200	-	127,200
		290,800	387,500	678,300					
Foreign Marketing		19,900	49,000	68,900	68,900		-		68,900
Collections & Compliance		62,500	137,400	199,900	-	-	-	199,900	199,900
Administration		-	406,900	406,900	-	-	-	406,900	406,900
Other									
Administration		20,500	-	20,500	-	-	-	20,500	20,500
		6,467,900	2,330,600	8,798,500	4,969,800	-	3,201,400	627,300	8,798,500
EXPENSES IN EXCESS OF REVENUE				(962,340)					

REVENUE

STATE CHECKOFF REVENUE ESTIMATE

		FY20	FY21	FY22	FY23	FY24	FY25	5 Yr Average	FY26 thru 4/30/2026
TBC National Checkoff Revenue:									
Dealers		778,374	794,611	773,263	716,069	646,530	503,088	686,712	329,987
Feedyards		558,519	630,174	671,531	600,194	596,470	452,122	590,098	267,647
Individuals		73,703	68,910	64,812	66,635	57,514	72,465	66,067	31,484
Markets		3,378,778	3,478,059	3,937,571	3,543,298	3,268,322	3,187,031	3,482,856	1,950,835
Packers		4,051,205	4,069,102	4,174,972	3,935,300	3,808,018	3,748,913	3,947,261	1,868,868
Sub-Total		8,840,579	9,040,856	9,622,149	8,861,496	8,376,854	7,963,619	8,772,995	4,448,821
Late Fees		19,419	11,905	23,107	9,725	8,786	8,547	12,414	2,670
State of Origin In		1,391,320	1,457,153	1,504,328	1,595,421	1,562,647	1,434,985	1,510,907	745,334
National Collections for Texas	"a"	10,251,318	10,509,914	11,149,584	10,466,642	9,948,287	9,407,151	10,296,316	5,196,825
Less Beef Board		(5,125,659)	(5,254,957)	(5,574,792)	(5,233,321)	(4,974,143)	(4,769,190)	(5,148,158)	(2,598,413)
TEXAS COLLECTIONS		5,125,659	5,254,957	5,574,792	5,233,321	4,974,144	4,637,961	5,148,158	2,598,412
BUDGET		5,600,000	5,100,000	5,100,000	4,900,000	5,100,000	4,701,000	4,980,200	2,525,094
State of Origin Out		867,924	979,969	921,570	795,480	709,883	862,502	853,881	653,219

Actual State Checkoff Collections	"b"	10,082,639	10,195,397	10,757,200	10,319,162	9,578,760	9,177,467	
Actual State as a % of TBC	"b/a"	98.35%	97.01%	96.48%	98.59%	96.29%	97.56%	97.18%

TBC FY27 Revenue Budget	8,400,000
Adjustment to convert to State Program Collections	97.18%
State Program Revenue Estimate	8,163,507

BPRCT FY27 Revenue/Refund Budget

Rounded Gross Revenue Estimate		8,164,000
Less: Refunds	6.0%	(489,840)
Revenue, Net of Refunds		<u>7,674,160</u>

DIRECT PROGRAM EXPENSE

BEEF PROMOTION AND RESEARCH COUNCIL OF TEXAS

Direct Program Expense Budget

	FY27 Budget		FY26 Budget		FY25 Budget		FY24 Budget	
	Amount	% of Total	Amount	% of Total	Amount	% of Total	Amount	% of Total
Promotion								
Consumer Marketing	4,189,000	65.61%	4,308,979	63.36%	3,974,061	59.19%	3,596,561	51.60%
Consumer Information								
Health Professional Outreach	1,456,200	22.81%	1,619,400	23.81%	1,261,700	18.79%	1,466,700	21.04%
Retail and Foodservice	138,200	2.16%	126,200	1.86%	193,300	2.88%	413,000	5.93%
Community and Youth Educator Outreach	131,900	2.07%	59,321	0.87%	112,139	1.67%	370,139	5.31%
Information Dissemination	158,900	2.49%	167,200	2.46%	329,200	4.90%	222,000	3.19%
	1,885,200	29.53%	1,972,121	29.00%	1,896,339	28.25%	2,471,839	35.46%
Industry Information								
Issues & Reputation Mgmt	2,400	0.04%	1,700	0.02%	4,500	0.07%	4,400	0.06%
Producer Communications	227,200	3.56%	305,200	4.49%	401,700	5.98%	441,000	6.33%
Beef Quality Assurance	61,200	0.96%	66,000	0.97%	63,500	0.95%	75,800	1.09%
	290,800	4.55%	372,900	5.48%	469,700	7.00%	521,200	7.48%
Foreign Marketing	19,900	0.31%	146,300	2.15%	373,700	5.57%	380,400	5.46%
	6,384,900	100.00%	6,800,300	100.00%	6,713,800	100.00%	6,970,000	100.00%
Collections & Compliance	62,500		53,400		64,900		68,900	

	FY26 Projected		FY25 Actual		FY24 Actual	
	Amount	% of Budget Spent	Amount	% of Budget Spent	Amount	% of Budget Spent
Promotion						
Consumer Marketing	4,291,521	99.59%	3,914,394	98.50%	3,491,737	97.09%
Consumer Information						
Health Professional Outreach	1,606,624	99.21%	1,188,719	94.22%	1,418,462	96.71%
Retail and Foodservice	125,245	99.24%	136,330	70.53%	281,452	146.74%
Community and Youth Educator Outreach	42,301	71.31%	226,337	201.84%	266,462	71.99%
Information Dissemination	165,888	99.22%	108,964	33.10%	207,728	93.57%
	1,940,058	98.37%	1,660,350	87.56%	2,174,103	87.95%
Industry Information						
Issues & Reputation Mgmt	1,659	97.59%	4,418	98.17%	2,696	61.27%
Producer Communications	302,746	99.20%	387,593	96.49%	436,403	98.96%
Beef Quality Assurance	65,572	99.35%	61,619	97.04%	68,526	90.40%
	369,977	99.22%	453,629	96.58%	507,625	97.40%
Foreign Marketing	145,152	99.22%	373,428	99.93%	380,490	100.02%
	6,746,708	99.21%	6,401,801	95.35%	6,553,955	94.03%
Collections & Compliance	53,500	100.19%	29,756	45.85%	42,067	61.06%



TEXAS BEEF COUNCIL

FY27 Marketing Plan

This marketing plan is designed to operationalize the Texas Beef Council's (TBC) 2026-2031 Long Range Plan (LRP), and provide a strategic roadmap for our promotion and education tactics.

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TEXAS BEEF COUNCIL

COMMITMENTS



Promotion



Research



Education

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

Texas
Beef
Council

LONG RANGE PLAN

2026-2031

BELIEFS

The Industry Long Range Plan
is 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.

FOCUS

Public Engagement and
Building Confidence

Stakeholder Engagement

Innovation, Research, Science,
and Continuous Improvement



TEXAS BEEF COUNCIL



PUBLIC ENGAGEMENT & BUILDING CONFIDENCE

GOAL: Ensure strong public trust and choice in high-quality, safe, and nutrient-dense beef.

- Grow consumers' knowledge of and affinity for beef.
- Increase knowledge and positive perceptions of beef among health professionals.
- Empower a diverse network of consumer influencers and educators to serve as credible advocates for beef.

STAKEHOLDER ENGAGEMENT

GOAL: Empower the supply chain—from producer to point of purchase—with the technical expertise needed to meet consumer demands.

- Increase beef knowledge and confidence among retail and foodservice professionals.
- Leverage strategic partnerships to provide timely, factual information about beef and the cattle industry that facilitates conditions for industry success.
- Support International marketing efforts to build demand for beef around the world.

INNOVATION, SCIENCE, RESEARCH, & CONTINUOUS IMPROVEMENT

GOAL: Support research and continuous improvement to keep beef as the top protein choice in an ever-changing market.

- Support and leverage beef safety, nutrition, sustainability, product quality, and market research.
- Support BQA training on standards for cattle wellbeing, food safety, and product quality.
- Communicate the outcomes of Beef Checkoff-funded programs and demonstrate their impact on beef demand.

KEY TRENDS INFORMING FY27

- **ECONOMIC PRESSURES & SUPPLY CONSTRAINTS:**

Sustained inflation, record-high beef prices, and a tight cattle supply environment are challenging consumers and foodservice channels to prioritize value, portion control, and optimized cuts.

- **TECHNOLOGY & AI ADOPTION:**

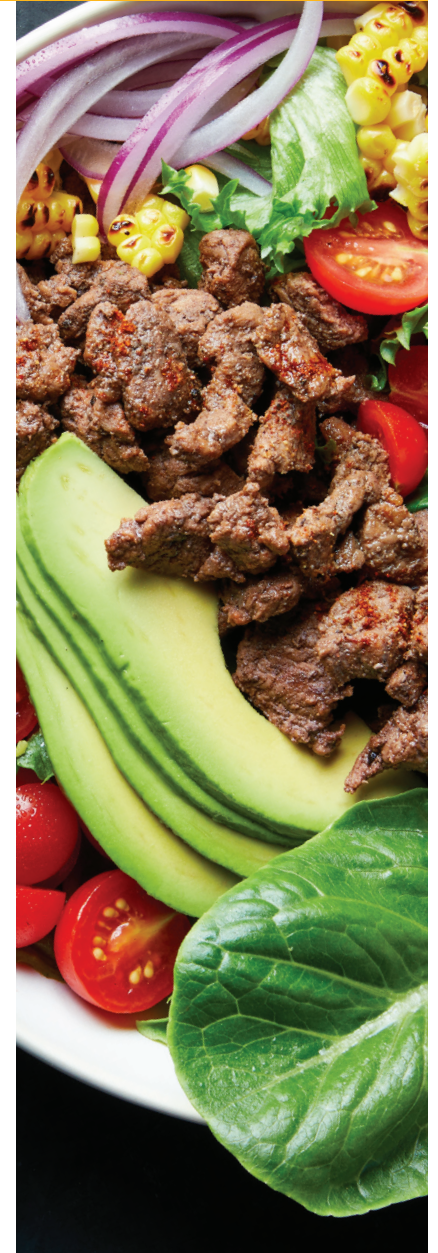
The rapid integration of AI and Answer Engine Optimization (AEO) is shifting how consumers, health professionals, and producers search for and discover information. Meta—the parent company of platforms like Facebook and Instagram—is increasingly using AI-driven algorithms to determine content visibility. This shift means the platform, rather than the advertiser, decides who sees the creative.

- **DIETARY & HEALTH SHIFTS:**

Consumers are increasingly prioritizing high-protein diets, longevity, and the “Food as Medicine” movement. Concurrently, the rise of GLP-1 weight-loss medications is actively reshaping food consumption patterns and dietary guidelines. For the beef industry, the competitive landscape has evolved: beef no longer just competes with traditional proteins, but with protein-infused convenience foods like ice cream, bread, and beverages. Parallel to this protein surge, 64% of consumers—driven heavily by Gen Z—are actively seeking more fiber in their diets.

- **THE DIGITAL DISCONNECT:**

A growing desire for human connection is driving people to intentionally disconnect from technology to foster face-to-face interactions, increasing the importance of shared experiences and community gatherings.



PROMOTION

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LRP ALIGNMENT:

Focus: **Public Engagement and Building Confidence**

- **Goal:** Ensure strong public trust and choice in high-quality, safe, and nutrient-dense beef.
- **Measureable Objective:** Grow consumers' knowledge of and affinity for beef.

Focus: **Innovation, Science, Research, and Continuous Improvement**

- **Goal:** Support research and continuous improvement to keep beef as the top protein choice in an ever-changing market.
- **Measureable Objective:** Support and leverage beef safety, nutrition, sustainability, product quality, and market research.

CONSUMER MARKETING

AUDIENCE:

- Texas parents and families

STRATEGY:

- Leverage bold, high-impact creative across event marketing, paid advertising, and earned media to champion the “Beef Loving Texan” lifestyle and drive beef meal frequency. This strategy will serve as the gateway to owned channels, creating compelling reasons for consumers to opt in for personalized, ongoing connections.
- Encourage deeper participation by driving engagement through personalized experiences across BeefLovingTexans.com, and through email and direct text messaging (SMS) to guide consumers through a customized journey tailored to their interests, connecting them with meaningful experiences—like the digital recipe hub, Sports Nutrition Game Plan, and the Ultimate Beef Trail Pass—to inspire more beef meals on every Texas table.
- Curate beef content specifically optimized for AI discovery, ensuring consumers have immediate access to science-backed beef information.

KEY PERFORMANCE INDICATORS:

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

BUDGET:

TBC = \$1,099,000
BPRCT = \$4,189,000
TOTAL = \$5,288,000



CONSUMER INFORMATION

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LRP ALIGNMENT:

Focus: Public Engagement and Building Confidence

- **Goal:** Ensure strong public trust and choice in high-quality, safe, and nutrient-dense beef.
- **Measureable Objectives:**
 - » Increase knowledge and positive perceptions of beef among health professionals.
 - » Empower a diverse network of consumer influencers and educators to serve as credible advocates for beef.

Focus: Stakeholder Engagement

- **Goal:** Empower the supply chain—from producer to point of purchase—with technical expertise to meet consumer demands.
- **Measureable Objectives:**
 - » Increase beef knowledge and confidence among retail and foodservice professionals.
 - » Leverage strategic partnerships to provide timely, factual information about beef and the cattle industry that facilitates conditions for industry success.

Focus: Innovation, Science, Research, and Continuous Improvement

- **Goal:** Support research and continuous improvement to keep beef as the top protein choice in an ever-changing market.
- **Measureable Objective:** Support and leverage beef safety, nutrition, sustainability, product quality, and market research.

HEALTH PROFESSIONAL OUTREACH

AUDIENCE:

- Registered Dietitians, Medical Doctors, Nurse Practitioners, and Physician Assistants

STRATEGY:

- Curate content that provides health professionals and patients with credible health and nutrition information featuring beef, optimized for both direct distribution and AI-driven discovery.
- Empower health professionals to confidently recommend beef as part of a healthy diet by delivering foundational beef nutrition education through in-person touchpoints.

KEY PERFORMANCE INDICATORS:

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

BUDGET:

TBC =	\$487,800
BPRCT =	\$1,885,200
TOTAL =	\$2,373,000

CONSUMER INFORMATION (continued)

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COMMUNITY AND YOUTH EDUCATOR OUTREACH

AUDIENCE:

- K-12 teachers/coaches/athletic directors, youth advocates, and AgriLife Extension Agents

STRATEGY:

- Inspire proactive educator recommendations for beef by delivering foundational beef education through in-person touchpoints, including conference exhibits, presentations, and workshops, while simultaneously guiding educators through customized digital journeys across web, email, and SMS.
- Empower educators and their audiences with credible, science-backed beef information by curating resources optimized for both direct distribution and AI-driven discovery.

KEY PERFORMANCE INDICATORS:

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

RETAIL AND FOODSERVICE

AUDIENCE:

- Retailers and Foodservice Professionals

STRATEGY:

- Enhance beef marketing and merchandising by establishing BLT and TBC as credible industry authorities through culinary and beef production education, market research, and strategic relationships.

KEY PERFORMANCE INDICATORS:

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

INFORMATION DISSEMINATION

AUDIENCE:

- Consumers, Health Professionals, Health Educators, Retailers, and Foodservice Professionals

STRATEGY:

- Empower beef advocates and influencers to serve as credible, third-party voices by providing seamless, on-demand access to scientifically accurate beef resources.

KEY PERFORMANCE INDICATORS:

- Educational materials reach & engagement

INDUSTRY INFORMATION

Page 1 of 2

LRP ALIGNMENT:

Focus: Stakeholder Engagement

- **Goal:** Empower the supply chain—from producer to point of purchase—with technical expertise to meet consumer demands.
- **Measureable Objective:** Leverage strategic partnerships to provide timely, factual information about beef and the cattle industry that facilitates conditions for industry success.

Focus: Innovation, Science, Research, and Continuous Improvement

- **Goal:** Support research and continuous improvement to keep beef as the top protein choice in an ever-changing market.
- **Measureable Objectives:**
 - » Support and leverage beef safety, nutrition, sustainability, product quality, and market research.
 - » Support BQA training on standards for cattle wellbeing, food safety, and product quality.
 - » Communicate the outcomes of Beef Checkoff-funded programs and demonstrate their impact on beef demand.

PRODUCER COMMUNICATIONS

AUDIENCE:

- Beef Checkoff payers in Texas (cow/calf, auction markets, stockers, etc.)

STRATEGY:

- Execute a multi-channel communications strategy to drive awareness of Beef Checkoff value by engaging stakeholders directly through meetings, newsletters, and annual reports; leveraging key opinion leaders to amplify key messages; and maximizing reach through a strategic mix of media coverage in agricultural trade outlets.

KEY PERFORMANCE INDICATORS:

- Materials reach & engagement

BEEF QUALITY ASSURANCE (BQA)

AUDIENCE:

- Beef producers

STRATEGY:

- Collaborate with industry partners to conduct BQA-related trainings that promote production best management practices, focusing on safety and quality, throughout the state.

KEY PERFORMANCE INDICATORS:

- Change in beef knowledge

BUDGET:

TBC =	\$75,200
BPRCT =	\$290,800
TOTAL =	\$366,000



INDUSTRY INFORMATION (continued)

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ISSUES AND REPUTATION MANAGEMENT

AUDIENCE:

- Consumers, Health Professionals, Health Educators, Retailers, Foodservice Professionals, and Producers

STRATEGY:

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

KEY PERFORMANCE INDICATORS:

- Educational materials reach & engagement



FOREIGN MARKETING

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LRP ALIGNMENT:

Focus: Stakeholder Engagement

- **Goal:** Empower the supply chain—from producer to point of purchase—with the technical expertise needed to meet consumer demands.
- **Measureable Objective:** Support international marketing efforts to build demand for beef around the world.

FOREIGN MARKET DEVELOPMENT

AUDIENCE:

- International retail and foodservice professionals and consumers

STRATEGY:

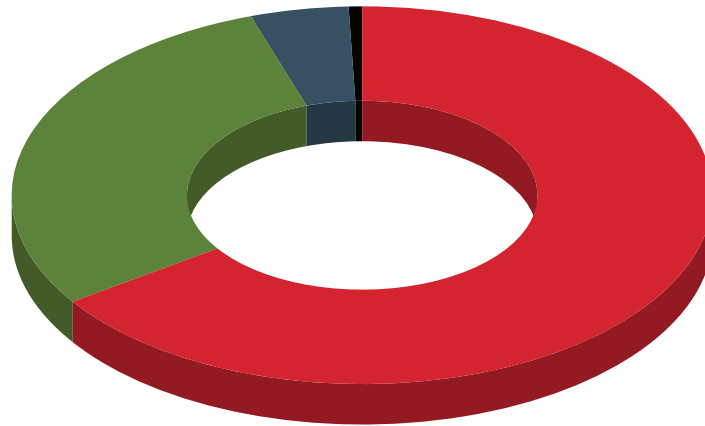
- Educate and engage the global supply chain on U.S. beef attributes through culinary and production immersion experiences.

KEY PERFORMANCE INDICATORS:

- Shift in beef perception
- Educational materials reach & engagement

BUDGET:

TBC =	\$5,100
BPRCT =	\$19,900
TOTAL =	\$25,000



		TBC	BPRCT	TOTAL (TBC+BPRCT)
	PROMOTION	\$1,099,000	\$4,189,000	\$5,288,000
	CONSUMER INFORMATION	\$487,800	\$1,885,200	\$2,373,000
	INDUSTRY INFORMATION	\$75,200	\$290,800	\$366,000
	FOREIGN MARKETING	\$5,100	\$19,900	\$25,000
GRAND TOTAL:		\$1,667,100	\$6,384,900	\$8,052,000

