

Beef Promotion and Research Council of Texas

PLAN & BUDGET 2023-2024



Improve Texas producer profitability by strengthening and expanding beef demand.

BEEF PROMOTION AND RESEARCH COUNCIL OF TEXAS
Plan & Budget
2023-2024

CONTENTS

Budget Summary	1
Revenue	7
Direct Program Expense	9
Long Range Plan	27

BUDGET SUMMARY

BEEF PROMOTION AND RESEARCH COUNCIL OF TEXAS

Budget Summary

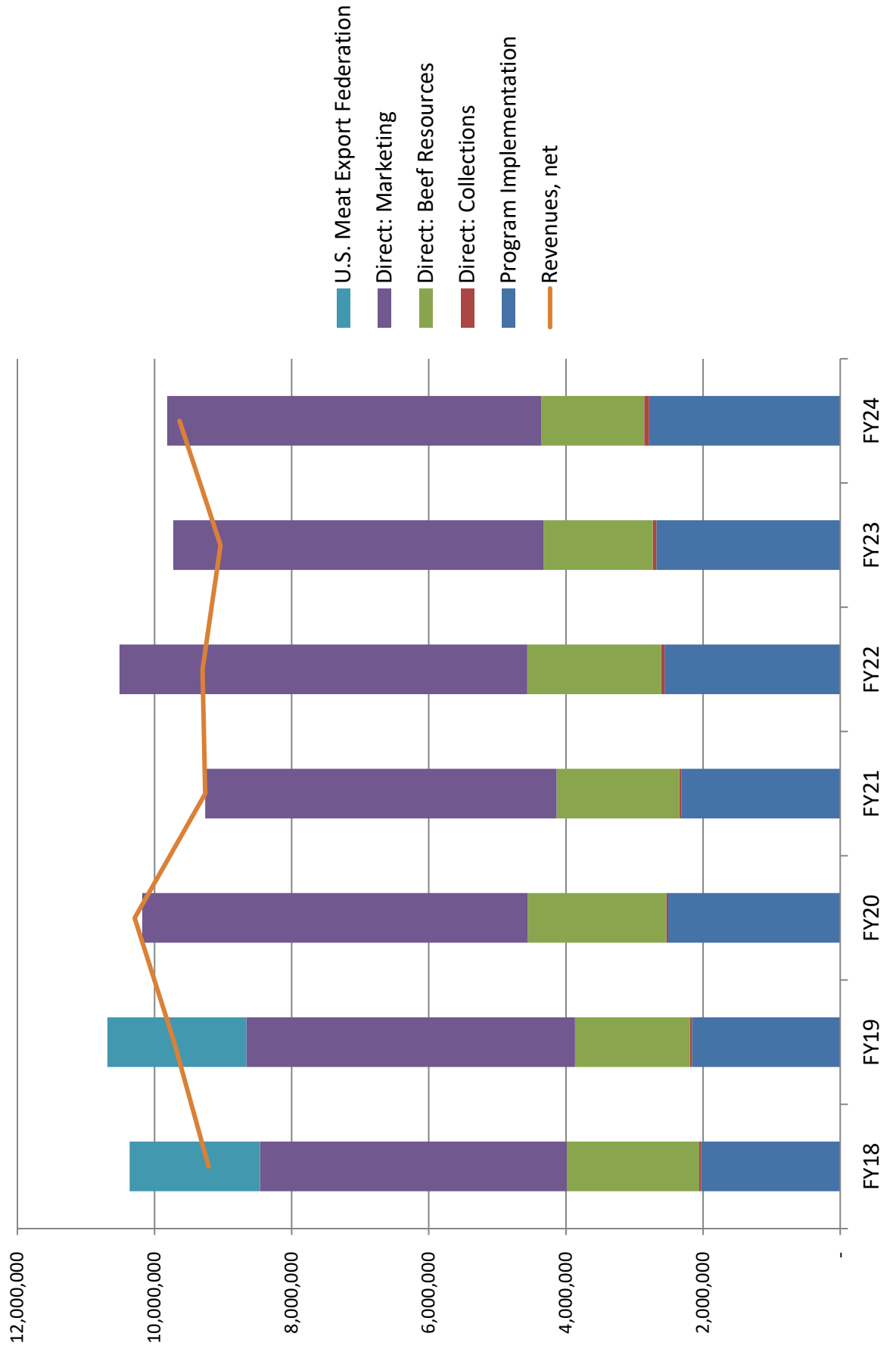
	FY24			FY23		FY22		FY21	
	Direct Program	Program Implementation	Total	Amended Budget	Projected	Amended Budget	Actual	Amended Budget	Actual
REVENUES									
Checkoff Assessments			9,983,000	9,650,000	9,915,161	10,000,000	10,757,200	10,000,000	10,159,145
Less: Refunds			(598,980)	(675,500)	(573,670)	(700,000)	(571,905)	(750,000)	(505,803)
Checkoff Assessments, Net			9,384,020	8,974,500	9,341,491	9,300,000	10,185,295	9,250,000	9,653,342
Investment Income			250,000	63,000	187,336	1,500	8,017	12,000	1,057
			9,634,020	9,037,500	9,528,827	9,301,500	10,193,312	9,262,000	9,654,399
EXPENSES									
In-state TBC Contract Expenses									
Marketing									
Consumer Marketing	3,903,200	856,100	4,759,300	4,734,300	4,717,294	5,591,000	5,061,197	4,682,500	3,827,315
Nutrition & Health	1,528,300	299,300	1,827,600	1,715,900	1,533,489	1,446,800	1,285,800	1,395,800	1,299,361
	5,431,500	1,155,400	6,586,900	6,450,200	6,250,783	7,037,800	6,346,997	6,078,300	5,126,676
Beef Resources									
Channel Marketing	529,300	331,400	860,700	969,400	820,797	1,051,900	897,788	1,063,000	869,936
Issues & Reputation Management	114,600	95,300	209,900	188,500	184,472	198,600	188,939	227,700	160,390
Producer Communications	428,500	327,900	756,400	766,100	744,775	850,400	840,235	622,800	604,653
Beef Quality & Beef Safety	90,900	141,900	232,800	236,100	221,313	277,000	261,795	225,800	174,640
Export Market Development	377,500	12,300	389,800	384,200	382,763	484,400	480,457	447,700	429,607
	1,540,800	908,800	2,449,600	2,544,300	2,354,120	2,862,300	2,669,214	2,587,000	2,239,226
Collections and Compliance	69,000	169,700	238,700	241,300	228,437	178,800	151,102	142,800	138,256
Administration and Accounting	-	524,800	524,800	477,900	452,311	421,100	407,880	441,900	420,588
Other									
Administration	17,000	-	17,000	15,000	17,297	12,000	13,715	12,000	12,525
	7,058,300	2,758,700	9,817,000	9,728,700	9,302,948	10,512,000	9,588,908	9,262,000	7,937,271
REVENUE IN EXCESS OF EXPENSES			(182,980)	(691,200)	225,879	(1,210,500)	604,404	-	1,717,128

Beef Promotion and Research Council of Texas - Budget Guidelines

Budgeted refund percentage		7.0%	7.0%	6.0%	6.0%	6.0%	6.0%	6.0%	6.0%	
		FY22 Actual	FY23 Budget	FY23 Projected	FY24 Budget	FY25 Estimated	FY26 Estimated	FY27 Estimated	FY28 Estimated	FY29 Estimated
BUDGET										
REVENUES										
Checkoff Assessments		10,757,200	9,650,000	9,915,161	9,983,000	8,888,000	8,091,000	7,961,000	8,707,000	9,168,000
Less: Refunds		(571,905)	(675,500)	(573,670)	(598,980)	(533,280)	(485,460)	(477,660)	(522,420)	(550,080)
Checkoff Assessments, Net of Refunds		10,185,295	8,974,500	9,341,491	9,384,020	8,354,720	7,605,540	7,483,340	8,184,580	8,617,920
Investment Income		8,017	63,000	187,336	250,000	202,000	173,000	130,000	96,000	80,000
		10,193,312	9,037,500	9,528,827	9,634,020	8,556,720	7,778,540	7,613,340	8,280,580	8,697,920
EXPENSES										
In-state TBC Contract Expenses										
Direct Program Expenses		7,066,922	7,048,800	6,763,581	7,041,300	5,860,741	5,510,494	5,420,989	5,328,477	5,657,955
Program Implementation		2,508,271	2,664,900	2,522,070	2,758,700	2,906,259	2,993,506	3,083,011	3,175,523	3,271,045
Other										
Professional and Banking Fees		13,715	15,000	17,297	17,000	17,000	17,000	17,000	17,000	17,000
INCREASE IN NET ASSETS		9,588,908	9,728,700	9,302,948	9,817,000	8,784,000	8,521,000	8,521,000	8,521,000	8,946,000
		604,404	(691,200)	225,879	(182,980)	(227,280)	(742,460)	(907,660)	(240,420)	(248,080)
NET ASSETS										
Beginning of Year		4,663,381		5,267,785	5,493,664	5,310,684	5,083,404	4,340,944	3,433,284	3,192,864
End of Year		5,267,785		5,493,664	5,310,684	5,083,404	4,340,944	3,433,284	3,192,864	2,944,784

BEEF PROMOTION AND RESEARCH COUNCIL OF TEXAS

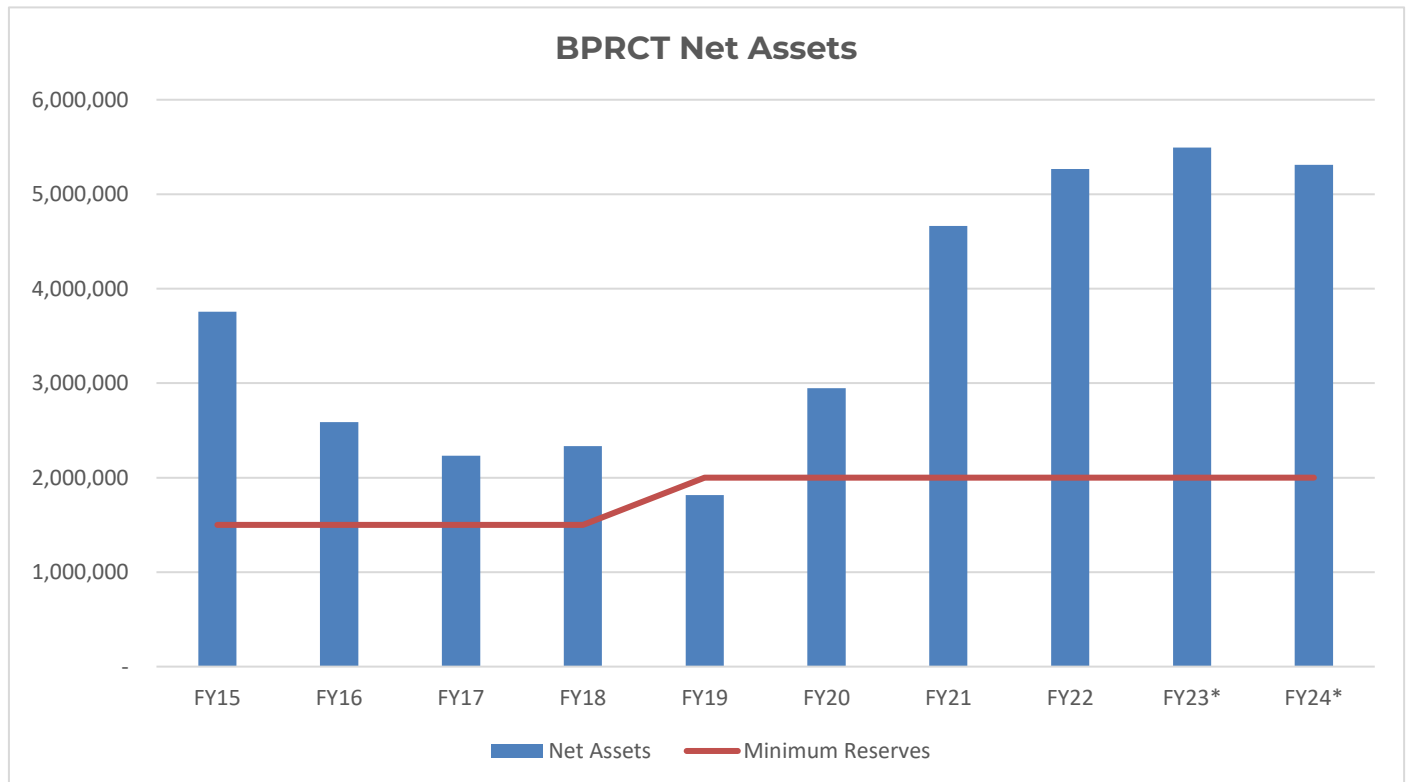
Total Budgeted Expenses with Revenues Comparison



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*	225,879	5,493,664	2,000,000	3,493,664
FY24*	(182,980)	5,310,684	2,000,000	3,310,684

* Projected



BEEF PROMOTION AND RESEARCH COUNCIL OF TEXAS

TDA Expense Classifications

FY24 BUDGET			EXPENSE CLASSIFICATIONS				
Direct	Implementation	Total	Promotion	Research	Education	Administration	Total
REVENUES							
Checkoff Assessments		9,983,000					
Less: Refunds		(598,980)					
Checkoff Assessments, Net of Refunds		9,384,020					
Interest Revenue		250,000					
		9,634,020					
EXPENSES							
Direct Program Expenses							
Marketing							
Consumer Marketing	856,100	4,759,300	3,067,500	-	1,691,800	-	4,759,300
Nutrition & Health	299,300	1,827,600	-	-	1,827,600	-	1,827,600
	1,155,400	6,586,900					
Beef Resources							
Channel Marketing	331,400	860,700	11,500	-	849,200	-	860,700
Issues & Reputation Management	95,300	209,900	-	-	209,900	-	209,900
Producer Communications	327,900	756,400	111,900	-	644,500	-	756,400
Beef Quality & Beef Safety	141,900	232,800	-	5,800	227,000	-	232,800
Export Market Development	12,300	389,800	389,800	-	-	-	389,800
	908,800	2,449,600					
Collections & Compliance	169,700	238,700	-	-	-	238,700	238,700
Administration	-	524,800	-	-	-	524,800	524,800
	2,758,700	9,800,000					
Other							
Administration	-	17,000	-	-	-	17,000	17,000
	-	17,000					
	2,758,700	9,817,000	3,580,700	5,800	5,450,000	780,500	9,817,000
EXPENSES IN EXCESS OF REVENUE							
		(182,980)					

STATE CHECKOFF REVENUE ESTIMATE

	FY18	FY19	FY20	FY21	FY22	Average	FY23 thru 3/31/2023
TBC Revenue:							
Dealers	794,523	788,723	778,374	794,611	773,263	785,899	313,959
Feedyards	469,786	537,817	558,519	630,174	671,531	573,565	307,864
Individuals	63,266	72,373	73,703	68,910	64,812	68,613	37,188
Markets	3,643,793	3,259,724	3,378,778	3,478,059	3,937,571	3,539,585	1,807,906
Packers	4,269,704	4,308,911	4,051,205	4,069,102	4,174,972	4,174,779	1,941,206
Sub-Total	9,241,072	8,967,548	8,840,579	9,040,856	9,622,149	9,142,441	4,408,123
Late Fees	18,644	9,560	19,419	11,905	23,107	16,527	6,557
State of Origin In	1,366,457	1,361,795	1,391,320	1,457,153	1,504,328	1,416,211	810,433
Collections for Texas	10,626,172	10,338,904	10,251,318	10,509,914	11,149,584	10,575,178	5,225,113
Less: Beef Board	(5,313,086)	(5,169,452)	(5,125,659)	(5,254,957)	(5,574,792)	(5,287,589)	(2,612,557)
TEXAS COLLECTIONS	5,313,086	5,169,452	5,125,659	5,254,957	5,574,792	5,287,589	2,612,556
BUDGET	5,275,000	5,350,000	5,600,000	5,100,000	5,100,000	5,285,000	2,473,238
State of Origin Out	959,392	881,279	867,924	979,969	921,570	922,027	404,134

8

Collections for Texas	10,626,172	10,338,904	10,251,318	10,509,914	11,149,584	10,575,178	5,225,113
Less: State of Origin In	(1,366,457)	(1,361,795)	(1,391,320)	(1,457,153)	(1,504,328)	(1,416,211)	(810,433)
Plus: State of Origin Out	959,392	881,279	867,924	979,969	921,570	922,027	404,134
Estimated State Collections	10,219,107	9,858,387	9,727,922	10,032,730	10,566,826	10,080,994	4,818,814
Estimated State as a % of TBC	96.17%	95.35%	94.89%	95.46%	94.77%	95.33%	92.22%
Actual State Collections	10,458,835	10,244,893	10,082,639	10,195,397	10,757,200		5,086,901
Actual State as a % of TBC	98.43%	99.09%	98.35%	97.01%	96.48%	97.87%	97.35%
TBC FY24 Revenue Budget							10,200,000
Adjustment to convert to State Program Collections							97.87%
State Program Revenue Estimate							9,982,917
BPRCT FY24 Revenue/Refund Budget							
Rounded Gross Revenue Estimate							9,983,000
Less: Refunds						6.0%	(598,980)
Revenue, Net of Refunds							9,384,020

BEEF PROMOTION AND RESEARCH COUNCIL OF TEXAS

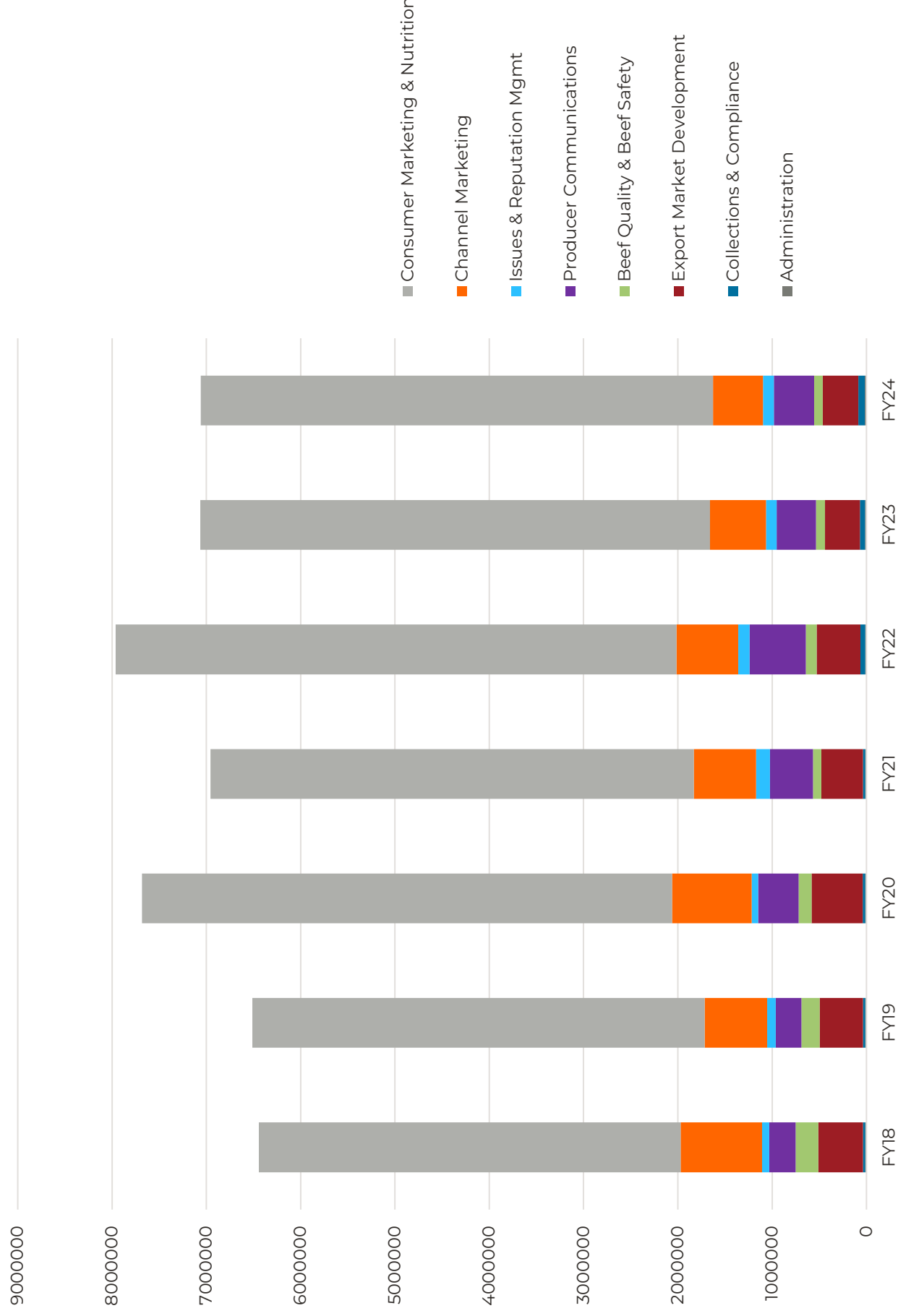
Direct Program Expense Budget

	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
Marketing										
Consumer Marketing	3,903,200	55.98%	3,971,700	56.78%	4,743,500	60.05%	3,941,400	56.98%		
Nutrition & Health	1,528,300	21.92%	1,434,200	20.50%	1,205,600	15.26%	1,183,800	17.11%		
	5,431,500	77.90%	5,405,900	77.28%	5,949,100	75.31%	5,125,200	74.09%	5,621,200	73.56%
Beef Resources										
Channel Marketing	529,300	7.59%	593,100	8.48%	653,500	8.27%	658,300	9.52%	844,200	11.05%
Issues & Reputation Mgmt	114,600	1.64%	112,900	1.61%	120,000	1.52%	148,700	2.15%	66,400	0.87%
Producer Communications	428,500	6.15%	415,400	5.94%	597,100	7.56%	455,700	6.59%	429,700	5.62%
Beef Quality & Beef Safety	90,900	1.30%	97,100	1.39%	116,800	1.48%	89,100	1.29%	137,600	1.80%
Export Market Development	377,500	5.41%	370,700	5.30%	462,800	5.86%	440,600	6.37%	542,700	7.10%
	1,540,800	22.10%	1,589,200	22.72%	1,950,200	24.69%	1,792,400	25.91%	2,020,600	26.44%
	6,972,300	100.00%	6,995,100	100.00%	7,899,300	100.00%	6,917,600	100.00%	7,641,800	100.00%
Collections & Compliance	69,000		53,700		52,000		25,500		27,800	
Administration	17,000		15,000		12,000		12,000		12,000	

	FY23 Projected		FY22 Actual		FY21 Actual		FY20 Actual	
	Amount	% of Budget Spent	Amount	% of Budget Spent	Amount	% of Budget Spent	Amount	% of Budget Spent
Marketing								
Consumer Marketing	3,995,568	100.60%	4,228,671	89.15%	3,107,586	78.84%		
Nutrition & Health	1,266,867	88.33%	1,038,250	86.12%	1,078,590	91.11%		
	5,262,435	97.35%	5,266,921	88.53%	4,186,176	81.68%	4,905,589	87.27%
Beef Resources								
Channel Marketing	464,683	78.35%	506,497	77.51%	477,036	72.46%	398,890	47.25%
Issues & Reputation Mgmt	112,901	100.00%	111,760	93.13%	83,608	56.23%	10,677	16.08%
Producer Communications	412,913	99.40%	591,405	99.05%	442,402	97.08%	389,342	90.61%
Beef Quality & Beef Safety	89,809	92.49%	104,460	89.43%	41,810	46.92%	28,897	21.00%
Export Market Development	369,975	99.80%	459,261	99.24%	422,751	95.95%	519,724	95.77%
	1,450,281	91.26%	1,773,383	90.93%	1,467,607	81.88%	1,347,530	66.69%
	6,712,716	95.96%	7,040,304	89.13%	5,653,783	81.73%	6,253,119	81.83%
Collections & Compliance	50,865	94.72%	26,618	51.19%	24,380	95.61%	26,932	96.88%
Administration	17,297	115.31%	13,715	114.29%	12,537	104.48%	12,034	100.28%

BEEF PROMOTION AND RESEARCH COUNCIL OF TEXAS

Direct Program Expense Budget Comparison



TEXAS BEEF COUNCIL

FY24 Marketing Plan

MARKETING PLAN DESCRIPTION

The Texas Beef Council (TBC) Long Range Plan (LRP) provides a strategic roadmap for the education, research, and promotion tactics outlined in the following marketing plan.

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 marketing plan.



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.

BUDGET:

TBC	=	\$492,500
BPRCT	=	\$3,903,200
TOTAL	=	\$4,395,700

MARKETING PLAN FY24

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 and connects with the highest opportunity market segments, stakeholders, and partners to inspire trust and choice. Emphasis on branding strengthens the BLT brand, provides consistency, and helps evaluate the success of TBC programs.
	ACTION	• Innovate the BLT brand with guideline optimization, strategy, research, and measurement. • Maintain and optimize BeefLovingTexans.com to maximize user experience and easily deliver beef information. • Optimize the use of digital tools to ensure efficiency. • Provide brand support across program areas.
BLT PAID ADVERTISING	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 impressions and is the main content distribution mechanism, as well as the primary website traffic driver.
	ACTION	• Distribute content through paid media efforts. • Optimize advertising and promotional assets and purchase strategy.



BLT BRAND ACTIVATIONS	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	- 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, sponsoring events such as State Fair, and partnering with organizations such as the Texas High School BBQ Association. - Engage in content partnerships that elevate the brand, expose BLT to new audiences, and work toward creating a cult brand.
BRAND PARTNERSHIPS		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.
		Collaborate with established Texas brands that have complementary values to strengthen affinity for beef and the BLT brand.
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.



BLT MEDIA RELATIONS	PURPOSE	Media relations efforts provide 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 and inspire more beef meals.
	ACTION	• Create unique, proactive media campaigns to further extend BLT spokespeople, experts, content, and recipes.
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	• Create inspirational and educational beef content through signature brand content campaigns, 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.
INFORMATION DISSEMINATION	PURPOSE	As TBC continues to identify beef advocates, there is an opportunity to increase the availability and accessibility of science-based beef materials. 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.

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.

BUDGET:

TBC	=	\$192,500
BPRCT	=	\$1,528,300
TOTAL	=	\$1,720,800

MARKETING PLAN FY24

HEALTH PROFESSIONAL OUTREACH	PURPOSE	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.
	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. • Build, maintain, and track relationships with targeted health professionals. • Provide exclusive education, engagement, and beef advocacy opportunities to thought leaders and key influencers.
MEDICAL OFFICE OUTREACH	PURPOSE	Doctors often advise patients with high cholesterol and other heart-related conditions to limit or eliminate beef from their diet. Through this 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. • Promote TBC-developed complementary 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.



MARKETING PLAN FY24

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

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.

BUDGET:

TBC	=	\$66,700
BPRCT	=	\$529,300
TOTAL	=	\$596,000

MARKETING PLAN FY24

RETAIL ENGAGEMENT	PURPOSE	Retailers play a critical role in helping their customers make informed purchasing decisions. As a trusted resource 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 resource 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.
	PURPOSE	Staff attend industry meetings to stay current on industry research and information, marketing trends, and national programs.
CHANNEL INDUSTRY MEETINGS	ACTION	• Attend industry organization meetings to develop strategic retail and culinary marketing programs.
	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 resource of beef information for these foodservice professionals ensures beef will maintain a leading role for professional chefs, future chefs, and culinary chef instructors.
FOODSERVICE EDUCATION	ACTION	• Build, maintain, and track relationships with professional chefs, post-secondary culinary schools, and restaurant industry membership organizations. • Engage and educate professional chefs, chef instructors, and students through culinary and production immersion experiences, foodservice conferences, and festivals.

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.

BUDGET:

TBC	=	\$36,500
BPRCT	=	\$205,500
TOTAL	=	\$242,000

MARKETING PLAN FY24

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 TBC engagement as a trusted beef resource.
	ACTION	• Implement and improve 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.



MARKETING PLAN FY24

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	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 quality programs.



MARKETING PLAN FY24

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.
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 in Texas to showcase the beef industry’s commitment to beef quality and safety.

LRP STRATEGIC INITIATIVES:

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

BUDGET:

TBC	=	\$54,000
BPRCT	=	\$428,500
TOTAL	=	\$482,500

MARKETING PLAN FY24

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 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.
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 provide a service to the markets. Relevant messaging helps maintain TBC's credibility.
	ACTION	• Leverage and support key opinion leaders as conduits of Beef Checkoff information such as auction markets, industry associations, and organizations.
PRODUCER 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 producer communications programs.



MARKETING PLAN FY24

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	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 like print, digital, and radio.
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.

LRP STRATEGIC INITIATIVES:

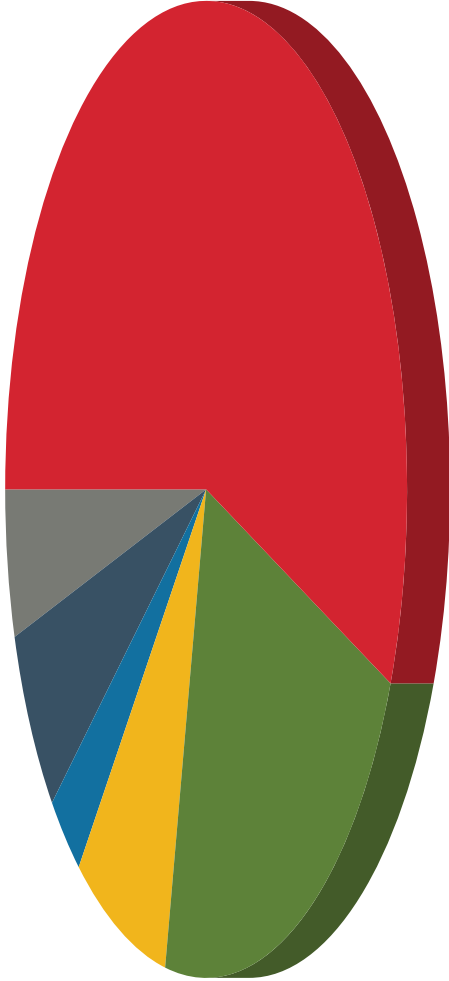
- Collaborate with targeted partners to invest in marketing and education programs that promote the unique attributes of U.S. beef.

BUDGET:

TBC	=	\$52,500
BPRCT	=	\$377,500
TOTAL	=	\$430,000

MARKETING PLAN FY24

U.S. MEAT EXPORT FEDERATION (USMEF) PARTNERSHIP	PURPOSE	Importers, sales reps, chefs, and consumers from different countries are at different points in their understanding of U.S. beef. TBC works with USMEF, 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	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.



	TBC	BPRCT	TOTAL (TBC + BPRCT)	% OF GRAND TOTAL
CONSUMER MARKETING	\$492,500	\$3,903,200	\$4,395,700	55.9%
NUTRITION & HEALTH INFLUENCER OUTREACH	\$192,500	\$1,528,300	\$1,720,800	21.9%
CHANNEL MARKETING	\$66,700	\$529,300	\$596,000	7.6%
INDUSTRY ADVOCACY & EDUCATION	\$36,500	\$205,500	\$242,000	3.0%
PRODUCER COMMUNICATIONS	\$54,000	\$428,500	\$482,500	6.1%
INTERNATIONAL MARKETING	\$52,500	\$377,500	\$430,000	5.5%
GRAND TOTAL:	\$894,700	\$6,972,300	\$7,867,000	

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 FOCUS:

- 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 BELIEFS:



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.

