

CONSUMER OUTREACH

PBC BEEFS UP THE PENNSYLVANIA FARM SHOW



The 107th Pennsylvania Farm Show took place January 7-14, in Harrisburg, PA. The Pennsylvania Beef Council (PBC) enjoyed an engaging week through the council's unique

and exciting beef display for the thousands of consumers who strolled through. The large 30' x 40' exhibit worked to portray the beef lifecycle story and sustainability. Youth and adults enjoyed the beef-inspired Croc Jibbitz to share their love for beef in style! Kids were able to learn more about the beef lifecycle with a "Discover Beef" spin wheel and activity sheet. Also, event goers got a hands-on sustainability experience by feeling and learning about the food by-products that don't meet the quality specs for human consumption that cattle eat that otherwise would end up in the landfill.

BEEF AND BISON PARTNER BETTER TOGETHER



Bucknell University is located in Lewisburg, PA, and is home to about 4,000 undergraduate students. Bucknell is home to the Bison, with basketball as their flagship sport. The PBC partnered with Bucknell Athletics for the first time during the

2022-2023 athletic season to educate athletes and fans about the benefits of beef as it relates to nutrition and the positive beef production story. During the past year we had an on-site activation at the men's basketball game, a total of five videos featuring nutrition myth busting for athletes, as well as signage and radio callouts throughout the women's and men's basketball and football games.

PRODUCER EDUCATION OUTREACH

PA BQA PROGRAM

This PA BQA program (facilitated by the PBC) is recognized as a beacon of success through the National Cattlemen's Beef Association (NCBA), a contractor to the Beef Checkoff. The Commonwealth of Pennsylvania has an astonishing 10 of the National Beef Quality Assurance (BQA) Award winners in the country. PA is proud to boast a large database with more than 7,400 BQA certified producers, youth, and industry professionals.

We are grateful for the opportunity to continue to educate producers across the commonwealth and to make BQA a standard of doing business for our producers. The need for proactive, best on-farm animal care and well-being practices has never been more important than they are today. It has become an expectation of consumers across the nation, and some packers as well. According to USDA cattle farm numbers, we boast a 68% voluntary participation rate in the BQA program. We are proud to say PA has an excellent story to tell as a result of our BQA program and its proactive approach to preparing, training, educating, and most importantly implementation on the farm.

EDUCATOR YOUTH OUTREACH

PBC SUPPORTING HANDS-ON EDUCATION WITH BEEF & VEAL

Middle and High School Family and Consumer Science students across the state have gotten hands-on experience with cooking beef and veal. For its tenth year, the PBC with support from Formula 1 Feeds, Catelli Brothers, Marcho Veal, Cargill Wyalusing and JBS Souderton provided beef and veal grants to Family and Consumer Science educators during the 2022-2023 school year with over 3,800 students benefitting from the grant program. Educators participating in the program were creative in executing their lessons, extending beef and veal resources to their students in a variety of ways.



DIGITAL OUTREACH

2060 DIGITAL ALLOWS US TO FOLLOW SOCIAL MEDIA TRENDS

For the first year, Northeast Beef Promotion Initiative (NEBPI), a subcontractor to the Beef Checkoff, and PBC joined forces to share beef recipes and information on the social platform TikTok throughout the 2022-2023 fiscal year. These videos were part of a partnership with 2060 Digital where paid advertisements were placed to help target consumers and inspire beef consumption. The first TikTok ad went live in January 2023 and since then we have had eight additional video advertisements placed on the social platform. The videos featured many topics ranging from recipe inspiration, cooking tips, and beef industry information. Overall, the 20-second videos had 3.3 million impressions, were able to reach 2.9 million consumers, and resulted in 3,898 clicks back to PA and NEBPI websites.



RETAIL & FOODSERVICE OUTREACH

QR CODES ON LONDON BROIL PACKAGES YIELD A HUGE SUCCESS



The PBC and NEBPI partnered with Giant, a regional grocer with over 150 stores spanning across the Delaware, Pennsylvania, Washington, D.C., Maryland, and Virginia region to increase the sale of targeted beef cuts through recipe inspiration that is featured on the meat label through a branded Beef. It's What's For Dinner. QR code. PBC and NEBPI paid for the branded

labels and Giant affixed them to the beef packages. The branded labels appeared in Giant stores on July 21st for one week. There were 71,000 pounds of London's moved during the promotion. The promotion was a huge success and saw over 102 scans to the website from the QR codes! For every \$1 spent on labels, 51.5 pounds of beef was sold.

VEAL OUTREACH

VEAL FEATURED AT YORK WOMEN'S EXPO



On May 6th, veal was featured at the Women's Expo in York, PA. The Women's Expo brings together middle-to upper-income women, with most guests falling between the ages of 25 and 54. They are homemakers,

working women, entrepreneurs, single women, married women, and mothers who are responsible for making the purchasing decisions for their households and businesses. PBC sponsored keynote speaker, Laurie Forster, The Wine Coach, to speak about how beef, veal, and wine pair well together. After the presentation, PBC gave out nearly 100 Osso Bucco Veal Stew samples and paired it with a Cabernet Merlot blend to create a wine sandwich. Also, PBC had a continuous line of attendees at their booth that featured beef, veal, and wine pairings.

NUTRITION OUTREACH

ENGAGING DIETITIANS IN PA



In April, staff registered dietitian nutritionist, Beth Stark, RDN, LDN, co-hosted a beef and dairy farm tour with American Dairy Association North East (ADANE) dietitian and industry affairs staff members and PA beef producer, Bill Devore. A

group of 15 PA-based dietitians on the tour visited Springhouse Market, in Canonsburg, PA, where they learned about beef and

dairy nutrition, animal care, production practices, sustainability and more. Attendees were also able to experience a working dairy operation. The tour helped to kick-off the PA Academy of Nutrition and Dietetics meeting where PA Beef Council was a diamond sponsor and exhibitor. PBC also jointly sponsored a dietitian presenter with ADANE who spoke on the topic of: Every Bite Counts: Nutrition in the Kitchen during Pregnancy, Infancy and Toddler Stages, which focused on incorporating both dairy and beef into these stages to optimize overall nutrition intake.

A DAY ON THE FARM WITH RETAIL DIETITIANS



In August, PBC and ADANE joined forces to host more than two dozen registered dietitians from five major grocery store chains on the first-ever collaborative beef and dairy farm tour at Hershey's Lancaster Beef and Kreider Farms. The group was treated to a unique look at how producers utilize a multi-disciplinary approach for animal care, nutrition and production to deliver nutrient-rich and wholesome foods that consumers

can enjoy. Attendees also received nutrition resources and recipes to share with customers and clients at their respective grocery stores.

PENNSYLVANIA BEEF COUNCIL FINANCIALS

FOR THE YEAR ENDING ON SEPTEMBER 30, 2023

PA Net Checkoff Collections	338,106
Contracts, Interest, Other income	<u>1,498,251</u>
1,836,357	
Consumer Trust	
Consumer Outreach	9,895
Digital Outreach	16,392
Health Outreach	5,761
Promote & Capitalize	
Channel and Influencer Outreach	13,572
Veal Promotion and Outreach	8,515
Beef and Veal in the Classroom	4,000
Checkoff Collaboration & Federation Investment	24,972
Producer & Education	
Producer Communications	6,053
Beef Quality Assurance	19,664
Checkoff Mailer	9,459
Total Program Coordination	<u>118,283</u>
Total Contract Services	1,509,992
Net Administrative Costs	176,158
Unrestricted Expenses	-
Total Expenses	<u>1,804,433</u>
Excess Rev over Expenses	<u>31,924</u>

A YEAR IN REVIEW SNAPSHOT OF PRODUCER TRAININGS



10 BQA Chute Side Trainings

11 Total Producer Events

6 NEDBQA Events

2,349 Producers Reached

5 BQA/Protocol Workshops

243 NEDBQA Producers Reached