



# Pennsylvania Beef Council 2019 Annual Report

## Consumer Outreach

**THE PA FARM SHOW ATTRACTS CONSUMERS OF ALL AGES HUNGRY TO LEARN MORE ABOUT AGRICULTURE**



The 103rd Pennsylvania Farm Show took place Jan. 5-12, 2019 in Harrisburg. The PBC enjoyed an engaging week with great attendance through the council's unique and exciting beef display for the thousands of consumers who strolled through. The large 30' x 40' exhibit space worked to portray the journey of beef from "Farm to Plate," visually and interactively connecting consumers to the process. New this year, Beef and Veal was front and center for cutting demonstrations on the Ag 101 Educational Stage. The cutting demos shared tips on cutting down primals to make quality cuts more economical, price per pound, for families to enjoy at home.

## Educator Youth Outreach

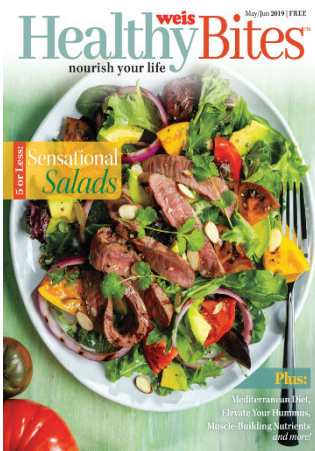
**DEMAND REMAINS STRONG FOR THE BEEF & VEAL IN THE CLASSROOM PROGRAM**



The PBC reached 49 middle and high school classrooms across the Commonwealth through the Beef & Veal in the Classroom program, which provides financial support for the use of beef and veal products in junior and senior high school Family and Consumer Science courses. It reinforces lessons about beef and veal selection, storage, preparation and nutrition. The program reached a total of 4,534 students and received industry support from Mountain States Rosen, Marcho Veal and the Center for Beef Excellence during the 2018-2019 School Year.

## Influencer Outreach

**CULTIVATING RELATIONSHIPS WITH RETAIL DIETETICANS**



The PBC, with funding support from the Iowa Beef Industry Council, worked to "beef-up" our retail programming by cultivating a vested relationship with retail dietitians across Pennsylvania. One example of reaching this new audience and influencer group is showcased in our partnership with Weis Markets. PBC worked with Weis Markets to share beef nutrition information with their customer base. Beef was showcased in their HealthyBites Magazine with a half page ad as well as a featured protein in the "Ripe Now" section for the 2019 May/June Issue. The HealthyBites magazine is brought to customers by the Weis Dietitians and each issue features the latest food and nutrition info, healthy eating tips, tasty, seasonal recipes and meal solutions and new product spotlights. A total of 115,000 copies of this edition were printed. Additionally, they reach another 3,000 subscribers through their health and wellness club members.

## Producer Education Outreach

**THE IMPORTANCE OF BEEF QUALITY ASSURANCE (BQA) IN PA**



BQA continues to be the cornerstone of producer education in the beef industry. The PA BQA program is designed to give producers the opportunity to be trained in best management practices. Those trained are voluntarily ensuring both their animals and the environment are cared for in a way that prioritizes safe, high-quality meat entering our food supply. In FY19, the average attendance at BQA Certification meetings was 113 producers, with a total of 1,481 producers completing their certification this year. There were 13 BQA certification trainings with a total of 34 industry wide meetings, trainings and events. Other highlights for the producer education program included stockmanship training and beef marketing workshops:

## Retail & Foodservice Outreach

**FARM-TO-GROCERY CART BEEF & VEAL IMMERSION EVENT**



The Farm to Grocery Cart Tour brought Giant and Martin representatives together to learn straight from the hands of those that raise beef and veal! The beef checkoff, through the Beef Checkoff's NEBPI and the PA Beef Council, partnered to bring the tour to life June 11th. The tour focused on building trust in beef and veal production among these key retail opinion leaders and ultimately, their shoppers. Many thanks to Bow Creek Farm & Cattle Co. and Marcho Farms for sharing their story and their welcoming hospitality.

## Veal Outreach

**SHARING THE MODERN VEAL PRODUCTION STORY**



The story about how modern veal is raised today was shared as a new addition to the beef exhibit at the 2019 Pennsylvania Farm Show. The 8'x10' display shared how veal calves are cared for, the quality milk the calves are fed and the veal lifecycle to help dispel some of the myths among consumers. Over the course of the week you could find many taking the time to read over the comprehensive display. Veal recipes were shared at the booth over the eight-day event as well.

## Nutrition Outreach

**PARTNERSHIP WITH PA ACADEMY OF NUTRITION AND DIETETICS**



The PBC welcomed the opportunity to be involved in the PA Academy of Nutrition and Dietetics (PAND) Spring 2019 AME conference held in Pittsburgh March 29-30. The organization is made up of nearly 3,700 members throughout the Commonwealth of Pennsylvania. The PA Beef Council was a Diamond Sponsor and secured Keith Ayoob, EdD, RDN, CDN, FADN, Albert Einstein College of Medicine. Ayoob addressed attendees on "Protein Needs: How Much Muscle Does the Research Have." In addition, the PBC and Bayer Crop Science co-sponsored a reception; the viewing of the Food Evolution movie followed by a panel discussion. The panel included a dietitian, beef farmer and veterinarian.



**PENNSYLVANIA BQA**

**A YEAR IN REVIEW SNAPSHOT OF PRODUCER TRAININGS**

**BQA Training Level 1 & Level 2: 13**

**Other BQA Events: 10**

**Producers Certified: 1481**

**Average Attendance at a BQA Training: 113**

**NEDBQA Events: 12**

**Stockmanship Events: 2 (143 Participants)**

**Industry Wide Events: 19**

**Total Education Events Available for Producers to Attend: 34**

**An educational event for beef or dairy producers every 10.7 days in 2018-2019**

## Pennsylvania Beef Council Financials

PA Net Checkoff Collections	362,746
Contributions from Beef Packers- General	—
Contracts, Interest, Other income	768,371
	1,131,117
Promotion - Retail	16,668
Promotion - Foodservice	34,046
Promotion - Consumer	27,033
Education - Nutrition, Health & Safety	15,396
Education - Consumer & Youth	23,938
Education - Consumer Communications	29,734
Producer/Industry Relations - Education	450
Producer/Industry Relations - Checkoff	23,665
Producer/Industry Relations - Awareness	2,025
Producer/Industry Relations - Events & Other	40,182
Total Program Coordination	213,137
Total Contract Services	795,340
Net Administrative Costs	72,474
Unrestricted Expenses	—
Total Expenses	1,080,951
Excess Rev over Expenses	50,166