

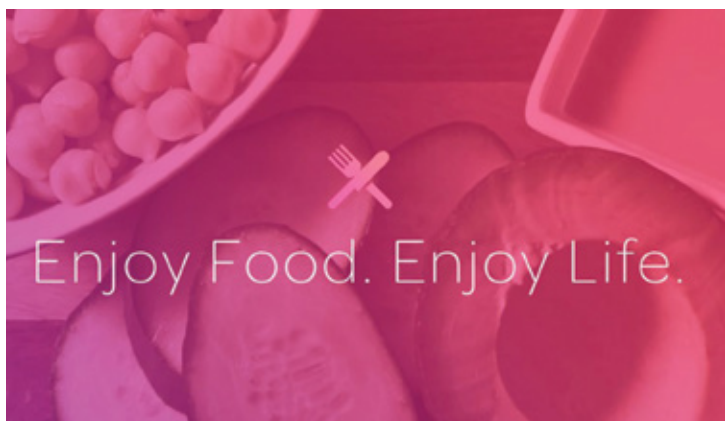
PENNSYLVANIA BEEF COUNCIL

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ANNE'S FAMILY RECIPE DEVELOPS CHEESESTEAK EGG ROLL RECIPE

The Pennsylvania Beef Council (PBC) worked with PA-based Blogger and YouTuber Anne's Family Recipe. Anne developed a recipe centered around the New Year's holiday to utilize ribeye steak in a unique and creative way! Anne's YouTube channel has more than 7.4k subscribers and the video had more than 500 direct views. Stay tuned for other videos to be featured on Anne's channel this spring! ■



BQA SPONSORS NICOLE RODRIGUEZ

PA BQA hosted Registered Dietitian, blogger and MBA Top of Class Grad, Nicole Rodriguez for a virtual webinar for beef producers. Her talk focused on connecting with consumers and how to leverage common ground with programs like BQA when direct marketing beef products. The webinar is available for viewing, free of charge at www.pa-bqa.org. ■

FAMILY MEALS @ 5 FEATURES BEEF FOR MARCH



The PBC partnered with the GIANT Company Nutritionists Shanna and Mary for their Family Meals @ 5 special dinner series. This special series of beef-themed classes ran every Tuesday at 5 p.m. during the month of March. A list of ingredients for each class recipe was provided ahead of time, and they invited participants to cook right along with them and have dinner for your family done in a snap! All registrants were sent a big beef thank you via a beef swag box courtesy of the PA Beef Council. ■



PBC SUPPORTS CLANCY HARRISON FOR THE NORTHWESTERN PAND CONFERENCE

Clancy Harrison, MS, RDN, FAND presented a virtual presentation to the Northwest Chapter of the PA Association of Nutrition and Dietetics on November 10, 2020.

Her presentation focused on food dignity and heightening awareness around food insecurity, included how to incorporate beef as a part of the conversation. ■

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Be sure to follow us on Facebook at [@pabeefcouncil](https://www.facebook.com/pabeefcouncil)





PA BEEF COUNCIL STAYS INVOLVED IN VIRTUAL FARM SHOW

The 2021 edition of the Pennsylvania Farm Show was one for the record books, with a unique spin on an old classic. The farm show was hosted virtually from January 9-16, 2021. The PBC stayed involved in this largest consumer event of the year and hosted an online beef learning station, where site visitors learned about the beef lifecycle, had access to youth activity sheets and were able to watch a virtual farm tour. Veal was also included in outreach efforts via a video tour of a modern-day veal barn and worksheets for youth participants. Beef and veal recipes were also well represented in the Pennsylvania Preferred Culinary Connection recipe book. ■



BREAKAWAY WITH BEEF

The PBC is excited for a second-year sponsorship with the National Hockey League Pittsburgh Penguins this season. The Checkoff-funded effort between PBC and the Penguins highlights beef as one powerful protein while also sharing beef sustainability messaging. Highlighting this partnership allows PBC to reach fans with beef's positive attributes and recipe inspirations through the Penguin's mailed Ice Time program booklet, newsletter, website takeover and Team Chef endorsements.

"We look forward to building our relationship with Chef Geoff, the team and its fans, sharing information about beef's great taste and nutrition attributes," says Courtney Gray, PBC director of marketing and industry relations. ■



SOCIAL MEDIA CONTINUES TO BOOST BEEF

The PBC is rolling out timely and relevant beef-themed digital ads on social media encouraging people to visit www.pabeef.org to learn more about beef and find inspirational beef recipes. The carousel-style ads run primarily on Facebook and Instagram, and viewers will see three or four ads in each rotation. Since October 2020, PBC has seen 600,644 paid social impressions and 1,809 clicks to the website. These targeted social ads allow the PBC to reach our target consumer with positive beef messaging and content when many are at home. Ultimately, the effort is to keep beef top of mind and encourage consumers to purchase more beef, thus driving beef demand. ■

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