

Pennsylvania Beef Council Annual Report 2020



Consumer Outreach

THE PBC WELCOMES CONSUMERS TO THE PA FARM SHOW TO LEARN MORE ABOUT BEEF



The 104th Pennsylvania Farm Show, took place January 4-11, in Harrisburg. The 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 journey of beef from "Farm to Plate." Youth and adults enjoyed the fun cowboy hats touting their love for beef! Kids had fun "digging" into what improvements beef has made when it comes to sustainability with large corn-filled water troughs and an activity sheet.

Opening weekend at the PA Farm Show, brought live cutting demos to the AG 101 Stage. Event goers had the chance to observe Extension Meat Specialist, Dr. Jonathan Campbell, PhD., and find economical ways to save with both beef and veal. Well-known calf veterinarian, Dr. Marissa Hake, worked side-by-side with staff at the beef booth on opening weekend. Dr. Hake had the opportunity to have candid conversations on what modern veal production looks like today!

Media Outreach

TRADITIONAL SUMMER RADIO HITS PA



A summer traditional radio effort kicked off July 1. The two month campaign with Forever Media dialed in on three popular radio networks that covered a large portion of northwestern, central, and southeastern PA, spanning across 29 counties, highlighting the "United We Steak" Campaign. The specific markets included Altoona, York, and Northwest (new for 2020). The Campaign leveraged the "United We Steak" grilling effort both via traditional radio and digital to encourage listeners to join their fellow Americans to step outside and fire up the grill.

The patriotic theme showcased beef as the king of the grill and one that taste, and nutrition simply can't be replicated. The :60 second radio commercials were customized into three different ads and featured local producers within each of the regions noted above. Our over-arching goal for the 2020 Campaign during these challenging times was to remind consumers the simple joy of gathering around the dinner or picnic table enjoying delicious food with great company. Special thanks to Dustin Heeter, Bill Dunn and Kyle Grim for helping to connect the dots from farm to fork by sharing their voices and commitment to the industry as the producers behind beef.

Influencer Outreach

ANNE'S FAMILY RECIPE SHARES BEEF INSPIRATION



The PBC has partnered with Anne's Family Recipe to share a series of family favorite delicious beef recipe inspirations! Through her love of food and eating she shares family friendly recipes that are both economical and tasty for families to enjoy at home! Her YouTube channel shares some of the beef creations and tips.

Retail & Foodservice Outreach

BEEF FEATRUED IN RETAIL HEALTHYBITES MAGAZINE



The HealthyBites Magazine is brought to you by the Weis Markets Dietitians. Each issue of HealthyBites Magazine features the latest food and nutrition info, healthy eating tips, tasty, seasonal recipes and meal solutions and new product spotlights. The January and February 2020 issue encouraged shoppers to start the year off right with a focus on intention setting, healthful recipes that take 30 minutes or less, game-day eats and fun and creative ways to beat the winter blues. February was Heart Month and HealthyBites featured a tasty lean beef recipe. Eating for a healthy heart and enjoying one of your favorite foods—these two things don't have to be at odds with one another!

Veal Outreach

SHARING THE MODERN VEAL PRODUCTION STORY



The PBC was pleased to have Dr. Marissa Hake working side-by-side with staff at the beef booth on opening weekend (January 4-5) of the 2020 PA Farm Show. Dr. Hake is a well-known veterinarian responsible for veal calves raised in Michigan, Ohio and Indiana. She has a strong following on social media sharing both passion and compassion through raw facts of modern agriculture. Hake answered questions and shared veal facts surrounding animal care, nutrition, and sustainability to event goers.

Nutrition Outreach

PENGUINS PARTNERSHIP SHARES BEEF STRENGTH MESSAGE

The PBC shared the message of beef and strength through a sponsorship with the NHL Pittsburgh Penguins in the 2019-20 season. Included in the partnership was a 3-minute "Get Your Strength from Beef" video shared during National Nutrition Month in March which teamed up Team Chef, Chef Geoff and Pittsburgh Sports Dietitian, Heather Mangieri. "Nutrition is key to success. Beef helps us provide meals with high-quality protein and nutrients needed for our elite athletes, both professional and youth to perform at a championship level," says Chef Geoff Straub.

Educator Youth Outreach

BEEF & VEAL IN THE CLASSROOM PROGRAM CONTINUES AMID PANDEMIC

The PBC reached 31 middle and high school classrooms across the Commonwealth through the Beef & Veal in the Classroom program. The Beef & Veal in the Classroom program 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 1,924 students despite disruptions in the school year due to the COVID-19 pandemic. The program received industry support from Mountain States Rosen and Marcho Veal during the 2019-2020 School Year.

Producer Education Outreach

MEAT QUALITY WORKSHOPS RESOUNDING SUCCESS



The PBC hosted two workshops for producers to learn more about beef quality. Dr. Jonathan Campbell, PSU Meat Extension Specialist and Dr. Lyda Garcia, Ohio State University Assistant Professor in Meat Science were the headline speakers for the event. The goal was to bring producers together alongside meat scientists to understand that the impact of genetics, feed, BQA practices and animal health can all have a hand in determining carcass quality. The speakers also covered grid-based pricing and how producers can achieve premiums on their beef.



A YEAR IN REVIEW SNAPSHOT OF PRODUCER TRAININGS

- BQA Chute Side Trainings: **9**
- Total Producer Events: **26**
- Producers Reached: **1,025**
- NEDBQA Events: **23**
- BQA/Protocol Workshops: **5**
- NEDBQA Producers Reached: **956**



Pennsylvania Beef Council Financials

PA Net Checkoff Collections	335,942
Contributions from Beef Packers- General	—
Contracts, Interest, Other income	<u>938,867</u>
	1,274,809
Promotion - Retail	29,129
Promotion - Foodservice	15,605
Promotion - Consumer	34,066
Education - Nutrition, Health & Safety	20,208
Education - Consumer & Youth	7,120
Education - Consumer Communications	32,720
Producer/Industry Relations - Education	225
Producer/Industry Relations - Checkoff	24,373
Producer/Industry Relations - Awareness	4,361
Producer/Industry Relations - Events & Other	<u>34,042</u>
Total Program Coordination	201,849
Total Contract Services	965,856
Net Administrative Costs	168,871
Unrestricted Expenses	—
Total Expenses	<u>1,336,576</u>
Excess Rev over Expenses	<u>(61,767)</u>