

CONSUMER OUTREACH

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



The 106th Pennsylvania Farm Show took place January 8-15, in Harrisburg. 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 20' exhibit worked to portray the beef lifecycle story. Youth and adults enjoyed the fun hamburger Pop-Its touting their love for beef! Kids had fun "mooving" closer to the beef lifecycle with a live cow-calf display and an activity sheet.

CATTLEMEN CARE BLOOD DRIVE GIVES BACK



For May is Beef Month, the PBC hosted a Cattlemen Care blood drive where the community came together to save 102 lives from the blood collected in the Cameron Street Lobby at the Farm Show Complex!

The PBC far surpassed their goal of 21 donors. The American Red Cross collected 34 donations in one day! Another huge accomplishment was having 13 first time donors. Donors received a burger compliments of the PBC to refuel after their donation!

PRODUCER EDUCATION OUTREACH

STOCKMANSHIP AND STEWARDSHIP MEETS BEEF SUMMER FIELD DAY



The 2022 Beef Summer Field Day hosted by PA Cattlemen's Association took place on July 23, 2022, at Herr Angus Farm in Nottingham, PA. This event attracted over 120 producers. The day combined hands-on training with classroom-style breakout

sessions and a fantastic trade show! A highlight of the event was a stockmanship and cattle handling demonstration by renowned cattle handling expert Dr. Ron Gill from Texas A&M Agri Life Extension. The stockmanship portion of the day was brought to PA producers by the PBC. Gill serves as the Associate Department Head at Texas A&M and travels the country performing Stockmanship and Stewardship programming. He spoke on solid stockmanship, cattle handling, chute design and animal behavior techniques. In addition to Gill's presentation, PBC provided an opportunity for BQA Certification. Additional presentations included subject matter on Feeding for Quality Beef and Improving Grazing Practices. Thanks to the Cattlemen's for allowing PBC Staff to be a part of the day.

DIGITAL OUTREACH

2060 DIGITAL CONTINUES TO PUSH METRICS

The monthly digital ad placements for beef content continue to be a huge brand-builder for the PBC. Digital ads placed on Instagram and Facebook have increased PBC website traffic tremendously over the past year. In January alone, more than

179,000 ad impressions garnered nearly 900 page visits with a click-through rate (CTR) of over 0.51%. The overall campaign performance includes over 2.4 million impressions, over 14,000 clicks and a 0.58% CTR, about seven times higher than the CTR national average.



VEAL OUTREACH

PBC SUPPORTS VEAL AT RETAIL

PBC partnered with the National Veal Contract to promote veal during two separate campaigns. The first started in February and utilized Instacart at ACME stores. Instacart is a grocery delivery and pick-up service. This campaign featured outlets and ground

veal to encourage consumers to buy more veal. Our paid campaign with Chicory resulted in over 2 million impressions, a reach of 2,969, and engagement of 2,593 confirmed purchases.



RETAIL & FOODSERVICE OUTREACH

PITTSBURGH ACF VISITS FARM



On October 11, 2022, 20 member chefs of the American Culinary Federation, Pittsburgh Chapter visited Logan Family Farms in Irwin, PA. The chefs had the opportunity to tour the cow-calf to feedlot operation. The Logan family also markets directly to consumers through their on-farm meat store. In addition to the tour, Ohio State Meat Extension Specialist, Dr. Lyda Garcia, did a cutting demonstration and talked about breaking down the chuck roll.

HOCKEY + BEEF = SUCCESS



For the third year in a row, PBC partnered with the Pittsburgh Penguins Hockey Team to promote beef to hockey fans! An on-site activation during a Pens home game allowed for team chef, Geoff Straub, to join PBC staff in the booth and encourage fans to add beef to their game-day meal. More than 15,000 fans purchased a burger from the famous Burgatory Restaurant in PPG Arena during the season and were eligible to win a BBQ Grilling Prize Pack from the PBC.

EDUCATOR YOUTH OUTREACH

PBC SUPPORTING HANDS-ON EDUCATION WITH BEEF & VEAL

Beef and veal have been popular this past year within middle and high school culinary classrooms across the state. For its ninth year, the Pennsylvania Beef Council (PBC) with support from Formula 1 Feeds, Catelli Brothers, and Marcho Veal provided beef and veal grants to Family and Consumer Science educators during the 2021-2022 school year with over 2,100 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.



NUTRITION OUTREACH

NUTRITION INTERN FARM TOUR



On April 19th, PBC staff registered dietitian, Beth Stark, RDN, LDN, and PA Board of Directors member and beef producer, Jodi Gauker of Gauker Farms in Fleetwood, PA, hosted a group of 20 future registered dietitians from Cedar Crest College for a day on the

farm. The group learned about farm life, sustainability, animal care and feeding, beef cuts, nutrition and more. Based on the overall positive feedback, we expect to engage with this group for tours each year.

PENNSYLVANIA BEEF COUNCIL FINANCIALS

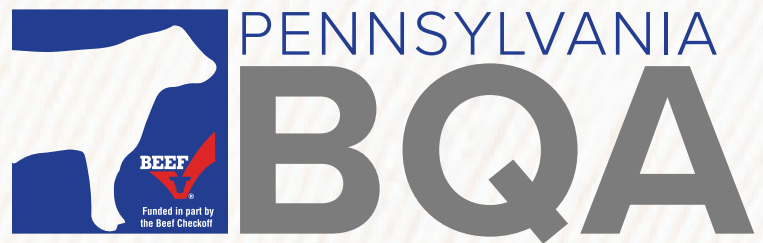
PA Net Checkoff Collections	327,507
Contracts, Interest, Other income	1,242,066
	<u>1,569,573</u>
Consumer Trust	
Consumer Outreach	10,668
Digital Outreach	19,195
Health Outreach	5,360
Promote & Capitalize	
Channel and Influencer Outreach	21,012
Veal Promotion and Outreach	4,888
Beef and Veal in the Classroom	4,384
Checkoff Collaboration & Federation Investment	23,701
Producer & Education	
Producer Communications	20,312
Beef Quality Assurance	14,465
Checkoff Mailer	1,295
Total Program Coordination	<u>125,280</u>
Total Contract Services	1,290,406
Net Administrative Costs	113,489
Unrestricted Expenses	-
Total Expenses	<u>1,529,175</u>
Excess Rev over Expenses	<u>40,398</u>

PBC MEDIA RELATIONS



PBC staff registered dietitian nutritionist Beth Stark, RDN, LDN, appeared live on Good Day PA! lifestyle show for two media segments over the winter. One segment aired in December 2021, with beef producer Duff George featuring tips and tricks for holiday entertaining with beef. The second aired in February 2022 and showcased batch-cooking ideas to highlight beef and celebrate the Super Bowl! The average reach for each segment topped one million viewers.

A YEAR IN REVIEW SNAPSHOT OF PRODUCER TRAININGS



5 BQA Chute Side Trainings

13 Total Producer Events

9 NEDBQA Events

1,624 Producer Reached

7,335 Total Producers
in the PA BQA
Database

9 BQA/Protocol Workshops

2,236 NEDBQA
Producers
Reached