



# Pennsylvania Beef Council 2021 Annual Report

## Digital Outreach

### Digital Ads Work Behind the Scenes

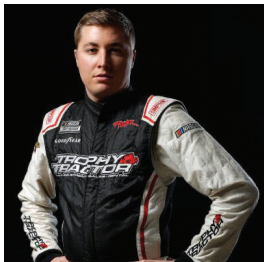


The monthly digital ad placements for beef content continue to be a huge brand-builder for the PBC. Digital ads placed on Instagram and Facebook have increased PBC website traffic tremendously over the past year. In May alone, over 125k ad impressions garnered nearly 500 page visits with a click-through rate of over 0.59%. In

addition, PBC ran a YouTube campaign celebrating the hard work that producers do each day. The video, which debuted via YouTube reached over 12k viewers with a complete view rate of 47%.

## Influencer Outreach

### Beef Fuels Stock Car Driver Garrett Smithley



The PBC joined forces with Stock Car Driver and Ligonier, PA native Garrett Smithley to promote beef and encourage fans to include it on the menu for summer cookouts and tailgates. Smithley, a NASCAR cup series driver engaged with fans via his social media platforms through the summer months. As a fan of beef and summer tailgates, he shared

some fan-favorite beef recipes, grilling tips and facts about beef! In addition, PBC supported a specialty beef rib concessionaire stand during the Pocono Race Weekend.

## Foodservice Outreach

### Pittsburg Chapter of ACF Visits Local Farm

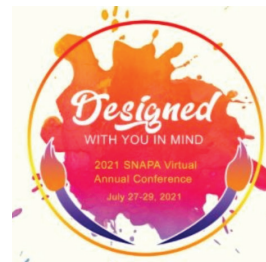


On October 11th, 20 member chefs of the American Culinary Federation, Pittsburgh Chapter visited Logan Family Farms in Irwin, PA. Chefs had the opportunity to tour the cow-calf to feedlot operation. They saw the entire beef lifecycle, including finished beef products in their retail store. In addition to the tour, Ohio State Meat Extension

Specialist, Dr. Lyda Garcia, did a cutting demonstration for the chefs, breaking down the chuck roll.

## Nutrition Outreach

### PBC Goes for Gold at SNAPA



In August, the PBC was a Gold partner for the 2021 SNAPA (School Nutrition Association of PA) conference that brought close to 300 school foodservice employees and vendors together for an interactive virtual program. Our booth featured a variety of scalable recipes, educational handouts and a brief video introducing our new staff registered dietitian nutritionist, Beth Stark.

## Family Meals Month



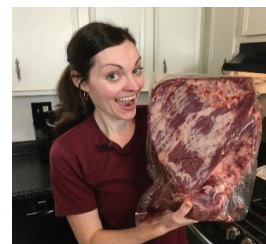
September was celebrated as Family Meals Month which presented a prime opportunity to showcase nutritious, quick-cooking cuts of beef, plus recipes and meal solutions for busy families.

During the month, we highlighted such recipes on our Facebook page and partnered with the Giant Nutritionist team to host a weekly "Family Meals at

5" class series each Tuesday. These classes reached nearly 300 individuals with great reception from participants.

## Veal Outreach

### Vlogger Meets Veal



Anne, from Anne's Family Recipe attended a virtual blogger conference hosted by the NY Beef Council. Anne attended the two-day virtual conference that had a tour of a veal farm, professional chefs and menu planners showcasing the value of veal and how to incorporate veal into menu planning. Anne created a veal recipe and shared on her page!



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## Consumer Outreach

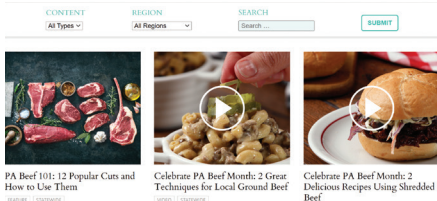
### PBC + Pittsburgh Penguins Fire Up the Grill



Beth Stark, RDN, LDN, collaborated with Pittsburgh Penguins team chef, Geoff Straub, on a video that showcased simple ways to “beef up your burger” by combining real beef burgers with fruits, veggies, whole grains and low-fat dairy. Chef Geoff also shared his expert burger grilling tips as the duo demonstrated how to prepare Caribbean Beef Burgers with Mango Salsa.

### PA Eats Video Series Showcases Beef 4 Ways

#### Pennsylvania Stories



In an effort to encourage beef consumption for all families, PBC developed two hands and pans style videos that showcased economical cuts of beef used in four different recipes. This video series lives on the PA Eats website, which is an incredible resource for foodies and home-cooks alike. In addition to the videos, PA Eats created a blog called “Beef 101: 12 Popular Cuts and How to Use Them” a know-it-all guide to shopping for beef.

## Retail Outreach

### Shop ‘n Save Lean Cuts Posters



Beef is an excellent source of protein and supplies 10 essential nutrients including B-vitamins, zinc, and iron that support an active and healthy lifestyle.



Eighty-five Shop ‘n Save and County Market stores in Western PA received posters that highlight top lean cuts of beef and the best way to prepare them. These signs will be displayed in the meat departments at these retailers to guide consumers to cuts that meet the criteria for “lean”.

## Producer Education Outreach

### BQA Biosecurity Workshops

#### PA Beef Council Presents **BIOSECURITY WORKSHOP SERIES**

Join us for a beef meal sponsored by Multimin and presentations by: Dr. Julia Herman, NCBA Beef Cattle Specialist Veterinarian and Dr. Kevin Cain, Multimin Tech Services Veterinarian

September 15, 2021

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September 16, 2021

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RESERVATIONS REQUIRED

visit [www.pa-bqa.org/events](http://www.pa-bqa.org/events) or call PBC Office at 814-623-2839



Learn how to execute a biosecurity plan for your operation!

Qualifies for BQA Recertification

The PBC alongside Multimin hosted a series of Biosecurity Workshops across the state. Each workshop included presentations by Dr. Julia Herman, Veterinarian with NCBA and Dr. Kevin Cain, Multimin Tech Services Vet. Biosecurity is a cornerstone of the National BQA

program. Workshops like this help producers be prepared on their operations by having a written biosecurity plan.

### PA BQA Gets Back to Training



The PA BQA program hosted trainings across the state in FY21. Events were located in New Wilmington, Elizabethtown, Honesdale and Danville, PA.

## Pennsylvania Beef Council Financials

PA Net Checkoff Collections	330,177
Contracts, Interest, Other income	1,088,091
	<u>1,418,268</u>
Promotion - Retail	15,385
Promotion - Foodservice	14,418
Promotion - Consumer	35,480
Education - Nutrition, Health & Safety	14,134
Education - Consumer & Youth	2,638
Education - Consumer Communications	14,000
Producer/Industry Relations - Education	50
Producer/Industry Relations - Checkoff	21,661
Producer/Industry Relations - Awareness	6,032
Producer/Industry Relations - Events & Other	21,571
	<u>145,369</u>
Total Program Coordination	1,054,782
Total Contract Services	132,340
Net Administrative Costs	-
Unrestricted Expenses	-
Total Expenses	<u>1,332,491</u>
Excess Rev over Expenses	<u>85,777</u>