



pabeef.org

# PENNSYLVANIA BEEF COUNCIL

## 2024 Annual Report

### Highlighted Milestones

#### CONSUMER OUTREACH »

**BEEF. IT'S WHAT'S FOR DINNER.**

##### TEAMED UP WITH LITTLE LEAGUE®



The National Cattlemen's Beef Association (NCBA), a contractor to the Beef Checkoff, teamed up with Little League® as an Official Partner through 2025. The Pennsylvania Beef Council (PBC) also invested in further extending the program messaging through billboard activations and social media pushes. The five billboards placed along the

freeway and at the Harrisburg airport generated over 1.2 million impressions collectively. PBC staff and PA producers attended a player meal for the more than 240 participants of the Little League Baseball® World Series in Williamsport, Pennsylvania.

##### BUCKNELL ATHLETICS ON THE FARM



PBC and Bucknell University joined forces to host more than two dozen Bucknell Bison Athletics staff members and collegiate athletes on an inaugural farm tour as part of their annual athletic partnership with the university. Participants on the

tour included the sports properties general manager, directors of the Bison Club and operations and events, assistant women's basketball coach, and members of the football, swim and pickleball teams. Attendees toured Blue Hill Farms in Winfield, PA, where they were immersed in many aspects of beef production such as cattle care, quality assurance, feeding, sustainability, beef life cycle and regenerative agriculture. The group also had the unique experience of witnessing a newly born calf. Social media content highlighting the tour experience was published on Bucknell's social media platforms as well to reach their unique consumer audiences.

#### DIGITAL OUTREACH »

##### BUCKNELL ATHLETICS HIGHLIGHTS BEEF ON SOCIAL MEDIA



The 2nd annual partnership with Bucknell Athletics wrapped up in July with the launch of social media content to educate consumers on beef cookery and production practices. Bucknell University Volleyball Coach, Tyler Hagstrom, shared beef grilling tips and recipes which had

7,283 Impressions and 197 engagements. There was also a four-part series, created with content from the farm tour at Blue Hill Farms in April, which generated 16,153 Impressions and 417 engagements. These videos touched on a variety of beef production and nutrition topics and included interviews with Courtney Gray, Adam Zurin, Bucknell University Assistant Women's Basketball Coach, Taylor Coleman, and Beth Stark, RDN, LDN.

#### REACHING CONSUMERS WITH SEASONAL BEEF MESSAGING



PBC utilized 2060 Digital's services once again, to deliver digital marketing strategies through Facebook, Instagram, Pinterest, Tik Tok, and email. There were 1.7 million impressions made across these platforms, with 40% of PBC website traffic coming from these social ads. The click-through rate (percent of those who see the ad and

then click on it) was 1.14% which is over 2 times the average. For every one dollar spent, a return on investment of 72 consumers was reached.

#### RETAIL & FOODSERVICE OUTREACH »

##### BEST BUTCHER CONTEST



The Northeast Beef Promotion Initiative (NEBPI), a subcontractor to the Beef Checkoff with PBC support, hosted the 2024 Best Butcher Contest during the PA Association of Meat Processors (PAMP) Convention in May at Penn State's Meat Lab. The contest had a different format

this year as NEBPI partnered with PA Pork Producer Council, with the addition of a pork precision cutting portion. The contest also included a beef sub-primal breakdown of a top round, a consumer sales pitch, and fresh meat ID quiz. Meat cutters and butchers from across the Northeast region at many skill levels came to compete and highlight the art of meat cutting.

##### BIWFD BRANDED QR CODES

##### MEAT LABELS BACK AT GIANT LOCATIONS



The NEBPI, a subcontractor of the Beef Checkoff, and PBC partnered with regional retailer, Giant. The goal was to increase the sale of certain beef cuts through cooking tips and recipe inspiration that are featured on the meat label through a branded BIWFD QR code. A total of 30,000 BIWFD branded

meat labels were featured on T-Bone Steaks. As a result, 45,557 lbs. of product were moved during the promotion with 312 total scans to the website.

#### PRODUCER EDUCATION OUTREACH »

##### INTENSIVE BIOSECURITY WORKSHOPS

##### OFFERED TO PA PRODUCERS

Through Northeast Extension Risk Management Education (NERME), the PBC hosted six intensive biosecurity workshops across the Commonwealth. Producers participated in hands-on sessions that provided them with the tools necessary to devise comprehensive biosecurity strategies, positively affecting over 1,800 head of cattle in the region. Participants also received a toolkit to assist in deploying better biosecurity measures on-farm.



## NUTRITION OUTREACH »

### ENGAGING A NEW PHYSICIAN AUDIENCE



Staff registered dietitian nutritionist, Beth Stark, RDN, LDN, attended the Pennsylvania Osteopathic Medical Association's (POMA) Annual Clinical Assembly Meeting in May, where she engaged with nearly 100 osteopathic medical practitioners through an exhibit

and sponsored beef luncheon featuring beef sliders and brisket sandwiches. This was the first engagement PBC had with this group and there is a promising future for additional collaborations next fiscal year. Overall feedback from attendees was hugely positive and there were many meaningful conversations about beef's role in a healthy eating pattern.

### HOSTING NUTRITION AUDIENCES ON BEEF FARMS



In April, staff registered dietitian, Beth Stark, RDN, LDN, hosted immersive beef farm tours to reach two unique audiences in PA. As part of the PA Academy of Nutrition and Dietetics AME meeting, 16 RDN attendees visited Hershey's Lancaster Beef

in Mount Joy, PA, and 12 members of the Cedar Crest College dietetic internship visited Ken-Jan Farm in Perkasio, PA. Both tours addressed topics relevant to healthcare professional audiences such as beef production, animal care, sustainability, feeding and beef's nutrient profile. Overall attendee feedback from both tours was largely positive and we hope to offer similar immersive opportunities with these groups in the future.

## EDUCATOR AND YOUTH OUTREACH »

### PBC SUPPORTING HANDS-ON EDUCATION WITH BEEF & VEAL



The PBC's Beef and Veal in the Classroom program provided financial support, through grants, to support the use of beef and veal products in Middle and High School Family and Consumer Science classrooms. Educators were also provided with turnkey educational materials to execute comprehensive protein lessons with their students. During the 2023-2024 School Year

the program had 45 Family and Consumer Science educator participants – 27 beef grants and 18 veal grants. Through these program efforts, 5,500 students across the Commonwealth had the opportunity to cook with beef and/or veal.

### PA BEEF TO PA SCHOOLS PROGRAM EXPANDS IMPACT



The PA Beef to PA Schools program funded by the PA Department of Agriculture and facilitated by PBC Staff worked to break down entry barriers to seamlessly provide high-quality, local beef to the school cafeteria tray.



The Council built relationships with foodservice directors and helped to connect them with their local agricultural community. The PA Beef to PA Schools program was active in 32 school districts

within 19 counties, reaching 41,000 students and placed over 35,000 lbs. of beef during the academic school year.

## A YEAR IN REVIEW SNAPSHOT OF PRODUCER TRAININGS



10 ≡

BQA Chute Side Trainings

2,349 ≡

Producers Reached

6 ≡

NEDBQA Events

11 ≡

Total Producer Events

243 ≡

NEDBQA Producers Reached

5 ≡

BQA/Protocol Workshops

## PENNSYLVANIA BEEF COUNCIL FINANCIALS FOR THE YEAR ENDING ON SEPTEMBER 30, 2024

PA Net Checkoff Collections	347,760
Contracts, Interest, Other income	2,005,549
	<u>2,353,309</u>
Grow Consumer Trust In Beef	
Consumer Outreach	6,623
Health Outreach	9,834
Promote & Capitalize	
Digital Outreach	9,117
Channel Outreach	2,455
Consumer Outreach	10,408
Veal Promotion and Outreach	8,000
Beef and Veal in the Classroom	4,433
Checkoff Collaboration & Federation Investment	24,121
Producer & Education	
Producer Communications	8,648
Beef Quality Assurance	11,243
Checkoff Mailer	9,734
Total Program Coordination	104,616
Total Contract Services	2,059,042
Net Administrative Costs	102,674
Unrestricted Expenses	-
Total Expenses	<u>2,266,332</u>
Excess Rev over Expenses	<u>86,977</u>