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## **Check Out Your Checkoff**

August 2017

*National and state programs to build beef demand*

### **Connecting with Texas FFA**

In efforts to connect with Texas FFA members and vocational agriculture teachers, the Texas Beef Council (TBC) exhibited at trade shows for the Texas FFA Convention held in Corpus Christi and the Vocational Agriculture Teachers Association of Texas Annual Conference held in Arlington. TBC offered resources for teachers and encouraged students to earn their Masters of Beef Advocacy (MBA). Texas FFA has more than 1,000 active FFA chapters with more than 114,000 members across the state.

### **Beef Quality Assurance Trainings**

As part of a collaborative effort, the Texas Beef Council, Texas A&M AgriLife Extension and Texas and Southwestern Cattle Raisers Association recently hosted four Texas Beef Quality Producer (TBQP) programs for producers in Gainesville, Clarksville, Laredo and Odessa. Texas Beef Quality Assurance programs cover proper management techniques to ensure cattlemen and women are producing a safe and wholesome product. Training programs cover Beef Quality Assurance (BQA), industry updates, record keeping, environment stewardship and proper management practices associated with genetic selection, cattle handling, culling, vaccination and more.

### **Engaging Ag Advocates**

The Texas Beef Council (TBC) recently worked in partnership with Texas 4-H Livestock Ambassadors and Texas Ranch Brigades during their respective youth programs. TBC hosted a Grilling 101 for both programs and encouraged students to become active beef advocates through the checkoff-funded Masters of Beef Advocacy (MBA) program. The MBA program trains members of the beef community to engage with consumers and answer their questions about beef and beef production.

### **Beef Tongue the Talk of FoodEx**

FoodEx is Japan's most prestigious show, where U.S. exporters meet with hundreds of buyers and representatives of Japan's retail and foodservice industries. The beef checkoff handed out samples of U.S. beef tongue – a delicacy for Japanese consumers. Japan imported more than 19,000 metric tons of U.S. beef tongue in 2016, up 15 percent year-over-year, valued at \$286 million – up 43 percent. The checkoff strategy is to introduce Japanese trade and retail buyers to U.S. suppliers of processed beef items.

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The Texas Beef Council (TBC) conducts the \$1 per head national checkoff program for Texas beef producers and is also the contractor for the Beef Promotion Research Council of Texas (BPRCT), which administers the \$1 per head Texas state checkoff program. TBC's mission is to increase beef demand in the state through programs of beef promotion, research and education. TBC also helps fund national and international beef checkoff programs to increase marketing opportunities around the globe. The BPRCT's mission is to improve Texas producer profitability by strengthening and expanding beef demand. The TBC and the BPRCT are directed by a 20-member board of cattlemen and women representing the state's beef producers. For more information on this and other checkoff-funded programs, please visit [www.TexasBeefCheckoff.com](http://www.TexasBeefCheckoff.com) or call (800) 846.4113.

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