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Check Out Your Checkoff

June 2017

National and state programs to build beef demand

Russian Region Chefs Visit Texas

The Texas Beef Council, in partnership with the U.S. Meat Export Federation, recently hosted a group of six chefs from regions surrounding Russia for a Texas beef industry tour. Participants traveled across the state and visited a ranch, feedyard, processing plant, retail outlets, and several foodservice establishments. The Texas Beef Checkoff Program invests in programs throughout the year that are aimed at expanding market penetration, improving global consumer perceptions and building trust in U.S. beef.

Monthly Media

Throughout the month of May beef was showcased in the media through TV newscasts and online news outlets in Waco, Beaumont and Amarillo. The stories featured delicious beef recipes and offered cooking tips and beef nutrition information to consumers. Monthly audience impressions totaled more than 890,000. The Texas Beef Council works throughout the year to ensure positive beef stories reach consumers in Texas.

Beef Culinary Immersion

The Texas Beef Council (TBC) recently hosted a Beef Culinary Immersion Tour in connection with the National Restaurant Show. TBC hosted culinary teams from two Texas-based restaurant groups to explore the national show and attend educational sessions. Master butcher, Kari Underly, hosted a butchery class for the culinary professionals on the tour. Throughout the immersion experience, the group visited several successful steakhouses and other cutting edge restaurants.

National Education Efforts

The checkoff continues to bring beef to the table at education events, including the National Science Teachers Association Conference and Association of Children's Museums Interactivity Conference. In partnership with the Texas Beef Council, a new education resource, "True Beef: Pasture to Plate Educator Guide," was just launched to support the True Beef documentary produced by Pflugerville (Texas) Independent School District. To date, the Learn About Beef website and resources have reached more than 37 million users with nearly 1,000 beef resource downloads. Get your [free copy](#) of True Beef: Pasture to Plate Educator Guide today!

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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 or call (800) 846.4113.

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