



**Note to Editor:** Feel free to use these shorts as fillers in your publication. If you have questions or need additional information, please call Misty Martin at 1-800-846-4113.

## **Check Out Your Checkoff**

October 2017

*National and state programs to build beef demand*

### **Health Professional Conferences**

The Texas Beef Council (TBC) recently attended the Texas Nurse Practitioners Conference and Texas Academy of Physician Assistants Regional Conference both held in Austin. TBC shared information regarding beef in a cholesterol management program with attendees and provided educational materials for patients highlighting protein and healthy eating. Practitioners also received beef nutrition research.

### **Beef Team Recap**

Texas BEEF Team members recently represented the powerful protein they love at runs, triathlons and cycling events in The Woodlands, Lubbock, Amarillo, Plainview, Kemah, Corpus Christi, Lost Pines, Houston, San Antonio, Spicewood, Dallas, Kerrville and Cedar Park. In September, more than 225 team members were seen wearing their BEEF Team gear and showcasing how beef can fit into healthy diet and lifestyle. An additional 200 team members participated in various races not included on the team calendar. The Texas BEEF Team is a community of 1,200 beef loving fitness enthusiasts across the Lone Star State. These athletes are committed to living active, healthy lifestyles and are dedicated to serving their community and helping others lead healthier lives. Together, the Texas Beef Council and the Texas BEEF Team are working toward building a healthier Texas.

### **Monthly Media Results**

Throughout the month of September beef was showcased in the media through TV newscasts, online and social news outlets in Houston, Lubbock and San Antonio. Segments and stories featured delicious beef recipes and offered cooking tips and beef nutrition information to consumers. Monthly audience impressions totaled more than 2.75 million. The Texas Beef Council works throughout the year to ensure positive beef stories reach consumers in Texas.

### **Your Beef Checkoff is Helping Consumers Rethink the Ranch**

Promoting beef has become more complicated than it was in 1992 when your beef checkoff kicked off the “Beef. It’s What’s for Dinner.” brand. That’s why “Rethink the Ranch” was born. As your checkoff is re-introducing consumers to beef during this 25th anniversary of our iconic brand, we’re also introducing them to the real ranchers and farmers and their real stories about how they produce beef. This will be the first time that BeefItsWhatsForDinner.com will promote both the product and the people who produce that product. The site tells a brand story that is focused on promoting beef’s greatest strengths: the unbeatable taste of beef, the people and production process behind beef, the variety and ease of cooking beef, and the nutritional strength that beef provides. Visit the NEW BeefItsWhatsForDinner.com to watch the video.

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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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