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Check Out Your Checkoff

September 2017

National and state programs to build beef demand

Beef Team Recap

Texas BEEF Team members recently represented the powerful protein they love at runs, triathlons and cycling events in Schulenburg, Lubbock, Austin, San Marcos, Waco, San Antonio and Wichita Falls. In August, more than 110 team members were seen wearing their “Fueled by Beef” gear and showcasing how beef can fit into healthy diet and lifestyle. 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 August beef was showcased in the media through TV newscasts and online news outlets in Houston, Beaumont, Tyler, Lubbock and Amarillo. The stories featured delicious beef recipes and offered cooking tips and beef nutrition information to consumers. Monthly audience impressions totaled more than 3.6 million. The Texas Beef Council works throughout the year to ensure positive beef stories reach consumers in Texas.

U.S. Beef Exports Stay Red Hot in July

U.S. beef exports remained well above last year’s pace in July, posting one of the highest monthly export value totals on record. July beef exports totaled 230.4 million pounds, up 5 percent year-over-year, while export value reached \$623.7 million – up 18 percent from a year ago and the highest since December 2014. For January through July, exports increased 11 percent in volume (1.6 billion pounds) and 15 percent in value (\$3.97 billion) compared to the first seven months of last year. For January through July, beef exports accounted for 12.8 percent of total production and 10 percent for muscle cuts – roughly steady with last year. Export value per head of fed slaughter averaged \$299.21 in July, up more than \$35 (or 13 percent) from a year ago. Through July, per-head export value was up 9 percent to \$273.52.

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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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