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## Check Out Your Checkoff

November 2017

*National and state programs to build beef demand*

### Beef Immersion Experience

Employees from H-E-B's health and wellness, public relations, and meat department recently gathered in San Antonio for a day of beef-focused presentations covering retail trends, nutrition, culinary applications and production practices. The group ended the day with an immersion tour at the Peeler Ranch and Texana Feeders in Floresville. Attendees learned about all segments of the industry, beef cuts, and how to make proper recommendations to consumers regarding their beef purchase. Immersion tours are a unique opportunity for the Texas Beef Council to bring together partners and discuss all things beef and equip employees with useful and applicable information.

### State Fair of Texas

The Texas Beef Council returned to the State Fair of Texas and invited fair-goers to experience the Beef Loving Texans interactive grilling themed booth. Throughout the fair, TBC encouraged thousands of visitors to take the 'What Kind of Beef Loving Texan Are You?' quiz and share photos captured at the Beef Loving Texans photo booth. The State Fair of Texas provides consumers an opportunity to further engage with Beef Loving Texans. Promotional events aim to remind consumers of shared moments around beef and provide information on beef nutrition, grilling and cooking.

### Beef Tailgate

Beef Loving Texans recently invited members of the Austin Food Blogger Alliance to attend a Grilling 101 and discuss beef smoking tips and recipe ideas in efforts to inspire and step-up their tailgating. The Texas Beef Council's grill master, Jerry McPherson, taught the social media influencer audience how to grill and shared expert tips for smoking the perfect beef cut for their tailgate. Chef Tiffany Blackmon provided delicious beef recipes, perfectly paired sides, and tips on making the perfect tailgating recipes for an upscale, foodie-take on the traditional tailgate. For tips and recipes, visit [BeefLovingTexans.com](http://BeefLovingTexans.com)

### Content Partnerships Prove Successful for Beef. It's What's For Dinner.

October marked the end of another successful content partnership campaign for the Beef Checkoff. In 2017, the checkoff-funded Beef. It's What's For Dinner. brand partnered with food and healthy lifestyle websites, [PureWow](http://PureWow) and [Greatist](http://Greatist), to create and execute beautiful, inspiring content about beef. These partners captured consumers through a variety of videos and articles, resulting in millions of consumers hearing about beef from these influential, credible websites. Overall, the campaign garnered more than 85 million impressions, 4.1 million video views and nearly 50k social engagements across both the PureWow and Greatist digital ecosystems. These numbers surpassed standard benchmark for both partners, proving that consumers are hungry for educational beef content. From choosing and preparing beef meals to nutritional information – consumers ate it up!

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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.

