

# **Final Technical Report**

## **FCEB Project #P1**



August 1, 2024

# 2024 Florida Beef Council Final Report

Program results for the period October 2023 to July 31, 2024.

Presented to

**Cattle  
Enhancement Board**

Prepared by

**DeAnne Maples**



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# At a Glance

Florida Beef Council

## \$250,000

Allocation Awarded August 2023

**Introduction:** The Florida Beef Council is pleased to provide a comprehensive midterm report on the utilization of funds received during the 2023/2024 contract year. The initial funding of \$250,000 has been strategically deployed to support various initiatives aimed at driving beef demand across the state of Florida.

**Financial Overview:** As of the midpoint in the contract year, more than half of the allocated funds have been either spent or committed to initiatives that align with our mission. A detailed financial breakdown is available upon request for your review.

**Program Highlights:**

Drive beef sales by employing educational marketing tactics aimed at growing consumer interest and influencing consumer opinion with special focus in retail sales; education; nutrition; foodservice training; and consumer outreach.

## Key Objectives



Build Beef  
Demand



Influence  
Consumer  
Opinion



Drive Beef  
Sales



Brand  
Building



# Market Analysis

Florida Beef Council

22,610,726

Population - Florida

13,119,988

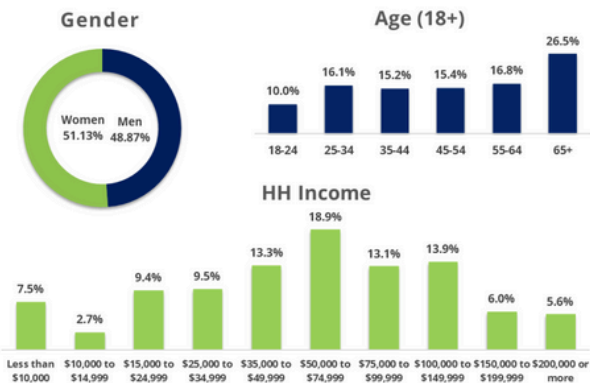
Population Ages 25-64



## Demographic Analysis

2060 Digital performed a demographic analysis to evaluate your potential target market size.

Geography	Florida
Total Population	21,693,485
Median Age	42.7
Population Ages 25-64	11,079,386
Total HH'S (Households)	8,675,167
HH'S with Children	2,019,359
Median HH Income	\$59,249
Average HH Income	\$86,153
HH'S with Income \$50,000+	4,993,371



\*This data is estimated based on US Census and American Community Survey data



# Tactic One: Retail Sales

Drive beef sales through retail channel marketing tactics.

The Florida Beef Council promotes beef to Florida consumers to build demand and increase beef sales with special focus in the area of retail sales utilizing an e-commerce campaign.

E-commerce (electronic commerce), the buying and selling of goods and services over an electronic network like the internet, is a skyrocketing trend, and the prevalence and success of e-commerce shopping is staggering. For this report, we'll introduce only the statistics specific to grocery sales to analyze the importance of e-commerce programs.

Most online grocery buyers are millennials, who reportedly place high value on same-day delivery. They are far more receptive to in-home delivery options and new retail-tech features, and they make up today's family shopping demographic.

In 2023, online grocery sales in the US were expected to hit **\$160 billion**, spurred by approximately 143.6 million digital grocery buyers across the country. Some suggest it could even top \$1 trillion. With the convenience of e-commerce offers, it is here to stay and will continue to trend upward.



## \$58,000

Florida Beef Council Retail Sales Total Investment



# Tactic One: Retail Sales

Drive beef sales through retail channel marketing tactics.



## Heart Health & Nutrition Month E-commerce Campaign

Active February 1 - March 14

This strategic investment aimed to drive beef sales and enhance the visibility of lean beef cuts and meals in Florida utilizing a retail campaign running from February 1 to March 14,

### Campaign Overview:

- National Reach with a Local Focus:
  - The e-commerce program focused on lean beef cuts and meals, leveraging the national Walmart.com platform and Walmart app. Additionally, off-site creative will run on 100 or more popular consumer lifestyle sites across the nation.
- Florida-Specific Investment:
  - While a similar campaign will run simultaneously in several states nationwide, the Florida Beef Council ensured that Florida's funds were exclusively invested within the state. This localized strategy aimed to maximize the impact of the campaign on Florida consumers.

Results are provided on the following pages.



**\$50,000**

Florida Beef Council Campaign Investment

# National Retailer Heart Health & Nutrition Month Campaign Results



# \$4.75M

IN BEEF SALES

## RETURN ON AD SPEND

The campaign drove 8.2M impressions and reached several million households.

Traceable beef sales reached \$4.75M. (Cash sales are not traceable.)

ROAS (Return on Ad Spend) topped \$94.69. In other words, each campaign dollar invested returned \$94.69 in attributable beef sales.



Lean beef

Smart for your heart.

Shop now



Sponsored

## IMPACT SNAPSHOT

# 8.2 M

Impressions

# \$94.69

Return on Ad  
Spend





# Tactic One: Retail Sales

Drive beef sales through retail channel marketing tactics.



## Summer & Back-to-School E-commerce Campaign

Summer 2024

This strategic investment aimed to drive beef sales and enhance the visibility of lean beef cuts and meals in Florida utilizing a retail campaign running summer 2024,

### Campaign Overview:

- National Reach with a Local Focus:
  - The e-commerce program focused on lean beef cuts and meals, leveraging the national SamsClub.com platform and Walmart app. Additionally, off-site creative will run on 100 or more popular consumer lifestyle sites across the nation.
- Florida-Specific Investment:
  - While a similar campaign will run simultaneously in several states nationwide, the Florida Beef Council ensured that Florida's funds were exclusively invested within the state. This localized strategy aimed to maximize the impact of the campaign on Florida consumers.

Results are not finalized.



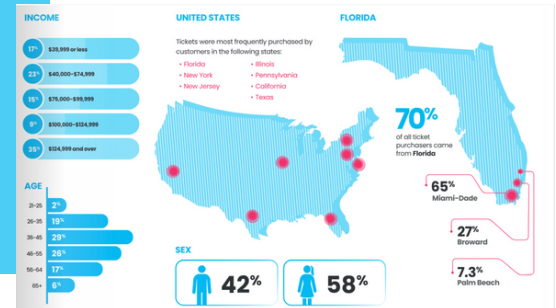
**\$8,000**

Florida Beef Council Campaign Investment



# Tactic Two: Consumer, Culinary, Brand Promotion

Drive beef sales through consumer and culinary engagement, and brand promotion.



The Florida Beef Council (FBC) is thrilled to present an update on our participation in the South Beach Wine & Food Festival (SOBEWFF) for the first time, made possible through the support of the Cattle Enhancement Board (CEB) funds.

## Financial Overview:

CEB funds were allocated to facilitate the FBC's participation in the SOBEWFF, a renowned culinary event that attracts food enthusiasts and industry professionals from around the world. Detailed financial statements are available upon request for your review.

### 1. Inaugural Presence:

- The FBC's participation in the SOBEWFF marked a significant milestone as it was our first time being part of this prestigious culinary event. This opportunity allowed us to showcase the versatility and quality of beef to a diverse audience of food connoisseurs and influencers.

### 2. Culinary Showcases:

- At the SOBEWFF, the FBC hosted culinary showcases featuring renowned chefs preparing delicious beef dishes using locally sourced Florida beef. These live cooking demonstrations not only highlighted the culinary excellence of beef but also emphasized its importance in the culinary landscape of Florida.



-Florida Beef Council chefs prepared and served nearly one ton of fresh beef products at the SOBEWFF, garnering rave reviews from attendees. The culinary offerings showcased the versatility and exceptional quality of Florida beef, leaving a lasting impression on all who sampled it.

#### 4. Event Attendance:

-The SOBEWFF attracted over 500 celebrity chefs and 75,000 food enthusiasts, making it a premier event in the culinary world. The large attendance provided an excellent platform for the FBC to reach a wide audience and promote Florida beef.

#### 5. Brand Visibility:

-Our presence at the SOBEWFF provided valuable brand visibility for FBC, with our logo prominently displayed alongside other sponsors and participants. This exposure helped raise awareness of our organization and its mission to promote beef consumption in the state of Florida.

#### 6. Rancher Engagement:

-Florida cattle ranchers Beaver and Michelle Yoder were on hand during the event to meet with attendees and share insights into the process of raising quality beef in Florida. Their presence added a personal touch and provided attendees with a deeper understanding of the dedication and care that goes into producing beef.

#### Impact and Outreach:

##### 1. Engagement Metrics:

- The FBC is currently evaluating engagement metrics from the SOBEWFF, including attendee feedback, social media impressions, and media coverage, to assess the impact of our participation. Preliminary data suggests a positive reception and increased interest in Florida beef among event attendees. A comprehensive recap of the success at SOBEWFF 2024 will be provided in the final report later this year.

##### 2. Networking Opportunities:

- Beyond the culinary showcases, the SOBEWFF offered valuable networking opportunities for the FBC to connect with chefs, restaurateurs, food writers, and other industry professionals. These connections are instrumental in fostering partnerships and advancing our mission to promote beef consumption.

**\$53,638.88**

Florida Beef Council SOBEE  
Campaign Investment

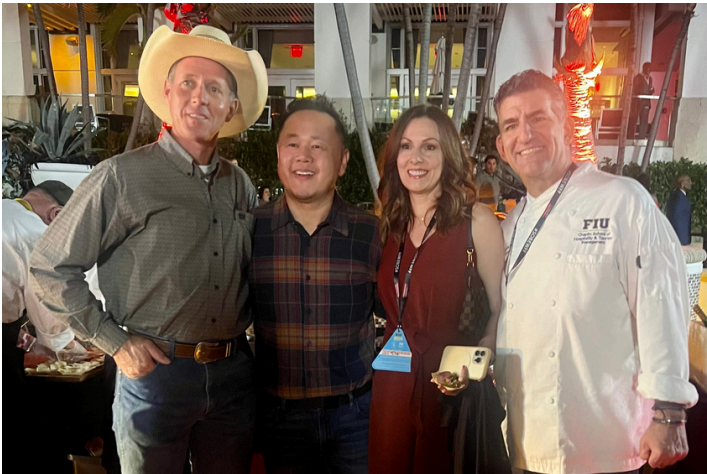




**food** **SOBEWFF**  
SOUTH BEACH WINE & FOOD FESTIVAL®  
PRESENTED BY **Capital One**

**Tactic Two: Consumer,  
Culinary, Brand Promotion**

Drive beef sales through consumer and culinary engagement, and brand promotion.



 **chefchrisvaldes** •  
Loews Miami Beac...



 Liked by  
foodwinesunshine and





## Tactic Two: Consumer, Culinary, Brand Promotion

Drive beef sales through consumer and culinary engagement, and brand promotion.

# "Ranch to Ribeye"

April 15-17, 2024

**Introduction:** The Florida Beef Council (FBC) is excited to share details of our upcoming Ranch to Ribeye annual ranch tour event, made possible through the support of the Cattle Enhancement Board (CEB) funds. This event provided valuable insights into the beef industry from pasture to plate, catering to retail and food service sales professionals, chefs, and culinarians.

Our recent "Ranch to Ribeye" tour was an enormous success. This annual two-day event showcases Florida's dynamic cattle and beef industries, which have experienced remarkable growth since its start.

- This year, we were honored to welcome 40 influential culinary, food service, education, and retail figures.
- Notable names include the Walt Disney Companies Sr. Sourcing Specialist; the executive culinary team from Charley's, America's #1 steakhouse; and Celebrity Chef Chris Valdes, along with representatives from Cargill, Sysco Foods, Buckhead Meat, Florida International University, and more.
- Collectively, this distinguished group reaches consumers in the hundreds of millions, with beef sales from WDW Orlando, Sysco Florida, and Buckhead Meat totaling more than 202 million pounds annually.
- In terms of consumer reach and sales, this year's tour stands as the best we have assembled in recent years.
- The unwavering support of members, who open their gates to these groups is instrumental in our success. Thanks to the Griner, Usher, and Quincey families for their warm hospitality, as well as to the dedicated faculty and staff at UF Meat Science, including Dr. Carr, Dr. Thrift, and Kyle Mendes.

**Conclusion:** The FBC is grateful for the support of the Cattle Enhancement Board in organizing the Ranch to Ribeye Spring ranch tour event. This initiative reflects our commitment to promoting education and awareness within the beef industry and strengthening partnerships among industry stakeholders.



# "Ranch to Ribeye"

## Tactic Two: Consumer, Culinary, Brand Promotion

Drive beef sales through consumer and culinary engagement, and brand promotion.





**Tactic Two: Consumer,  
Culinary, Brand Promotion**

Drive beef sales through consumer and  
culinary engagement, and brand promotion.



# American Pie Council National Championships

**Introduction:** The Florida Beef Council (FBC) is delighted to announce our sponsorship of the American Pie Council National Championship, marking our first-ever participation in this esteemed event. Through the support of the Cattle Enhancement Board (CEB) funds, we have introduced a new category for savory pies, featuring beef as the primary protein ingredient.

## **Event Overview:**

### **1. National Pie Championships®:**

- The American Pie Council hosts the National Pie Championships®, attracting amateur, professional, and commercial pie bakers from across the country to compete in various categories. Our sponsorship introduces a new category specifically for savory pies, showcasing the versatility and flavor of beef in pie creations.

### **2. Savory Pie Category:**

- The addition of a savory pie category highlights the savory side of pie-making, with beef serving as the star ingredient. This category provided an opportunity for participants to showcase their creativity and culinary skills in incorporating beef into their pie recipes.

### **3. Exclusive Chef Demonstration:**

- As part of our sponsorship, Chef Rick Neal provided an exclusive beef pie recipe and demonstration to attendees during the two-day event. Chef Neal's expertise offered insights into creating delicious beef pies and inspired participants to explore new culinary possibilities with beef.

## **Impact and Outreach:**

### **1. Promoting Beef in Culinary Events:**

- Our sponsorship of the American Pie Council National Championship underscores our commitment to promoting beef in culinary events and expanding its presence in diverse culinary creations.

### **2. Engagement and Education:**

- The inclusion of a savory pie category and Chef Neal's demonstration provided opportunities for engagement and education, fostering greater appreciation for beef's role in savory dishes among participants and attendees.

**Conclusion:** The FBC is grateful for the support of the Cattle Enhancement Board, which has enabled us to sponsor the American Pie Council National Championship and introduce a new savory pie category featuring beef. This initiative aligns with our mission to promote beef consumption and showcase its versatility in culinary applications.

**\$12,835.46**

Florida Beef Council Total APC Investment





# American Pie Council National Championships

## Tactic Two: Consumer, Culinary, Brand Promotion

Drive beef sales through consumer and culinary engagement, and brand promotion.

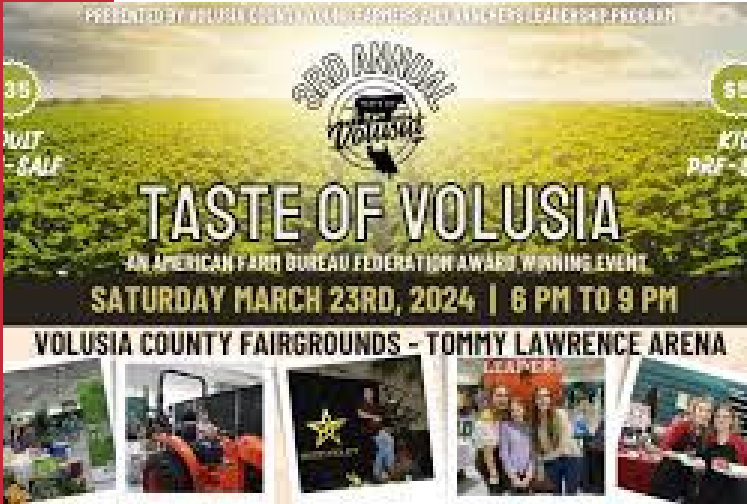




# “Taste of Volusia”

## Tactic Two: Consumer, Culinary, Brand Promotion

Drive beef sales through consumer and culinary engagement, and brand promotion.



**\$2,470.39**

Florida Beef Council Taste of Volusia  
Campaign Investment

# Tactic Three: Nutrition

Drive demand for beef through the engagement and education of nutrition professionals.

The Florida Beef Council is pleased to provide an update on the sponsorship of the upcoming Florida Academy of Nutrition and Dietetics (FAND) annual symposium, a significant initiative supported by the Cattle Enhancement Board (CEB) funds. This sponsorship marks the first in-person symposium hosted by FAND since the onset of the COVID-19 pandemic.

Financial Overview: CEB funds were allocated to sponsor the FAND annual symposium, demonstrating the Council's commitment to promoting the nutritional benefits of beef and supporting the community of nutrition professionals. Detailed financial statements are available upon request for your review.

## Symposium Highlights:

### 1. Return to In-Person Engagement:

- The sponsorship of the FAND annual symposium marked a pivotal moment as it signified the return to in-person engagement for the first time since the COVID-19 pandemic. The Council's support played a crucial role in facilitating this transition and fostering meaningful connections within the nutrition and dietetics community.

### 2. Promoting Beef Nutrition:

- The Florida Beef Council will actively participate in the symposium, showcasing the nutritional benefits of beef and providing valuable resources to attendees. Educational materials, recipe demonstrations, and interactive sessions highlight the role of beef in a balanced diet, reinforcing its importance in promoting overall health and wellness.

### 3. Building Partnerships:

- The sponsorship of the FAND annual symposium provided an opportunity for the Florida Beef Council to strengthen partnerships with nutrition professionals, dietitians, and other stakeholders in the healthcare industry. Collaborative efforts were made to disseminate evidence-based information about beef nutrition and address misconceptions surrounding beef consumption.

## Impact and Outreach:

### 1. Engagement Metrics:

- The Florida Beef Council will evaluate engagement metrics, including attendee feedback, session attendance, and post-event surveys, to assess the impact of the sponsorship. Preliminary indications suggest positive reception and an increased understanding of the nutritional benefits of beef among symposium attendees.

### 2. Community Outreach:

- Beyond the symposium itself, the Council's sponsorship has facilitated broader community outreach efforts, including media coverage, social media engagement, and partnerships with local organizations. These initiatives aim to amplify the Council's message and reach a wider audience across the state of Florida.

Conclusion: The Florida Beef Council is grateful for the opportunity to sponsor the Florida Academy of Nutrition and Dietetics annual symposium and appreciates the support of the Cattle Enhancement Board in making this initiative possible. We remain committed to promoting beef nutrition, fostering community engagement, and supporting the health and wellness of Floridians.

# \$54,971.83

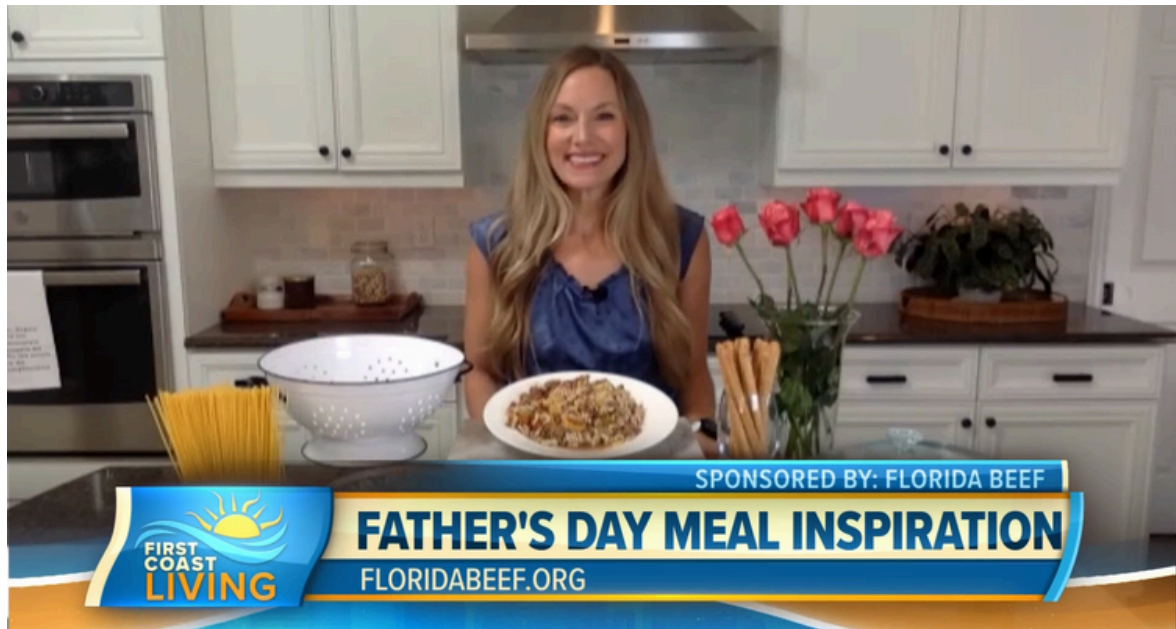
Florida Beef Council Total Nutrition Programs Investment





## NUTRITION - Broadcast Marketing

**Tactic:** Influence consumer perception by using broadcast-trained registered dietitians to deliver beef meal ideas and positive messaging about beef's nutritional profile in targeted Florida markets.



Securing earned media placement in Florida's crowded news market has become increasingly challenging, and paid media is expensive. To address this, we partnered with a media placement company to utilize broadcast-trained dietitians.

We conducted 15 segments for broadcast across high population Florida markets. Topics include: healthy tailgating with beef; holiday cooking; back-to-school meals; Father's Day, heart health, and much more.

- 84 Markets (in-state; national syndicates)
- 5M Impressions
- 15 web posts

Additional performance numbers still expected.

Tampa: <https://www.abcactionnews.com/morningblend/let-your-grill-master-relax-this-weekend-check-out-this-delicious-steak-recipe-to-treat-dad> \*Exclusive  
 Jacksonville: <https://www.firstcoastnews.com/video/entertainment/television/first-coast-living/beef-its-whats-for-fathers-day-dinner/77-627b7d49-9038-44ab-b401-a02958e532> \*Exclusive  
 Daytime: <https://www.wfla.com/daytime/lean-mean-cheeseburgers/> \*Exclusive with National Syndication  
 Fort Myers: <https://abc-7.com/news/health/2023/11/20/healthy-living-holiday-nutrition/776c1d-1w480nuffey>  
 Jacksonville: <https://www.firstcoastnews.com/video/entertainment/television/first-coast-living/foods-on-the-nice-list-all-year/77-6424e267-7456-48f3-bf72-4e8ed899452d>  
 Orlando: [https://www.dropbox.com/s/clfllhmo53oifwrbu5t6ld/D2\\_ZESTO224.mp4?rlkey=1vz33uue69in1afv3e3o8k5t3vdmndfdid0](https://www.dropbox.com/s/clfllhmo53oifwrbu5t6ld/D2_ZESTO224.mp4?rlkey=1vz33uue69in1afv3e3o8k5t3vdmndfdid0)  
 Jacksonville: <https://www.firstcoastnews.com/video/entertainment/television/first-coast-living/food-drink-that-nutrition-experts-love/77-0da8420c-8465-485a-975c-1ed40398dc3>  
 Tampa: <https://www.abcactionnews.com/morningblend/registered-dietitian-jamie-lee-mcintyre-shares-come-food-drinks-you-should-have-on-hand>  
 Miami: <https://www.nbcmiami.com/entertainment/south-florida-live-your-new-favorite-beverage-and-meal/3245549/>  
 Fort Myers: <https://www.abc-7.com/article/healthy-living-national-nutrition-month/60046024>  
 Jacksonville: <https://www.firstcoastnews.com/video/entertainment/television/first-coast-living/spring-foods-for-health/77-500466e-5b72-4eef-bc57-a87bd76a2a>  
 Daytime: <https://www.wfla.com/daytime/nutritionists-trending-food-drink-for-spring/>  
 Orlando: [https://www.dropbox.com/s/clfllhmo53oifwrbu5t6ld/D2\\_ZESTO224.mp4?rlkey=2hu72k5nrbipoltrvau0gpk8t-id3n7uq8dl-d0](https://www.dropbox.com/s/clfllhmo53oifwrbu5t6ld/D2_ZESTO224.mp4?rlkey=2hu72k5nrbipoltrvau0gpk8t-id3n7uq8dl-d0)

Thank you for working with Zest!



### Proof of Performance Report June 2023 – June 2024



Cumulative Airing Performance			
Total Markets	5 (+79 from Nationally Syndicated Daytime)		
Total Segment Airings			13
# Web Posts			11 + 2 File Downloads
Impression Estimate			
Total Estimated Impressions			329,000 local TV total (+4.8 Million via national syndication) + 550,000 web boost
Average Impressions Estimate per market			25,000 per local FL market

Florida-Based Registered Dietitian-Nutritionists, share recipe ideas featuring Florida Beef! Beef provides an excellent source of high-quality protein while containing 9 other essential nutrients like iron and zinc, and easily fits into a healthy diet!

Brand/Product: Florida Beef			
Sponsor: Florida Beef Council			
Zest Contact: Jamie Lee McIntyre MS RDN Email: <a href="mailto:jamielee@zestplacements.com">jamielee@zestplacements.com</a>			
Air Date:	Air Time (local):	Duration:	
Tampa Bay's Morning Blend 6/15/23	10:00am	4:21	
First Coast Living 6/15/23	11:00am	3:46	
Daytime 7/3/23	10:00am	5:10	
ABC7 More in the Morning 11/20/23	9:00am	4:34	
Jacksonville 12/7/23	11am	4:10	
Orlando 2/14/24	12-1pm	2:00	
Jacksonville 2/19/24	11am-12pm	4:55	
Tampa 2/21/24	10-11am	4:39	
Miami 2/28/24	12-30pm	1:54	
Fort Myers 3/1/24 (Exclusive*)	9-10am	5:24	
Jacksonville 4/15/24	11:00am	4:04	
Daytime 4/25/24	10:00am	4:16	
Orlando 5/28/24	12-1pm	2:00	



# NUTRITION - Adolescent Health & Nutrition Physician Toolkits

Engaging doctors and their patients with educational materials highlighting beef's role in health, the Florida Beef Council, in partnership with the NCBA Federation Services Registered Dietitians, sent out more than sixty toolkits to adolescent physicians. Post-program evaluations consistently indicate that doctors are more likely to recommend beef after receiving these toolkits.

## Real Talk with Pediatric Dietitian, Jill Castle, MS, RDN



As a parent or caregiver, you play the most important role in your child's eating behavior. In fact, even the way you talk about food can have an impact on developing healthy eating habits.



Comments about a child's body size or weight can backfire. Even parents with the best intentions can say things that make teens feel bad, which may lead to unhealthy eating patterns.



Teens may be unhappy with their bodies and view food as something they can alter, modify and control, which is why your words matter.



Drop the "good" or "bad," and the "healthy" or "unhealthy" food descriptions. Instead, focus on eating enjoyment and encouraging a positive relationship with food. It's all about balance!



Jill Castle, MS, RDN is one of the nation's premier childhood nutrition experts and founder and CEO of The Nourished Child®. She is the author of the book *Kids Thrive at Every Size* (Workman 2024) and other impactful books like *Eat Like a Champion* and *The Smart Mom's Guide to Healthy Snacks*. Jill is the mother of four adult children and lives in Massachusetts with her husband.

## Table Talk Topics

Positive Conversations with Tweens and Teens about Food, Performance, and Feeling Good

### HOW FOOD MAKES YOU FEEL

We eat for nourishment and occasionally to feel better—and that's okay! Eating diverse foods helps your body get what it needs to stay healthy and feel good so you can be at your best.



### HOW FOOD HELPS YOU THINK

Food helps your brain function at its best. Getting the right balance of nutrients—including iron, zinc, and vitamin B12—helps your brain function and learn.



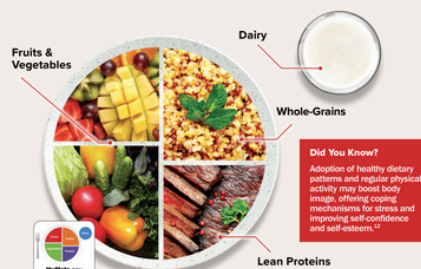
### HOW FOOD HELPS YOU PERFORM

Food gives your body "fuel" to do a variety of things like play sports, play an instrument, and participate in after-school activities.

For more info, visit:

## Build Balanced Plates with Beef

Guidance on how to build a balanced plate can help boost nutrition and fuel tweens and teens.



On average, adolescents 14-18 years-old require 5½ to 7 oz of protein-rich foods each day.<sup>1</sup>

A 3 oz cooked serving of beef contains about 25g of protein and 9 other essential nutrients.<sup>2</sup>

What does 3 oz of cooked beef look like?<sup>3</sup>



\*Questions are limited. 1 reply per question to one (1) per PublicConnect member email, physical address or household, requires a fully complete survey, a valid email address, and are provided digitally. See terms and conditions on PublicConnect.me.  
<sup>1</sup> This is an estimate of 25 grams of protein, actual amount of protein may vary.  
<sup>2</sup> Based on the requirements for a 2,000-calorie diet. Individual needs may vary. Consult with your health care provider for specific needs.



## Dear Healthcare Provider,

The tween and teen years are defined by transformative growth and development, yet unfortunately, many children and adolescents fall short on consuming essential nutrients to support physical and mental performance and overall well-being.<sup>1</sup>

The latest *Dietary Guidelines for Americans* reports that school-age children and adolescents have poor diet quality with inadequate intakes of protein, iron, zinc, phosphorus, choline and vitamins B6 and B12, leading to deficiencies that can compromise linear growth, cognitive development, and immune function.<sup>1</sup> Research consistently shows that balanced diets containing nutrient-dense foods, like lean beef, support adolescent growth and development and can help fill these nutrition gaps.<sup>2-4</sup>

As a contractor to the Beef Checkoff, a program supported by beef cattle farmers and ranchers, we are committed to advancing nutrition research and supporting healthcare professionals and the public with practical, evidence-based information on beef's role in a healthy and balanced diet.

We hope your patients find this evidence-based toolkit helpful for making every bite count.

### In Good Health,



Shalene McNeill,  
PhD, RDN  
Executive Director,  
Nutrition Science,  
Health & Wellness



Little Berman,  
MS, RDN  
Director, Nutrition Influencer  
Education & Evaluation



Beef is a delicious and hearty food that kids love, making it an important addition to busy school days, practices and events.

When deciding how to best fuel active tweens and teens, start your planning with protein.



Try this Classic Meatloaf recipe, made with simple and nourishing ingredients



## Personalize it in three simple steps:

1 Prepare Classic Meatloaf

2 Add favorite vegetables and seasonings

3 Top and serve with favorite sauce and/or garnishes



### ITALIAN:

Mushrooms + pasta sauce + basil



### GREEK:

Olives + oregano + tzatziki & cucumber



### ASIAN:

Green onions + ginger + peanuts



### SPANISH:

Bell pepper + olives + paprika

## NUTRITION TO SUPPORT GROWING TWEENS AND TEENS



Adolescence is a transitional life stage distinguished by physical, psychological and emotional development and is influenced by unique challenges:

- Rapidly Changing Bodies
- Independence
- Peer Pressure
- Food Choices
- Social Acceptance
- Social Media



We'd love to hear from you!

Visit [beef.pulseconnect.me](https://beef.pulseconnect.me) or scan this QR code, take the survey, and you could receive a \$20 gift card!





## NUTRITION - BYB at CSCCA

Nutrition remains a top priority for the Florida Beef Council. Alongside our ongoing partnerships with the Florida Academy of Nutrition and Dietetics and the Florida School Nutrition Association, we continue to champion beef in sports nutrition through our partnership with the BYB (Build Your Base).

We attended the CSCCA (Collegiate Strength and Conditioning Coaches) national conference with our partners from the South Dakota and Iowa Beef Councils where we welcomed new recruits to the BYB program. Of course, we couldn't pass up the opportunity to sponsor a delicious beef luncheon. And, Dr. Kim Schwanbauer, dietitian to the Pittsburgh Steelers and member of the BYB advisory board, led a packed workshop on nutrition for female athletes.





### BUILD YOUR BASE PRESENTATION

The Female Athlete: Unique Nutritional Challenges and Practical Recommendations

**CSCCa 2024 National Conference**  
**Wednesday, May 8**  
**11:55 am - 12:55 pm**  
**Room: CC-201A-C**

**SPEAKER**  
**DR. KIM SCHWABENBAUER**







## NUTRITION - BUILD YOUR BASE

We've made waves in the professional sports world, too. The new IFL (Indoor Football League) Jacksonville Sharks uses the BYB program. We launched a digital advertising campaign in the greater North Florida/South Georgia area to complement this tie.

We also ran BYB ad pieces with fan yearbook publications for the Tampa Bay Rays and Miami Marlins.

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IMAGES • ADVERTISING • MARKETING

THE IFL

**BUILD YOUR BASE**

FLORIDA Beef COUNCIL



**OPTIMIZING PERFORMANCE**

**BUILD YOUR BASE**  
www.BuildYourBase.org

**Ready-to-use materials**  
Up-to-date, evidenced based tips and strategies, for using protein to support muscle growth and recovery

**Best-in-class sports nutrition education**  
Regional and nationally renowned experts, provide the support needed so every athlete can succeed

**High quality protein support**  
Access to custom-made Build Your Base original beef jerky! Each ounce contains 10 grams of protein!

[www.buildyourbase.org](http://www.buildyourbase.org)

**BEEF** **FLORIDA Beef COUNCIL** **BEEF**

Funded by the Beef Checkoff



# Tactic Four: Consumer Outreach

## Southeastern States Digital Marketing



Inspire consumers across Florida and the southeast to choose beef with digital advertising on leading media platforms.

### Campaign Overview

Campaign Dates: 06/10/2024 - 08/31/2024

The objective of this campaign is to inspire consumers in the Southern U.S. States to choose beef for their outdoor grilling meals and drive awareness of the Beef. It's What's For Dinner brand.

- This campaign will run the length of the summer, from early June through the end of August, to capitalize on the peak summer grilling season. This will also mirror the National BWFD Summer Grilling Anthem Campaign flight.
- This campaign will run ads across Connected TV and Audio/Online Radio advertising. This allows for premium ad placements on TV, including live sports, cooking shows, and local/national news networks. In addition, audio advertising will allow us to reach consumers while they are listening to music and taking part in their summer activities.

Running on the following platforms:



Connected TV ads through The Trade Desk across a wide variety of appropriate, premium TV channels (e.g., Hulu, Fox, ESPN, ABC, etc.)



Audio Streaming Ads through The Trade Desk (e.g., Spotify, iHeart, Pandora)

Funding Contributions	
Georgia	\$5,000
Alabama	\$3,000
Mississippi	\$5,000
Kentucky	\$5,000
North Carolina	\$5,000
Louisiana	\$17,000
Tennessee	\$5,000
Florida	\$5,000
Virginia	\$3,500
Iowa	\$20,000
Oklahoma	\$10,000
North Dakota	\$25,000
<b>TOTAL BUDGET:</b>	<b>\$106,500</b>

#### Budget Breakdown

The Trade Desk Audio Streaming Ads	\$30,000
The Trade Desk Connected TV Advertising	\$78,500
<b>TOTAL BUDGET:</b>	<b>\$108,500</b>

### Consumer Campaign Strategy



#### TARGET

Targeting consumers in the Southern State footprint: AL, FL, GA, KY, LA, MS, NC, SC, AR, VA and TN



#### MEDIA STRATEGY

Adapting best-performing tactics from the National campaigns and from past Regional State Beef Council campaigns.

- For CTV, leverage popular Live Sports programming throughout the summertime, including placing BWFD ads during the Paris Olympics, Major League Baseball, Wimbledon, Major League Soccer, PGA Tour and other live sports programming.
- For Audio/Radio Streaming, capture popular programming during optimal times-of-day, including morning/afternoon drive-time and evening hours.

#### ASSETS

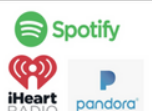
- BIWFD Anthem Campaign Audio and Video assets
- BIWFD Evergreen Summer Grilling Audio spots

#### Budget Breakdown

The Trade Desk Audio Streaming Ads	\$30,000
The Trade Desk Connected TV Advertising	\$76,500
<b>TOTAL BUDGET:</b>	<b>\$106,500</b>



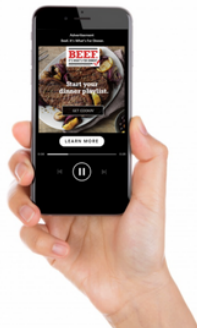
Connected TV ads through The Trade Desk across a wide variety of appropriate, premium TV channels



Audio/Radio Streaming Ads through The Trade Desk

### Audio Advertising: How It Works

- While listening to music on digital audio platforms (Pandora, iHeart, Spotify, etc.), the Beef. It's What's For Dinner. ad will appear during a break promoting beef's message.
- These ads are un-skippable and have an option to learn more on the BIWFD website.
- Audio platforms may include popular consumer audio sites, such as iHeart, Spotify and Pandora.



### Connected TV: Live Sports Advertising

- CTV advertising on **live sporting events on CTV** will be a part of the CTV buy – both during and pre/post live sporting events.
- Ability to reach **highly engaged audience** across premium programming, at a **fraction of the cost** of past Network TV advertising.

Depending on the Season, Live Sports Programming may include:

- Regional College Sports** (Football, Basketball)
- NFL** Regular Season & Playoffs (Sunday Night Football, etc.)
- NBA, NHL, MLB** Regular Season (ESPN, ESPN2, TNT)
- Golf** – Live PGA Tour (FuboTV)
- Soccer** – (U.S. coverage of EPL, Bundesliga, La Liga and Serie A)
- Formula 1 & NASCAR** Racing – (Sling & FS1)
- Paris Olympics**



Digital campaign results will be available Fall 2024.

**\$15,541.13**

Florida Beef Council Total Consumer Outreach Investment

## Print Advertorials

Inspire consumers across Florida and the southeast to choose beef with strategically-placed print advertising.





Questions?  
Please contact us.



deanne@floridabeef.org  
407.846.4557



*Thank You*

for the opportunity to invest in programs that  
influence and elevate beef product sales.



## INVOICE

**Bill To:**

Cattle Enhancement Board

**From:**

DeAnne Maples  
Florida Beef Council  
PO Box 421929  
Kissimmee, Florida 34742  
407.846.4557  
deanne@floridabeef.org

Date: May 3, 2024

Description	Total
Retail - Digital Marketing	\$50,000
Nutrition Education - FL Academy Nutrition; CSCCA	\$10,840.16
Consumer Outreach - Print Placement	\$ 7,770.00
Nutrition - Broadcast TV & Digital Placement	\$ 12,646.78
Brand/Consumer Outreach - Taste of Volusia	\$2,470.39
Culinary & Foodservice - "Ranch To Ribeye" Ed Event	\$22,645.89
Consumer & Infleuncer Outreach - South Beach Wine & Food Festival	\$53,638.88

Total

\$160,012.10

*Thank You!*



## INVOICE

**Bill To:**

Cattle Enhancement Board

**From:**

DeAnne Maples  
Florida Beef Council  
PO Box 421929  
Kissimmee, Florida 34742  
407.846.4557  
deanne@floridabeef.org

Date: August 10, 2024

Description	Total
Brand Marketing - American Pie Championship	\$12,835.46
Consumer Marketing - YF&R; FFB Publication; FFF Publication	\$7,021.13
Digital Marketing - Summer Grilling	\$5,000.00
Nutrition Marketing - Physician Toolkits	\$6,000.00
Nutrition Ad Marketing - BYB Digital; Sports Ads; BYB Toolkit	\$14,750.00
Nutrition Marketing - Zest Communications	\$4,984.89
Retail Marketing - E-Commerce	\$8,000.00
Indirect Costs	\$31,396.42

**\$89,987.90**

*Thank You!*