



Virginia Beef Industry Council 2010 Year in Review

PROMOTION ACTIVITIES AND HIGHLIGHTS

In an effort to promote beef roasts for holiday entertaining, a Holiday Roast promotion encouraged retailers to increase sales of beef roasts with meat case displays and featuring beef roasts in their ads. More than 30,000 roast brochures were distributed in grocery stores throughout the state, giving consumers helpful tips on selecting and preparing a beef roast.

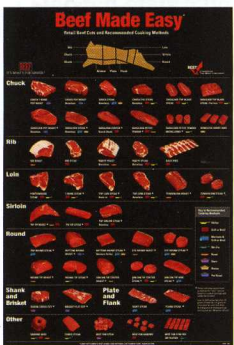
A series of summer grilling promotions aimed at increasing beef purchases were held at more than 200 supermarkets across the state. The stores received point of sale beef kits which included posters, case dividers and grilling recipe brochures. Beef was featured in weekly ads, and in-store beef grilling and sampling demonstrations were held along with a successful backyard beef barbeque contest via a major radio station in Fredericksburg.

Two beef training camps and a beef value training program were hosted for meat department managers and store managers to increase beef sales at the supermarket.

In partnership with NAPA Auto Parts and Cox Radio, VBIC participated in six radio remotes at various Kroger locations as part of an extensive summer grilling promotion. Steaks and burgers were grilled and sampled by Kroger shoppers. Grilling brochures and beef giveaways were distributed. The summer grilling beef radio ads were heard in the Richmond market throughout the six week long promotion.

A beef training camp was held for a major foodservice distributor and included an incentive program to boost sales in the beef category. A new foodservice cuts poster was provided to distributors and restaurant operators which included the many new beef cuts developed by the beef checkoff program.

CONSUMER INFORMATION PROGRAM HIGHLIGHTS



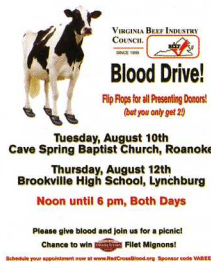
The VBIC maintained a high level of visibility and distributed new and enhanced beef nutrition and safety educational materials at major professional development conferences held by the VA Association of Family Physicians, VA Association of Family and Consumer Sciences Teachers, VA Dietetic Association, and VA School Nurses Association. The primary message communicated to over 1050 health professionals and professional educators continues to be that beef is leaner than ever. The VBIC distributed a laminated beef

cuts wall chart at the VA Association of Family and Consumer Sciences Teachers annual meeting the last three years. Because the annual meeting rotates to different locations each year, additional teachers are able to obtain the chart. Teachers who have attended multiple conferences have indicated very positive results with the wall chart from students in their classrooms.



The VBIC passed out over 2,000 "Beef It's What's for Dinner" pot holders, over 1,000 packets of Hawaiian Sea Salt, and over 5,000 pieces of literature with beef recipes and nutrition educational information at the 2010 Richmond

Southern Women's Show. Over 12,000 participants in the show had the opportunity to stop by the Council's booth, which featured the theme "The Beef you Love...is Good for you Too!!!" Shirley Simmons, a local TV cooking celebrity, was featured on the cooking stage each day of the show demonstrating beef recipes and pointing out the nutritional benefits of beef in a healthy diet. The VBIC worked alongside representatives of the Virginia Cattlewomen's Association and the 2010 Virginia Beef Queen to distribute over 500 "Beef It's What's for Dinner" potholders and nutrition educational brochures at the 31st Annual Virginia State Chili Cookoff.



During the month of August, the VBIC sponsored area blood drives in Roanoke, Lynchburg, Winchester, and Woodstock. The sponsorship was used to pay for the beef used as door prizes at each of the drives as well as for the ground beef used for hamburgers that were served in the canteen area. Beef recipe and educational brochures were distributed from the VBIC's booth, which was setup in the canteen areas. Red

Cross drive officials indicated that donor response was higher as a result of the VBIC's sponsorship.

In 2010, the VBIC sponsored the first Culinary Institute "Beef Cookery Competition" held in Virginia. The competition, which was held in conjunction with the Virginia Western Community College Culinary Arts Program, featured 15 first and second-year culinary

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arts students who were randomly assigned to one of three teams. Each team was given a different cut of beef steak to use as their center of the plate entrée, and were asked to plan a menu that included a salad or appetizer, dessert, and the steak and side dish. Following the competition, the judges used copious notes to critique each of the dishes with the full group of students.



INDUSTRY SERVICES PROGRAM HIGHLIGHTS

Beef producers attending the 2010 Virginia Beef Expo saw how VBIC uses cooking demonstrations, exhibits, and state-of-the-art fact sheets to highlight the versatility and nutritional value of beef.



Bulletin Boards, placed in 16 livestock markets throughout the State in 2007, underwent their annual update with new information during 2010. The purpose of the bulletin boards is to communicate to beef producers,

using a colorful, eye-catching display, how their checkoff dollars are being used to enhance consumer demand for beef. Three wall pockets mounted below each bulletin board are used to distribute: 1) the VBIC Annual Report; 2) the "Beef It's What's For Dinner" bumper sticker; and 3) a beef recipe brochure.

Through its membership in The Federation of State Beef Councils and the U.S. Meat Export Federation, checkoff funds from VBIC are used to support national initiatives in beef promotion and to strengthen the export of beef products. An increase in export volume this past fiscal year made substantial contributions to the value added per beef carcass.

The VBIC website is in its fourth year after a complete renovation. Separate web pages for consumer, educator, producer, youth, and checkoff provide important information on beef nutrition, recipes and links to other useful sites. The VBIC website is the primary tool for linking Virginia consumers to the national "Beef - It's What's For Dinner" website. The website address is www.vabeef.org.

BOARD OF DIRECTORS

Members of the VBIC board of Directors assist with beef promotional events throughout the state and work with beef producers and businesses to extend programs of the VBIC to the local level.

Charlie Drumheller	Chairman, Swoope, Packers/Processors
Betty Jo Hamilton	Vice-Chairman, Middlebrook, Cattle Feeders
Linda Leech	Lexington, Dairy
Robert Kube	Broad Run, Purebred
Dennis Pearson	Warrenton, Purebred
David Coleman	Amelia, Markets
Barry Price	Pearisburg, Markets
Raymond Buchanan	Saltville, Region I
Lewis Pratt	Draper, Region II
James Sponaugle	Doe Hill, Rregion III
Jim Brumback	Winchester, Region IV
Rick Matthews	Browntown, Region V
John Goodwin	Orange, Region VI
Joseph Albert	Monroe, Region VII

Cattlemen's Beef Board Representatives (Ex-Officio)

Bobby Combs, Chilhowie
Hank Maxey, Chatham

Federation Division Representative

Jack Bulls, Amelia

USMEF Representatives

Charlie Drumheller, Swoope

Advisors

Dr. David Gerrard, Virginia Tech Department of Animal & Poultry Science

H. Frank Graves, Virginia Department of Agriculture & Consumer Sciences

Committee Advisors

Deborah Snead, New Castle

Lisa Lloyd, Virginia Department of Agriculture & Consumer Sciences

Staff

Bill McKinnon, Executive Director

Steve Umberger, Director of Beef Communications

Anne Cardwell, Director of Beef Promotion

Virginia Beef Industry Council

Statement of Revenue and Expenses

October 1, 2009 – September 30, 2010

Virginia Checkoff Receipts.....	\$855,755
Interest Income	\$5,788
Gross Income	\$861,544
Returned to Other States (State of Origin)	\$51,673
Revenues Remitted to National Beef Board.....	\$402,041
Net Revenue to Virginia	\$407,830

