

Members Present: Craig Miller, Lawson Roberts, Chas Potter, Elizabeth Nixon, Andrew Gilmer, Mark Gwin, Will Copenhaver, Mark Sowers, Hank Maxey, Tom McCall and Patti Knight. Stephanie Weiss, Executive Director and Teresa Volk, Administrative Assistant were present.

Sarah Aswegan, AMS, USDA, joined the meeting via conference line. She expressed that she would only be available for an hour due to the Federal Holiday.

10:00 AM

A. Welcome

Hank Maxey, Chair

B. Review and Ratification of Past Minutes

The Board reviewed the minutes of the September 16, 2019 meeting.

(Mark Gwin made a motion to approve the minutes of the 9-16-19 meeting as written. Craig Miller seconded the motion. The motion passed unanimously.)

The Board reviewed the minutes of the November 14, 2019 called meeting. It was noted that the total profit on the FY2020 Budget was not subtracted correctly and an amended total profit of \$29,700 should replace the incorrect total of \$35,700.

(Lawson Roberts made a motion to approve the minutes of the 11-14-19 called meeting with an amended profit reflected as \$29,700. Mark Gwin seconded the motion. The motion passed unanimously.)

The Board reviewed the minutes of the November 26, 2019 called meeting.

(Mark Gwin motioned to approve the minutes of the 11-26-19 called meeting. Chas Potter seconded the motion. The motion passed unanimously.)

10:30 AM Presentation of FY 2019 Audit

**Melissa Stanley
of Brown Edwards**

Melissa Stanley of Brown Edwards distributed copies of the FY2019 Audit recently completed by Brown Edwards. Ms. Stanley reviewed the contents of the audit and accepted questions from the Board.

(Mark Gwin motioned to accept the FY2019 Audit as distributed. Tom McCall seconded the motion. The motion passed unanimously.)

C. Treasurer's Report

Teresa Volk reviewed the Profit and Loss Report October 2019- January 17, 2019 that was distributed to the Board. See attachment. The Board requested to have the budgeted expenses along with actual expenses on subsequent financial reports.

(Andrew Gilmer motioned to approve Profit & Loss report as submitted. Patti Knights seconded the motion. Motion passed unanimously.)

Sarah Aswegan of AMS, USDA reported at 11 am that she would be leaving the conference call.

D. Board Business

1. Term Assignments

The Board randomly drew terms either 1, 2, or 3 years. The terms were assigned as recorded on the attached document labeled Virginia Beef Council Board of Directors FY2020.

2. Resignation of Dr. Roderick Miller

Hank Maxey, chairman, informed the Board of the resignation of Dr. Roderick Miller. He requested nominations for an election at the July 2020 meeting. VBC Officers will also need to be re-elected in July.

(Patti Knights motioned to elect officers in July 2020. Elizabeth Nixon seconded the motion. Motion passed unanimously.)

3. MOU/VCA Update

The board discussed the current MOU with VCA that expires on May 31, 2020 and possible options for renewal of the MOU or alternative office spaces.

(Chas Potter motioned to hold the September meeting of the Board in the Daleville Farm Bureau board room adjacent to the VCA office and tour the current VBC office spaces. Craig Miller seconded the motion. Motion passed unanimously.)

Patti Knight requested to meet with VCA Board after lunch on the meeting day. The availability of September 21 will be investigated with the Farm Bureau office.

4. Jason Carter Contract Completion

Hank Maxey, chairman, stated that Jason Carter, Interim Director, completed his contract terms as of 12/31/19. A letter was sent expressing the Boards appreciation of Mr. Carter's service to the Council.

5. USDA Staff Changes

Hank Maxey stated that Mat Hudson, AMS, USDA staff who served as liaison with the Council had moved to a different position and the new liaison is Sarah Aswegan whom the Council met earlier via conference call. Kenny Payne, Director, AMS, USDA, submitted his retirement resignation. His replacement is not known at this time.

E. Executive Director's Update

Stephanie Weiss briefly summarized possible partnerships and programs that are being developed. She is discussing having Virginia FFA and 4H participants complete the Masters of Beef Advocacy program as well as Beef Qualify Assurance. Further discussions are occurring with Missouri Beef Council surrounding their MoBeef for MoKids program. Stephanie Weiss is investigating a pilot program for select schools in Virginia to increase beef on public school menus. Partnership opportunities are being

developed with Market at 25th in Richmond Virginia to bring access to fresh beef to lower income families as well as cooking demonstrations with hot plates and/or crockpots for healthy beef cooking options for those without traditional stovetops and ovens.

12:30 PM Lunch in the Regency Room

1:30 PM Review of Funded Partner Programs

F. NEBPI Update

Jennifer Orr (via Zoom)

Jennifer Orr, Kaitlyn Carey, and Arika Pellman of Northeast Beef Promotion reviewed the FY2019 partnership with VBC and gave outcome measures for each of their programs. See the attached presentation. FY2020 initiatives were also reviewed with the Board.

G. Virginia Tech Sports Properties

Jared Wilson

Rachel Mydosh

Jared Wilson and Rachel Mydosh with Virginia Tech Sports Properties presented outcomes and measurements from the FY2019 partnership with VBC. See the attached presentation.

H. UVA Sports Properties

VBC Staff

Stephanie Weiss reviewed a presentation submitted by Chris Patterson of UVA with measurements from the FY 2019 Football season as well as the current basketball and John Paul Jones Arena partnership. See the attached presentation for outcomes and measurements.

I. Richmond Raceway

Stephanie Weiss updated the Board on the partnership with Richmond Raceway. The season starts in April. Graphic design work is still underway for the assets that will be present in the Raceway Complex.

3:30 PM

J. New Business

The Board discussed the present administration of the Beef Quality Assurance program and possible ways to energize the program as well as future partnerships for implementation. Virginia Tech and Virginia Cooperative Extension have traditionally served as partners for this program and the VBC would like to continue to partner with them for implementation while maintaining oversight of the program.

K. Public Comment

Hank Maxey opened the floor for public comment. No comments were submitted.

Meeting adjourned at 4:00PM.

Virginia Beef Industry Council
Profit & Loss
October 1, 2019 through January 17, 2020

Oct 1, '19 - Jan 17,...

Ordinary Income/Expense
Expense

1028 · Programs 2019-2020	
1028.1 · Registrations/Meetings	865.00
1028.2 · Advertising	2,285.00
1028 · Programs 2019-2020 - Other	143.19
Total 1028 · Programs 2019-2020	3,293.19
1029 · Grants-Innovative Contracts	
1029.1 · Ag In The Classroom	4,750.00
1029.2 · Sussex Central High School	1,500.00
1029.3 · Northeast Beef Promotion	80,000.00
1029.5 · Contract Admin Services	9,461.57
1029.6 · UVA	36,000.00
Total 1029 · Grants-Innovative Contracts	131,711.57
1030 · Office/Business Expense	
1030.1 · Telephone/Internet	210.11
1030.2 · Postage	44.40
1030.3 · Office Supplies	256.37
1030 · Office/Business Expense - Other	852.81
Total 1030 · Office/Business Expense	1,363.69
1031 · Resource Materials	63.18
1032 · VCA/VBC MOU Expense	
1032.1 · MOU Oct-Dec'19	5,385.92
1032 · VCA/VBC MOU Expense - Other	3,238.32
Total 1032 · VCA/VBC MOU Expense	8,624.24
1033 · USDA/VBC MOU Expense	61.95
1034 · VBC Board of Directors Expense	
1034.3 · Mileage	35.31
Total 1034 · VBC Board of Directors Expe...	35.31
1035 · Outside Services	
1035.1 · Legal	238.00
1035.2 · Accounting/Audit	9,950.00
Total 1035 · Outside Services	10,188.00

11:11 AM
01/17/20

Cash Basis

Virginia Beef Industry Council
Profit & Loss
October 1, 2019 through January 17, 2020

	<u>Oct 1, '19 - Jan 17,...</u>
1036 · Federation/USMEF Expense	
1036.1 · Federation Investment	17,000.00
1036.2 · US Meat Export Federation	5,000.00
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Total 1036 · Federation/USMEF Expense	22,000.00
1037 · Administration	
1037.1 · Exec Director Expense	4,327.18
1037.2 · Administrative Assistant	391.13
1037.3 · Technology	732.02
	<hr/>
Total 1037 · Administration	5,450.33
6120 · Bank Service Charges	30.00
6560 · Payroll Expenses	
6560.0 · Payroll Expense-Wages	14,807.66
6560.2 · Payroll Taxes	1,200.18
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Total 6560 · Payroll Expenses	16,007.84
934 · Board & Legal Expense	588.32
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Total Expense	199,417.62
Net Ordinary Income	-199,417.62
Other Income/Expense	
Other Income	
401 · Income/Check-Off/Monthly	116,428.25
405 · Interest Income	899.47
	<hr/>
Total Other Income	117,327.72
Net Other Income	117,327.72
Net Income	-82,089.90

Virginia Beef Council - Board of Directors 2020

<u>Region</u>	<u>Name</u>	<u>Location</u>	<u>Term</u>	<u>1st Term</u> <u>Exp.</u>
1	Will Copenhaver	Washington County	3	2023
1	Andrew Gilmer	Russell County	3	2023
2	Mark Gwin - <i>Treas.</i>	Roanoke County	3	2023
2	Mark Sowers	Floyd County	3	2023
3	Chas Potter	Rockbridge County	1	2021
3	Tom McCall	Augusta County	1	2021
4	Craig Miller	Rockingham County	2	2022
4				
5	Elizabeth Nixon	Orange County	2	2022
5	Patti Knight	Orange County	2	2022
6	Hank Maxey - <i>Chair</i>	Pittsylvania County	2	2022
6	Dalton Bennett	Campbell County	1	2021
Markets	Lawson Roberts - <i>VChair</i>	Amelia County	1	2021



NEBPI YEAR-END PROGRAM UPDATE

MICA 1920-CI AUTHORIZATION REQUEST

OCTOBER 2018 - SEPTEMBER 2019

Tactic A: Supply Chain Engagement

The first tactic within the MICA 1920-CI Authorization Request focuses on supply chain influencers. (Retail meat department supervisors, managers, marketing & communications professionals, foodservice operators, distributors, chefs, culinary instructors and culinary students.) Each of these groups of retail and foodservice professionals have a direct impact on ensuring our product remains on the menu and in the meat case.



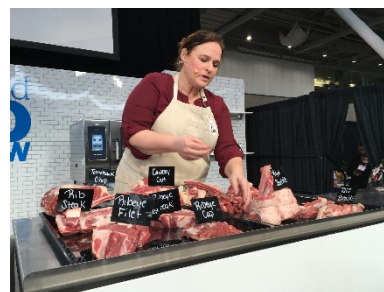
Chef Frank Bilotti of Staten Island, NY recently competed on Gordon Ramsay's *Hell's Kitchen* series as well as the Food Network's series of *Chopped*. The Checkoff's NEBPI partnered with Chef Bilotti on January 19, 2019 at the Urby Café on Staten Island to host a **NYC Pop-Up Beef Tasting**, highlighting an 8-course menu. Local restaurateurs, chefs

and foodie bloggers from Chef Bilotti's circle of influence, were in attendance. Featured beef cuts included the flat iron, ribeye cap, chuck stew meat, tenderloin, skirt steak and short ribs. Checkoff-funded beef educational resources including cut charts, sell sheets and nutritional information were shared with each attendee.

Culinary schools and programs had the opportunity to offer their students access to fresh beef and veal products to use for in-class cooking and cutting purposes through 2019 **Beef & Veal in the Culinary Classroom** that ran from January-June 2019. Fifteen schools from seven states in the Northeast region and 300+ students were involved in the program. Students were asked to take a



pre-survey as well as a follow up post survey to gauge their perceptions of beef. By the end of the program there was a 34% increase in students stating they had a positive opinion of beef. This program was funded in part by the **South Dakota Beef Industry Council** and the **Virginia Beef Industry Council**.

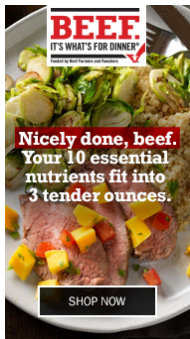


Beef stole the spotlight as a Center Stage educational session through the Beef Checkoff's sponsorship of the 2019 **New England Food Show**. Attracting approximately 10,000 foodservice

professionals, this premier New England region event took place at the Boston Convention & Exhibition Center March 3-5, in Boston, MA. During the Center Stage

cutting demonstration, the variety and versatility of the beef rib primal was showcased. Kari Underly, Principal at Range Inc. and Master Butcher with the Range Meat Academy, led the audience through an engaging demonstration where nine different cuts from the beef rib were highlighted, including the Ribeye Filet, Cowboy and Tomahawk Chops, and Taco Braid. Moderating the demonstration was Alyse Whitney, Senior Food Editor with the Rachel Ray Everyday magazine. The event was sponsored by the Beef Checkoff's Northeast Beef Promotion Initiative through a grant from the Iowa Beef Industry Council. [Read more.](#)

As the retail landscape flexes and bends with the changing digital ecosystem, so do avenues to reach Northeastern



shoppers. [Fresh Direct](#) is an online retailer giant on the East-coast and their geographical territory continues to expand, reaching shoppers from New York City to Washington, D.C. This March, the NEBPI partnered with **Fresh Direct** to launch a **March is Nutrition Month** campaign designed to ensure shoppers remember to include beef in their nutrient-dense meals. Campaign elements included run-of-site banner ads, box insert, social posts, and two seasonal ground beef recipe blog post as well as a themed landing page. The campaign was able to reach 410,000 consumers throughout its duration and inspired shoppers to cook with beef.



The Beef Checkoff's NEBPI hosted a comprehensive two-day **Influencer Media Training** April 10-11th in Frederick, MD with eight regional influencers, including bloggers, Registered Dietitians,

chefs, etc. These influencers are valuable members of the beef community, with the opportunity to bring the positive beef story to their circles of influence every day. Building on successes of last year's training, staff added hands-on components, like a farm tour and recipe ideation/cooking session. The goal of the training was to provide these influencers with tangible experiences and skills to share with their circles of influence.



The Beef Checkoff's NEBPI and the [Colorado Beef Council](#) and [PA Beef Council](#) partnered together on the Checkoff's presence at the [Pennsylvania Association of Meat Processors](#) Conference (PAMP)

to host the **Best BEEF Butcher Contest**. Contest applicants were sourced from association members which includes approximately 175 butchers and processors from the entire Northeast region. A total of eight finalists were selected to participate in the live contest held at the Penn State Meats Lab from 12:00-3:00 PM on May 9. The contest challenged contestant knowledge of beef cuts, ability to fabricate and merchandise beef value cuts and customer interaction skills. After the contest, Joseph Malafy, the grand prize winner commented, "I just enjoy cutting meat and I have fun doing it! The most fun part of the contest was when I picked up my knife. I enjoy making everything look presentable for the customer. I've been cutting meat for 35 years, ever since I was 18 years old!" [Read More.](#) View the 3-minute video overview [here.](#)

Regional culinary schools and programs were invited to join the [PA Beef Council](#) and NEBPI as they host a **virtual farm tour** at the [Bow Creek Farm & Cattle Company](#) in Hershey, PA where two perspectives of raising cattle were



on the spotlight. Sallie Miller, rancher from the [Croissant Red Angus Ranch](#) in Briggsdale, CO joined us live to share her perspectives of raising cattle on the dry and arid lands in the West while Amy Hess of Bow Creek Farm & Cattle Company

shared her perspectives of what it's like to raise cattle in the East, when the weather and environmental conditions vary so greatly. This was truly a unique educational opportunity for culinary students to learn about modern-day cattle production through the lenses of two women involved in raising beef in very different parts of America! This live virtual farm tour took place on May 10th at 10:00AM EST. View a [recording of the tour](#) and read the event [press release.](#)

The beef checkoff through the NEBPI and [PA Beef Council](#) brought together 10 key corporate staff from Martin's and Giant Food Stores for a full-day beef and veal production tour on June 11 for a **Farm to Grocery Experience**. The tour focused on building trust in beef and beef production among these key retail opinion leaders and ultimately, their shoppers. Attendees visited with the Hess Family, owners of [Bow Creek Farm & Cattle Company](#) in Hershey, Pa where they learned about a cow/calf operation as well as what it's like to operate a retail shop and market their feedlot cattle to local hotels & restaurants. Later in the afternoon attendees were introduced to the staff at [Marcho Farms](#) in Souderton, Pa where they learned about veal production and processing. [Read more.](#)



2019 East Coast [Ibotta](#) Beef Campaign launched on



August 5 -Sept 2, 2019 with the intention to boost end-of-summer beef sales and capture the final grilling holiday of the season, Labor Day. Three consumer

engagements paired with beef rebates to new and past beef users were offered. The campaign captured 4,181,147 impressions and engaged 169,835 consumers with a 23.7% rebate redemption rate. This campaign was a partnered effort with the [VA](#), [NC](#), [OH](#) and [PA Beef Councils](#).

Tactic B: Consumer Marketing

The Consumer Marketing tactic focuses on connecting and communicating directly with consumers by strategically targeting groups who are well poised to include beef in their diet, in order to achieve the three strategic initiatives of Engaging Beef Advocates, Protecting Beef's Image and Directly Reach Northeast Consumers.

A great American classic, the burger, was celebrated during the **Seven Days VT Burger Week** held November 2-8, 2018 across the state of Vermont. The Beef Checkoff was a sponsor of the event and garnered 131,746 impressions and 5,237 engagements as a result of the partnership. Consumer favorability of beef was measured at 93.8% positive.

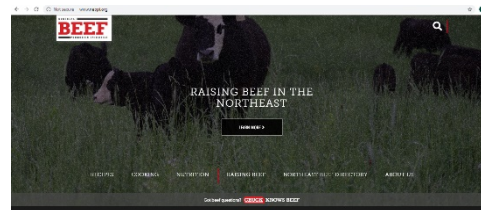


Beef was a hot commodity at the **TASTE! Lancaster Festival of Food, Wine & Spirits 2018**, which welcomed nearly 6,300 guests to the Lancaster Convention Center on November 16 & 17. Staff highlighted beef's versatility and flavor profile to the crowds. Chef Barry Strand, NCBA, demonstrated a Beef Poke recipe on stage, along with a Ribeye Subprimal breakdown at the booth. New to the beef booth was a Recipe Inspiration Kiosk, a digital experience where consumers had the opportunity to learn more about beef fabrication, recipes, enter to win the 'Beef & Wine' Entertaining basket and more. Of those surveyed, 84% stated they have a positive opinion of beef! Learn more, [here.](#)



Beef, a fuel for strength was highlighted during the **26th Annual NBC4 Health & Fitness Expo**, hosted January 12-13th in Washington D.C. The event is the nation's largest, best-attended health & fitness expo attracting nearly 50,000 attendees over the two days. This Cowboy Ninja, Lance Pekus was on-hand sharing his experiences not only as a contestant on the hit television show, American Ninja Warrior, but also sharing his story as a cattle rancher. In total, the checkoff garnered 1,130,368 impressions and 151,501 engagements; a 12.5% in-person engagement rate. [View event press release.](#)

The NEBPI was pleased to unveil an updated website with our followers this February. The NEBPI's ultimate goal is

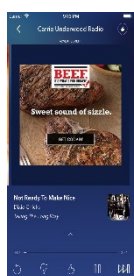


that the reintroduced brand will connect Northeast checkoff efforts and

programming to the widely recognized national **Beef. It's What's for Dinner** campaign. Twenty-five years after the original beef campaign was created, beef farmers and ranchers are leveraging the equity of **Beef. It's What's for Dinner** to reintroduce the popular brand to a new generation of consumers. The new NEBPI website is a great resource for all things beef and is visually appealing and easy to navigate. Find regional beef producers

featured on the [Northeast Beef Directory](#), [beef nutritional information](#), delicious [recipes](#) and more at www.nebpi.org.

To broaden awareness of the resources available on the newly redesigned NEBPI website, a **Google AdWords Campaign** was executed. The goal of the campaign is to increase traffic to Northeast-specific content, like the [Northeast Beef Directory](#). The campaign ran for 292 days, NEBPI ads were shown in 714,050 searches and generated 12,803 clicks back to www.nebpi.org.

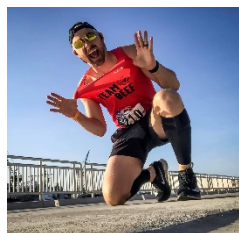


The Beef Checkoff ensured northeast consumers kept the sweet sound of sizzle top of mind throughout the summer grilling season. A **Pandora Radio Advertising Campaign** kicked off May 23rd and ran through June 6th. Nationally developed audio and visual content was shared via the interactive Pandora platform, which offers a creative way to reach our northeast consumers in a place they are already spending time. The campaign targeted 18-34-year-old listeners located within the New England and Mid-Atlantic regions. The campaign garnered 2.2 million impressions on behalf of beef. Listen to the radio clip, [here](#).



The Beef Checkoff's NEBPI ensured consumers residing in the state of Virginia kept beef top of mind throughout the summer grilling season through a **radio partnership** with [iHeart Media](#). The ad campaign ran May 6th through July 20th and had three different radio commercials featuring local beef producer, Jeff Slaven. Listen to one of the spots, [here](#). The campaign was funded by the [Virginia Beef Council](#).

A core group of Northeast-based beef advocates proudly wearing the Team Beef jersey assembled for the 2019



racing season to amplify the positive beef story every time they hit the roads in the Northeast region. The **Northeast Team Beef** is a group of beef loving fitness enthusiasts. These athletes are committed to

living active, healthy lifestyles and are dedicated to serving their community and helping others lead healthier lives. The **Northeast Team Beef** was capped at [31 members](#) for fiscal year 2018-2019 and had member representation from ME, VT, MA, CT, NJ, NY, MD, VA and Washington, D.C. The 31 members on the team collectively ran 1,326 miles in over 110 races since October 1 and have advocated for beef on their social media properties as well as during races with a total reach of over 149,000 and over 18,000 engagements throughout the program year. Head over to the NEBPI.org website to read the member ["Stories of Strength"](#) profiles.



The Beef Checkoff's NEBPI in partnership with the [Maryland Beef Council](#) hosted a comprehensive **Media Training for 13 Beef Producers and Team Beef** members on April 10th in Frederick, MD. The training

focused on building these beef community members up, so that they can tactfully share the beef story with their unique circles of influence.

NEBPI staff assisted the [Pennsylvania Beef Council](#) (PBC) at the [103rd Pennsylvania Farm Show](#), January 5-12, in Harrisburg, PA. The beef community built on the successes from last year's newly created display. The large 30'x40' exhibit space worked to portray the journey from the "Farm to Kitchen," visually connecting consumer to the supply chain of some of PA's leading commodities. The exhibit featured several interactive displays and focus points such as Beef TV, a Myth Busting Flip Board Display, the Veal Lifecycle and a 3-D meat case, to name a few. We are pleased with the many quality interactions that took place with event goers throughout the week and the display's ability to "beef-up" attendees' Farm Show experience. In total the checkoff garnered 130,221 impressions and 6,861 engagements. There was also a 95.5% positive opinion rating of beef, based on data collected from 512 visitors. Learn more [here](#).

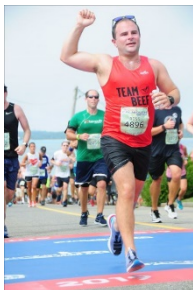


Staff had the opportunity to highlight beef leading up to the **Big Game** with an on-air television segment on [WTAJ-TV's Central PA Live](#). View the segment, [here](#).

Beef and the grill made their way on the TV to celebrate **May as Beef Month!** Chef Barry Crumlich, Executive Chef, PA Governor's Residence, was featured on [Good Day PA](#), May 20th. He shared helpful grilling tips and an easy tri-tip recipe. View the segment, [here](#).



The Beef Checkoff through partnership from the [South Dakota Beef Industry Council](#), returned to the [2019 New Balance Falmouth Road Race](#) as a Silver Sponsor. The race was hosted August 16-18th in Falmouth, MA. Beef's nutrient profile and versatility was shared in a variety of ways with expo attendees and runners, alike! Attendees had the opportunity to create their own Beef Jerky Trail Mix samples. There was also a strong Northeast Team Beef member presence at the race. 13 Team Beef runners participated in the race. In addition, positive beef messaging and content was heard across the radio in Cape Cod leading up to the race through a partnership with the [Montana Beef Council](#). 86 radio ads featuring beef's nutritional profile were aired across [Cool 102](#) from July 22nd – August 12th securing 161,675 impressions. Find a full event recap, [here](#).



The Beef Checkoff's NEBPI through partnership from the [Virginia Beef Council](#), participated in the [Rock 'n' Roll Marathon and Health & Fitness Expo](#) August 30- Sept 1 in Virginia Beach, VA. Beef's story as a food for strength and its versatility was shared in a variety of ways with expo attendees and runners alike! Team Beef was represented at this race with 12 runners participating throughout the weekend. Expo attendees had a chance to put their skills to the test with our Farm to Gym workout contest, interacted with our Beef Kiosk for cut charts and delicious recipes and engaged with Checkoff staff while enjoying a delicious beef jerky snack. Find the full event recap, [here](#).



The beef checkoff's NEBPI through partnership from the [Iowa Beef Industry Council](#), has been named one of the Official Tailgate Sponsors of [Penn State Football](#) during the 2019-2020

Season. The overarching goal of this sponsorship is to drive beef demand within the Northeast region. This will be achieved in a variety of ways including, an on-site activation during Fan Fest, social media campaign, digital ads, and live read during Penn State Football Weekly Coaches Show. Stay tuned for a full campaign recap in FY20.

[Karen Buch, RDN, LDN](#) was featured on [PA Live!](#),



Thursday, Sept 12th and [Good Day PA](#) on Thursday, Sept 19th with an **on-air segments** featuring Back to School with Beef, where she focused on the nutritional powerhouse beef has to offer students and teachers alike, as they head back to school. Learn more and view the segments, [here](#).



Beef was top of mind for tailgating thanks to an opportunity with [WTAJ-TV](#). Christina Hitchcock of [It Is A Keeper](#) executed several live on-air media interviews on Friday, Sept 13th. Learn more and view the segments, [here](#).

Thanks to a partnership with Christina Hitchcock of [It Is A Keeper](#) and [WNEP-TV](#) beef was highlighted for Back to School and Tailgating. Two beef recipes were featured on WNEP-TV's [Home & Backyard](#), as well as Christina's blog. Read more about [Beef Taco Tarts](#) and [Loaded Beef Nachos](#).

Outreach efforts garnered over 5,000 impressions and 500 engagements for beef.



Tactic C: Nutrition Influencer Engagement

The final tactic in the Northeast program focuses on reaching Nutrition Influencers. (Family Physicians, Fitness Professionals, Medical Doctors, Registered Dietitians & Dietetic Interns) Each of these professional groups listed, have a direct impact on communicating beef's nutrient density and importance of beef in the diet with their circles of influence.

The checkoff's NEBPI, with funding support from the Colorado Beef Council, Iowa Beef Council and the PA Beef Council attended the **PA Academy of Family Physician's Annual Fall Conference**

November 2-4, 2018, where beef nutrition research was shared with over 200 attendees through booth

engagements where 71% of those polled had a positive opinion of beef and 29% had a neutral opinion of beef. Drew Sayer, PhD, Instructor Fellow in the Division of Endocrinology, Metabolism and Diabetes at the University of Colorado Anschutz Medical Campus hosted the session titled Exploring Protein's Role in Weight Loss and Body Composition. Learn more, [here](#).



On Thursday, November 29, twenty-three students from Clarion University attended a **'Raising the Steaks' farm tour at Clarion Farms**

in Clarion, PA. John-Scott Port and his family welcomed the attendees, showing students their integrated system of finishing dairy steers and marketing their



beef to consumers. The students are studying Nutrition and Exercise Science at Clarion and their professor, Kim Schwabenbauer, RD and beef advocate, understands the importance of beef in the diet as a retired pro triathlete. Following the tour, students had a 89% positive opinion rating of beef, which is a significant increase from a 25% positive opinion rating before the tour.

This February we celebrated **National Heart Health**



Month with Nicole Rodriguez on her blog at [Celebrate Heart Health Month – With Beef!](#) Nicole also shared a delicious and

spicy beef appetizer ahead of the Big Game, that also fits the bill as an American Heart Association Heart-Check Approved recipe. Check out her post for more details - <https://www.instagram.com/tv/BtV-pUzIAWa/>

Have you met our new friend Chuck yet? Registered Dietitian, Nicole Rodriguez, shares in her latest post, **Chuck Knows Beef**, why he is such a beloved new guest in the Rodriguez household. Nicole loves being an advocate



for most beef questions from friends and family but has recently started to relay on her handy kitchen helper, Chuck to expand her knowledge. Read on to find out how she is using Chuck in her kitchen as a go-to and trusted

source for all her beefy questions!

Every March, we like to highlight the nutritional benefits of beef with our online followers to celebrate March as National Nutrition Month. This year, our nutrition influencer partners shared the reasons they choose beef for its exceptional nutrient dense profile. Nicole Rodriguez, RDN explains why she chooses beef for its satisfaction factor and nutrient density to feed her family. Check out some of her favorite [breakfast recipes](#) featuring beef. We're also excited to share a fun musical number about beef from our RD partner and Team Beef member, [Chrissy Carroll](#).

The NEBPI, through funding support from the Iowa Beef Council began a year-long partnership with the **PA Academy of Family Physicians**. The



partnership began at their annual spring meeting, hosted March 7-10, in Gettysburg, PA, which drew nearly 200 attendees. Aside of sharing the latest in checkoff research, staff engaged physicians through an interactive Beef Jerky Trail Mix bar and hosting the annual Chili Cook-off Competition. Learn more, [here](#).

Thanks to partnership with the Kentucky Beef Council, a mix of blogger, channel and nutrition influencers attended the **Raising the Steaks at the Y.A.R.D.S.** tour, March 20-21 in Lexington, KY. Attendees received an afternoon butcher lesson, photography session, distillery tour, taste



testing panel, tour of the [Blue Grass Regional Marketplace](#) and a tour of Eden Shale Farm over the course of the two day trip. Sixteen influencers joined us for the tour, with a focus on sharing beef's

sustainable footprint and how it plays a role in a healthy and sustainable diet. Prior to the tour, few had reservations about including beef in a healthful diet but after learning about beef's lifecycle and the sustainability efforts taken by beef farmers and ranchers, all attendees had a positive opinion about beef and beef production, intending to share its positive message with their clients, followers, students and circles of influence. Read the full release, [here](#).

On Tuesday March 26th NEBPI was present for St. Luke's Hospital Gnaden Huetten Campus's Nutrition Fair in celebration of National Nutrition Month in Lehigh, Pa. The afternoon was spent talking to attendees such as hospital staff and general public about beef's nutritional



profile and sharing of new recipe ideas. Of the 50 nutrition fair attendees, 73.6% had a positive opinion of beef. The booth had an overall of 45 engagements with excitement for a beef jerky snack to fuel their busy day!

To further engage with our RD influencers, the checkoff attended the **CT Academy of Nutrition & Dietetics**, hosted in Rocky Hill, CT, on April 1. Beef Expert Bureau member, Toby Amidor, RD spoke on fad diets and beef's inclusion in a Mediterranean diet pattern with her talk, [Helping Clients Wade Through A Fad Crazy World](#). During the exhibition part of the meeting the checkoff engaged with over 90 attendees through a beef jerky trail mix bar and an on-site survey. Of those polled 60% had a positive opinion of beef and 40% had a neutral opinion, no negative opinions were observed.



This spring Beef's Sustainability has been a hot topic throughout the northeast. Dr. Sara Place, Senior Director of Sustainable Beef Production Research at NCBA, a contractor to the Beef Checkoff spoke on [Beef's Role in a Sustainable Diet](#) to a group of Registered Dietitians at the



annual **DC Metro Academy of Nutrition & Dietetics** Annual Meeting on April 12. The checkoff's, Northeast Beef Promotion Initiative, was a sponsor of the event and onsite to engage in

discussions surrounding beef's sustainability and encourage RD's to recommend beef due to its nutrient density. Dr. Place also sat on a panel focused on Farming, Sustainability and Food Technology, sharing some great discussion points in support of beef's role in a healthy & sustainable dietary pattern.

To expand our reach, Cindy Chan Phillips, RD, from the New York Beef Council attended the annual **New Hampshire Academy of Nutrition & Dietetics** spring meeting in Dover, NH on April 30. Phillips spoke on, [Your Clients Ask You About Meat, Now What? Shopper Guidance in the Beef Case – From Confusion to Confidence](#), while also engaging attendees at the beef booth with beef research, nutritional information and recipes.

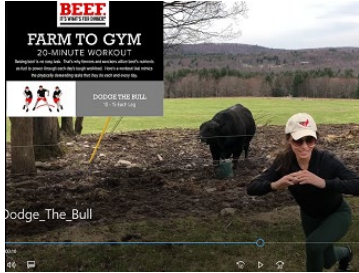


Beef's Taste & Nutritional benefits were highlighted for over 100 RDs at the **Rhode Island Academy of Nutrition & Dietetics** annual meeting on May 22, in Warwick, RI. A sponsored speaking session by Chrissy Carroll, titled, [The Latest in Endurance Sports Nutrition: From Keto to Pickle Juice to Beets, What's Healthy and What's Hype?](#) called out the important nutritional benefits of beef for endurance and distance athletes to build and repair muscle mass. Carroll also hosting a book signing during the evening reception where Chef Barry Strand conducted a culinary demo of beef & wine pairings, showcasing beef's flavor profile and versatility. NEBPI engaged attendees at the beef booth with a beef jerky trail mix bar, conversations with Chrissy and an on-site survey. Of those polled at the beef booth, 94%

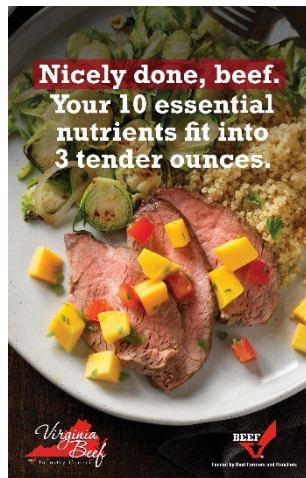


stated having a positive opinion of beef. Learn more, [here](#).

To extend the national 'Beef as a Food for Strength' campaign, NEBPI's influencer partner, Nicole Rodriguez, RD shared the importance of strength training in her recent [blog post](#) and hosted a **Beef Fit** giveaway to encourage consumers to use beef as a nutrient-dense protein for fueling workouts and everyday life. The social campaign featured an array of videos where Rodriguez demonstrated the [Farm-to-Gym workout routines](#) that mimic the physically demanding tasks of farming and ranching. Of those polled in the giveaway entries, 94% of consumers had a positive opinion of beef.



For a second year, NEBPI attended the **VA Academy of Family Physicians** summer conference hosted in Virginia Beach, VA, July 19-21. Checkoff staff engaged with attending physicians onsite, sharing the latest in checkoff research and the importance of beef's role in a healthy dietary pattern. Jim White, a local RD to the VA Beach area, spoke on [Nutrition: A Life or Death Conversation](#), sharing the important role RDs can play in the doctor-patient relationship. White is a long-time supporter of lean beef in the diet and shared some great nutrition advice with the group. Through on-site activation and advertising with the physician group, the checkoff message had a reach of over 11,860 with more than 210 engagements. Partnership with VAFP is thanks to funding support from the VA Beef Council. [Learn more](#).



To address endurance athletes' nutrition questions, beef partnered to host an ["Eat to Peak"](#) sports nutrition dinner, by **Fueling Fitness with Beef** on August 21, bringing together leading running and triathlon coaches. Nineteen coaches attended, including Olympian Ruben Sanca, for a delicious three course dinner in the greater Boston, MA area. Attendees heard from Triathlon coach, Chrissy Carroll, RD who outlined how beef fits on an athlete's plate and it's benefits in fueling workouts and recovery. Of those attending 77% had an increase in positive opinion following the dinner experience.



Twenty physicians across Buffalo, NY heard from Dr. Douglas Paddon-Jones at a dinner seminar on September 19, titled, **[Protein & Healthy Aging: Is It Time to Rethink Current Recommendations?](#)** The evening was hosted at the prestigious Buffalo Club. Staff addressed physician



concerns while Paddon-Jones discussed his research on the importance of protein requirements to support healthy aging. Dr. Andrew Ang, practices Geriatric & Internal Medicine commented, "Thank you for hosting this event! The session was very helpful and provided useful

information to help my patients who ask about plant-based diets. I did not realize meat has so much nutritional value." Of those attending, 79% gained an improved opinion about beef and all attendees stated they were just as likely or more likely to recommend beef to their patients after attending the seminar. Learn more about the event funded by the Iowa Beef Industry Council, [here](#).

MEET THE NEBPI TEAM



Jennifer Orr
Director of Nutrition
Education



Kaitlyn Carey
Director of Consumer
Affairs



Christie Brown
Director of Marketing



Arika Pellman
Programs Manager

*Internal links within this document are funded and maintained by the Beef Checkoff.
All other outgoing links are to websites maintained by third parties.*

LEARFIELD-IMG COLLEGE / VIRGINIA TECH

PARTNERSHIP RECAP 2019-2020

VIRGINIA
BEEF
COUNCIL



WHO IS THE VIRGINIA TECH HOKIE FAN?

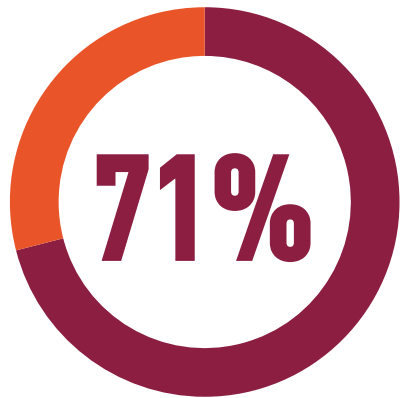


1.4 MILLION+ **HOKIE FANS**
IN THE VIRGINIA DMAs

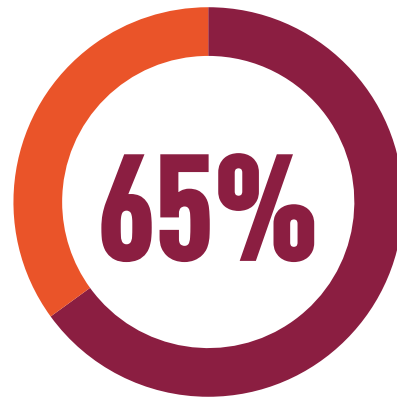
49
AVERAGE AGE

62%
MALE

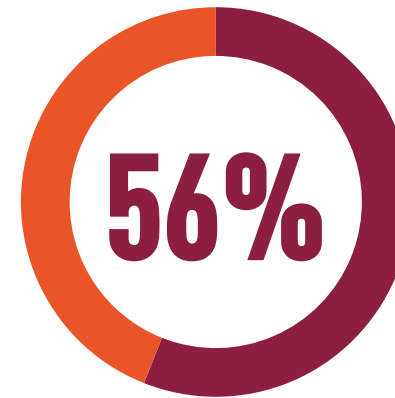
38%
FEMALE



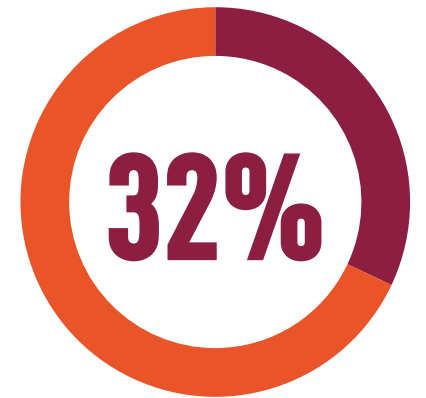
ARE HOMEOWNERS



ARE COLLEGE EDUCATED



ARE MARRIED



HAVE AT LEAST ONE CHILD

\$86,031 AVERAGE
HOUSEHOLD INCOME

\$315,738 AVERAGE MARKET
VALUE OF OWNED HOME



FOOTBALL



In-Venue LED Signage

Videoboard Ribbon

- › Minimum 5 minutes per game exposure
 - › Averaged 9 minutes per game
- › More than 408,000 visitors attended home football games this season





UNION



DAVENPORT & COMPANY

Coca-Cola
zero

VT VIRGINIA TECH



CARILION CLINIC

UNION

UNION



VT ATHLETICS



AND

THE

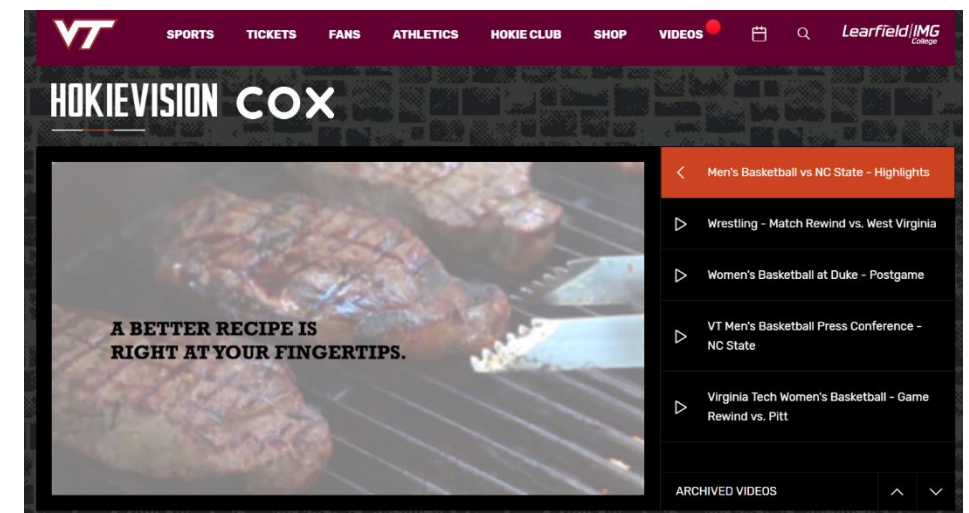
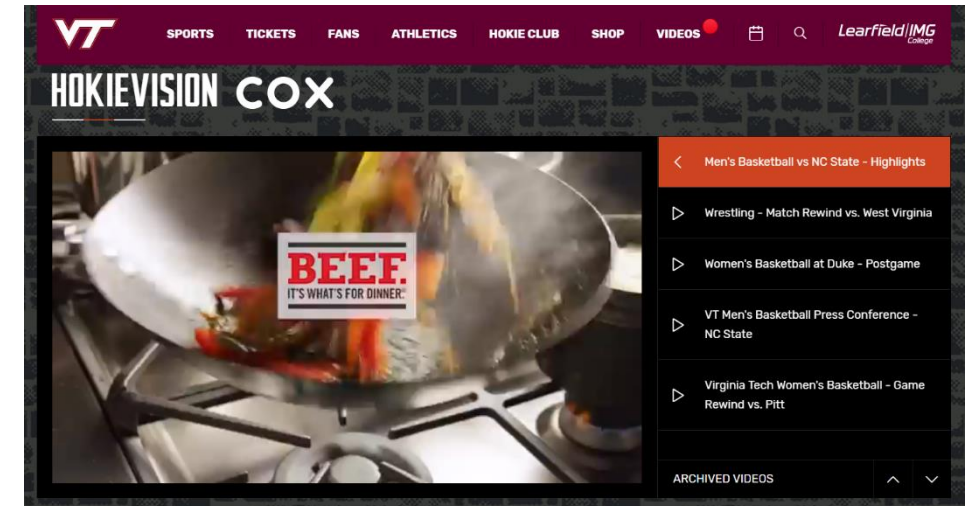


HokieSports.Com Pre-Roll Content



Pre-Roll Video

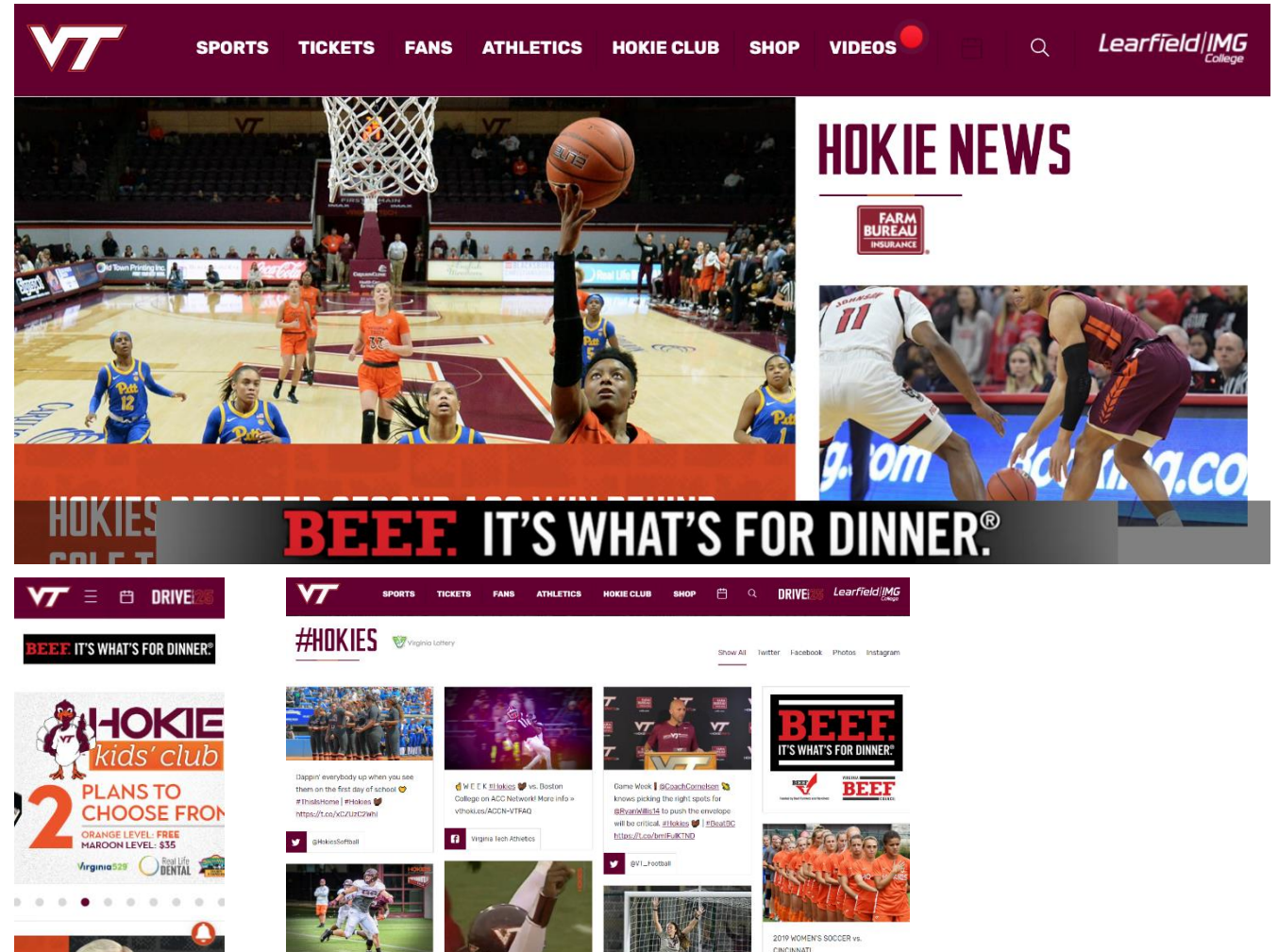
- › 15,000+ impressions over the 2019-20 year
- › Captivate Virginia Tech fans attention with 5 – 15 second pre-roll videos



Own the Web

Run of Site Banner Campaign

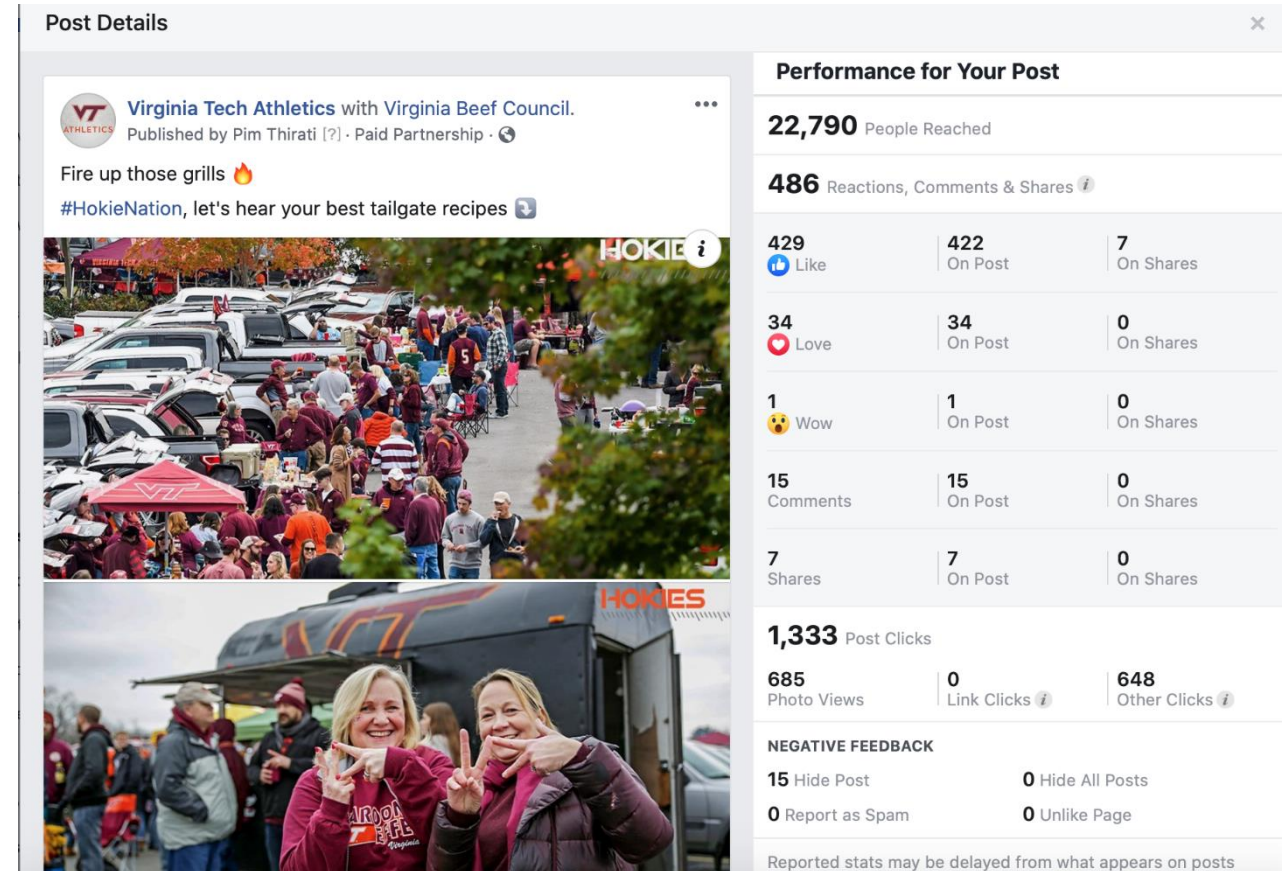
- › High Visibility across HokieSports.com
- › 200,000+ impressions targeting fans in the following zip codes:
 - › 24201, 24202, 24203, 24205, 24209, 37625, 24060, 24061, 24062, 24063, 24001-24019, 24022-24038, 24040, 24042, 24043, 24050, 24540, 24541, 24543, 24501-24506, 24513-24515, 22801, 22802, 22807, 22601, 22604



Social Media on GameDay

Tailgate Recipe

- › Weekly social media post calling for recipes from Hokie Nation
- › Average of post during football season
 - › 10 total post
 - › 2,070 engagements per post
 - › 21,287 impressions per post



OWN THE DAY

Happy Thanksgiving

- › Logo and messaging included on Virginia Tech Athletics' Thanksgiving short-form video to fans reaching more than 42,000 followers



Virginia Tech Athletics with Virginia Beef Council.
Published by Pim Thirati [?] · Paid Partnership ·

Dear #Hokies,
Have a Happy Hokie Thanksgiving 🍂
Love,... [See More](#)

Happy Thanksgiving
00:26

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 8,500 people.

42,552	2,888	Boost Post
People Reached	Engagements	

Performance for Your Post

42,552 People Reached		
13,069 3-Second Video Views		
1,076 Reactions, Comments & Shares		
603 Like	400 On Post	203 On Shares
104 Love	72 On Post	32 On Shares
139 Haha	98 On Post	41 On Shares
4 Wow	3 On Post	1 On Shares
43 Comments	19 On Post	24 On Shares
185 Shares	182 On Post	3 On Shares
1,812 Post Clicks		
349 Clicks to Play	0 Link Clicks	1,463 Other Clicks

Radio

Radio Presence

- › In-Game Opening / Closing Billboard Sponsor
- › Kickoff Show Entitlement-All 13 games(includes Bowl Game)
 - › “Virginia Beef Council Countdown to Kickoff Show”
- › Kickoff Show Live Mention



VIRGINIA
BEEF
COUNCIL



THANK YOU!

VIRGINIA

BEEF

COUNCIL

*FOR VIRGINIA BEEF COUNCIL'S CONTINUED SUPPORT OF VT
ATHLETICS*



Jared Wilson | Learfield-IMG College
jared.wilson@vtsportsproperties.com | 540-418-6316

VIRGINIA
BEEF
COUNCIL



VIRGINIA ATHLETICS

VIRGINIA
SPORTSPROPERTIES

Football



Scott Stadium

Football | Capacity: 61,500

- Total attendance in 2019 was 335,040
- Average attendance in 2019 was 47,862
- Attendance increased 20% from 2018
- 2019 ACC Coastal Division Champions
- All home games televised to a national or regional audience
- Undefeated record at home in 2019



VIRGINIA ATHLETICS



VIRGINIA SPORTS PROPERTIES

LED Signage - Fascia

Virginia Beef received three minutes and twenty seconds (3:20) of fascia LED exposure during the last home football game against Virginia Tech on November 29, 2019 at Scott Stadium



Video Board Feature – Tailgate Tip of the Week

Virginia Beef received one (1) video board feature during each home football game featuring a tailgate tip of the week. The video featured footage from UVA athletic tailgates as well as video content provided by Virginia Beef. The video ended with a static image of the tip of the week. The tip of the week switched each home game, so there were seven different tips featured at the conclusion of the football season.



Basketball



John Paul Jones Arena

Basketball | Capacity: 14,593

- Average attendance as of 1/15: 14,114
- Three time National Coach of the Year
- Virginia's largest concert & event venue
- 2019 NCAA Men's Basketball National Champions



VIRGINIA ATHLETICS



VIRGINIA SPORTS PROPERTIES

LED Signage - Fascia

Contracted: Virginia Beef will receive two (2:00) minutes of “horseshoe” LED, east end-line LED, and scoreboard “rings” exposure at every home basketball game at John Paul Jones Arena.

Actual (as of 1/15): Virginia Beef averaged three minutes and twenty-eight seconds (3:28) of “horseshoe” LED, east end-line LED, and scoreboard “rings” exposure at John Paul Jones Arena.



LED Signage - Stanchions

Contracted: Virginia Beef will receive two (2:00) minutes of basket stanchion exposure at every home basketball game at John Paul Jones Arena.

Actual (as of 1/15): Virginia Beef averaged five minutes and fifty four seconds (5:54) of basket stanchion LEDs at John Paul Jones Arena.





Permanent Signage

Virginia Beef received one (1) 4' x 8' backlit panel on the main concourse at John Paul Jones Arena. This is visible to all fans attending all home men's and women's basketball games plus concerts and events.

Digital Menu Board

The Virginia Beef logo appears on all digital menu boards that offer a beef product at John Paul Jones Arena. There are digital menus on both the lower concourse and upper concourse of the arena.



Remaining Events at John Paul Jones arena

January 2020

- Women's Basketball vs. Virginia Tech – 1/19
- Men's Basketball vs. NC State – 1/20
- Women's Basketball vs. Notre Dame – 1/26
- Men's Basketball vs. Florida State – 1/28

February 2020

- Women's Basketball vs. Syracuse – 2/2
- Men's Basketball vs. Clemson – 2/5
- Women's Basketball vs. Clemson – 2/6
- KISS Concert – 2/7
- Men's Basketball vs. Notre Dame – 2/11
- Trevor Noah – 2/14
- The Lumineers – 2/16
- Jason Aldean Concert – 2/21
- MercyMe Concert – 2/22
- Women's Basketball vs. Miami – 2/23
- Men's Basketball vs. Boston College – 2/19
- Women's Basketball vs. Pitt – 2/27
- Men's Basketball vs. Duke – 2/29

March 2020

- Women's Basketball vs. NC State - 3/1
- Men's Basketball vs. Louisville – 3/7
- The Roadshow Concert – 3/8
- Harlem Globetrotters – 3/12
- Dan + Shay Concert – 3/13
- DaBaby Concert – 3/14

April 2020

- Hot Wheels Monster Trucks Live – 4/4 and 4/5
- Zac Brown Band – 4/23



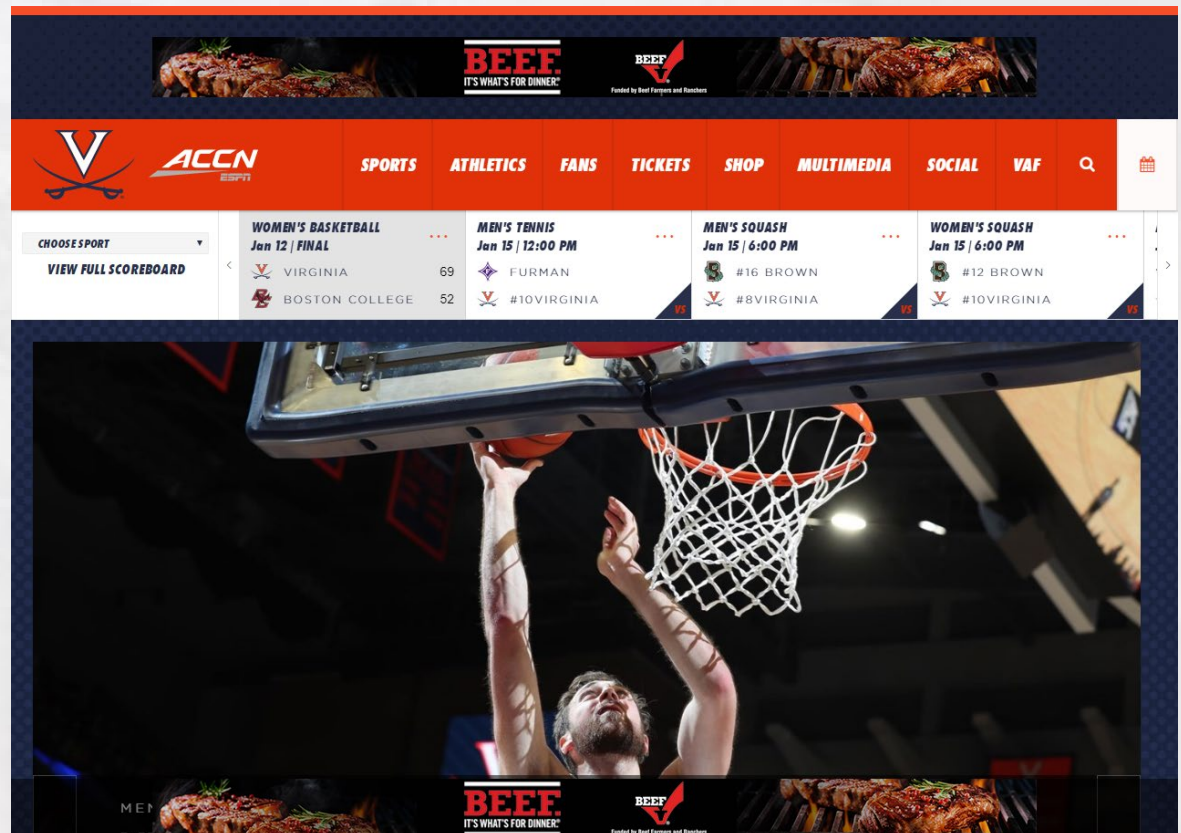
Multi-Media



Web Ads

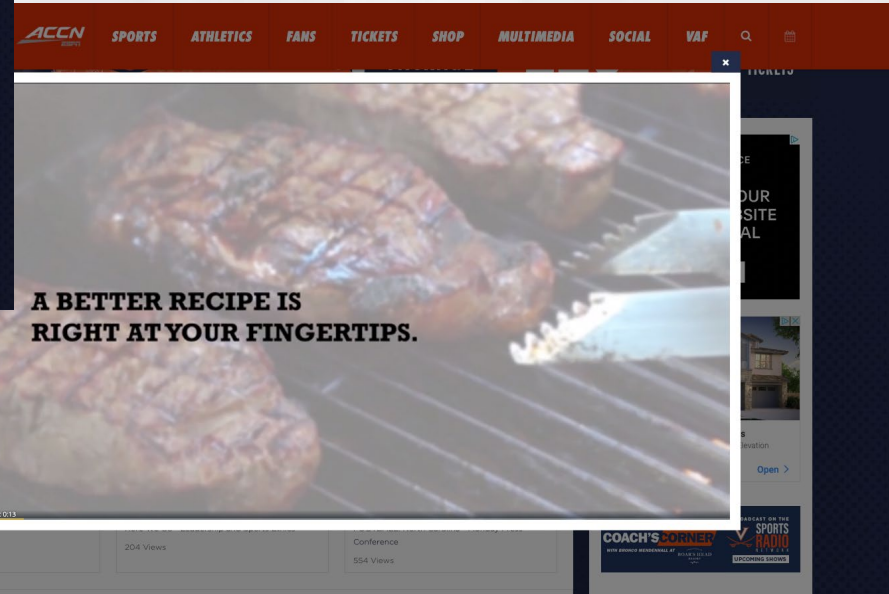
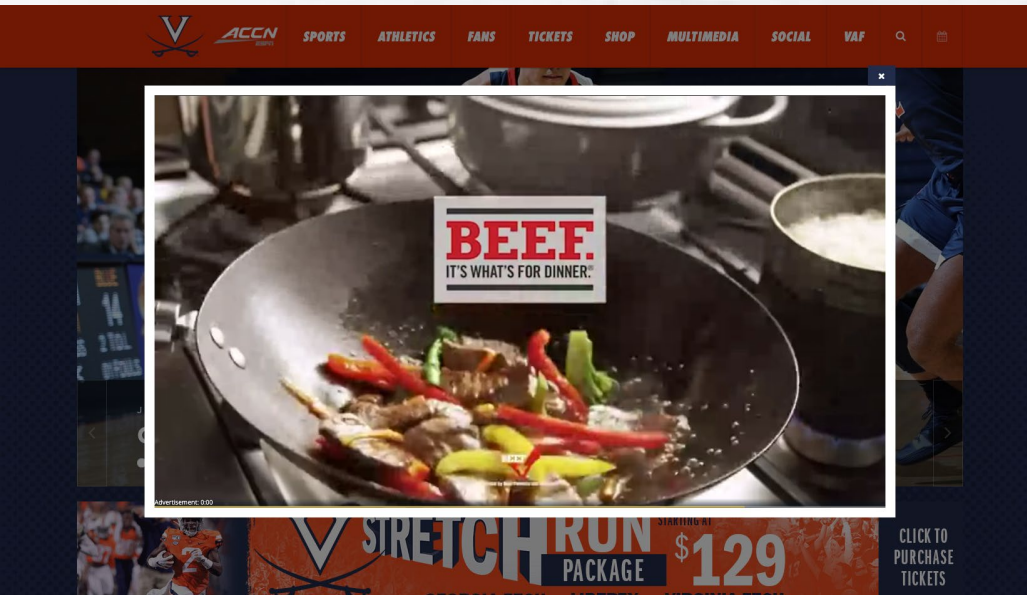
VirginiaSports.com

- Virginia Beef received web ads on VirginiaSports.com with at least guaranteed 250,000 impressions. As of 1/14 impressions: 135,038. Impressions are on track to reach the goal.
- Web ads link to www.beefitswhatsfordinner.com



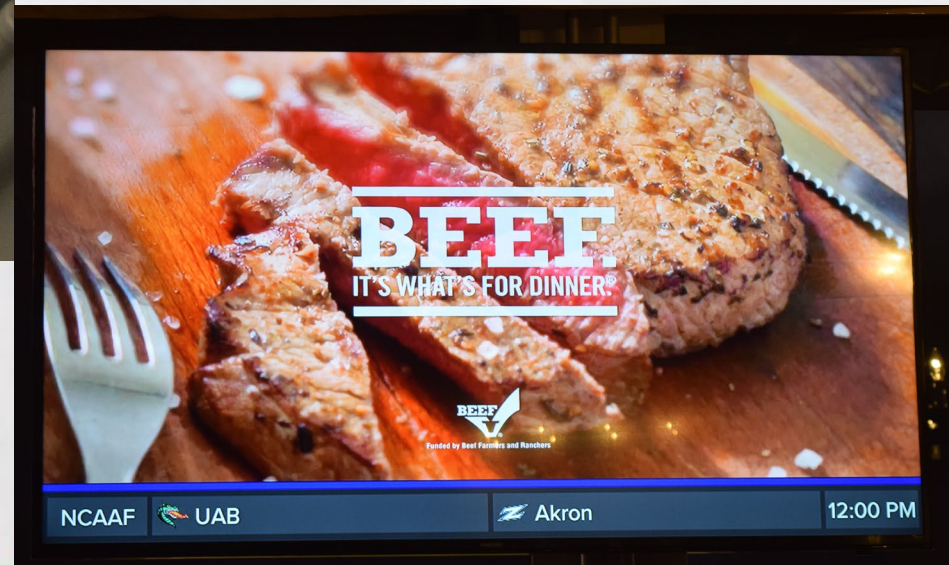
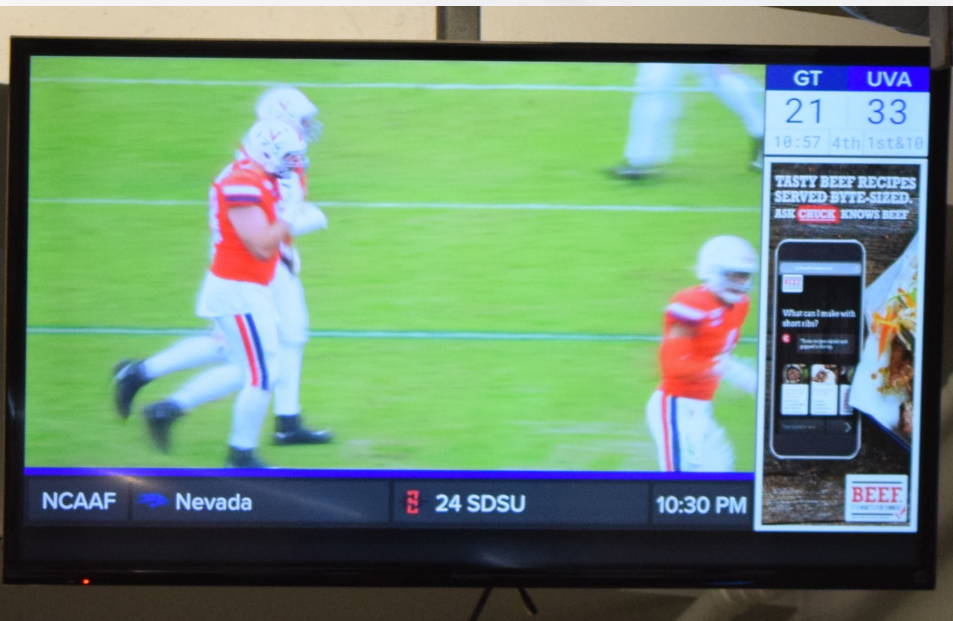
Pre-Roll Video

Virginia Beef receives inclusion on the pre-roll video rotation that plays on VirginiaSports.com and VirginiaSportsTV.com. The pre-roll videos include a :05 and :15 second video. The videos have received over 300,000 impressions.



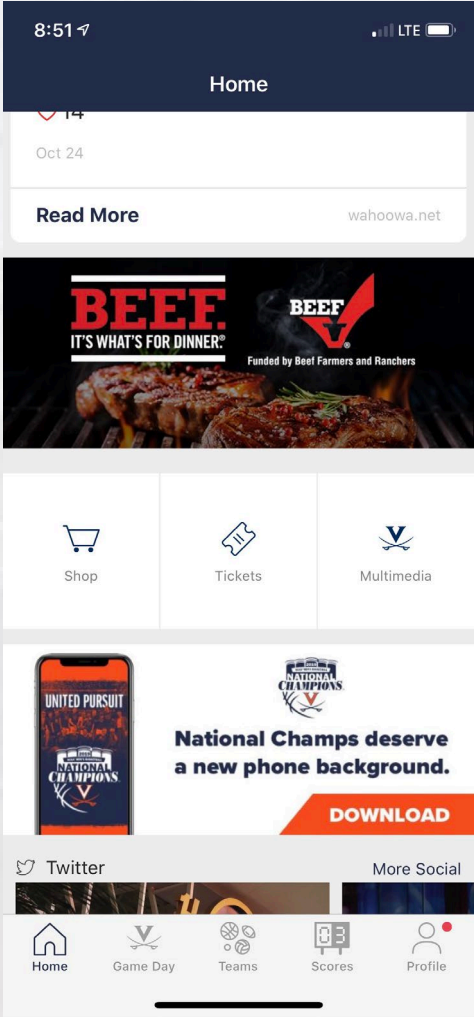
Game Time Network

During the 2019 football season, Virginia Beef received inclusion on Game Time Network at all home football games. Game Time Network is the bumper, panel, and :15 second video on all the in-venue game feeds. Game Time Network is visible on all the concourse, suite, and Commonwealth Club TVs.



Virginia Sports Mobile App – Banner Ad

Virginia Beef also received banner ad inclusion on the homepage of the Virginia Sports app. Impressions as of 1/7: 134,516.



Virginia Sports Mobile App – Recipe of the Week

During the 2019 football season, Virginia Beef received a weekly push notification featuring a tailgate recipe of the week. Fans were prompted to open the push notification to view the full recipe. Each user that opened the recipe was entered to win two tickets to the UVA-VT football game and a Yeti cooler of beef.

Verizon LTE

9:16 AM

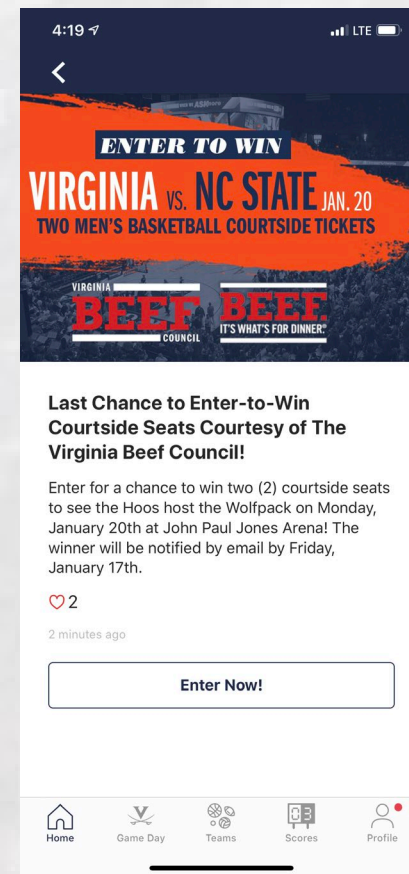
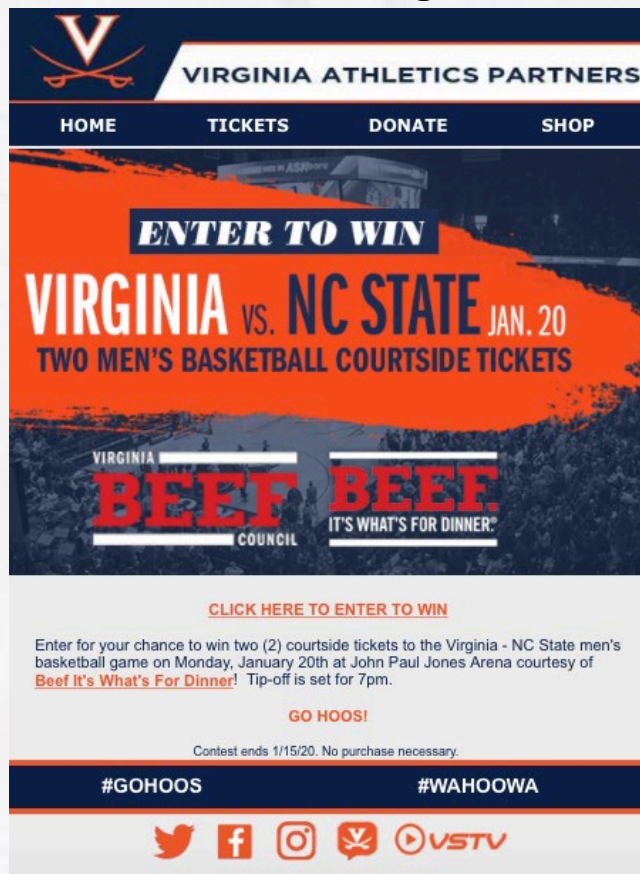
89%



Virginia Sports Mobile App and Email – Men's Basketball Ticket Giveaway

Virginia Beef received two (2) push notifications through the Virginia Sports App promoting the men's basketball ticket giveaway. The prize was two courtside tickets to the UVA-NC State men's basketball game on January 20th.

Virginia Beef also received one (1) dedicated email promoting this ticket giveaway as well. The email was sent to all email accounts located in Virginia. Over 4,000 fans entered to win.



Virginia Sports Radio Network - Football

Virginia Beef received:

- Two (2) 30-second spots on the VSRN in each broadcast
 - One (1) :30 in-game spot
 - One (1) :30 pre-game spot
- Virginia Beef participated in post season football radio. UVA football played in the ACC Championship game on December 7th and in the Orange Bowl on December 30th.

