

# South Carolina Beef Board 2005 Annual Report



The South Carolina Beef Board's (SCBB) mission is to work to increase the demand for beef and beef products within the state of South Carolina and nationally through support of the national and state joint programs in promotion, consumer information/education, research, industry information, producer communications and market development programs. The program's funds are generated through a beef checkoff program which is \$1 per head sold. Half of these funds remain in the state and half are forwarded to the Cattlemen's Beef Board for nationally funded projects. Both boards, the South Carolina Beef Board and the Cattlemen's Beef Board, are producer driven by producer boards.

## Consumer Education

Reaching consumers is one of the primary goals of the beef checkoff program. The state fair attracted thousands of consumers to the South Carolina Beef Board Booth. Visitors were provided with the most up-to-date information regarding beef preparation, beef nutrition and food safety. One of the highlights of the booth was the chance to win a \$25 beef gift certificate to Piggly Wiggly. Winners were drawn daily.



Another consumer education highlight came in the form of the SCBB providing beef burgers to participants in the American Diabetes Association's America's Walk for Diabetes. Walk participants were provided a beef burger and nutritional information upon completion of their walk.

Our troops serving in missions overseas are always interested in a "taste of home". The SCBB participated in a national program through the United Services Organization to provide beef jerky to the troops overseas.

The retail sector is of importance to the SCBB. Promotion of beef and beef products at the supermarket provides consumers with information to make beef the choice for their dinner plate. In addition to working with Piggly Wiggly, the board invested checkoff dollars to promote beef sampling at WalMart Superstores across South Carolina. Thousands of shoppers were given the opportunity to sample the product and visit the meat case to purchase beef. This program, in cooperation with other

state beef councils, proved to be an excellent way to leverage checkoff dollars to promote beef in a busy retail market.

Health professionals play a key role in contributing to the continued increase in beef demand. The SCBB worked to educate health professionals through cooperation with organizations such as the South Carolina Public Health Association, South Carolina Dieticians Association and nurses through the *South Carolina Nurse Magazine*. By educating health professionals about the nutritional aspects of beef, consumers can learn from reliable sources in order to work beef into their daily menus.

"It's off to the races with Beef." The SCBB participated in the Ultimate Chef Challenge at the popular Colonial Cup Racing event. During the Challenge, chefs from area restaurants prepared their signature dishes, many of which focused on beef. Spectators to the race at the famous Springdale Race Course in Camden, SC, were given the opportunity to taste the dishes and vote on their favorite. Lee Kitchens from the Boykin Mill Pond was the winner. The Boykin Mill Pond is known for its beef signature dishes.

## Youth Activities

Educating youth about the nutritional aspects of beef provides the next generation with information about beef for years to come. The SCBB provided select teachers with the Learn About Beef booklet which includes children's beef recipes, beef trivia and beef nutritional information.

The South Carolina Beef Board also recognizes the importance of working with the 4-H. In FY 2005, the board made a commitment to support the state 4-H program in order to educate the youth on the nutritional benefits of beef.



Teachers from across the state were educated about how to involve agriculture in their daily lesson plans through the Ag In the Classroom's Teacher's Institute. The Institute, which is hosted by the South Carolina Farm Bureau Federation, was

sponsored in part by the SCBB. Teachers were given nutritional information about beef and were given samples of the *Beef Ag Mag*. Teacher evaluations of the program showed an increase in knowledge of the agricultural industry and they indicated that they were more likely to use the information given during the week long program in their lesson plans.

More than 600 beef burgers were served to the youth at the annual Jr. Beef Round-up event held in Clemson, SC. After a long day of showing their animals for scholarship prizes, the participants were treated to a nutritional beef meal.

### Producer Communications

The SCBB formed a unique partnership with the South Carolina Cattlemen's Association in FY 2005. Through this partnership, the two groups remain separate organizations with separate missions, but they share one executive director. News about the \$1 per head beef checkoff was shared with 13 cattlemen's associations locally across the state. During the presentations to the cattlemen's associations, the executive director gave information about the checkoff investments, and allowed for questions about the checkoff.



The South Carolina Ag EXPO, held on March 1 in Columbia, SC was regarded as one of the largest producer meetings in the state. Cattlemen from each corner of the state traveled to Columbia to learn about many aspects of the cattle industry, including how their checkoff dollars were being invested. The SCBB sponsored a buyers' panel in

which representatives from Publix, Cargill and area livestock markets explained what the markets are dictating for beef and beef products. Additionally, Randy Blach from Cattle-Fax updated the group on the markets and upcoming forecasted trends.

Other producer communications activities included visits to several livestock markets, which provided for interaction with the producers in their backyard. During the visits board members and the executive director provided information about the beef checkoff to producers and allowed for individual questions.

## South Carolina Beef Board

Statement of Revenue & Expenses  
July 1, 2004 - June 30, 2005

\*audited numbers

### Revenue:

Checkoff Assessments	\$230,022
Less: Remittances to States of Origin	\$(15,402)
Less: Remittances to Beef Board	\$(99,000)
Total Net Revenue	\$115,620

### Expenses:

Promotion	\$23,316
Research	1,205
Consumer Information	\$15,509
Industry Information	\$3,521
Producer Communication	\$11,618
Collections	\$1,205
Board meetings, pier diem and travel	\$13,408
General administration	\$13,063
Total Expenses	\$82,845

**Net Income** **\$32,775**

## South Carolina Beef Board

The South Carolina Beef Board is directed by a board of volunteer cattle producers from across the state.

### District 1

Ed Hutton, Sr., Pickens  
Paul James Rathwell, Six Mile  
Jesse Myles Wilson, Jr.,  
Pauline  
Michael Dixon, Gaffney

### District 2

Allen L. Beer, Richburg  
D. Kenneth Johnson, York

### District 3

Edsel Lanier Williams,  
Britton's Neck

### District 4

Carl Benjamin Setzler,  
Newberry  
Darren T. Carter, Ninety Six  
Edward "Eddy" Wills Ellison,  
Greenwood

### District 5

James Howard Shirer, Elloree  
Ralph Bell, Jr., Summerton

### District 6

James V. Sease, Ehrhardt

## South Carolina Beef Board

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