



**BEEF**

# South Carolina Beef Council FY2011 in Review

**South Carolina Beef Council  
2011 Annual Report  
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The South Carolina Beef Council (SCBC) mission is 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 food retail and foodservice promotions, consumer education, producer communications and youth activities. The program's funds are generated through a national beef checkoff program at \$1 per head sold. Half of these funds remain in the state and half are forwarded to the Cattlemen's Beef Board in Denver for nationally funded projects. Both boards, the South Carolina Beef Council and the Cattlemen's Beef Board, are made up of beef producers. The SCBC divides up the calendar year into beef promotional campaigns: The campaigns are: "I Love Beef/Valentines" in February; "March Madness" in March; "Father's Day and Beef Month" in June; "Summer Grilling" in June, July and August; "Tailgating" in September, October and November and "Holiday Roast" in November and December. These themes are carried forth all year in all our Marketing Plans for the SC Beef Council.

## CONSUMER EDUCATION

Educating consumers is one of the primary goals of the South Carolina beef check-off program. The state fair in October attracted thousands (500,000 plus) of consumers to the South Carolina Beef Council within the SC Department of Agriculture pavilion area. 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 daily chance to win a \$25 beef certificate at Piggly Wiggly. Samples of the Flat Iron Steak, Ranch, Denver and Sirloins were sampled by the visiting consumers. SCBC exhibited at the annual SC Dietetic Association, SC Public Health and the SC Nutrition Council annual meetings. Beef literature and beef nutritional information was distributed. Numerous beef consumer activities took place in local communities around South Carolina which included: Summer Fest in York County; Young Farmers Convention in Charleston; SC Farm Bureau Annual Meeting in Myrtle Beach; "Taste n See" in Saluda; Junior Beef Roundup in Clemson; Sun and Fun Days in Charleston, the Commissioner of Agriculture School in Clemson and the Upstate Festival in Greenville; Summer Fest in Abbeville, Autumn Fest in Myrtle Beach and Labor Day Festival in Chapin and numerous Farmers Markets (curb markets) around the Palmetto State.



## FOOD SERVICE

Promotions in the foodservice channels were expanded last year. Five trade shows were exhibited (SYSCO, US Foodservice and Institutional Food House). Also, a few individual restaurants (Jack in the Box, Arby's and Sonic) were featured by beef promotional literature during the Summer. The annual Beef Backer State Award was presented to Angelo's Steakhouse in Myrtle Beach. This great restaurant continues to promote beef on their daily menu (serving over 60,000 steaks per year).

## FOOD RETAIL

The retail sector is very important to the SCBC. Promotion of beef and beef products at the supermarket provides consumers with information to make beef the choice for their dinner plate. In working with Bi-Lo, Piggly Wiggly, Kroger, Publix, Food Lion, Ingles, Harris Teeter, Walmart, IGA, and Reids, the board invested checkoff dollars to promote beef samplings across South Carolina. Thousands of shoppers were given the opportunity (over 37 in-store beef promotions around South Carolina) to sample beef and visit the fresh meat case and frozen foods sections to purchase beef. Piggly Wiggly, Bi-Lo, Reids and Krogers coordinated beef cook-offs in various SC communities. Also, all of the beef special promotional campaigns were expanded in the retail channel with "Summer Grilling" seeing double-digit beef sale increases in three of South Carolina's major retail chains.



## YOUTH ACTIVITIES

Educating youth about the nutritional aspects of beef nutrition provides the next generation with factual, science-based information about beef.



State teachers were educated on 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 Farm Bureau Federation, was sponsored in part by the SCBC. Educational materials and awards

were presented to the youth at the annual Junior Beef Roundup held at Clemson in August. After a long day of showing their animals for scholarship prizes, the participants were treated to a nutritious and delicious beef burger meal. The South Carolina Beef Council also recognizes the importance of working with youth. The board made a commitment to support the state 4-H Market Steer Project. The Beef Council participated in the Farm Bureau's scholarship programs whereby students showed their animals, wrote a beef essay and participated in individual interviews. This scholarship earned a \$2,500 award for two junior beef participants. The Beef Ambassador Program was reorganized and funded this year. State winners were Earl Bankston in 2010 and Caroline Hutton in 2011. Also, the two youth cattle scholarships (SC Cattlemen's Association and WAX Company) were promoted and expanded to our increasing youth base.

## PRODUCER COMMUNICATIONS

Producer communication activities included visits to all livestock markets, which provided for interaction with the producers in their backyard. During the visits the board provided information about the beef checkoff to producers and allowed for individual questions as well as beef samplings of a new beef cut. Numerous county cattle clubs were visited during the year.

The SCBC also participated in the state cattlemen's annual meeting in Columbia, which drew some 150 cattle producer registrants. Discussions centered on Clemson's beef research; promotional activities of the board; and an update on national checkoff programs. SCBC staff participated in individual private cattle sales in numerous communities (Ridge Spring, Sumter, Saluda, Oconee, Blackville and Clemson) and attended Highlights on Agriculture in eight counties. Beef promotional literature and promotional items were distributed to attendees.



## AFFILIATES

SC Beef Council continues its support roles in various agricultural organizations in our state and around the USA. Memberships include: NCBA, National Food Retail Committee; Federation of State Beef Councils, State Beef Councils Executive Committee; SC Cattlemen's Association; SC Farm Bureau Beef Advisory Committee; SC Nutrition Council; SC Public Health Association; SC Dietetic Association and Clemson Traceability Committee. All these organizations contribute to a healthy, safe and nutritious beef for today's consumer.

## SOUTH CAROLINA BEEF COUNCIL

**Statement of Revenue & Expenses  
July 1, 2010-June 30, 2011**

<b>Revenue:</b>	
Checkoff Assessments	\$ 188,975.00
Less: Remittances to Beef Board & State of Origins	<u>111,975.00</u>
Total Net Revenue	\$ 77,000.00
<b>Expenses:</b>	
Promotion	\$ 10,500.00
Consumer Information	7,500.00
Youth Initiative	5,800.00
Producer Communications	1,850.00
Board meetings, per diem and travel	4,075.00
General administration	<u>37,444.00</u>
Total Expenses	\$ 67,169.00
<b>Net Income</b>	<b>\$ 9,831.00</b>

## SOUTH CAROLINA BEEF COUNCIL BOARD OF DIRECTORS

The South Carolina Beef Council is directed by a board of elected cattle producers from across the state. (per the six districts)



### DISTRICT I

R.D. Morrison, *Six Mile*  
Brandon Hurley, *Gray Court*  
Paul Wilkie, *Woodruff*  
Carl Myers, *Seneca*

### DISTRICT II

D. Kenneth Johnson, Secretary-Treasurer, *York*  
Blake Wisher, *Hickory Grove*

### DISTRICT III

Edsel L. Williams, *Britton's Neck*

### DISTRICT IV

Darren Carter, Vice Chairman, *Ninety Six*  
Eddy Ellison, *Greenwood*  
Carl B. Setzler, Jr., Chairman, *Newberry*

### DISTRICT V

Larry Lasseigne, *Sumter*  
James H. Shirer, *Ellore*

### DISTRICT VI

Wesley Ulmer, *Lodge*

### EX-OFFICIO

Francis Price, *Chairperson*  
The Agriculture Commission of SC, *Gilbert*  
Craig Kesler, Cattlemen's Beef Board, *Silverstreet*

### EXECUTIVE DIRECTOR

Roy W. Copelan, *Columbia*

### ADMINISTRATIVE ASSISTANT

Nancy King, *Columbia*