



South Carolina Beef Council FY2013 in Review



South Carolina Beef Council
2013 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 composed 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.

PRODUCER COMMUNICATIONS

Producer communication activities included visits to all livestock markets, which provided for interaction with the producers in their communities. During the visits the board provided information about the beef checkoff to producers and allowed for individual question, as well as, beef samplings. Numerous county/regional cattle associations were visited during the year.

The SCBC also participated in the state cattlemen's Annual Meeting in Columbia, which drew over 150 cattle producer registrants. Discussions centered on 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, Fair Play, Newberry, York, Chester, and Clemson) and attended Highlights on Agriculture in Five counties. Beef promotional literature and promotional items were distributed to attendees.



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 carried a \$2,500 award for two junior beef participants. Also, the Beef Ambassador program was again funded by the SC Beef Council. The 2013 state winner was Erica Prescott from Gray Court, SC. Also, two youth cattle scholarships (SC Cattlemen's Foundation and WAX Company) were promoted and expanded to our increasing youth base.

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 (505,000 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 IGA. Samples of the Rib Eyes and Beef Sliders and 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 communities around South Carolina which included: SC Farm Bureau Annual Meeting in Myrtle Beach; 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, Sumter Greens in Sumter, Autumn Fest in Myrtle Beach, Okra Strut in Irmo, American Grillmaster in Charleston, City Days in Aiken, SC Campground, Grilling Days in Calhoun Falls, Rose Festival in Orangeburg, Azalea Festival in Pickens and Labor Day Festival in Chapin and numerous Farmers Markets (local markets) around the Palmetto State.

FOOD SERVICE

Promotions in the foodservice channels were expanded. Three trade shows were exhibited (SYSCO, US Foodservice and Institutional Food House). Also, individual restaurants (Jack in the Box, Wendy's, Arby's and Sonic) were featured by beef promotional literature during the Summer. The annual Beef Backer State Award was presented to Cabana Cafe in Newberry. This restaurant continues to promote local SC beef on their daily menu.



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, Wal-Mart, IGA, and Reid's, the board invested checkoff dollars to promote beef samplings across South Carolina. Thousands of shoppers were given the opportunity (over 50 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, Reid's and Kroger's 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 two of South Carolina's major retail chains, as well as, increased beef sales during both the "Tailgating" and "Holiday Roast" campaigns. Approximately 100-150 consumers were reached during each in-store retail beef promotion (usually on Thursdays, Fridays and Saturday afternoons).



AFFILIATES

SC Beef Board 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; SC Food Safety Committee and Clemson Traceability Committee. All these organizations contribute to a healthy, safe, lean, and nutritious beef for today's consumer.

SOUTH CAROLINA BEEF COUNCIL

Financial Statement

July 1, 2012 – June 30, 2013

Revenue:	
Checkoff Assessments	\$151,115.00
Less: Remittances to Beef Board & State of Origins	78,496.00
Total Net Revenue	\$ 72,619.00
Expenses:	
Promotion	\$ 6,950.00
Consumer Information	4,650.00
Youth Initiative	4,700.00
Producer Communications	1,825.00
Board meetings, per diem and travel	12,733.00
General administration	48,797.00
Total Expenses	\$ 79,655.00
Net Income	\$ -7,036.00

SOUTH CAROLINA BEEF COUNCIL BOARD OF DIRECTORS

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

The Beef Council meets quarterly to discuss business matters.



DISTRICT I

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

DISTRICT IV

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

DISTRICT II

Jack Ferguson, York
Blake Wisher, Hickory Grove

DISTRICT V

Larry Lasseigne, Sumter
John Fogle, Columbia

DISTRICT III

Edsel L. Williams, Britton's Neck
Secretary/Treasurer

DISTRICT VI

Wesley Ulmer, Lodge

Mrs. Francis Price, Chairperson

The Agriculture Commission of SC, Gilbert
Craig Kesler, Cattlemen's Beef Board, Silverstreet

PARTNER GROUPS

SC Farm Bureau, Clemson University

SC Department of Agriculture, SC Cattlemen's Association

EXECUTIVE DIRECTOR
Roy Copeian, Columbia

ADMINISTRATIVE ASSISTANT
Ellen Lloyd, Columbia