Welcome to the Tennessee Value-Added Beef Webinar Series
Made Possible By:

Today’s Topics & Presenter
• Resource Round-Up: Available Resources for Local Beef Marketers

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Tennessee Beef Industry Council
Beef Marketing Programs
National Beef Checkoff Program
State Promotion Program

Session Overview
• Introduce programs and resources available through the
  – Tennessee Beef Industry Council
  – Tennessee Department of Agriculture
  – UT Extension

Session Objectives
• Increase awareness of resources available to assist local beef marketers
• Improve knowledge of how to access resources available to assist with marketing of value-added beef

Board of Directors

Tennessee Beef Industry Council
Beef Marketing Programs
National Beef Checkoff Program
State Promotion Program
National Beef Checkoff Program 1985

- Everyone Pays $1.00 Each Time an Animal is Sold
  - U.S. Producers / Processors / Importers (live animals & boxed beef)
  - Livestock Markets, Dealers & Order Buyers
  - Private Treaty Sales, Off Farm Sales of Fresh & Frozen Beef

What are Dollars Used For?

- **National** uses collections for **Research, Education & Promotion**
  - Nutrition, Safety, Media Buys, Issues Management, New Product Development, Consumer Recipes, Retail & Foodservice Beef Promotions

- **States** uses collections for instate **Research, Education & Promotion**
  - Use the materials researched & developed by national with instate public

TN State Beef Promotion Program 2013

- Research, Education & Promotion
- Everyone pays (mandatory / voluntary program)
- TN Department of Ag / TN Beef Industry Council
  - Livestock Markets, Order Buyers, Dealers
  - Private Treaty Farm Sales - Live & Fresh/Frozen Beef
- State uses .50 for in-state programs
  - Advertising, Retail, Foodservice, Health & Nutrition, Youth Education, Producer Communications, Consumer Education, Promotion

Example of National Report Form

www.beefboard.org
Compliance
compliance.asp

Examples of Materials

- Retail
- Nutrition
- Foodservice
- Crave
- Beef
- Recipe
- Development
- BEEF
- ADVERTISING
- RESEARCH

Example of State Report Form

- Report Form
  - TN Department of Agriculture
  - Box 40627
  - Nashville, TN 37204

- Refund Provision
Examples of Programs

- Youth Education
  - Beef Ambassador
  - Cowboy in the Classroom
- Beef Team
  - Running Team
    - Focused on Health and Nutrition of Beef
- Producer Communications
  - July Beef Month Radio & Livestock Mkt. Kits
- Consumer Advertising
  - Radio
  - Billboards
  - Recipes

Examples of Materials available to Direct Marketers

- Beef Cuts
  - Primal & Sub-Primal Weights and Yields
- New Beef Cuts Guides
- Beef Cut Charts
  - Poster
  - 8 x 10
- Recipes
- Menuing ideas
- BeefRetail.org
- BeefItsWhatsForDinner.com
- BeefNutrition.org
- Point of Purchase
  - Posters, Iron man Signs, Rail Strips

Beef Promotion Programs... Preparing for Tomorrow - Today
Research, Education and Promotion

Tennessee Agricultural Enhancement Program

Producer Diversification Program
Value-Added Sector Opportunities

Jon Frady
Agricultural Marketing Specialist
Tennessee Department of Agriculture
Market Development Division

TAEP Cost Share Program

- Cost Share reimbursement program
- Application period June 1-7
- Several cattle producer programs
- Producer Diversification program for farm fresh meats
- Competitive review process
- Application and proposal

TAEP Cost Share Program

Opportunities in Producer Diversification

- Value-Added sector
- 50% (35% base) cost share
- $15,000 ($10,000) maximum

Areas of Eligible Expenses

- Infrastructure
- Specialty Equipment
- Marketing
Examples of Eligible Items

- Freezers
- Trailer for beef transport to market
- Power inverter or generator
- Signage (Includes truck or trailer wrap)
- Website Development
- Even an On-farm Retail Store
- Parking for store

Gourmet Pasture Beef

Cost Share Funding for Value-Added

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*Approved numbers

TAEP Application 2013

- Applications available any day now
- Available online at: [www.tn.gov/taep](http://www.tn.gov/taep)
- Additional materials available online
  - Application Instructions & Proposal Guide
  - Additional Sector Criteria Sheets
- Hard copies available at local CO-OP and Extension office
- Can also request hard copy from me

Any questions?

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Producer Diversification & Organic Marketing Specialist

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www.PickTnProducts.org

Livestock Marketing

Pick TN Products – Farm Fresh Meats
TN Natural Beef Program

Wendy Sneed
Livestock/Equine Marketing Specialist
Tennessee Department of Agriculture
Market Development Division
Pick TN Products Quiz

• How many producers are listed on Pick TN Products?
• How many products are listed on Pick TN Products?
• How many people visit the Pick TN Products Website every month?

Pick TN Products Meat Categories

• Beef (Freezer/Retail)
• Pork
• Lamb
• Goat
• Poultry
• Beefalo
• Buffalo
• Processed/Packaged Meats

Assistance

• Marketing Assistance
  – Logo/Graphic Development
  – Brochure Development
  – Display Design
  – Web Design
• Retail Marketing
  – Pick TN Products Tradeshow
  – Southern Women's Show
• Connections
  – Growers with marketers
  – Marketers with retailers
• TAEP Application Assistance

TN Natural Beef Program

Purpose & Goals

• In light of market demand for natural products, TDA developed the Tennessee Natural Beef marketing program for use by Tennessee producers and businesses.

• The program was aimed at assisting producers with opportunities to add value to their product and capitalize on growing interest in this sector of farm products.

Program Guidelines

1. No antibiotics ever administered to cattle within program
2. No artificial hormones and/or growth promotants (including ionophores) ever administered to cattle within the program
3. No avian or mammalian by-products in feed ever (except milk and some milk supplements) that is fed to cattle within the program
4. No artificial colorings, preservatives or flavor enhancing ingredients can be applied to meat products.
5. Meat must be minimally processed (cuts and ground only)

Requirements Continued

6. Farmers must be BOA Certified
7. Program cattle must be born, raised and finished within the borders of TN. Animals can be processed out of state.
8. Farmers that use the USDA's FSIS labeling for retail cut sales must submit a label copy to FSIS for approval of that label.
9. Tennessee resident
10. Participant must be 18 years of age
11. Participant must register their premises with TDA
Participation

• Producer – Growers (grow to specs set by producers marketing product)
• Producer – Direct Marketing (growers who are also selling retail & non-retailers)
• Processors
• Marketing Outlets
  – Restaurant
  – Grocery
  – Other

Exposure & Benefits

• Advertisement in several outlets of media
• Consumer education
• Program monitoring to assist producers
• Promotion at numerous events and trade shows
• Exposure for retailers and restaurants that purchase from TN Natural Beef Certified Farms
• Export market exploration for TN Natural Beef Certified Farms

Need Other Help??
Marketing Specialists

• Processed Foods – Linda Shelton
• Agritourism/Farmers’ Markets – Pamela Bartholomew
• Fruit/Vegetable – Tammy Algood

Any questions?

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www.TN.gov/agriculture

Extension

• County Extension Offices
  – https://utextension.tennessee.edu/Pages/offices.aspx
• Agriculture, Family & Consumer Science, 4-H
• Information Resource/Technical Assistance
• Educational Programs
• Access to Specialists
• Connection to local resources/information

Extension - MANAGE

• Helps families analyze their total farming business so they can make informed decisions regarding their future by
  – reviewing their current financial situation
  – capitalizing on strengths and reduce weaknesses in the farm business
  – developing individualized farm and financial plans
  – exploring alternatives both on and off the farm
  – evaluating capital investment opportunities including land and/or machinery purchases
  – analyzing likely consequences of changing the scope of enterprises
  – determining appropriate production practices

• Contact local Extension office
  – http://economics.ag.utk.edu/mang.html
Center for Profitable Agriculture

Department in the University of Tennessee Extension

Partnership of Tennessee Farm Bureau Federation and University of Tennessee Extension

Memorandum of Agreement with TDA, Market Development Division

Center Programs Are Focused On

- One-on-one farmer projects
  - Analyze value-added enterprises for farm families & entrepreneurs

- Educational programs
  - Conduct workshops, conferences, seminars & classes for farmers & agriculture industry leaders

- Educational materials
  - Develop fact sheets, publications, news releases, etc.

The Center’s “Team Approach”

FINANCIAL
- Break-even Analysis
- Cost Analysis
- Cash Flow
- Profit/Loss Analysis

MARKETING
- Regulations
- Up-scaling
- Packaging
- Product Characteristics

TECHNICAL
- Market Assessment
- Test Marketing
- Consumer Surveying
- Market Development
- Promotion
- Sales Estimates
- Price Estimates

Center for Profitable Agriculture

Website
- https://ag.tennessee.edu/cpa

News Lists
- Agritourism
- Farmers Markets
- Value-Added Beef

Call or email with questions anytime

Additional Resources

Tennessee Value-Added Beef Program

- Multi-year educational program
- 18-member, multi-discipline team
  - Production-Processing-Marketing-Financial
- Educational and Outreach
  - Case studies/demonstrations
  - Workshops, tours, seminars/conferences
  - Publications
  - Webinars

Additional Resources

Online Discussion Forum

- TN Value-Added Beef Google Group
  - To join, send e-mail to…
  - TN-Value-Added-Beef
    +subscribe@googlegroups.com

- TN Value-Added Beef Website
  - https://ag.tennessee.edu/cpa/Pages/VA%20Beef.aspx
Take Home Messages

• Take advantage of available resources for local beef marketers
  – Technical Assistance
  – Marketing Materials
  – Marketing Methods
  – Cost-Share

Evaluate Today’s Webinar

• Please take a few minutes to complete the short online survey at
  http://www.surveymonkey.com/s/QPMQ3WC

Special thanks again to our funding partners: