



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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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

Tennessee Beef Industry Council Beef Marketing Programs

National Beef Checkoff Program State Promotion Program



Board of Directors

TN Cattlemen's Association

Mike Sharp, Larry McCoy and Jerry Greene

TN Farm Bureau

Bob Willis, Mark Barker and Larry Church

TN Livestock Markets

Jennifer Houston, Kristina McKee, Don Terry

TN Beef Improvement

Richard Brown, Lake Elliott

American Dairy Association of TN

Celeste Blackburn

Advisor Ex-Officios:

Jim Neel, (UT), Wendy Sneed (TDA)

Ex-Officios:

Ronnie Yeargin, Eddie Paschall

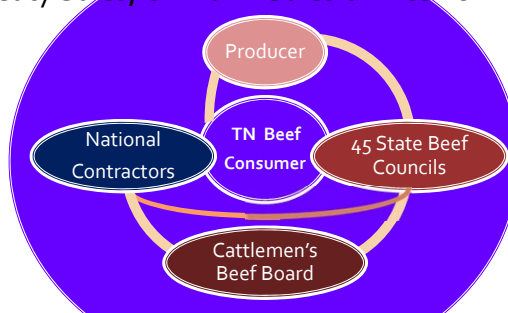
Staff:

Valerie Bass Executive Director, Nancy Vaughn Office Manager
Janna Sullivan Program Director, Carley Cox Office Assistant



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



Example of National Report Form

www.beefboard.org

[Compliance](#)

[compliance.asp](#)

OMB 0591-0093

BEEF

**Beef Promotion and Research Program
PRIVATE TREATY SALES CHECK-OFF INVESTMENT FORM**

Information is required by (7 CFR 1260.201). Failure to report can result in a fine. Information is held confidential (7 CFR 1260.203).

Today's Date _____

Seller's Name _____ Buyer's Name _____

Address _____ Address _____

City _____ State _____ Zip _____ City _____ State _____ Zip _____

Seller's Signature _____ Buyer's Signature _____

Both the seller & the buyer are responsible for making sure that the \$1 per head assessment is collected and remitted to the Beef Promotion & Research Board.

Total Number of Cattle Sold: _____ X \$1.00 per Head = _____

Date of Sale _____ Person remitting assessment form: Seller ☐ Buyer ☐

State of Origin* _____ Phone Number: _____

*If the cattle purchased came from another state within the last 30 days, indicate from which state the cattle were purchased.

Send Report and Remittance to: **See QSBC Remittance Addresses for address of State Beef Council**

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0591-0093. The time required to complete the information collection is estimated to average 2 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable, sex, marital status, familial status, parental status, religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or part of an individual's income is derived from any public assistance program. Not all prohibited bases apply to all programs. Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at (202) 725-2900 (voice and TDD). To file a complaint of discrimination, write to USDA, Director, Office of Civil Rights, 1400 Independence Avenue, S.W., Washington, D.C. 20250-4410, or call (800) 795-3272 (voice) or (202) 725-6382 (TDD). USDA is an equal opportunity provider and employer.

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



Examples of Materials



TN State Beef Promotion Program 2012

- 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/Freezer Beef
- State uses .50 for in-state programs
 - Advertising, Retail, Foodservice, Health & Nutrition, Youth Education, Producer Communications, Consumer Education, Promotion

Example of State Report Form

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



**Tennessee Beef Promotion Program
State Check-off Remittance Form for
Livestock Markets/Dealers/Processors
and Private Treaty Sales**

From: _____
Livestock Market/Dealer/Processor or Private Treaty Seller's Name

Address: _____
City _____ State _____ Zip _____

Phone: _____

Date of Sale: _____

Location Sold: _____

Livestock Markets Only		
Total # of Head marketed	# of Head Not Assessed	Total # of Head per State Assessed

Total Number of Cattle Sold _____ X \$0.50 per head = \$_____

The assessed rate of \$0.50 per head as approved by referendum shall be deducted by the seller at the first point of sale and submitted to the TN Beef Promotion Board by the fifteenth day of the month following the sale per TCA 43-29-409. Payments received after the fifteenth day will incur a penalty of 10% of the amount due.

Certification
I hereby certify that the above information is true and correct.

Seller/Market/Dealer Signature _____ Date _____

Please submit a copy for each month and mail, airtail to the following address:
TN Department of Agriculture
TN Beef Promotion Board
PO Box 40627
Nashville, TN 37204

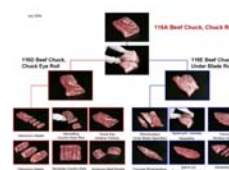
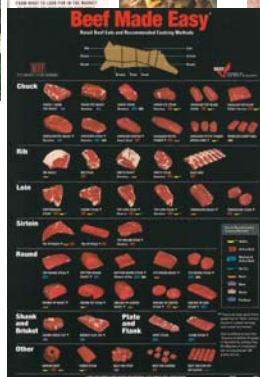
Examples of Programs

- 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 Weighs 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

<u>Year</u>	<u>Producers Paid</u>	<u>\$ Paid</u>
05-06	9	\$66,112
06-07	11	\$77,599
07-08	8	\$43,571
08-09	14	\$81,201
09-10	9	\$36,197
10-11	9	\$35,001
11-12	6	\$45,714
Totals	66	\$385,395
12-13*	10*	\$81,942*

*Approved numbers

TAEF Application 2013

- Applications available any day now
- Available online at:
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?

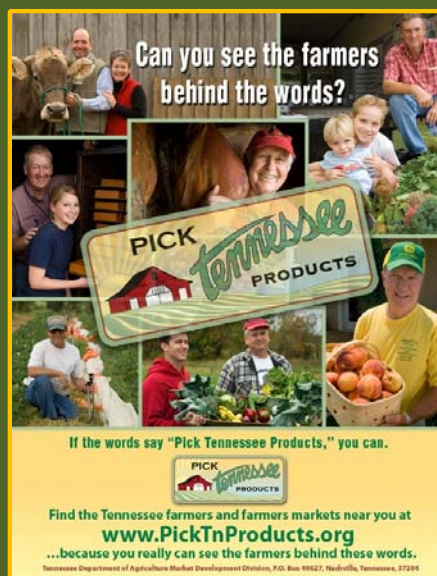
Jon Frady
Producer Diversification
& Organic Marketing
Specialist

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Producer.Diversification@tn.gov

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??

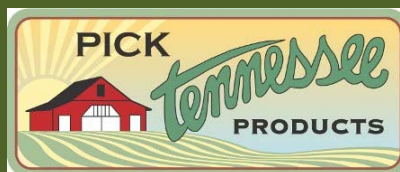


Pick TN Products Meat Categories

- | | |
|-------------------------|----------------------------|
| • Beef (Freezer/Retail) | • Poultry |
| • Pork | • Beefalo |
| • Lamb | • Buffalo |
| • Goat | • 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 BQA 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

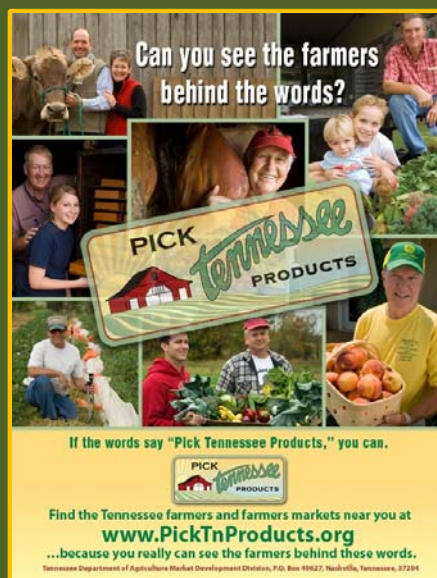
- Processed Foods – Linda Shelton
- Agritourism/Farmers' Markets – Pamela Bartholomew
- Fruit/Vegetable – Tammy Algood

Any questions?

Wendy Sneed
Livestock/Equine
Marketing Specialist

(615) 837-5309
Wendy.Sneed@tn.gov

www.PickTnProducts.org
www.TN.gov/agriculture





UT 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



UT 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



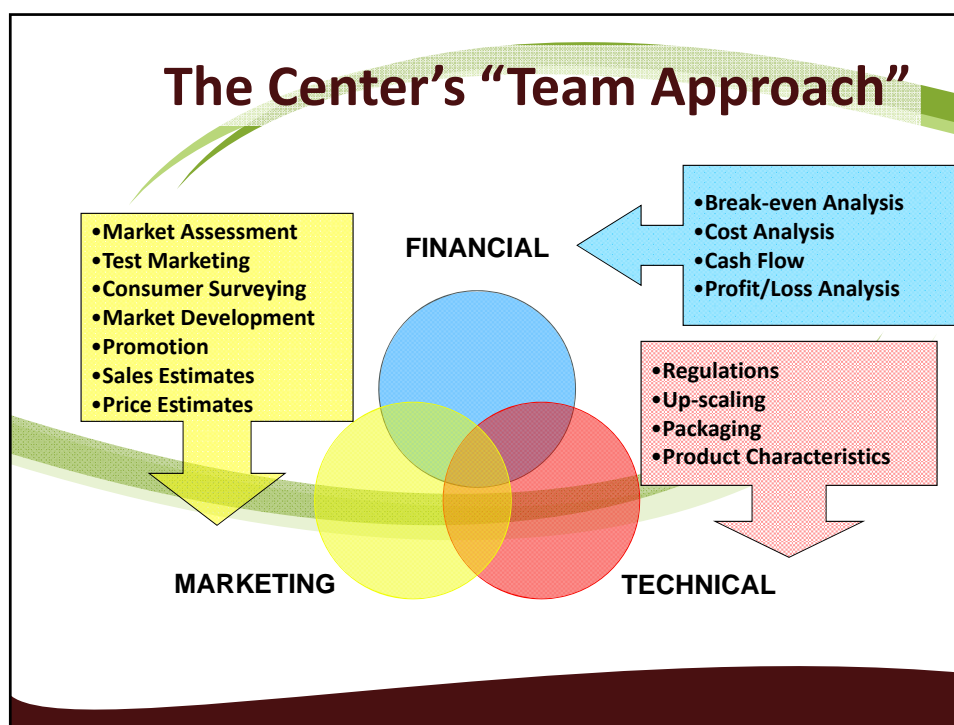
Partnership of Tennessee Farm
Bureau Federation and
University of Tennessee
Extension



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.



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:



United States
Department of
Agriculture

National Institute
of Food and
Agriculture