

# 2025

## ALABAMA BEEF CHECKOFF MARKETING PLAN

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*Approved December 19, 2024 by the Alabama Beef Checkoff Council*



[www.BamaBeef.org/Checkoff](http://www.BamaBeef.org/Checkoff)

**Strategy**

**National \$**

**State \$**

**Staff Lead Activation**

The Alabama Beef Checkoff Marketing Plan serves as the roadmap for how Beef Checkoff dollars are activated in the state. The following plan outlines each strategy to be executed in FY25 along with the dollars contributed from either the National Beef Checkoff and/or the State Beef Checkoff. The staff lead column represents the team member that focuses on that strategy. They are Director of Consumer Outreach (CO), Director of Field Services (FS), Director of Communications (COMM) or Executive Vice President (EVP). Finally, the activation column gives more specific detail into ways the program will be accomplished.

**Consumer Outreach:** Programs designed to extend the Beef. It's What's For Dinner message to consumers in order to increase beef demand.

**1. Advertising**

Expand the reach of Beef. It's What's For Dinner advertising.	\$ 30,000	\$ 30,000	CO	National beef ads at events, Audio streaming services, Connected TV and pre-roll advertising, advertising through E-commerce
Partner with Alabama Media Group to promote beef on digital platforms.	\$ 15,000	\$ 14,000	CO	Standard display ads, mobile full-page ads, consumer e-blasts
Promote beef through Alabama Media Group sports packages.	\$ 20,000	\$ 30,000	CO	Graphics packages for spring and fall sports and Head2Head sponsorship
Purchase advertising in the <i>Alabama Cattleman</i> .	\$ 5,000	\$ 10,000	CO	Pay for an advertising spot in the <i>Alabama Cattleman</i> magazine to promote beef and October Beef Month

**2. Consumer Events**

Conduct the Bama's Best Beef contest to increase beef demand at Alabama restaurants.	\$ 6,000	\$ 6,000	CO	Facebook promotions, in-person judging cost, in-person awards cost, plaques and road signage for finalists
Participate in consumer cooking events across the state.	\$ 10,000	\$ 10,000	CO	Auburn Ag Roundup, Hoover Iron Chef Competition, Mobtown Burger Week, Round-Up Battle of the Beef, AL National Fair Beef Contests, and SLE Rodeo Steak Cookoff
Purchase educational materials and promotional items for beef promotion across the state year-round.	\$ 15,000	\$ 20,000	CO	Beef brochures, October Beef Month promotional items for county Cattlemen's chapters, stickers, BEEF tags, napkins, placemats and other educational or promotional items
Sponsor events at minor league baseball stadiums in Alabama.	\$ 10,000	\$ 7,000	CO	Contract with Birmingham Barons and Trash Pandas
Promote beef at Talladega Superspeedway for October Beef Month in partnership with local county cattlemen.	\$ 10,000	\$ 10,000	CO	Contract with Talladega Superspeedway, beef samples, sign production costs, etc.
Sponsor Alabama Independent School Association and Distinguished Young Women.		\$ 10,000	CO	Partner with Alabama Independent School Association to support the all-star program and the state Distinguished Young Women state pageant.

**3. Consumer Education**

Coordinate the Jr. and Sr. High School State Beef Cookoff and other high school beef cookoffs to increase Alabama students' knowledge and culinary skills pertaining to beef.	\$ 7,000	\$ 6,000	CO	Partner with the Department of Education and Alabama Cattlewomen's Association to host event, identify county partners to host county contests, provide lunch for all participants, purchase prizes for winners, prepare educational sessions for students competing, showcase the winning student on a larger platform
Leverage Beef Checkoff social properties to educate Alabama consumers about beef pasture to plate.	\$ 13,000	\$ 13,000	CO	Implement the NCBA digital marketing plan to highlight beef on social media, Facebook advertising (general), weekly posts on social media platforms, monthly consumer e-newsletters
Launch a pilot project to create an educational resource to distribute to county leaders and educators to tell the beef story.		\$ 15,000		
Utilize Beef 101 program as a beef education tool.	\$ 15,000	\$ 15,000	CO	Update the website to include Beef 101 sign up portal, refresh Beef 101 marketing and educational materials, provide additional resources for teachers to utilize with complimentary information to the program, purchase lunch for all participants

Partner with local content creators to produce social media beef content and host educational events.	\$ 17,000	\$ 3,000	CO	Produce social media content, host beef field days, host beef workshops
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#### 4. Influencer Outreach

Provide university sports teams with a pre-season meal in partnership with the athletic departments.	\$ 6,000	\$ 6,000	CO	Purchase ingredients and supplies for meal, coordinate county Cattlemen's chapters to grill and serve, partner with the athletic programs to increase impact of outreach
Provide farm tours to engage with key influencers across the state.		\$ 7,500	CO	Coordinate with producers to plan and execute farm tours, provide meals as needed for attendees, offer supplemental resources to attendees
Partner with educational leaders across the state to provide information, training program and beef materials to targeted teacher and student groups.		\$ 12,000	CO	Communicate with appropriate channels to reach appropriate teacher and student groups, update educational materials for teacher use, provide speakers to classes across the state, give teachers a resource packet to encourage beef education in Alabama
Work with registered dietitians to provide resources, speakers and materials detailing beef's role in a healthy diet to influencers across Alabama.		\$ 12,000	CO	Provide speakers for organizations' conferences, communicate with industry professional to stay up-to-date with current research and consumer trends, provide leadership and support for student groups across the state, attend meetings and conferences to build relationships and learn about current needs
Utilize Alabama influencers to encourage in-home and in-restaurant beef consumption.	\$ 15,000	\$ 8,000	CO	Contract influencers with a current reach to produce cooking videos, recipe articles, demonstrations, food reviews and participation in local events

#### 5. Marketing Programs

Work with retail partners in the state of Alabama to coordinate opportunities to increase beef promotion and sales.		\$ 8,000	CO	Purchase promotional materials from NCBA to distribute to retailers, communicate with NCBA to cover retail changes, attend shows and conferences in Alabama to engage with retailers and current industry trends
Manage and promote Bama Beef Sales Directory on www.bamabeef.org.		\$ 4,000	CO	Maintain the Bama Beef Sales Directory page on www.bamabeef.org, communicate with direct sales producers, provide educational content to participating producers
Work with foodservice partners in the state of Alabama to coordinate education and promotion opportunities to increase beef sales.		\$ 15,000	CO	Host Beef 101 programs for foodservice employees, meet with foodservice leaders across the state, promote NCBA programs and resources to foodservice companies (Beef U, Beefoodservice app, BQA, www.beefitswhatsfordinner.com), partner with other organizations to provide educational opportunities, purchase educational and promotional supplies, offer incentives to increase beef sales in October
Support county cattlemen's chapter by offering a Beef promotion grant program for annual application.		\$ 15,000	CO	Offer a grant for beef promotion projects to county Cattlemen's chapters, evaluate funding use, educate about beef promotion opportunities

**Total Investment-Consumer Outreach** \$ 194,000 \$ 286,500

**Producer Programs:** Programs that work directly with cattle producers through education, outreach and industry relations.

#### 1. Stakeholder Partnerships

Sponsor Alabama Cooperative Extension System programs related to beef and forage production.		\$ 10,000	FS	Field Days, conferences, Red Books
Sponsor Alabama Cooperative Extension System programs related to marketing and risk protection.		\$ 5,000	FS	Producer meetings, conferences
Partner with the Alabama Cooperative Extension System to publish timely production articles in the <i>Alabama Cattleman</i> magazine.		\$ 15,000	EVP	Educational articles published in the <i>Alabama Cattleman</i> magazine and on BamaBeef.org
Work with Alabama's auction markets and order buyers to promote the Beef Checkoff.	\$ 10,000	\$ 10,000	FS	Annual visits, customer appreciation, promotional materials
Communicate to producers about Beef Checkoff activities at meetings and events.	\$ 6,000	\$ 6,000	FS	County meetings, sales, producer meetings

## 2. Young Producer Programs

Coordinate and support the Young Cattlemen's Leadership Program.		\$ 40,000	FS	Recruit an annual class of young producers age 22-40 to participate in five educational sessions throughout the year
Provide an industry trip for YCLP Council members.		\$ 15,000	FS	Expose Council members to beef industry and legislative process
Support a networking event for young producers.		\$ 4,000	FS	Reception, meeting, educational event
Sponsor one young cattleman to represent Alabama at the National Cattlemen's Beef Association Young Cattlemen's Conference.		\$ 5,000	FS	Conference is held every May/June for a young cattlemen to attend for Alabama.

## 3. Producer Communications

Report monthly Beef Checkoff activities on the Bama Beef e-Newsletter.	\$ 2,000	\$ 3,000	COMM	Share upcoming events, program reports and explanation on how Beef Checkoff dollars are spent.
Publish detailed Beef Checkoff activity report in <i>Alabama Cattleman</i> magazine.	\$ 3,000	\$ 3,000	COMM	Publish program reports with associated dollar amounts to give comprehensive overview of Beef Checkoff activities.
Purchase social media advertising to drive producers to learn more about the Beef Checkoff at <a href="http://www.BeefBoard.org">www.BeefBoard.org</a> .	\$ 1,000	\$ 2,000	COMM	Utilize video assets produced by Cattlemen's Beef Board
Produce placemats to report on Beef Checkoff programming to cattlemen at local events.	\$ 1,000	\$ 2,000	COMM	Report on Beef Promotion, Youth Development, YCLP, BEEF 101 and other Beef Checkoff program areas of interest
Partner with Southeast AgNet to report monthly on Beef Checkoff program work.	\$ 2,000	\$ 2,000	COMM	Activate timely staff reports on the Southeast AgNet radio station
Produce an annual report for cattlemen to review online and in the <i>Alabama Cattleman</i> magazine.	\$ 5,000	\$ 5,000	COMM	National Beef Checkoff report to publish in June; State Beef Checkoff report in July
Produce podcast to share checkoff updates and educational content with cattlemen.	\$ 3,000	\$ 5,000	COMM	Cattle Connect podcast

## 4. Beef Quality Assurance (BQA)

Promote BQA education to producers.	\$ 3,000	\$ 3,000	FS	Sponsor and promote online and in-person training
Support BQA education by working with high school Agriscience teachers.		\$ 5,000	FS	Classroom resources, classroom visits, career days

## 5. Industry Advocacy

Monitor media for beef industry news and serve as a spokesperson to protect consumer confidence in beef and/or cattle production.	\$ 5,000	\$ 10,000	COMM	Utilize Meltwater and Google Alerts software to monitor news media
Coordinate news media and cattle producer interviews to provide representation for Alabama's cattle industry.	\$ 2,000		COMM	Provide staff assistance in lining up cattlemen or industry representative interviews when requested by media
Nominate an Alabama Environmental Stewardship Award applicant.		\$ 3,000	COMM	ESAP Committee to establish nominee; staff fulfills the requirements for submitting nomination
Promote Masters of Beef Advocacy program to cattlemen and students.	\$ 1,000		COMM	Share MBA toolkit with Agriscience teachers, YCLP, Junior Cattlemen and Collegiate Cattlemen

## 6. Research

Fund research at land grant universities pertaining to on farm production.		\$ 40,000	FS
Fund research at land grant universities focusing on meat science.		\$ 15,000	FS

**Total Investment-Producer Programs** \$ 44,000 \$ 208,000

**Youth Development:** Programs that work to develop the next generation of cattlemen through events, contests and educational programs.

### 1. Alabama Junior Cattlemen's Association (AJCA)

Coordinate youth educational contests and events related to beef production and career-readiness.		\$ 45,000	FS	Field Days, Convention Contests, Round-Up
Support youth development programs in the state.		\$ 37,000	FS	4H, FFA, Auburn University, SLE
Support and promote the AJCA organization and its student leaders.		\$ 8,000	FS	Leadership training, board meetings, promotion

### 2. The MOOseum

Produce marketing materials to promote The MOOseum.		\$ 2,000	COMM	Tri-fold brochures, lesson plans for teachers, and activity booklets
Provide seasonal events for young people promoting The MOOseum.		\$ 5,000	COMM	Host the Bainbridge Block Party and other promotional events at the headquarters

Promote The MOOseum informational video to attract teachers and families to attend and learn more about Alabama's beef cattle industry.		\$ 5,000	COMM	Extend promotional videos on local news stations, social media and through targeted pre-roll advertising
<b>Total Investment-Youth Development</b>	\$ -	\$ 102,000		

**Administration:** Provide adequate and efficient administrative services to the National and State Beef Checkoff programs to ensure timely collection and disbursement of funds.

**1. Administration**

Utilize Beef Checkoff funds to support the Federation of State Beef Councils and US Meat Export Federation (USMEF).	\$ 23,000	\$ 9,000	EVP	Payment to National Cattlemen's Beef Association for (1) Federation seat.
Reimburse the Alabama Cattlemen's Association monthly for general administrative expenses associated with office equipment and supplies.	\$ 10,000	\$ 10,000	EVP	Payment to USMEF to support beef export programs.
Maintain monthly accounting services and perform a year end audit on the Beef Checkoff programs.	\$ 25,000	\$ 25,000	EVP	Monthly payment made to ACA following allocation of costs based on employee time spent in a program area.
Contribute rent to the Cattlemen's Building Fund monthly for office space used by Beef Checkoff staff.	\$ 15,000	\$ 20,000	EVP	Services provided by Carr, Riggs and Ingram CPA firm
				Monthly rent paid to the ACA.

**2. Collections and Compliance**

Mail checks to producers who request refund on the State Beef Checkoff dollar.		\$ 8,000	EVP	By law, cattle producers can request a refund of state Beef Checkoff within 30 days of cattle sales.
Reimburse auction markets (3% State, .75% National) and the Department of Agriculture and Industries (3%) for administrative duties of collecting the State Beef Checkoff.	\$ 5,000	\$ 30,000	EVP	Payment made to Alabama Livestock Marketing Association (ALMA) and deducted by ADAI for clerical services.
Disburse Beef Checkoff dollars collected in Alabama for out of state cattle back to states in which the cattle originated to comply with the Beef Act and Order.	\$ 12,000		EVP	Per agreement with other states, the beef checkoff dollar flows back to the state of origin for the cattle sold.
Ensure compliance at all collection points by providing printed compliance forms, utilizing the BARN software system and working with the Department of Agriculture and Industries.	\$ 5,000	\$ 5,000	EVP	Provide remittance forms and utilize the BARN software to track collections.
<b>Total Investment-Administration</b>	\$ 95,000	\$ 107,000		

**Total** \$ 333,000 \$ 703,500