CONSUMER EDUCATION

Educating consumers is one of the primary goals of the South Carolina Beef Council. The State Fair in October attracted more than 300,000 people to the beef exhibit, with close to 30,000 of them being new consumers. The Beef Council was able to provide these new consumers with the opportunity to learn about the nutritional and sensory benefits of beef. This campaign included a wide range of activities such as recipe demonstrations, nutrition education, and cooking classes. The South Carolina Beef Council also worked closely with the South Carolina Department of Agriculture to promote Beef Month in November and "Holiday Roast" in November and December. These events were attended by a wide range of people, including students, homemakers, and food service professionals.

YOUTH ACTIVITIES

The South Carolina Beef Council also worked closely with the South Carolina Department of Agriculture to promote Beef Month in November and "Holiday Roast" in November and December. These events were attended by a wide range of people, including students, homemakers, and food service professionals.

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PRODUCER COMMUNICATIONS

Public communication activities included visits to all livestock markets, which provided opportunity for interaction with the producers in their communities. During the visits the board provided information about the benefits of beef production, the importance of nutrition education, and the role of the South Carolina Beef Council. The South Carolina Beef Council also participated in the state's annual meeting, where they shared their experiences and insights with other beef producers. The board also worked closely with the South Carolina Department of Agriculture to promote Beef Month in November and "Holiday Roast" in November and December. These events were attended by a wide range of people, including students, homemakers, and food service professionals.

YOUTH ACTIVITIES

Educating youth about the nutritional aspects of beef products was a key goal for the South Carolina Beef Council. The board worked closely with the South Carolina Department of Agriculture to promote Beef Month in November and "Holiday Roast" in November and December. These events were attended by a wide range of people, including students, homemakers, and food service professionals.

FOOD SERVICE

Promotions in the foodservice channels were expanded, and new products were introduced. The South Carolina Beef Council worked closely with the South Carolina Department of Agriculture to promote Beef Month in November and "Holiday Roast" in November and December. These events were attended by a wide range of people, including students, homemakers, and food service professionals.

FOOD RETAIL

The retail sector is a key area for the South Carolina Beef Council. Promotions of beef and beef products at the supermarket provides consumers with information on how to make beef products for their dinner plate. The South Carolina Beef Council worked closely with the South Carolina Department of Agriculture to promote Beef Month in November and "Holiday Roast" in November and December. These events were attended by a wide range of people, including students, homemakers, and food service professionals.

AFFILIATES

The South Carolina Beef Council is affiliated with various organizations that promote the beef industry, including the South Carolina Beef Council, the South Carolina Department of Agriculture, and the South Carolina Cattlemen's Association. The board also works closely with the South Carolina Department of Agriculture to promote Beef Month in November and "Holiday Roast" in November and December. These events were attended by a wide range of people, including students, homemakers, and food service professionals.