



The Georgia Beef Board had a busy year. May was a successful Georgia Beef Month. There were cooking videos from Parker Wallace that went across the state. We sponsored radio ads statewide, a cooking competition for chefs in Atlanta and a Pure Barre Popup to further increase our impact. We wrapped up the month celebrating Memorial Day and doing a grill give-away on Facebook, encouraging people to cook and eat beef through the holiday weekend and all summer long.

GBB partnered with Grill Dome to be a part of 680 AM The Fan's public tailgate in downtown Athens before the Notre Dame vs. UGA game. We served up brisket sliders, handed out koozies and received a lot of prime radio airtime.

Macon Burger Week was back for the second year and it was a tremendous success. Nineteen restaurants participated by each creating and selling a \$5 burger, and participants made their way around the city for one week to each as many burgers as they could. After selling over 3,000 burgers, Ocmulgee Brewpup was voted the favorite for their "Eat a Peach" burger. This year there were over 20,000 Macon Burger Week burgers sold during the seven-day event.

GBB sponsored "Beef on Georgia's Mind Day" at the annual Southern Women's Show in Savannah. We distributed beef promotional materials to over 1,500 attendees and sponsored several segments on the cooking state. Chef and lifestyle personality Rosalyn Daniels partnered with us to showcase and serve up samples of several delicious beef recipes to attendees.

Last March, we celebrated the release and launch of our children's book, Can-Do Cowkids. Since then we have witnessed the book reach homes and classrooms across our state. Teachers, parents, local community leaders and ag-vocates have all used the story to educate kids about life on the farm, careers in the beef industry and how, through hard work and a can-do cowkid spirit, anything is possible! It continues to be an incredible tool and resource for our industry, and we look forward to the impact it will continue to have in the years to come. It's available for order on Amazon.

Debuting at the Georgia National Fair was our brand-new recipe collection, “Beef For All Seasons.” In this cookbook, we share a lot of beef recipes perfect for any time of year. We also included beef industry information and resources for people to learn about cooking and enjoying more beef.

The Georgia Beef Board’s Team Beef continues to accomplish its mission in spreading a positive message about beef. Athletes continue to participate in running events all over the state providing a personal testimony to the benefits of beef in the diet.

This year, GBB added a couple of billboards to broaden our media messaging around the state. One of the billboards was located on I-75 in Tifton and due to it being a digital billboard, we were able to update our messaging throughout the year. We added a second board along Highway 441 southbound in Eatonton, which also is an area in the state with heavy traffic.