

SUCCESS in TEXAS

Where's the Beef? Video Series

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OUTSTANDING
REGIONAL
PROJECT
2026



This was so great to watch as a daughter of cattle owners. Just last year we opened our own meat business and I plan on working there after graduation. This video series was great information that I sent to my parents to help them as well.

-Participant

SITUATION

Direct-to-consumer beef sales continue to grow as producers look for ways to increase profitability and diversify marketing channels. Educational programs offered through the Southern Extension Risk Management Education Center's "Where's the Beef?" workshops consistently showed that producer panels were the most valued portion of the program, with participants eager to hear real-world experiences from producers successfully selling beef directly to consumers.

However, in-person workshops limit participation to those able to travel. The Where's the Beef? Video Series was developed to expand access by recording interviews with producers and industry experts and making them available online to anyone interested in direct beef sales.

IMPACT

The video series dramatically expanded the reach of Extension risk management education. By September 30, 2024, the eight videos and recorded webinar had received nearly 40,000 views, far exceeding the project's original goal of reaching 100 producers.

The project generated 540 evaluation responses, including 246 responses tied directly to the webinar. Viewer feedback showed strong interest in practical information related to direct beef marketing strategies, licensing and regulatory requirements, customer communication and social media use, and operational considerations for starting or expanding a direct beef business.

The series also reached many younger viewers, including college students studying animal science and agricultural economics. Targeted promotion to university classes across Texas helped introduce future producers to alternative marketing opportunities.

SUCCESS

The series featured diverse producer perspectives and business models, allowing viewers to identify with operations similar to their own. Interviews also focused on practical questions producers commonly ask when considering direct beef sales, based on years of workshop experience.

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A PRODUCER'S STORY

One producer featured in the series previously attended a "Where's the Beef?" seminar after an unsuccessful attempt to launch a beef sales business in 2019. Using knowledge from the program, he and his family launched their operation in 2023 and later shared their experience in the video series to help other producers navigate the process.

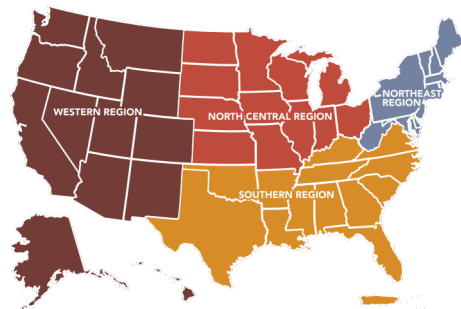
SUCCESS in EVERY STATE

Extension Risk Management Education

Extension Risk Management Education is delivered through four regional centers that provide grant funding and leadership within their regions.

Projects are producer-focused, outcomes-based and encourage public-private partnerships. Funded projects must identify targeted outcomes that will help producers manage risk and then describe how the project will measure those outcomes.

Extension Risk Management Education has funded innovative programs that have generated tangible outcomes for producers in every state. Commitment to funding outcomes, providing transparent accountability, and encouraging collaboration allow you to view the accomplishments of all funded projects on our website: ExtensionRME.org



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