

Checking in on the



CHECKOFF

BOOTS ON THE GROUND

From the baseball diamond to the football field, the Alabama Beef Checkoff Program scored several big wins for beef promotion in 2025 by teaming up with local sports teams to highlight beef at Alabama consumer events. The Alabama Cattlemen's Association (ACA) staff and county Cattlemen's chapters put boots on the ground to highlight the delicious and nutritious qualities of Alabama beef.

Beef and Baseball: A Home Run Partnership

This summer, the ACA teamed up with two of the state's minor league baseball teams to bring the message of beef to fans. On June 13, the Madison County Cattlemen and ACA staff were at Toyota Field for the Trash Pandas Ag Night. Fans enjoyed all-beef hot dogs while learning about beef sustainability and grilling tips.



learn about the nutritional benefits of beef. The night was a home run, with ACA President-Elect Wyatt Sasser even throwing out the first pitch.



Fueling the Tigers for a Championship Season

Before the college football season kicked off, the ACA made sure the Auburn Tigers were well-fed and ready to play. On August 3, members of the Elmore County Cattlemen's Association, Montgomery County Cattlemen's Association, and Lee County Cattlemen's Association grilled 200



The promotion continued on August 9 at Regions Field, where the Jefferson County Cattlemen's Association joined ACA staff to host Country Music and Cowboy Night. Over 650 Birmingham Barons fans got to sample grilled steak and



ribeye steaks for the annual Auburn Football Family Dinner. This event is a long-standing tradition that provides players and coaches with a hearty, beef-focused meal to fuel them for the season ahead. The event was a huge success, with players and staff learning about the role of beef in a healthy diet.

These events showcase the Alabama Beef Checkoff Program's commitment to connecting with consumers across the state and promoting the beef industry. Whether it's feeding athletes or fans, the message is clear: beef is a winning choice.

Alabama Beef Checkoff Programs Support Alabama Producers

The primary driver of the Alabama Beef Checkoff Program is the producers it serves, and this summer and fall, ACA is going directly to the source. ACA's Manager of Industry Outreach Michael Smith has been traveling across the state to connect with cattle producers and stockyard owners, reinforcing the program's commitment to supporting the grassroots of Alabama's beef community.

Throughout July and August, Smith's tour took him to a number of key livestock markets, including the Tennessee Valley Stockyard in Florence, Cullman Stockyard, Frisco City Stockyard, Clay County Stockyard in Lineville, Opp Stockyard, South Alabama Stockyard in Brundidge, Alabama Livestock Auction in Uniontown, and Mid-State Stockyard in Union Springs.

At each location, Smith spent valuable time on sale day visiting with buyers and sellers to learn more about their operations and the challenges and successes of their local markets. He also had the opportunity to meet with many of the dedicated owners who make these markets run.



These visits are more than just a meet-and-greet; they are an essential part of the ACA's mission to strengthen the industry from the ground up. By listening to producers and stockyard owners, the ACA ensures that the **Alabama Beef Checkoff Program** activities are effectively addressing the needs of Alabama's cattle community. Smith's tour is ongoing, and he plans to continue his travels throughout the fall to further expand the reach of the ACA.