



KANSAS BEEF COUNCIL 2023 ANNUAL REPORT

NUTRITION ADVENTURE 2023



Nutrition Adventure aims to clear beef industry misconceptions, connect dietitians with producers and provide applicable science and skills to dietitians nationwide. This three-day Beef Checkoff-funded program, which was held May 23-25, was co-hosted by the Kansas, Nebraska, Oklahoma and Missouri state beef councils. Dietitians spanning from California to New York to Florida to Nebraska came to Kansas City for programming centered on beef, food inclusivity and food styling.

On the post-event survey, one participant noted they were comfortable recommending beef because they got to see first-hand how passionate producers and those in the beef industry were about raising cattle.

"I know colleagues when I get back are going to ask 'is [large scale cattle production] really sustainable', and the answer is yes," Breana Killeen, a participant from Vermont, said. "It was a lot of different perspectives, and they told us the truth."

Participants at the end reported feeling more comfortable with and knowledgeable about cattle management and beef nutrition.



Scan this code for more information on what the Beef Checkoff is doing in Kansas!

AMERICAN HEART ASSOCIATION RECIPE CAMPAIGN



At the beginning of the year, Kansas Beef Council (KBC) distributed over 75 USB drives containing Checkoff-funded content and recipes on how to include beef in a lean, heart-healthy

diet to various cardiac rehab facilities and health professional offices across the state.

Doctors, nurses and other health professionals are widely regarded as the most trusted sources of nutrition information. That is why KBC is dedicated to cultivating relationships with these professionals by providing them with scientifically accurate and up-to-date human nutrition research.

"The AHA-certified beef recipe videos and resources have been valuable tools for educating participants in cardiac rehabilitation that they can still enjoy lean beef as part of a heart-healthy diet," Cheryl Mussatto, a registered dietitian, said.

KBC collaborated with *Beef. It's What's for Dinner.* to expand the reach of this campaign. More than 16,000 recipe cards have been distributed to 20 states.

KANSAS STATE BEEF

The KBC helped encourage Wildcat fans to cook beef at tailgates this year by sponsoring the "Tailgater of the Game" again.

Any tailgate crew that was cooking up beef – whether it be hamburgers, steaks or something in between – had a chance to win.



The weekly winner was chosen at random and then featured during the game in a video played on the big screens. Weekly



winners won a prize of grilling gear and a gift card. Then all the weekly winners were entered to win the grand prize of box seats at the last home game of the year.

Along with the Tailgater of the Game promotion, KBC partnered with Wildcat NIL and the K-State Offensive Lineman to release K-State Beef hats and other apparel for public purchase.

The hats not only reflect Kansas State's love of beef but also were a great way to give back to the community. For each hat sold, one pound of ground beef was donated to a local food bank. The net proceeds go to the linemen through Wildcat NIL.

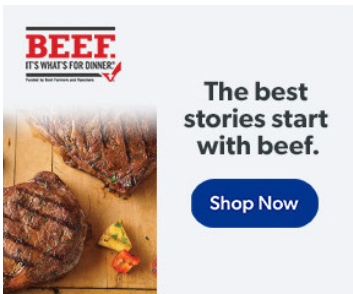
Food banks are always looking for high-quality protein donations. Ground beef is a great way to meet that need that not only is easy to cook but also nutritionally dense.

Over 6,000 servings of beef have been donated to local food shelters through this partnership.

E-COMMERCE ADVERTISING

KBC aims to meet consumers where they are through different digital targeting efforts.

Targeting allows KBC and other Checkoff contractors to place ads in front of specific audiences like people who have purchased beef before but not in the last month. This helps beef stay top of mind for consumers who do not regularly reach for beef products on a normal night.



This past summer, KBC partnered with the National Cattlemen's Beef Association, a contractor to the Beef Checkoff, to place Beef. It's What's for Dinner. targeted advertisements on popular grocery stores' e-commerce websites.

These advertisements created an estimated \$18 million in incremental sales nationwide. Of those sales, 16% were from new buyers or customers who had not bought beef in the past year.

In Kansas, the ads created a 21.8% sales lift, which led to an overall \$114 return on ad spend (ROAS). ROAS is a way to measure how effective an ad is by comparing how much money was made versus how much was spent on those ads.

ROAD TO THE BIG GAME



There is no better way to celebrate the football team from the Barbecue Capital than to promote and eat beef during the buildup to the Super Bowl.

KBC placed ads on the KWCH, a news station based in Wichita, website and during their on-air

broadcasts leading up to the big game.

On February 12, KWCH featured a KBC takeover and was covered in ads that took viewers to the KansasBeef.org page for the best football tailgate and party beef dishes.

The campaign was an overall success with the on-air ads receiving over 1 million views around the south-central Kansas area. Then banner ads on their website were viewed roughly 160,000 times.

GET BEEF IN SCHOOLS



Over the past three decades, the KBC has funded the Beef Certificate Program (BCP). It aims to introduce students to beef, along with beef nutritional and production information.

This Beef Checkoff-funded program provides financial support to teachers who want to incorporate beef into their curriculum. In the 2022-2023 school year, 21,247 students from over 100 different schools around Kansas benefited from the BCP.

While the lessons are designed for FCS classes and cooking labs, they also establish cross-curriculum ties, particularly with STEM curriculum. Lessons about beef production cover topics like carbon sequestration, beef sustainability and the beef life cycle.

KANSAS BEEF COUNCIL 2023 FISCAL YEAR

Kansas Checkoff Receipts	\$9,525,110
Other Income	\$78,917
Gross Income	<u>\$9,604,027</u>
Returned To Other States (State Of Origin)	(\$1,826,858)
Net Income	\$7,777,169

		2022	2021
Consumer Advertising & P/R	\$427,462	5.68%	5.86%
Administration	\$108,982	1.45%	1.64%
Industry Communications	\$161,009	2.14%	1.72%
Health Influencers	\$359,106	4.77%	4.30%
Channel Marketing	\$65,224	0.87%	2.37%
Youth & Youth Educators	\$126,100	1.68%	2.03%
Compliance	\$109,704	1.46%	1.40%
National Programs	<u>\$6,169,242</u>	81.96%	80.67%
In State Programs	<u>\$1,357,588</u>	18.04%	19.33%
Total Expenses	\$7,526,830		

DEAR FELLOW PRODUCERS,

Since 1963, the Federation of State Beef Councils has been committed to building beef demand by inspiring, unifying and supporting an effective and coordinated state and national Checkoff partnership. During the 2023 Cattle Industry Convention in New Orleans, the Federation reaffirmed this vision along with the following Statement of Beliefs.



- We believe in the power of a strong state and national partnership resulting in increased consumer demand for beef.
- We believe in producer control of Checkoff funds through the Qualified State Beef Councils, which are the foundation of the Beef Checkoff.
- We believe greater knowledge about the Checkoff results in greater support for the Checkoff.
- We believe in the industry Long Range Plan as a guidepost for the Beef Checkoff and the principle of “one vision – one plan – one unified voice.”

Only one word was added to these beliefs, but it was a powerful one: unified. The Federation believes in one vision, one plan and one UNIFIED voice. It is the strong state and national partnership that unifies the Federation to speak with one voice and drive beef demand.

While how we drive that demand has certainly changed over the years, one thing remains constant and that is the industry’s dedication to continuous improvement. Whether it is adapting practices to improve animal well-being and conserve natural resources at the ranch or finding new ways to effectively reach consumers, we are stronger when we work together.

This “State of the Federation” provides an overview of Federation-funded programs that producers have helped to direct over the past year. From research and promotion to consumer and industry outreach, these efforts demonstrate the power of unity.

Sincerely,

Clark Price
Chair, Federation of State Beef Councils



THE POWER OF PARTNERSHIPS

The Federation of State Beef Councils builds a larger, more impactful, coordinated plan that is executed as a partnership between the Federation and individual state beef councils (SBCs). State beef councils voluntarily invest in the Federation each year, and more than 50% of the Federation’s annual budget supplements tactics within Authorization Requests (ARs) approved by the Beef Promotion Operating Committee (BPOC). Supplementing these tactics helps the national Checkoff program have a larger impact on consumer demand.

In 2023, with input from SBC staff, the Federation Executive Committee approved nearly \$3.8 million to supplement national efforts. Specific programs made possible by SBC contributions to the Federation include, but are not limited to ▼▼▼

PROMOTION

STATE BEEF COUNCILS SUPPLEMENT: \$1,318,000

- ▶ Celebrity athlete Tony Romo was the spokesperson for *Beef. It’s What’s For Dinner.*, promoting beef across multiple campaigns including winter holiday content.
- ▶ With support from the Federation, content was created to showcase the *Beef. It’s What’s For Dinner.* brand focusing on moments throughout the year when families and friends gather together to enjoy beef.
- ▶ The Federation supported efforts to promote beef during the third annual *Beef. It’s What’s for Dinner. 300*, the 42nd season-opening race for the NASCAR Xfinity Series, at Daytona International Speedway in February 2023.

RESEARCH

STATE BEEF COUNCILS SUPPLEMENT: \$1,000,000

- ▶ **Product Quality:** Research is designed to improve beef quality, consistency, value and demand. Current projects include the study of new packaging technologies and the effects of freezing on beef quality and palatability.
- ▶ **Beef Safety:** Research focuses on cattle-borne pathogens and/or their resistance, such as a current project studying the impact of water and environmental management on Salmonella.
- ▶ **Human Nutrition:** Beef farmers and ranchers continue to support nutrition research to advance the understanding of beef’s role in a balanced and healthy diet. A current project is studying the effects of beef consumption on skeletal muscle protein.

BEEF FEATURED IN NATIONAL PUBLICATIONS



The Federation supported efforts to place positive stories showcasing producers and the benefits of beef in national publications as well as lifestyle and news publications in major metropolitan areas, such as *Sports Illustrated*, *Texas Monthly*, *Seattle Times*, and *Atlanta Magazine*. Combined, these stories have, so far, reached more than 130 million consumers across the country.

INFLUENCING INFLUENCERS

Working with food, culinary and agricultural influencers provides a way to amplify beef messages and to interact with consumer audiences through credible third parties. Influencers share their personal beef stories, recipes and tips to educate and inspire their peers and consumers. The program creates compelling consumer content collaboratively and provides educational opportunities for influencers to tell the beef story in a knowledgeable and authentic manner in their own voice but armed with relevant information. So far, 23 influencers have created 75 posts sharing beef recipes, meals and stories from the ranch, reaching more than 15 million consumers and generating 1.3 million engagements.

REACHING HEALTH PROFESSIONALS



Following a successful health professional mailing highlighting Beef in the Early Years in 2022, two additional toolkits were sent out to provide health professionals with science-based information about

beef's role in a healthy lifestyle. The kits aimed to equip healthcare professionals with valuable education, tools and resources they could then share with their patients and clients.

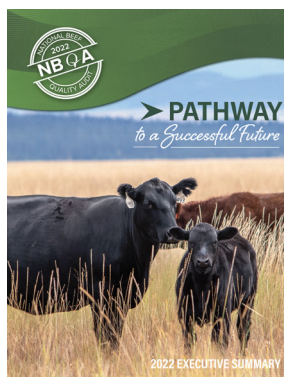
CONSUMER INFORMATION

STATE BEEF COUNCILS SUPPLEMENT: \$995,000

- ▶ E-commerce efforts put beef in online carts, and partnerships with retailers, foodservice operators and state beef councils generated significant beef sales. A partnership with a national mass merchandiser promoted beef through digital ads, both on the retailer's website as well as on popular consumer lifestyle sites that led back to the retailer's beef landing page.
- ▶ The nearly two-month promotion resulted in \$11.6 million in incremental beef sales, 30.5 million ad impressions and a return on ad spend of \$49.

As part of the effort, more than 3,300 Strong Minds, Strong Bodies toolkits were mailed to pediatric and family physician offices to showcase how beef can contribute to healthy growth and development for school-age children and teens. In addition, more than 850 Beef Nutrition and Heart Health cookbooks were sent to cardiologists and physicians, along with a cover letter from the author, relevant research and heart health consumer content.

NATIONAL AUDIT SHOWS EFFICIENCY IMPROVEMENTS



Since 1991, the Beef Checkoff-funded National Beef Quality Audit (NBQA) has delivered a set of guideposts and measurements for cattle producers and other stakeholders to help determine quality conformance of the U.S. beef supply. Results from the 2022 NBQA indicate that the beef cattle industry is producing a high-quality product that consumers want more efficiently and the industry's primary focus across the supply chain remains food safety.

The NBQA, conducted approximately every five years, is foundational research that provides an understanding of what quality means to the various industry sectors, and the value of those quality attributes. This research helps the industry make modifications necessary to increase the value of its products. The efforts of the findings from the 2022 NBQA serve to improve quality, minimize economic loss, and aid in advancements in producer education for the U.S. beef industry. For more information about the 2022 National Beef Quality Audit, visit www.bqa.org.



Scan QR code for the 2023 Federation of State Beef Councils Investor Report.

BROUGHT TO YOU BY THE FEDERATION OF STATE BEEF COUNCILS.

INDUSTRY INFORMATION

STATE BEEF COUNCILS SUPPLEMENT: \$485,000

- ▶ This past year, Masters of Beef Advocacy (MBA) sustainability content was updated and Texas cattle producer, Tucker Brown, was recognized as the 2022 Advocate of the Year.
- ▶ Ten Trailblazers from eight states were selected for the second cohort of beef community spokespeople, beginning the year-long program which includes in-person and virtual training opportunities to prepare the next generation of advocates who will help protect the reputation of the beef industry.