

comfort food. As a master butcher with over 20 years of experience, he's no stranger to beef either. The Kansas City local partnered with the Kansas Beef Council (KBC) to create a recipe and cooking video that shows how to serve up a delicious and easy Philly cheesesteak using an economical flat iron steak as part of the Recipes from the Heartland series. Chefs and food influencers such as Chef Tillman, assist KBC in extending the beef message to consumers in our most urban areas.



Virtual Facility Design

The Kansas Beef Council (KBC) partnered with Dr. A.J. Tarpoff, K-State beef extension veterinarian, to highlight certain aspects of facility design that play a big impact on both animal handling and stewardship. Utilizing both drone and Go Pro technology, he showcased a few practical, low-cost strategies that easily can be

implemented on both small and large cattle operations. KBC filmed and produced this video in cooperation with Kansas State University.



Beef In Schools

"The Beef Certificate Program is an invaluable resource for educators and students alike," says Abby Heidari, director of nutrition for the Kansas Beef Council. "Thanks to this Checkoff-funded resource, students and educators are receiving the true story about beef production while also learning how to prepare beef."

Visit kansasbeef.org to learn more about how your Beef Checkoff investment is putting beef in schools across Kansas.



Kansas Beef Council 2021 Annual Report



Checkoff Trains Next Generation Of Dietitians

The Kansas Beef Council (KBC) held nutrition communications training workshops for students enrolled in dietetic internship programs at the University of Kansas Medical Center in Kansas City and Kansas State University in Manhattan. More than 30 dietetic interns and faculty members participated in the events.

This was the 10th year for KBC to hold the Checkoff-funded trainings. Registered dietitian and KBC Director of Nutrition Abby Heidari; protein research expert Donald Layman, PhD; and registered dietitian Melissa Joy Dobbins led the sessions, which allowed students to apply evidence-based guidelines as they practiced delivering science-based protein recommendations in a variety of potential settings, including one-on-one patient counseling. Students also received grilling tips and performed mock cooking demonstrations using top sirloin steaks.

These Checkoff-funded sessions are designed to provide accurate, peer-reviewed information and practical experience with beef to aspiring professionals who will reach thousands of consumers and clients with dietary advice during their careers. Participants at the University of Kansas workshop also had the opportunity to hear from Wabaunsee County ranchers Wrenn and Arturo Pacheco, while those at K-State had the chance to visit with Geary County ranchers Isaac and Jill Carr.



Producers Attend In-Person Bqa Trainings

The Kansas Beef Council (KBC) and Kansas State University hosted two advanced beef cattle care and health training sessions last fall, one in Eureka and the other in Washington. K-State extension veterinarian A. J. Tarpoff led the trainings, which included information on Beef Quality Assurance (BQA) recommendations for animal husbandry, downed animal care and low-stress handling. During the session at Eureka, Tarpoff also conducted a necropsy to showcase the causation of different animal health issues. Producers who attended these sessions earned their BQA certification. KBC Director of Industry Relations John Sachse also was on hand at each location to discuss how producers' Checkoff investment is serving the industry and bridging the gap between those who produce beef and those who consume it.

Local Chef Serves Up Comfort Food for Summer

Kansas City chef and restaurateur Chad Tillman knows a thing or two about serving up



Kansas Beef Council 2021 Fiscal Year

Detailed Statement of Revenues & Expenses

January 1 - December 31, 2021

KANSAS CHECKOFF RECEIPTS	\$9,875,781		
OTHER INCOME	\$5,206		
GROSS INCOME	\$9,880,987		
RETURNED TO OTHER STATES (STATE OF ORIGIN)	(\$1,925,599)		
NET INCOME	\$7,955,389		
		2021	2020
CONSUMER ADVERTISING & P/R	\$403,500	5.23%	4.27%
ADMINISTRATION	\$96,066	1.24%	1.16%
INDUSTRY COMMUNICATIONS	\$135,894	1.76%	1.76%
HEALTH INFLUENCERS	\$261,633	3.39%	3.10%
CHANNEL MARKETING	\$209,567	2.71%	2.92%
YOUTH & YOUTH EDUCATORS	\$109,608	1.42%	1.33%
COMPLIANCE	\$130,924	1.70%	1.52%
NATIONAL PROGRAMS	\$6,372,497	82.55%	83.93%
IN STATE PROGRAMS	\$1,347,193	17.45%	16.07%
TOTAL EXPENSES	\$7,719,690		

Dear Fellow Producers,



Even after a tumultuous couple of years, we have a lot to be thankful for. We celebrated the 35th anniversary of the Beef Checkoff in 2021, we managed to hold in-person and virtual events without skipping a beat, and on a personal note, I'm thrilled to see my daughters get more involved in the industry.

Families like mine across the country provide the grassroots producer and state support that continues to be the driving force of the Beef Checkoff. Our Federation of State Beef Councils exists to build beef demand by inspiring, unifying and supporting an effective state and national Checkoff partnership.

I think the well-known phrase "a rising tide lifts all boats" accurately describes what the Federation is all about. States have a common goal of increasing beef demand through education, research and promotion. When we work together, we all succeed.

In addition to having a common goal, we also have a roadmap to help us achieve it through the Beef Industry Long Range Plan (LRP). In 2021, we launched a new five-year plan that outlines the vision, mission, objectives and initiatives to unite us in our efforts. Work funded through new Authorization Requests ties directly to the LRP.

This annual report touches on some of the national programs that producers help direct. During fiscal year 2021 a total audience of more than 530 million was reached through campaigns. I think these efforts truly demonstrate the value of the strong partnership between state beef councils and the national Beef Checkoff. Together we do make a difference, and we all benefit.

Sincerely,

Clay Burtrum
Stillwater, Oklahoma
Chair, Federation of State Beef Councils

BEEF

Funded by Beef Farmers and Ranchers

Beef Enters Victory Lane

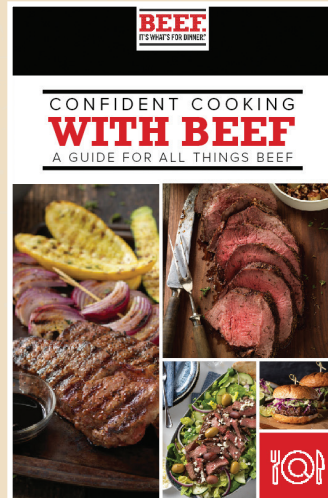


The Federation of State Beef Councils, on behalf of the Beef Checkoff, partnered with Daytona International Speedway to sponsor the *Beef. It's What's For Dinner. 300.* in February 2021. The race served as a unique opportunity to engage with consumers through social media, television advertising, public relations and event promotions. When the checkered flag dropped, driver Austin Cindric in the number 22 Team Penske Ford claimed victory and celebrated with the *Beef. It's What's For Dinner. 300* trophy and a cooler full of Tomahawk Steaks.

Summer Sizzles

To keep beef's rightful position as king of the grill, the summer grilling campaign ran from National Beef Burger Day in May through Labor Day utilizing a variety of platforms to connect with consumers. Whether it was native advertising, social media, television or radio, shoppers knew the right cuts to select for their BBQ and the best way to cook them for backyard success. An interactive map on the *BeefItsWhatsForDinner.com* website also featured beef grilling favorites and producer stories from across all 50 states.

Confident Cooking with Beef



Confident Cooking with Beef is a comprehensive guide to selecting, preparing and cooking beef. Created by beef professionals for beef enthusiasts, this resource gives consumers added confidence when working with beef and sharing beef content. Originally published in the 1990s, and updated over the years, the brochure was recently revised, and more than 120,000 copies were printed at the request of SBCs to educate consumers on the benefits of beef. With tips and tricks, comprehensive cooking lessons and timing charts, the publication provides the tools necessary to ensure beef success every time. The brochure also provides educational information about the value of beef's nutrition and the industry's positive impact on environmental stewardship, social responsibility and economic viability.

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FEDERATION FUNDED PROJECTS

The Federation of State Beef Councils builds a larger, more impactful, coordinated plan that can be executed as a partnership between the Federation and individual State Beef Councils (SBCs). Over 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 2021, the Federation contributed \$6 million toward projects that supplement the approximately \$40 million national plan funded by the BPOC for promotion, research, consumer information and industry information. Specific programs made possible by SBC contributions to the Federation include, but are not limited to:

PROMOTION – \$3,354,000

- Conducted Beef Substitutes 2.0 which worked with celebrity chefs during seasonal moments to rework iconic dishes into beef dishes, such as Beef Parmesan.
- Launched a sustainability campaign highlighting how beef farmers and ranchers around the country are implementing land-conserving, award-winning environmental efforts, as well as an interactive map on *BeefItsWhatsForDinner.com* featuring the sustainability work of producers in each state.
- Kicked off summer grilling with National Beef Burger Day; hosted a Summer of Giveaways and highlighted grilling recipes from across the country on an interactive map.
- Sponsored the first *Beef. It's What's For Dinner. 300* at Daytona International Speedway as part of the NASCAR Xfinity Series.

CONSUMER INFORMATION – \$900,000

- Developed the Beef in the Early Years campaign after the American Academy of Pediatrics, the Women Infants and Children's Program (WIC), and for the first time ever, the Dietary Guidelines for Americans recommended beef for infants and toddlers.

INDUSTRY INFORMATION – \$800,000

- The Beef Quality Assurance (BQA) program developed a Daily Biosecurity Plan for Disease Prevention template which helps cattle producers implement daily biosecurity measures on their operations and began work on the National Beef Quality Audit, which occurs every five years.

RESEARCH – \$775,000

- Safety – focused on Salmonella contamination in lymph nodes and efforts to reduce food safety concerns in beef.
- Nutrition – focused on understanding beef preferences during infant complementary feeding.
- Product Quality – focused on sensory and chemical characterization of ground beef and plant-based alternative proteins, plus understanding the influence of beef x dairy cross on sub-primal yields and muscle shape.



Pediatrician Outreach Extends Early Years Content



The American Academy of Pediatrics, the Women Infants and Children's Program and now for the first time ever, the Dietary Guidelines for Americans recommend introducing solid foods, like beef, to infants and toddlers, in order to pack in every bite with protein, iron, zinc and choline. Yet, many physicians lack awareness of the latest science, and many parents still need practical tips for how to introduce beef safely and nutritiously into their young child's diet.

The Beef in the Early Years campaign focused on educating physicians and other health professionals on the importance of feeding beef to babies as an early complementary food and providing them with tools to support parents with the introduction of beef. With support from the Federation of State Beef Councils and several individual state beef councils, educational toolkits and parent resources were provided to a nationwide network of pediatrician offices and childbirth centers.

Cattlemen's Beef Board Fiscal Year 2021 Expenditures

Promotion	\$8,641,332
Research	\$8,838,176
Consumer Information	\$8,160,511
Industry Information	\$3,138,923
Foreign Marketing	\$8,479,193
Checkoff Communications	\$171,679
Producer Communications	\$1,568,937
Program Evaluation	\$263,087
Program Development	\$316,474
USDA Oversight*	\$695,634
Administration	\$1,502,147
TOTAL EXPENSES	\$41,776,093

Unaudited numbers

*Included in the USDA Oversight amount is approximately \$599,000 paid by the Cattlemen's Beef Board to USDA for oversight fees during the year. The remaining \$96,634 is related to cost incurred by Cattlemen's Beef Board for litigation, meetings with USDA, freedom of information act requests, settlement requests, and authorization requests.