

KBC Highlights Continued Producer Education



The Kansas Beef Council (KBC) partnered with Kansas State University to host a virtual chuteside cattle demonstration featuring Dr. A.J. Tarpoff, KSU beef extension veterinarian. This video, using both GoPro and drone technology, showcases the key principles of Beef Quality Assurance (BQA) and applies them in a relatable real-world setting. Dr. Tarpoff discusses proper vaccine storage and handling, needle size, low-stress cattle handling, and facility design while processing cattle next to the squeeze chute.

Producers interested in watching the video can visit the newly created Kansas Beef Producer Hub at kansasbeef.org.

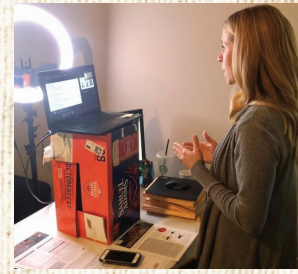
Billboard Shares Beef Message in Wichita



KBC placed billboards in the Wichita metro area featuring the checkoff-funded “Nicely Done, Beef” campaign. Consumers are encountering messages highlighting beef’s unbeatable taste and its status as the “king of proteins” as they travel through busy highways and intersections. The billboard outreach is bolstered by a targeted digital strategy leveraging the checkoff-funded “Nicely Done, Beef” audio advertisements on Spotify, a streaming radio station that is popular with millennial and Generation Z consumers.

This campaign is one part of the demand-building strategy carried out by KBC that includes targeted digital ads, educating health professionals and networking with key culinary influencers throughout Kansas. To learn more about the beef demand-building initiatives organized by KBC, visit the Kansas Beef website.

Webinars Build Relationships



Last fall KBC hosted virtual nutrition communication trainings for students enrolled in dietetic internship programs at the University of Kansas Medical Center and Kansas State University. Thirty-four dietetic interns and faculty members attended these checkoff-funded trainings designed to provide accurate information and practical experience with beef to aspiring professionals who will reach thousands of patients and clients with dietary advice during their future careers.

Sessions with Abby Heidari, registered dietitian and director of nutrition for KBC; Donald K. Layman, PhD, protein research expert; and Hawley Poinsett, registered dietitian, 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, and recorded mock cooking demonstrations. This was the ninth year for these beef checkoff-funded trainings that are part of KBC’s greater nutrition outreach program that aims to dispel common beef myths and demonstrates how beef can fit into a healthy and balanced lifestyle.



Kansas Beef Council 2020 Annual Report

New Initiative Connects Consumers with Beef Producers



In response to a growing number of people searching for local and online meat sales, the Kansas Beef Council (KBC) created a digital platform to directly connect

consumers looking to purchase beef with those who produce it. The online Kansas beef listing site also provides information on how beef is produced.

“Kansas is a top beef-producing state, and chances are if a consumer buys a steak at the grocery store, they are buying a steak that had a hoofprint in Kansas, maybe even their local community,” said Kevin Thielen, KBC executive director. “So, whether a consumer purchases their steaks from the grocery store, the meat market on Main Street, or from a beef producer they found through this resource, we want them to know their beef is safe, wholesome and delicious.”

The new portal allows beef producers to share their contact information, including a website and social media platforms. The listing is strategically targeted through Google ad campaigns to consumers searching for direct sale and online beef sources.

KBC continues to build upon these efforts and leverage a multitude of digital assets and techniques to make a positive and effective contribution to this growing segment of the industry.

[Click Here to view the listing.](#)

Beef Commercial Airs During KC Chiefs Football Game



KBC released their “One Simple Ingredient” commercial to a televised NFL audience in select markets during the highly anticipated Kansas City Chiefs vs. Buffalo Bills game last fall.

The 30-second commercial highlights the positive nutritional attributes of beef and one key area where alternatives cannot compete: beef has one ingredient, beef. With the combined reach of the broadcast markets and highly targeted advertising on digital sites like YouTube, the campaign has been seen nearly 700,000 times since October 1, 2020. In addition, the ad was showcased during a Kansas State Wildcats football game.

“This checkoff-funded beef promotion highlights how the protein provided by beef can help fuel student athletes to reach their full potential. This broadcast opportunity allowed us to take this message to sports-loving families across Kansas,” said Scott Stebner, director of communications.

To date, the One Simple Ingredient campaign which encompasses two video spots has been seen over 2.5 million times by consumers in Kansas City and Kansas.

[Click Here to watch video.](#)

KANSAS BEEF COUNCIL

2020 FISCAL YEAR

KANSAS CHECKOFF RECEIPTS	\$9,646,831
OTHER INCOME	\$4,049
GROSS INCOME	\$9,650,880
RETURNED TO OTHER STATES (STATE OF ORIGIN)	(\$1,965,023)
NET INCOME	\$7,685,857
EXPENSES	
CONSUMER ADVERTISING & P/R	\$324,184
ADMINISTRATION	\$87,895
INDUSTRY COMMUNICATIONS	\$133,408
HEALTH INFLUENCERS	\$235,643
CHANNEL MARKETING	\$221,971
YOUTH & YOUTH EDUCATORS	\$101,216
COMPLIANCE	\$115,678
TOTAL IN-STATE PROGRAMS	\$1,219,996
NATIONAL PROGRAMS	\$6,371,843
TOTAL EXPENSES	\$7,591,839



Dear Fellow Producers,

When state beef councils in 1963 pushed for a national beef promotion effort through what was then the Beef Industry Council, they created the Federation of State Beef Councils. Since then, the Federation and states have enjoyed a synergistic state/national partnership that combines the strengths of national expertise, unity and coordination with state agility, on-the-ground energy and grassroots producer support.

It follows a common theme. When a mandatory national beef checkoff started being discussed in the 1970s and 80s, survey after survey delivered the same producer request: We want a national program that works, but we want state beef councils to retain their independence. After all, some councils had been in operation since the 1950s. I believe our system achieves that aim and continues to build on a strong foundation laid by those forward-thinking volunteers and staff who served before us.

Today more than 700 producers sit on state beef councils around the country and make decisions for work by their states. States send more than 100 representatives to serve as Federation directors at the national level. This unified effort is one of the reasons yearly producer attitude surveys show continued strong support for the Beef Checkoff. Some of the national and international programs those producers help direct are described in this report.

The United We Steak grilling promotion campaign is another example of state and national cooperation. The campaign allowed states to benefit from national expertise and organization while showcasing an effort that was decidedly state-friendly. This cooperative effort, funded through the Beef Promotion Operating Committee, further demonstrates the value of a strong partnership between state beef councils and the national Beef Checkoff.

Our approach shows that together, there's little we can't accomplish to increase demand for beef.
Yours truly,

William S. Wehrbein

Buck Wehrbein
Mead, Nebraska
Chairman, Federation of State Beef Councils



United We Steak

Summer wouldn't be summer without steaks on the grill. The *Beef. It's What's For Dinner.* brand took advantage of that in 2020 with an aggressive United We Steak grilling campaign.

Funded by the Beef Checkoff and managed by NCBA, a contractor to the Beef Checkoff, the effort encouraged families to unite in their love of beef. Consumers were reminded that the grilling season was brought to them by beef farmers and ranchers, who work day-and-night to ensure that Americans have access to great beef. A video was released on social media as well as through Connected TV and YouTube to showcase that beef farmers and ranchers keep beef on grills.

The campaign drove users to BeefItsWhatsForDinner.com or UnitedWeSteak.com, where they found a profile page for each state with state-themed beef recipes, a "meet your state beef producer" section and fun and informative state facts. The successful campaign generated more than 338 million impressions, including almost 90 million video views.

No Substitute for Beef



While plant-based meat substitutes remain a media darling in some circles, in 2020 the Beef Checkoff made sure beef maintains its position as the consumer protein of choice.

Last year the *Beef. It's What's For Dinner.* brand conducted an online search campaign that served up a *Beef. It's What's For Dinner.* ad to consumers who Googled new plant-based burger options and linked them to BeefItsWhatsForDinner.com to give them mouthwatering real beef recipes.

It also conducted a webinar for supply chain professionals from the retail, foodservice, manufacturing, distributing and packing industries featuring updates on the regulatory and labeling landscape for meat substitutes, insights on consumer research and facts about beef's nutrition and environmental sustainability.

A fact sheet and infographic were distributed to key audiences showing how ground beef and meat substitutes stack up when it comes to nutrition profile and ingredients. The *Beef. It's What's For Dinner.* brand continues to be active in protecting beef's number one protein position in both traditional and social media.

Dietary Guidelines



The Beef Checkoff-funded human nutrition team has been engaged throughout the Dietary Guidelines process. In 2019 and 2020 NCBA, as a Beef Checkoff contractor, submitted 21 sets of public comments and more than 100 research studies in support of beef's role in a healthy diet to the Dietary Guidelines Advisory Committee.

DGAs are important because they provide Americans with a roadmap for healthy eating and are the foundation for federal nutrition programs along with school, military, hospital and nursing home menus. They are also the basis for many expert nutrition recommendations.

The 2020 DGAC report included meat in a healthy dietary pattern, highlighting beef's nutrients in the first years of life, but they continued to exclude other high-quality evidence demonstrating beef's role in a healthy diet. The Beef Checkoff's role in providing relevant and science-based research to the process continues to be important.

BQA Continues Success



The Beef Quality Assurance program continues to grow, with more than 100,000 cattle producers now certified through its online learning system. Since the program was initiated in the early

1990s hundreds of thousands have become BQA-certified through in-person and online training, with an estimated 85 percent of the U.S. fed beef supply now touched by BQA-certified operations.

The BQA program is also now recognized as an industry-leading animal welfare program. The USDA has reviewed and certified that the BQA program complies with the International Organization for Standardization (ISO) Animal Welfare Management/General Requirements and Guidance for Organizations in the Food Supply Chain. This recognition will mean the BQA program is listed on USDA's Quality Assessment Division website as being compliant with the ISO specification.

A World View

There is sustained demand for U.S. beef in other countries, thanks in part to efforts of the U.S. Meat Export Federation, a Beef Checkoff subcontractor. From January through May of 2020, most Asian economies experienced significant economic slowdowns. But in countries like South Korea, consumers are still buying red meat, with a 10 percent sales growth at discount retail stores in that country during that period. U.S. beef sales in South Korea recorded an 18 percent sales increase, on average.

Responding in a Crisis



These COVID-19 times have caused significant hardships for beef farmers and ranchers. These include challenges to the industry's Beef Checkoff-funded promotion, research and education programs. To address

the quickly emerging issues and help maintain energy and continuity, checkoff programs used consumer and market research to adjust to meet changing consumer, influencer, supply chain and media needs.

The efforts have been well-directed. As the supply chain started to recover, a checkoff-funded research tracker, managed by NCBA as a Beef Checkoff contractor, showed consumers remained largely positive toward beef. When asked if the current U.S. and global environment has changed their overall perception of beef, nearly 90 percent of consumers said their attitudes have not changed or have gotten even more positive. In fact, the percentage who said they are more positive steadily increased from a low of 12 percent in early April to 26 percent in early May.

NCBA continued to monitor the issue and adjust programming to meet the needs of consumers, stakeholders and state beef council partners throughout the COVID-19 pandemic.



Funded by Beef Farmers and Ranchers

Cattlemen's Beef Board Fiscal Year 2020 Expenditures

Promotion	\$10,206,858
Research	\$8,349,734
Consumer Information	\$7,260,148
Industry Information	\$3,392,835
Foreign Marketing	\$6,933,262
Producer Communications	\$1,553,796
Program Evaluation	\$202,046
Program Development	\$388,847
USDA Oversight*	\$761,214
Administration	\$1,505,256
TOTAL EXPENSES	\$40,553,996

*Included in the USDA Oversight amount is approximately \$600,000 paid by the Cattlemen's Beef Board to USDA for oversight fees during the year. The remaining \$161,000 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.

