



Beef Checkoff Spotlights Beef Nutrition with Pediatric Health Professionals and Caregivers



Beef Checkoff programming shared educational tools and handouts on beef as a first complementary food for infants with pediatricians, nurse practitioners, physician assistants and other health professionals.

More than 3,000 pediatric offices across 32 states received resources. The Kansas Beef Council assisted in the outreach by providing these resources in Kansas and the Kansas City metro area. Additionally, KBC

staff connected with pediatricians at the Kansas Chapter of the American Academy of Pediatrics spring conference to bring awareness of beef as a nutritious first food throughout childhood.

To make this information more accessible to parents, KBC shared nutrition advertisements in KC Parent and KC Baby magazines. The campaign ran from April through June and has been seen by more than 90,000 households in the Kansas City metro area.

State Beef Council Produced Nutrition Videos Reach Urban Consumers Across the USA

KBC collaborated with the Nebraska, Oklahoma and California beef councils to create over 40 nutrition videos to publish on YouTube, social media and other video-centric platforms. The videos highlight the health benefits of beef in the diet and how beef contributes to a balanced diet.

These KBC-produced videos will allow other states to push out content effectively without the large costs associated with producing video content. The videos have generated over 1 million views collectively.

Kansas Beef Council Official Tailgate Partner of K-State Athletics



Kansas State football and beef go together like Christmas and cookies. Therefore, KBC partnered with K-State Athletics to become their official tailgate partner.



The goal of the promotion was to showcase beef's versatility and unbeatable flavor to the Cats' dedicated fan base during this football season. The weekly winners include recipes from eggs and steak Benedict for those early games, to a simple crowd-pleasing tenderloin. In total, between in-game viewings, social media, broadcast and digital radio KBC-sponsored content has been seen over 1.5 million times. This year's winner was Rick Bloom from Wichita with a spit-roasted tenderloin.

KBC Showcased Beef During Olympic Programming



During the 2022 Winter Olympics, consumers in Kansas saw over 80 Checkoff-funded television advertisements featuring beef.

The programming, which aired from February 4 to

February 20, featured KBC "One Simple Ingredient" campaign. The 30-second advertisement showcases youth athletes fueling their potential with beef, a delicious protein with 10 essential nutrients in one simple ingredient.

The campaign generated over 1 million views through popular daytime, Olympic Zone, and PrimeTime Olympic coverage on NBC and affiliate stations throughout Kansas. In addition to these broadcast segments, KBC started the year advocating for the benefits of including beef in a healthy and active lifestyle and providing simple and delicious recipes for consumers. Content produced and disseminated by KBC was seen over 3 million times in the first five weeks of 2022.

Kansas Beef Council Sponsors Two Kansas Dietetic Intern Trainings



KBC recently hosted nutrition communications training workshops for students enrolled in dietetic internship programs at the University of Kansas Medical Center (KUMC) and Kansas State University.

These Checkoff-funded sessions provide accurate, peer-reviewed scientific research and practical experience with beef to aspiring professionals who will reach thousands of consumers and clients.

The trainings started with a presentation on the health benefits of beef. Then, local Kansas producers shared their operations' stories and explained the different sectors of the cattle industry. The participants ended the day presenting their own nutritious meals that included beef sirloin.

These trainings 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 cooking demonstrations.

KBC Helps Get Beef into Schools



Schools across Kansas and Kansas City are encountering science-based facts about beef production in their classrooms due to the Checkoff-funded Beef Certificate Program. The initiative equips

Families and Consumer Sciences (FCS) food classes and ProStart programs with funds to purchase beef to use in classrooms and lesson plans to guide teachers and students through discussions on all facets of beef production and nutrition. Teacher reporting indicates the Beef Certificate Program reached over 16,000 students in over 100 middle and high schools in 44 Kansas counties during the 2021-2022 school year with beef prepared in classroom cooking labs.

Additionally, the Kansas Beef Council (KBC), in partnership with Kansas Corn STEM, trained 26 teachers on science labs that connect science and agriculture.

To find more information about Kansas Beef Council Programming, scan this QR Code



KANSAS BEEF COUNCIL 2022 FISCAL YEAR DETAILED STATEMENT OF REVENUES & EXPENSES

KANSAS CHECKOFF RECEIPTS	\$10,044,094
OTHER INCOME	<u>\$35,696</u>
GROSS INCOME	\$10,079,790
RETURNED TO OTHER STATES (STATE OF ORIGIN)	<u>(\$1,872,535)</u>
NET INCOME	\$8,207,256

		2022	2021
CONSUMER ADVERTISING & P/R	\$474,608	5.86%	5.23%
ADMINISTRATION	\$132,430	1.64%	1.24%
INDUSTRY COMMUNICATIONS	\$139,649	1.72%	1.76%
HEALTH INFLUENCERS	\$348,386	4.30%	3.39%
CHANNEL MARKETING	\$191,880	2.37%	2.71%
YOUTH & YOUTH EDUCATORS	\$164,426	2.03%	1.42%
COMPLIANCE	\$113,625	1.40%	1.70%
NATIONAL PROGRAMS	\$6,532,645	80.67%	82.55%
IN STATE PROGRAMS	\$1,565,003	19.33%	17.45%
TOTAL EXPENSES	\$8,097,647		

Dear Fellow Producers,

For decades, state beef councils have partnered with the national Beef Checkoff to drive the demand for beef with remarkable success. By working together and sharing a unified voice, we develop creative and innovative ways to reach consumers even as their buying behaviors change.

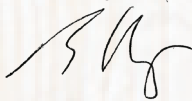
Despite changes in how families make their grocery purchases, they still love beef! Recent research shows that 69% of consumers eat beef at least weekly. Research like this serves as the foundation of all Checkoff programs, and the Federation of State Beef Councils continues to support product quality, nutrition, beef safety, sustainability and market research to strengthen beef's promotional efforts.

For more than 35 years, the Beef Checkoff has been using funds wisely and effectively and the Supreme Court recently confirmed that USDA has appropriate and adequate oversight to ensure that Checkoff funds are being spent in compliance with the Beef Promotion and Research Act. As Checkoff dollars are budgeted for projects, the Federation of State Beef Councils is at the table with producer input guiding decisions through a grassroots process.

This annual report touches on some of the programs that producers help direct. From research and promotion to consumer and industry outreach, these efforts demonstrate the positive impact that national programs have when extended at the state level. These success stories confirm that we are better and stronger when we work together!

As we look forward to 2023 when the Federation of State Beef Councils commemorates its 60th anniversary, let's take time to celebrate our accomplishments, plan for the future and continue to work together to drive beef demand.

Sincerely,



Brad Hastings
Amarillo, Texas
Chair, Federation of State Beef Councils



BETTER AND STRONGER TOGETHER

The Federation of State Beef Councils (FSBC) 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 FSBC each year, and more than 50% of those contributions supplement 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 2022, the FSBC contributed \$4.5 million to supplement the approximately \$40 million national plan funded by the BPOC for promotion, research, industry information, consumer information, and producer communications. Specific programs made possible by SBC contributions include but are not limited to the following.

RESEARCH \$745,000

- Product Quality
- Human Nutrition
- Market Research
- Beef Safety
- Beef Sustainability

PROMOTION \$1,165,000

- Celebrity athlete Tony Romo served as the new spokesperson for *Beef. It's What's For Dinner.* and was utilized across multiple campaigns throughout the year.
- For the second year, the FSBC sponsored the *Beef. It's What's for Dinner*. 300, the 41st season-opening race for the NASCAR Xfinity Series, at Daytona International Speedway in February 2022.
- Beef was the star of the holidays with 125 ads airing during the holiday season on the Hallmark Channel; including during Thanksgiving weekend with a sponsorship of a movie premiere.

INDUSTRY INFORMATION \$150,000

- The Masters of Beef Advocacy (MBA) Program reached 20,000 graduates.
- The Trailblazers program, a yearlong training program was developed to prepare a new generation of advocates to protect the reputation of the beef industry.

CONSUMER INFORMATION \$2,439,000

- Conducted e-commerce projects with nationwide retailers encouraging consumers to add beef to their online carts.
- Distributed more than 3,000 Pediatric Health Professional In-Office Educational Toolkits in 32 states to highlight the importance of beef as a complementary food for infants and toddlers.



PROMOTING BEEF TO THE NEXT GENERATION OF CONSUMERS

Kids are influencing their family's buying behaviors and are more engaged with social issues than ever before. NCBA, a contractor to the Beef Checkoff, and state beef councils recognized the importance of

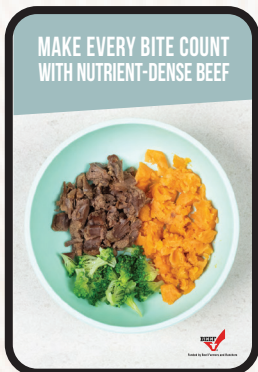
educating America's youth about beef's positive sustainability story and created fun and exciting ways to reach the next generation of consumers.

As part of reputation management initiatives around sustainability, NCBA partnered with kid-focused media outlets, such as The Week Jr. and ScoutLife. Through these partnerships, kids and parents alike were directed to the newly created Beef Sustainability for Kids page on the Beef Checkoff-funded *Beef. It's What's For Dinner.* website. An important aspect of the online content was kids sharing their stories of life on the ranch with their urban neighbors, helping bridge the gap between pasture and plate.

STATES EXTEND E-COMMERCE EFFORTS

In November and December 2021, a nationwide club store promoted beef and the *Beef. It's What's For Dinner.* brand during the holidays on the retailer's digital properties. Holiday beef digital ads were placed on the retailer's website and app directing consumers to a page where they could add beef to their shopping cart. Almost 40,000 consumers interacted with the ads, and those ads drove more than \$8 million in beef sales with 8.6 percent new buyers to the beef category. The return on ad spend for the campaign was \$41.72, which means that for every Checkoff dollar spent on the project, nearly \$42 was returned in beef sales. In addition, the effort was supported by 14 state beef council partners which helped increase the overall reach and impressions and brought additional beef sales to individual states.

EARLY BITES WITH BEEF



The Early Bites with Beef campaign continued in 2022 to advance awareness and increase health professional recommendations that beef can (and should) be a safe complementary first food for babies starting at around six months of age and continuing throughout childhood. Campaign efforts also provided consumers with information about how to effectively and safely feed babies beef.

Funding from the Federation and individual state beef councils extended outreach efforts to health professionals nationwide. More than 3,000 toolkits, complete with

posters, fact sheets and newsletters, were distributed to pediatric health care offices in 32 states. Health professional response to toolkits was very positive with nearly 9 in 10 professionals recommending or intending to recommend beef to parents and caregivers. In addition, 75% of respondents reported being more knowledgeable about beef as an early complementary food after receiving the information. On the consumer side, half of respondents reported that receiving the information from their pediatric professional made them more likely to feed beef to their child.

BEEF ADVOCATES BLAZE NEW TRAILS

The new Trailblazers program takes advocacy to an unprecedented level by giving participants the tools and training they need to promote beef to new audiences while addressing and correcting myths. Ten Trailblazers from across the country attended a multi-day training, which provided them with the resources, information, and engaging activities they need to become expert communicators, excel in media interviews and understand how to build confidence in beef related practices when talking to consumers.



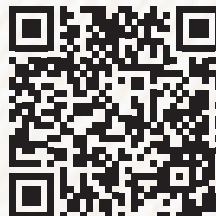
Trailblazers Shaye Koester and Jaclyn Wilson of Nebraska plate their beef dish during a social media and culinary challenge.

NEW SPOKESPERSON SCORES POINTS FOR BEEF



Beef scored points this summer with new spokesperson, Tony Romo. The former professional football quarterback and current sports commentator shared his family's passion for beef with consumers,

and promoted beef nationwide through digital and social media, outdoor advertising, on ESPN.com and through broadcast television ads on the Food Network, HGTV and the Magnolia Network. State beef councils extended this national programming through billboards, displays, advertising and other promotional efforts. Tony Romo's Playbook on *BeefItsWhatsForDinner.com* also highlighted new recipes and valuable information about beef's taste, nutrition, versatility and sustainability.



Scan QR code for the 2022 Federation of State Beef Councils Investor Report.