

Kansas Beef Council Annual Report

2025



MISSION

To advance beef's image and positive qualities to enhance beef demand and optimize the return on checkoff investments.



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LETTER FROM OUR PAST CHAIRMAN



Jake Pannbacker
Washington, KS

I am honored to address you as the past chairman of the Kansas Beef Council, reflecting on the incredible work we accomplished and the direction we continue to move as an industry. Serving in this role has filled me with pride for Kansas beef production, and I remain confident in the strength of our mission, our producers, and the people who continue to amplify the value of the checkoff dollar.

The Kansas Beef Council reached several major milestones last year, including the launch of a new partnership with the Kansas State High School Activities Association (KSHSAA), naming beef the official protein sponsor of Kansas high school athletics. This partnership opened valuable opportunities to reach not only student-athletes, but entire communities across the state. The partnership is expected to reach more than 400,000 fans across Kansas each school year. A key component of this initiative is the Sports Nutrition Game Plan, a free online resource designed to help athletes, coaches and parents better understand how to fuel for performance. Developed to provide practical, science-based nutrition education, the program continues to grow as schools without access to a sports dietitian seek reliable resources. More than 140 Kansas coaches and trainers already are enrolled, with ongoing participation expanding through digital, social and event-based promotion. By engaging families, coaches and fans in

settings where athletics, community and tradition intersect, this partnership keeps beef top of mind with the next generation of athletes while reinforcing its role in performance, recovery and everyday nutrition. These efforts strengthen trust, build demand and further connect Kansas consumers to the beef producers who work every day to raise a high-quality product.

Another highlight of the year was our continued partnership with K-State Athletics for the “Tailgater of the Game”. Connecting with consumers in the fall, in an environment rooted in tradition, pride and community, allowed us to meet Kansans where they already gather. By putting beef at the center of those moments, we reinforced the connection between game day traditions and the farmers and ranchers who make them possible.

An area of growth I am proud of is our continued investment in nutrition education. The work KBC Director of Nutrition Abby Heidari continues to lead with registered dietitians and college students ensures beef remains part of evidence-based nutrition conversations. These efforts extend far beyond Kansas, helping equip influential voices with accurate information about beef’s role in a healthy diet.

That reach was further strengthened through collaboration with the Nebraska Beef Council and other state partners, including sponsorships that

connected dietitians and staff in major population centers such as California, New York, Arizona and the Southeast. These partnerships allow us to share beef’s story in regions where demand and influence are growing, ensuring Kansas beef remains relevant on a national scale.

At the core of all this work is our executive committee. Producer leadership continues to guide Checkoff investments, including the research selected to further beef production, sustainability and nutrition. That commitment ensures decisions are grounded in real-world needs and focused on long-term benefits for our industry. I am proud to pass the torch to Josh Mueller of Halstead, KS, to continue our leadership efforts. I have no doubt that his leadership and dedication will continue to drive our industry forward for the better.

As I step into the role of past chairman, I want to extend my deepest gratitude to my fellow executive committee members, staff and Kansas beef producers for their dedication and trust. The work we do together matters, and I am proud of the progress we made in 2025 to strengthen demand, build connections and solidify the legacy of Kansas beef production.

Kansas Beef Council, Past Chair

BY THE NUMBERS

**KBC ADS WERE SEEN
OVER 75 MILLION
TIMES IN 2025**

**AVERAGE COST OF
\$0.04 PER COMPLETED VIEW
ON CONNECTED TV**

**OVER 800,000
WEBSITE PAGE VIEWS**

**15 STATEWIDE
BILLBOARDS**

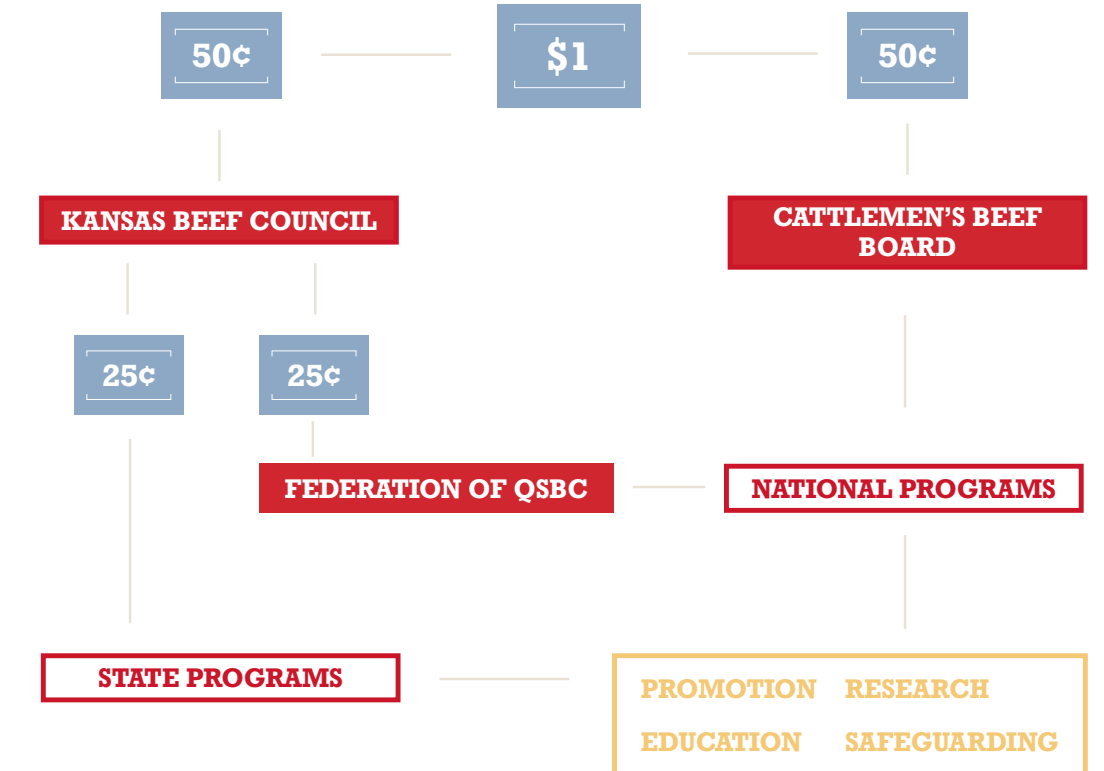
**KBC INSTAGRAM
FOLLOWING
GREW BY 83.8%**

FINANCIALS

2025 TOTAL REVENUE

| | |
|--------------------------------------------|---------------|
| Kansas Checkoff Receipts | \$8,855,562 |
| Other Income | \$88,444 |
| Gross Income | \$8,944,006 |
| Returned To Other States (State of Origin) | (\$1,612,415) |
| Net Income | \$7,331,591 |
| Consumer Advertising & PR | \$693,756 |
| Administration | \$125,429 |
| Industry Communications | \$209,855 |
| Health Influencers | \$346,595 |
| Channel Marketing | \$82,940 |
| Youth & Youth Educators | \$161,252 |
| Compliance | \$134,566 |
| National Programs | \$5,865,735 |
| In-State Programs | \$1,754,393 |
| Total Expenses | \$7,620,128 |

THE FLOW OF YOUR DOLLAR TO BUILD BEEF DEMAND



**MAKING SENSE OF
YOUR DOLLAR**

BEEF BRINGS US TOGETHER



The Kansas Beef Council launched a statewide summer campaign aimed at reaching consumers during the busiest beef-buying season of the year. Titled Beef Brings Us Together, the campaign ran across television, billboards, streaming platforms and social media throughout the summer months. The centerpiece was a 30-second video that aired nearly 1,000 times on TV stations across Kansas, delivering a simple but powerful message highlighting the connection between Kansas families, the meals they share and the people who raise the beef that brings them together. To extend its reach and increase visibility among consumers, the campaign also included nine billboards placed in key locations across the state. Each billboard featured concise messaging designed to spark recognition and pride, including phrases such as “This is Beef Country” and “What’s for Dinner? Still Beef.” In addition to traditional channels, the campaign leveraged connected TV to reach households that rely less on cable, delivering the video across platforms such as Hulu, Paramount+ and Roku. Digital and social media content further supported the campaign with recipes, videos and meal inspiration designed to make beef an easy and approachable choice for both weeknight dinners and weekend gatherings. Building on the momentum of the summer launch, KBC expanded Beef Brings Us Together into the holiday season through the addition of Netflix to its connected TV advertising lineup. This expansion allowed KBC to reach consumers during one of the most engaged viewing periods of the year, positioning beef alongside top-watched shows and movies. The holiday activation strengthened the campaign’s reach, cultural relevance and impact, reinforcing beef’s role in the meals, memories and traditions that bring Kansans together year-round.

| | |
|----------------------------------------------------------------------------|-------------------------------------------------------------------|
| <p>GENERATED OVER 13 MILLION VIEWS ACROSS ALL PLATFORMS</p> | <p>THE CAMPAIGN WAS SEEN OVER 18 MILLION TIMES</p> |
|----------------------------------------------------------------------------|-------------------------------------------------------------------|



15

Total Billboards across the state of Kansas.



| | |
|--|---------------------------------------|
| | <p>WATCH THE VIDEO</p> |
|--|---------------------------------------|

FUELING ATHLETES

KSHSAA

The Kansas Beef Council announced its official partnership with the Kansas State High School Activities Association (KSHSAA), naming beef the official protein sponsor of Kansas high school athletics. The partnership highlights the strength, dedication and community spirit of Kansas student-athletes while positioning beef as the protein that helps fuel performance and recovery. The partnership launched with the 2025 Kansas football championships and will expand in 2026 to include multiple KSHSAA state championship events. Through these events, the partnership is expected to reach more than 400,000 fans statewide each school year. A cornerstone of the partnership is the Sports Nutrition Game Plan, a free online resource designed to support athletes, coaches and parents with practical, science-based nutrition education. Developed by a registered dietitian, the program includes videos, recipes, meal plans and hydration tips, all emphasizing beef's role as a high-quality protein that supports strength, endurance and recovery. There are 140 Kansas coaches and trainers currently enrolled in the program, with continued growth from schools that lack access to an in-house sports dietitian. Through digital, social and in-person event promotions, the partnership keeps beef top of mind with student-athletes and their families while building trust in beef as a foundational part of a balanced, performance-focused diet. Kansas beef producers' Checkoff dollars continue to support education and strategic partnerships that strengthen the next generation of leaders and reinforce beef's role as the ultimate high-quality protein for athletic performance and recovery.

SPORTS NUTRITION GAME PLAN Beef. The Protein that Powers Champions.

FREE Sports Nutrition Program.

KANSAS BEEF COUNCIL The Official Protein Sponsor of **KSHSAA**

140 ENROLLED HIGH SCHOOL AND COLLEGE COACHES WHO RECEIVED WEEKLY CONTENT

K-STATE

For the third year in a row, the Kansas Beef Council partnered with K-State Athletics to highlight beef as an essential part of game day through the “Tailgater of the Game” promotion. Throughout the fall football season, KBC staff visited tailgating areas before every home game to recognize Wildcat fans who put beef front and center, from burgers and brisket to steaks and roasts. The promotion celebrated beef, connected with consumers in an authentic setting and reinforced the role Kansas farmers and ranchers play in delivering great game day flavor. This partnership is a high-energy example of how Beef Checkoff dollars are used to promote beef where consumers naturally gather, including athletic events, community traditions and family-centered experiences. At each home game, one fan was selected as Tailgater of the Game and rewarded with a Pit Boss Tabletop Griddle and Kansas Beef Council swag. Gameday winners included Dana Nordyke of Silver Lake, Hank Doering of Manhattan, Bill Roller of Olathe, Jamie Steinert of Derby and Eric Palmquist of Wichita. Each tailgate showcased beef as the centerpiece, reflecting strong consumer support for the product Kansas producers work to raise. At the conclusion of the season, all weekly winners were entered into a drawing for the Tailgater of the Season title. Bill Roller of Olathe was selected as the 2025 Tailgater of the Season and received a Pit Boss Smoker, along with box seats to the final home game.



Beef. The Protein that Powers You.

BEEF. IT'S WHAT'S FOR DINNER.®
Funded by Kansas Beef Farmers and Ranchers.

The Kansas Beef Council partnered with Sporting Kansas City to connect beef with athletes, families and fans through high-quality protein as fuel messaging. Across 17 home matches, the partnership reached nearly 400,000 fans through in-person activations and advertising, providing a strong platform to engage a young, active and nutrition-focused audience. Throughout the season, beef was highlighted through stadium signage, on-site fan engagement, partnerships with team dietitians and youth soccer events. These touchpoints reinforced beef's role in fueling strength, endurance and recovery while introducing new audiences to versatile and approachable ways to incorporate beef into everyday meals. By aligning with soccer's growing popularity



and Sporting KC's health-conscious fan base, KBC effectively positioned beef as a foundational protein for active lifestyles. The partnership demonstrated the strategic use of Beef Checkoff dollars to drive awareness and demand while strengthening beef's presence within Kansas City's sports culture.

SPORTING KC

OUR HIGHLIGHTS

Expanding Nutrition Outreach: Mediterranean Diet Toolkits.

In 2025, KBC nutrition programming made significant strides in extending the “Beef in a Mediterranean Diet” toolkit to health professionals across various disciplines. Through targeted engagement and participation in key health professional conferences, KBC has been able to share science-based resources that support the integration of lean beef into heart-healthy diets. One of the major outreach efforts included exhibiting at a nurse practitioner conference attended by 108 dedicated professionals in early 2025. These practitioners, who work directly with patients seeking to improve their cardiovascular health, were highly engaged with KBC’s educational materials. Many shared that their patients truly appreciate the resources, particularly the recipes and practical guidance on incorporating lean beef into their lifestyles. In February, KBC participated in a conference for health professionals specializing in cardiac rehabilitation, including 130 attendees from diverse fields such as physicians, nurses, exercise physiologists and dietitians. These health professionals expressed strong alignment with a Mediterranean diet focus, affirming that this approach already is an integral

part of their patient education. Many attendees recognized the KBC logo and materials, indicating that they already are familiar with and utilizing resources in their work. The overwhelmingly positive feedback confirmed that Beef Checkoff outreach not only is relevant, but also making a tangible impact in clinical settings.



E-Commerce: Boosting Beef Sales Online.

Consumers increasingly are shopping online, and KBC had the opportunity to meet shoppers at the moment of purchase. With e-commerce advertising, KBC can ensure beef is featured prominently on popular retail websites, apps and meal kit services. In collaboration with NCBA, a contractor to the Beef Checkoff, KBC conducted two e-commerce campaigns with national-

level retailers that yielded tremendous results. One campaign, which focused on lean beef in a heart-healthy diet, was featured more than 2.8 million times and provided incremental beef sales of \$1.6 million. Every dollar invested in the Kansas campaign generated \$158 in beef sales. A second campaign ran from August to September 2025, focusing on tailgating recipes.

Nutrition Adventure Connects Dietitians With The Beef Story.

KBC, in partnership with the Missouri, Nebraska and Oklahoma beef councils, hosted Nutrition Adventure, a two-day immersive educational experience designed to connect registered dietitians with the people and practices behind beef production. Held in the greater Lincoln, Nebraska, area, the Checkoff-funded event welcomed 25 registered dietitians from 15 states, representing a range of specialties including university foodservice, clinical nutrition and digital nutrition education. While their roles vary, these professionals play a key role in shaping how consumers understand food and nutrition. Day one focused on beef nutrition, sustainability and culinary applications, including presentations on beef’s nutritional profile, labeling

terminology and popular and value-based cuts. Participants also took part in a culinary experience at Sysco, where they explored cuts such as the Denver steak and chuck eye through a “Chopped” style competition. A multi-sensory tasting session followed, helping attendees better understand beef’s flavor and texture, an important consideration for working with clients who have sensory or texture-related food challenges. Day two centered on transparency in the beef production chain. Dietitians toured Cargill’s Schuyler, Nebraska, processing facility and visited a seedstock operation, feedyard, cow-calf ranch and the Klosterman Feedlot Innovation Center at the University of Nebraska-Lincoln. The experience concluded with an expert panel that addressed animal care, antibiotics, hormones and consumer concerns through open, candid discussion, equipping participants with accurate information and real-world context to take back to their professional work.



Global Roads, Riders & Good Beef.

More than 5,000 cyclists from all 50 states and 40 countries came to Emporia from May 29 through June 1 to tackle some of the most scenic gravel roads in the U.S., and KBC made sure beef had a front-row seat. With races stretching from 100 to 350 miles, Unbound brings more than just pedal power. It also brought more than 20,000 visitors to the Flint Hills and thousands of opportunities to talk about beef. KBC partnered with Beef. It’s What’s For Dinner., a campaign by NCBA, a contractor to the Beef Checkoff, to connect consumers with a simple message: The land they came to ride through wouldn’t exist without the ranchers who care for it. KBC handed out more than 1,000 beef sticks, shared protein and sustainability facts and distributed recipe brochures to hungry cyclists and curious consumers alike. It was more than snacks—it was a story of stewardship, strength and the role beef plays in keeping the Flint Hills what they are.

KBC Training Reaches Future Dietitians.

KBC hosted nutrition communications training sessions for dietetic interns and faculty at the University of Kansas Medical Center and Kansas State University. Led by Abby Heidari, director of nutrition for KBC, the training helped students translate complex research into

simple, relatable messages about lean beef’s role in a healthy diet. Melissa Joy Dobbins, a dietitian and communications expert, offered additional instruction on addressing misinformation and sharing science-backed recommendations. Interns participated in hands-on activities, including a cooking demonstration using lean beef recipes and small-group presentations to practice explaining protein research. To connect nutrition science with production practices, participants met Kansas cattle ranchers Arturo and Wrenn Pacheco of Alma and Isaac and Jill Carr of Junction City. The producers shared insights on animal care, stewardship and sustainability in beef production. Post-training evaluations showed increased knowledge about how cattle are raised and stronger confidence in communicating beef’s nutritional benefits.



Two Worlds, One Trail.

This summer, KBC partnered with the National Cattlemen's Beef Association (NCBA), a contractor to the Beef Checkoff, to launch a new episode of the Beef. It's What's For Dinner. (BIWFD) series "Voices of the Outdoors." Each episode pairs an outdoor influencer with a beef producer, showcasing shared values of caring for the land and experiencing the outdoors. In the seventh episode, Natalie Hoagland of J&N Ranch was featured alongside professional gravel cyclist Alexey Vermeulen. Hoagland welcomed Vermeulen to her ranch near Eskridge, where she shared her family's ranching story, explained the unique Flint Hills ecosystem and highlighted beef



production in Kansas. Vermeulen, who unknowingly had ridden past J&N Ranch many times during the Unbound Gravel race, and his loyal dog, Willie, were joined by Hoagland on a bike ride around the ranch. The result is a powerful story about how beef producers and outdoor athletes both are committed to preserving the land

they love. The campaign was promoted across YouTube and other social media platforms, in addition to press coverage. That episode hit over 600,000 views within just a week, connecting consumer audiences to beef producers' stewardship and the Kansas outdoors. This campaign is a direct reflection of the Beef Checkoff investment at work—bringing the values of Kansas ranching families to consumer audiences in new and engaging ways. By linking outdoor adventure to beef production, you are helping build consumer trust and long-term demand for beef.



Beef Quality Assurance: Investing in Producer Education & Consumer Trust.

KBC helped nearly 300 Kansas cattle producers renew or earn their Beef Quality Assurance (BQA) certification through in-person trainings held across Kansas. Led by Dr. AJ Tarpoff, K-State Extension veterinarian, the sessions focused on best practices in cattle handling, animal health, record keeping and transportation. While certification renewal is important, many producers attended for continuing education, staying current on evolving research and on-farm

practices. Funded in part by the Beef Checkoff, BQA remains one of the most tangible examples of producers' dollars at work, directly supporting the people who raise cattle while safeguarding beef quality, food safety and consumer trust. These efforts help protect long-term demand for beef by ensuring the product leaving Kansas ranches meets the expectations of today's consumers.

KBC Partners With K-State Extension for Hands-On Training.

KBC, in partnership with Kansas State University Research and Extension, sponsored a workshop in Salina focused on beef preservation and safe food handling. The hands-on training helped equip 26 extension dietitians, nutrition educators, family & consumer sciences teachers, 4-H leaders and SNAP-Ed educators from across Kansas with valuable knowledge and the skills to conduct similar workshops in their own counties. Participants received practical training in freezing, dehydrating (including beef jerky) and pressure canning. To support the workshop, KBC provided the beef, as well as science-based educational materials, including thawing guidelines, beef cut charts, recipes and thermometer use instructions. By arming these local educators with accurate information, KBC is helping expand beef demand at the community level. These educators now are better prepared to help consumers

feel more confident purchasing, preparing and preserving beef at home. As one participant shared, "Beef preservation is a gateway to food self-reliance, especially in rural areas where store shelves aren't always reliable." The checkoff continues to provide trusted, science-based resources that position beef as a safe, nutritious and versatile option for Kansas families—today and into the future.

KBC Takes Part in Agriland's 30 Year Celebration.

This year marked a milestone for Agriland, the interactive agricultural education exhibit housed in the Pride of Kansas Building at the Kansas State Fair. For 30 years, Agriland has introduced thousands of fairgoers to Kansas agriculture through engaging, hands-on displays. KBC once again was proud to represent beef as part of this long-standing tradition. Through the checkoff, KBC partnered with 12 other commodity and agricultural organizations to ensure fairgoers walked away with a better understanding of where their food comes from. Visitors had the opportunity to explore Kansas agriculture in unique ways—from milking a mechanical cow to walking through a soil tunnel to sitting inside the cab of a gleaner. At the beef station, attendees discovered how cattle contribute to everyday products and how beef by-products are a bigger part of daily life than most people realize. From answering questions about nutrition and

sustainability to showing how beef cattle fit into the larger agricultural landscape of Kansas, this exhibit helps bridge the gap between producers and the public.

Controlled Burn Ignites New Connections For Kansas Beef.

KBC participated in Controlled Burn, a first-of-its-kind live-fire cooking fundraiser benefiting BoysGrow, a Kansas City nonprofit that mentors urban youth through agriculture, entrepreneurship and culinary training. The event brought together top Kansas City chefs, community members, Kansas beef producers and BoysGrow participants for an immersive evening centered on food, fire and purpose. Through its sponsorship, KBC connected beef to Kansas City's vibrant culinary scene while highlighting the people, values and passion behind Kansas beef production. Beef was featured prominently throughout the evening, including coal-seared beef nigiri and steak tartare served during the VIP happy hour. Kansas producers engaged directly with



attendees, sharing firsthand perspectives on ranching, cattle care and the role beef plays in the state's agricultural economy. Producers in attendance included Luke Higgason of Pawnee County; Jenna and Dean Fitzsimmons of Pratt County; Andy and Sara Larson of Riley County; and Natalie and Dirck Hoagland of Leavenworth County. As a continuation of the partnership, KBC hosted BoysGrow students, alumni and staff at the Hoagland family's J&N Ranch near Leavenworth. Forty youth toured the operation to see how beef is raised from start to finish, beginning with crop production for feed and continuing through ration development, cattle nutrition and the stages of the beef life cycle. The tour also covered herd health programs, Beef Quality Assurance practices, water use, environmental stewardship and the ranch's breeding and calving programs. The day concluded with a beef-centered meal prepared by Natalie Hoagland, reinforcing the connection between food production, cooking and the ranchers who make it possible.

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BEEF
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