



State & National Partnership

The Federation of State Beef Councils



2024 INVESTOR REPORT



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Hanrahan, Daniel	Iowa Beef Industry Council	Rush, Ivan	Nebraska Beef Council
Harward, Brooke	North Carolina Beef Council	Scanga, John	Colorado Beef Council
Hellyer, Timmery	Wyoming Beef Council	Schuetze, Fred	Texas Beef Council
Hendry, Leslie	Wyoming Beef Council	Schultz, Corey	Montana Beef Council
Hollenbeck, Charlie	Montana Beef Council	Sherfield, Jeff	Vice President - Region I, Indiana
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Kane, Jess	Oklahoma Beef Council	Taylor, Steven	Idaho Beef Council
Kellom, Andy	Vice President - Region V, Montana	Temme, Douglas	Nebraska Beef Council
Kinsel, Leslie	Texas Beef Council	Treichel, Shannon	Texas Beef Council
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Lehning, Peter	New York Beef Council	Wood, J.W.	Idaho Beef Council
Lewis, Jennifer	Michigan Beef Industry Commission	Yates, Jerry	West Virginia Beef Industry Council
Link, Sue	Colorado Beef Council	Weiss, Stephanie	Ex-Officio, Virginia
Loseke, June	Nebraska Beef Council		
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Dear Fellow Producers,

For more than 60 years, producers have engaged at the grassroots level to drive the demand for beef through the Federation of State Beef Councils. States voluntarily invest in the Federation to build beef demand by inspiring, unifying and supporting an effective and coordinated state and national Checkoff partnership. Ultimately, it is cattle producers, like you, who direct the Federation's work. Thank you for being one of the "Faces of the Federation."

We continue to share your stories and the work of the Federation to demonstrate the power of building connections. When state beef councils and industry stakeholders come together, we accomplish so much more. The dollars we pool together as the Federation make a tremendous impact on the consumption of beef and ultimately beef demand, from the work we support in research and industry outreach to promotions directed toward consumers.

Consumers want our product not only because it tastes good, but also because they see it as a nutritious and safe product to feed their families. Changing purchasing behaviors doesn't happen overnight. The investments we've made over the last six decades have helped to create the product that consumers desire.

This 2024 Federation Investor Report provides an overview of Federation-supported programs that producers have helped to direct over the past year. From research and promotion to consumer and industry outreach, these efforts demonstrate how the many faces of the Federation work together to drive demand for beef. Thanks for making an investment in the future.

Sincerely,

Dan Gattis
Georgetown, Texas
Chair, Federation of State Beef Councils



Federation of State Beef Councils Executive Committee

Chair Dan Gattis, Texas
Vice Chair Nancy Jackson, Mississippi
Region I Jeff Sherfield, Indiana
Region II Russ Uselton, Tennessee
Region III Janine Moore, Iowa
Region IV Brandi Richards, Texas
Region V Andy Kellom, Montana
Region VI Michael Smith, California
Region VII Gary Deering, South Dakota
Revenue Seat Randall Debler, Kansas
Revenue Seat Michele Cutler, Nebraska
Revenue Seat Pat Shields, Texas

Federation Members-Beef Promotion Operating Committee



Back Row, left to right: Andy Kellom, MT; Dan Hanrahan, IA; Al Lyman, IL; Chuck Coffey, OK; Dan Gattis, TX
Front Row, left to right: Mark Goes, NE; Shannon Treichel, TX; Nancy Jackson, MS; John Scanga, CO; Travis Maddock, ND

Federation Members-Beef Promotion Operating Committee

Dan Gattis, Texas
Nancy Jackson, Mississippi
Chuck Coffey, Oklahoma
Mark Goes, Nebraska
Dan Hanrahan, Iowa
Andy Kellom, Montana
Al Lyman, Illinois
Travis Maddock, North Dakota
John Scanga, Colorado
Shannon Treichel, Texas

Investing in the Future



Photo courtesy of Beef. It's What's For Dinner.

The Federation of State Beef Councils represents the 43 Qualified State Beef Councils (QSBCs), and collectively, these QSBCs include more than 700 state board members representing every segment of the beef industry. The following report includes an overview of national programs developed by the National Cattlemen's Beef Association, a contractor to the Beef Checkoff, which were supported by the Federation of State Beef Councils and extended by states locally.

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. More than 50% of the Federation's annual budget supplements tactics within Authorization Requests (ARs) approved by the Beef Promotion Operating Committee (BPOC) and executed by NCBA, home of the Federation of State Beef Councils. Supplementing these tactics helps the national Checkoff program have a larger impact on consumer demand.

In 2024, with input from SBC staff, the Federation Executive Committee approved more than \$3.3 million to supplement national efforts. Specific programs made possible by SBC contributions to the Federation include, but are not limited to the following:

Promotion

STATE BEEF COUNCILS SUPPLEMENT \$814,400

- The Federation supports *Beef. It's What's For Dinner.* marketing and advertising efforts to educate and inspire consumers. The Federation investment supplements media buys including potential placements on broadcast television, connected TV, audio, digital and paid search advertising.
- Influencers are also utilized on *Beef. It's What's For Dinner.* media channels to drive brand affinity, increase credibility and attract new consumers.





Research

STATE BEEF COUNCILS SUPPLEMENT

\$1,059,197

State investments in the Federation fund foundational research projects in the areas of product quality, beef safety, human nutrition, beef sustainability and market research. Research projects funded in FY24 include:

- **Product Quality:** Research is designed to improve beef quality, consistency, value and demand. Current projects include the study of marbling variations and the consumer impact of steak color in retail displays.
- **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 contribution of beef to diet intake and quality in U.S. schoolchildren via school meals.
- **Market Research:** Consumer attitude dashboard surveys provide information at the state level about beef consumption patterns, which helps states message beef in a way that resonates with their consumers.

Consumer Information

STATE BEEF COUNCILS SUPPLEMENT

\$1,099,300

- The Federation advances consumer information efforts including e-commerce campaigns; thought leader engagement; nutrition, health and medical expert outreach; and public relations, including the development and distribution of "Cattle Calling" episodes.
- Examples include developing a co-branded campaign to increase beef sales through retail, distributor and foodservice channels; creating educational opportunities for influencer partners to learn more about the beef industry; sending beef and heart health toolkits to physicians and health professionals; and pitching beef stories to national media.



Industry Information

STATE BEEF COUNCILS SUPPLEMENT

\$327,700

- Providing information and resources to the industry remains a critical component of the Federation budget, with funding elevating the Masters of Beef Advocacy and Trailblazers programs; supporting Beef Quality Assurance training, awards program and promotion; and disseminating results from the National Beef Quality Audit.

Faces of the Federation



Bridging the Gap Between Farm and Fork

Today's consumers are generations removed from any connection to a farm and ranch, yet they yearn for a relationship with those who produce their food. Market research continues to show that consumers want to hear from farmers and ranchers about how cattle are raised. The "Cattle Calling" docuseries was created to help bridge the gap between farm and fork.

Produced by the National Cattlemen's Beef Association, a contractor to the Beef Checkoff, "Cattle Calling" invites consumers to step into the world of modern-day cattle ranchers as they navigate the trials and tribulations to continue the lineage of the American beef producer. Each episode provides an in-depth look at how cattle are cared for and invites viewers to follow along to see how families across the country adapt to their environments to ensure their legacies continue.

Episodes featuring farming and ranching families in Oklahoma, Texas and Colorado are currently available to view, with new episodes coming soon highlighting producers in Washington and Tennessee. The docuseries brings family stories to life and builds common ground between producers and consumers.

Whether they have been in business for generations or are just getting started, producers tell their own stories about raising cattle. While the families have common goals of caring for cattle and natural resources, they share different management practices unique to their environment, business model and geography.

"Federation funding has been instrumental in allowing us to produce this important docuseries," said Hillary Makens, NCBA's senior executive director of issues management and public relations. "This video series is one more resource we can use to educate the public about how cattle are raised, and it provides a platform to explain complicated topics in a way that consumers can understand."

Beyond reaching consumers through YouTube, social media and events, "Cattle Calling" is drawing attention from national networks requesting interviews with producers. As additional episodes are released, the videos will be available online and shown through other outlets to share these unique stories.

"Cattle Calling" continues the Beef Checkoff's ongoing emphasis on connecting with consumers and sharing the stories of beef producers. The docuseries aims to build relationships and trust between consumers and the cattlemen and women raising food for the family dinner table.

For more information and to watch the series, visit CattleCalling.org.



Strengthening Beef's Role in a Healthy Balanced Diet

Early in 2024, the National Cattlemen's Beef Association, a contractor to the Beef Checkoff, launched an integrated effort to reach consumers interested in nutrition, health and fitness, and to connect with nutrition and health experts to educate and inspire them about the role beef can play in a healthy, balanced diet. Nutrition-focused content reaching consumers performed very well across YouTube, Google Display and Google Search, and social channels.

To kick off Heart Health Month in February, a satellite media tour featured Shalene McNeill PhD, RD, NCBA executive director nutrition science, health and wellness. Dr. McNeill shared research supporting the nutritional advantages of lean beef and offered tips for how to enjoy lean beef in a heart-healthy diet and lifestyle.

NCBA also collaborated with registered dietitian influencers on social media to educate health professionals and consumer audiences about the role of beef in heart-healthy diets. Manuel Villacorta, MS, RD; Carolyn Williams PhD, RD; and Kim Rose, RD, shared culinary tips and tricks, debunked myths, and dove deep into the research that supports beef's role in a healthy lifestyle.

A heart health mailer was sent to registered dietitians, researchers and other health professionals, with a goal to encourage excitement and provide education on the ways in which current and prospective Beef Aficionados can access and use beef nutrition resources to support their practice. The package included a *Beef. It's What's For Dinner.* cast iron skillet, American Heart Association Heart-Check recipes, a personalized card, and a fact sheet with suggestions to activate on beef nutrition education during Heart Health Month.

More than 750 heart health toolkits were also mailed to healthcare



providers, including cardiologists and family physicians, across the contiguous U.S. Each professional received a 12-page research booklet outlining recent studies supporting beef consumption for cardiometabolic health, a collection of heart-healthy recipe cards, a lean beef cuts magnet and 100 educational tear sheets to share with patients.

Results from a post-program survey of 111 respondents showed that more than 90% of healthcare providers are engaging in heart-health nutrition discussions with patients multiple times a week, with more than half doing so a few times a day. The survey revealed the effectiveness of targeting this audience, with 86% of healthcare providers being more likely to recommend lean beef to patients since receiving the materials, with no reported decrease.

To build confidence in beef as part of a healthful diet, new resources were created to help educate foodservice operators and retailers about beef nutrition. More than 4,000 food professionals had beef nutrition information and inspiration delivered to inboxes via the bi-monthly newsletter, Beef News Now. And beef's role in a heart-healthy diet was promoted through a nationwide e-commerce campaign with a national retailer during American Heart Month. When channel partners better understand the nutritional benefits of beef, they're able to help communicate those benefits to consumers, which ultimately helps them sell more beef.

By aligning consumer marketing activities across digital media, social media, public relations, medical professionals and channel marketing it's easier to reinforce the *Beef. It's What's For Dinner.* brand message more effectively. With nearly 95 million consumers exposed to the combined effort, it undoubtedly helps make beef a top protein.



Building Beef Advocacy Through Prime Partners Summit

This summer in Colorado, 28 Trailblazers, food content creators and nutrition influencers came together for a three-day immersive event designed to educate and encourage collaboration among three unique and influential groups to promote beef. Following a series of educational sessions including information on today's beef consumer, attendees watched a cutting demo, learned about beef's role in a healthy lifestyle, and engaged with producers through networking and tours.

For some, this was the first time to see (and touch) cattle and to buy their first cowboy hat. Beyond learning about the cattle industry lifestyle, attendees were able to ask basic questions about what cattle eat, how they are raised, and beef's nutrition and versatility. The unique event armed attendees with science-based information to share with their social media followers.

With a social media following of more than three million people, attending influencers have posted 250 Instagram stories about their beef experience. According to post-event surveys, 94% of attendees said their perception of the beef industry improved or was very positive, and the same number said the information provided was extremely helpful.

"We were excited to see how producer advocates and influencers with different perspectives came together to learn from one another and find common ground through beef," said Chandler Mulvaney, director of grassroots advocacy and spokesperson development at NCBA. "The best part is, even after the event, they continue to collaborate and share beef's positive story."



PRIME PARTNERS PERCEPTIONS

The beef industry is constantly working to improve efficiency, sustainability and overall improvement.

I loved getting a chance to hear other, outside perspectives! That is huge in helping to channel where and how I can continue to share my message!!

We all face misconceptions within our own industries. I feel like I am more open-minded after this experience which will help me grow as an advocate for the beef industry.

My biggest takeaway from this trip was that no matter where the people in this room came from, we all shared similar passions around delicious home cooking and doing our part to feed the world!



The Federation is at Your Service

In addition to the funds invested which supplement the integrated state/national plan, state beef council investments also provide services for states and support the governance of the Federation. A variety of services are available at no cost to state beef councils, including creative and design services, communications assistance, IT and website support, human resources facilitation, as well as staff and leadership development, training and education.

► BUILDING CONNECTIONS

The Federation of State Beef Councils organizes a variety of events each year to bring state beef councils together and build connections. Events such as Partnerships in Action, Federation Forum and Federation Director Orientation provide opportunities for states to engage with each other and learn about extending national efforts. The cornerstone for every activity is to share ideas, best practices, and ways to effectively and efficiently drive demand for beef. Each year, staff and producer leaders from nearly every state beef council attend at least one of these popular events.

► INFORMATION TECHNOLOGY

With technology changing at the speed of light, the Federation's expert team of professionals is here to assist states with designing and maintaining websites, evaluating new tools, and identifying areas of enhancement across the digital ecosystem.

The Americans with Disabilities Act mandates websites provide reasonable accommodation to the 20% of the population who live with a disability. Recently, the NCBA web team deployed a tool across 39 state beef council websites allowing site visitors the ability to tailor their experience to cover a wide range of disability categories including vision, hearing, motor, cognitive and more. This is one example of how IT services are helping states share information about beef's taste, versatility and nutrition with everyone.



► IN-HOUSE ADVERTISING AGENCY

Beef is promoted differently today than 20 years ago, when broadcast television, print and radio were the primary advertising outlets in the U.S. In the current digital era, advertisements can be targeted to different audiences in a variety of ways to drive demand for beef. NCBA's advertising experts worked with 33 state beef councils in the past year, serving as an in-house advertising agency, and helping stretch Checkoff dollars to their maximum potential.

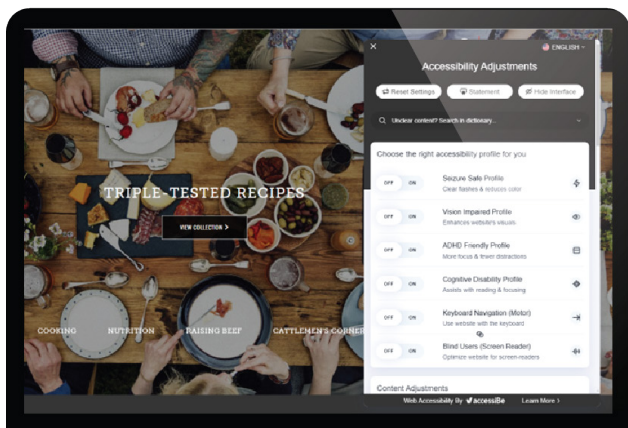
The team works with each state to develop goals and objectives, identify potential digital platforms, implement advertising campaigns, and report progress. From digital audio and video ads to display ads and outdoor billboards, nearly 129 million beef ad impressions were served on behalf of state beef councils. There isn't a minimum amount to buy into digital campaigns, so even states with small budgets benefit from this service.

The best part is that there are no fees for this work, saving state beef councils at least 20% in agency fees, which totaled \$400,000 in savings in FY24. Another benefit is the detailed performance analytics available following each campaign. Digital ads are tracked, and states know exactly where and when ads are displayed, who sees them, if they are clicked, and how consumers engage with the information. This is powerful data that SBCs can use to determine effectiveness and plan future campaigns.

► FUTURE SERVICES

While the number of services available to states is extensive, the Federation of State Beef Councils continues to explore new areas of assistance based on stakeholder feedback. From artificial intelligence and technological platforms to whatever the future holds, reach out with ideas on how the Federation can improve its offerings.

For more information, visit www.ncba.org/federation.



2020 Performance Report

	2020	2019	2018	2017
Revenue	1000000	950000	900000	850000
Operating Expenses	(600000)	(550000)	(500000)	(450000)
Operating Income	400000	400000	400000	400000
Non-Operating Income	100000	100000	100000	100000
Income Before Taxes	500000	500000	500000	500000
Taxes	(100000)	(100000)	(100000)	(100000)
Net Income	400000	400000	400000	400000
Equity	1000000	950000	900000	850000
Liabilities	500000	500000	500000	500000
Assets	1500000	1450000	1400000	1350000

**UPDATED FINANCIALS
COMING SOON**

1. Financial statements are prepared in accordance with generally accepted accounting principles.
2. All figures are in US dollars unless otherwise specified.
3. The information presented here is for informational purposes only and does not constitute an offer of any financial product.





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