



## Meet the Farmer Series



Virginia Beef Council began developing a series of videos focused on bringing consumers closer to the farmers who produce their beef. Our first stop was in Lexington at Buffalo

Creek Beef where the Potter family shared their farm story of how they raise beef and take it from pasture to plate at their storefront, Cattlemen's Market. Our second stop was in King William County at Edgewood Angus (EWA) where Pete Henderson and Justin Sansouci shared a day at their seedstock operation with the VBC and production crew. EWA provided a perfect example of how utilizing genomics and reproductive technology allows cattlemen to produce more beef with fewer cattle. Both videos were shared in multiple statewide social media campaigns and through partnerships with NBC 12 in the Richmond market.

## Charlottesville Burger Week



VBC sponsored Charlottesville Burger Week May 14-22. As COVID restrictions lifted, consumers were ready to get back into restaurants and this campaign helped drive traffic to popular Charlottesville locations in a battle over the best burger of Charlottesville during Burger Week. Eleven restaurants participated with seven of the restaurants reporting

nearly 1,000 burger sales. Overall impressions on social media were more than 878,000!

## Summer Grilling



This summer the VBC worked with Gray Media in the Roanoke and Richmond markets to create the Beef Grilling Forecast. Beef on a grill during the forecast

and *Beef. It's What's For Dinner.* commercials reminded consumers that beef is the king of their summer grilling season. The very popular First Alert Weather App was used to remind customers that beef should be the center of their grill and linked to more information on recipes, nutrition, local beef and beef production. In the Richmond Market NBC12 Meteorologists presented the Virginia Beef Council Grilling Forecast each day

Monday-Friday during the 6 a.m., 5:30 p.m. and 11 p.m. news. The VBC :05-second ad was broadcast adjacent to the forecast three times per day and 15 times per week. Our 15 second commercial was aired 191 times during the 10 week period and reached over 470,000 adults in the 25 and up age bracket with each adult viewing the commercial 10 times. The digital campaign reached over 1.5 million consumers driving 2000 leads back to our website for more information.

In the Roanoke market, 94% of adults ages 25-54 saw the ads an average of 9 times over the 10 week period. The total impressions for the broadcast and digital campaign exceeded 2.5 million in the Roanoke market alone.

## Sharing Beef Facts with Medical Professionals



The VBC placed ads in the Virginia Nurses Newsletter every quarter, reaching more than 110,000 nurses each issue with messages about beef in a healthy diet and updated dietary guidelines. Each ad included a scannable bar code that directed users to the *Beef. It's What's For Dinner.* website for more information.

The new Beef Nutrition Education Hub, managed by a team of nutrition scientists and registered dietitians, is an education portal tailored to support the needs of the health and nutrition community. VBC's Facebook ads targeted nutritionists, dietitians, nurses, and pediatricians in our state with information about the website and available free continuing education credits. Our ad had more than 8,000 impressions with 74 clicks to the website.

VBC also extended the Early Years campaign on our website, social media pages and through a partnership with NBC 12. This campaign reached out to consumers regarding the importance of including protein like beef in children's diets as young as six years of age. Parents were provided this updated information and given links to find more information on the *Beef. It's What's For Dinner.* website.

### Virginia Beef Council- FY2021 Financials

<b>Revenue</b>	
VA Net Checkoff Assessment	\$ 380,609
Interest Income	\$ 792
<b>Total Revenue</b>	<b>\$ 381,401</b>
<b>Expense</b>	
Consumer Information/Promotion	\$ 223,193
Producer Communications	\$ 11,814
Industry/Stakeholder Information	\$ 14,553
Collections/Compliance	\$ 23,214
Foreign Marketing	\$ 5,000
Administration	\$ 89,549
<b>Total Expense</b>	<b>\$ 367,323</b>

# Virginia Beef Council Annual Report

# 2021

## Dear Fellow Beef Producers,



When I look back on the work that the Virginia Beef Council (VBC) accomplished in 2021 I am filled with pride. After having to re-learn how to do business in '20 you could say the council has "hit their stride" in '21. Projects were funded across the state in traditional ways as well as many new and exciting ways. I'm proud of the completely volunteer board members commitment and dedication to promoting beef and the image of those that produce it.

In 2021 beef saw a substantial increase in demand, in October alone we saw an increase of 8% in sales over October 2020

sales which is a 26% increase over November 2019. It goes to show that beef is in demand through diverse social and economic seasons. It is VBC's goal in 2022 to continue to support Virginia's cattle producers and stakeholders by providing various resources and education in addition to various avenues of promoting beef. I encourage any producer to reach out to board members or staff with any ideas they may have to make the Virginia Beef Council an even greater asset to Virginia's Beef producers.

*Dalton Bennett*  
Chairman

## Richmond Raceway Complex



Virginia Beef Council partnered with Richmond Raceway Complex in 2021 for a yearlong campaign that placed beef in the winner's circle as the top protein for summer grilling and tailgating season. Not only was *Beef. It's What's For Dinner.* signage on display throughout the Complex, a 150-foot fence in the concert venue area branded "The Pasture" displayed facts about Virginia cattle production. During two NASCAR events, commercials ran on the jumbotron highlighting Virginia beef farmers and beef as the #1 tailgating protein. PA announcements also reiterated the beef message throughout the races. An additional aspect of the partnership included the first "Beef Up Your Health 10K" held on August 28, which kicked off the NASCAR Cup Series Playoffs. A fun day for the entire family, participants ran in a 10K or 5K around the historic track, and VBC was on site speaking with runners about beef's role in their healthy, active lifestyle and providing Virginia-made beef sticks as well as nutrition and beef production information.

## Airport Advertising



Ronald Reagan Washington National Airport (DCA) & Dulles International Airport (IAD) are both major hubs of business and international travel in the Washington, D.C. area. Pre-Covid travel numbers topped 3.7 million travelers per month. As May marked the first day of lifted airline restrictions, passenger numbers dramatically increased to close to normal capacity. VBC capitalized on reduced advertising rates to place sustainability video messages in the baggage claim locations on prominent large LED screens at each airport. At both locations, all travelers exited the airport through baggage claim to get to parking, rental cars, taxi, and passenger pickups. Four, ten-second videos highlighting farmer and ranchers' conservation and sustainability practices ran on a 24-hour loop for the entire month of May on a total of 36 screens in both locations.



## 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



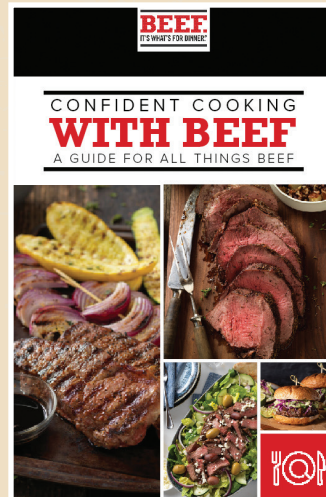
The Federation of State Beef Councils, on behalf of the Beef Checkoff, partnered with Daytona International Speedway to sponsor the Beef. It's What's for Dinner. 300. in February 2021. The race served as a unique opportunity to engage

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 *BeefIt'sWhatsForDinner.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.

## 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 *BeefIt'sWhatsForDinner.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

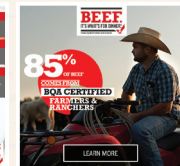
- Developed the Beef in the Early Years campaign after the American Academy of Pediatrics, the Women Infants and Children's Program (WIC), and for the first time ever, the Dietary Guidelines for Americans recommended beef for infants and toddlers.

### 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.