

MAY IS BEEF MONTH



1,700 to learn more at the VABeef.org website.

Videos containing sustainability and conservation messages ran during May at the Reagan National and Dulles International airports. Videos displayed every five minutes, 24 hours a day, reaching more than 1.6 million travelers as they exited through baggage claim.

Social media posts highlighted beef's nutrition, taste, community, and recognized Virginia's cattle producers. A YouTube sustainability campaign received almost 200,000 video views with Rethink the Ranch content aimed at growing consumer trust in beef production.



INFLUENCER OUTREACH



beef's nutrition profile, beef and heart health, myth-busting, Heart-Check certified recipes and beef culinary swag. More than 2,100 members and prospects were exposed to beef messaging through the conference marketing and website.

In March, the VBC, in partnership with NEBPI, sponsored the School Nutrition Association of Virginia's annual meeting. NEBPI staff members, Kaitlyn Swope and Beth Stark, RDN, LDN, attended the meeting where they distributed materials and recipes for school food service professionals. Booth visitors were also invited to complete a brief survey to assess challenges and opportunities with incorporating beef on their school district's menus. Two Virginia Beef producers, George Stovall and Jay Calhoun, joined a panel discussion as part of the meeting's breakout sessions to answer questions about beef production in Virginia.

Quarterly ads were placed in Virginia Nurses Today publication including the online edition reaching more than 100,000 health professionals. Ads included updated information on nutrients found in beef, heart healthy recipes, and links to continuing education modules found on the Beef Nutrition Education Hub.



In April, Virginia extended a national Beef Checkoff program targeted at Pediatric Health Professionals. Two hundred and fifty Virginia medical offices received educational tools and handouts on the benefits of beef as a first, complementary food for infants and toddlers. Each toolkit contained a newsletter,

consumer brochures, exam room poster and flyers with research on the nutrients in beef and their importance to children. A nationwide post-campaign survey revealed 45% of respondents recommended beef to patients since receiving the materials.



This Billboard was placed on I-295 in Richmond reminding Labor Day travelers and State Fair of Virginia attendees to Eat Beef. Over 650,000 consumers viewed the billboard during the 4 week period.

VIRGINIA BEEF COUNCIL  
FY2022 FINANCIAL REPORT

REVENUES

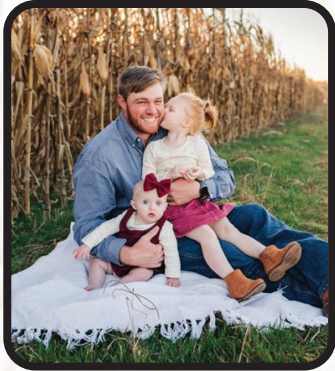
Federal Checkoff Assessments	\$770,806
Less: Remittances to States of Origin	\$(36,552)
Remittances to Cattlemen's Beef Board	\$(367,139)
Net Virginia Assessments	\$367,115
Interest Income	\$826
<b>Total Revenues</b>	<b>\$367,941</b>

EXPENSES

Consumer Information & Promotion	\$(345,846)
Industry/Stakeholder Information	\$(31,069)
Producer Communications	\$(17,344)
Collection/Compliance	\$(24,354)
Foreign Marketing- US	
Meat Export Federation	\$(5,000)
Administration	\$(72,263)
<b>Total Expenses</b>	<b>\$(495,876)</b>

FUND BALANCE

10/1/2021	\$476,259
9/30/2022	\$348,324



Dear Fellow Beef Producers,  
The Virginia Beef Council used 2022 to continue to serve Virginia Beef producers in an outstanding way. Each board member provided valuable insight into different segments of the industry and considered each project and expenditure as they would in their own operations. '22 saw steady demand at the retail counter with customers still treating themselves to the higher value cuts that they came to love even more during '20. Projections for the '23 cow calf producer look very encouraging with the national cow inventory at a low point and fed cattle trending upwards. We hope to continue to serve Viginia the best way we know how. Please feel free to reach out to a board member if you have any ideas for how we could be a better asset to the Virginia Beef industry.

Dalton Bennett  
Chairman



Virginia Beef Council partnered with Virginia Sports Properties to remind football fans and all of Virginia, to choose beef as their number one tailgating protein. VBC was the tailgating sponsor of every home football game at the University of Virginia's Scott Stadium. During each home game, a lucky fan was honored as the best beef tailgater of the game and received a *Beef. It's What's For Dinner.* tailgating prize pack and had their picture displayed on the video scoreboard during the game. To complement the beefy tailgate, up to 60,000 fans each game viewed the LED video screens that surround the stadium displaying an animated sizzling grill with juicy beef and the *Beef. It's What's For Dinner.* logo multiple times during the game.



The VBC also met with fans during the Commonwealth rivalry game between UVA and Virginia Tech. *Beef. It's What's For Dinner.* stadium bags were handed out filled with beef educational materials like Confident Cooking with Beef and a locally produced beef stick. All fans who passed the VBC tent were able to view facts on cattle production and were reminded that beef is the top protein of their tailgate.

During Basketball season, the VBC sponsored an entire game and had a takeover of the jumbotron as well as all LED screens in the arena. Over 14,000 Hoos fans viewed messages about beef



Quiz to learn more about cattle production and beef. *Foam Beef. It's What's For Dinner.* cowboy hats drove kids to our booth and afforded us facetime with their parents. Adult goodies included Confident Cooking with Beef and recipes, information on sustainability and more. This event attracted more than 5,000 attendees from across our state, but the majority hailed from Northern Virginia, Richmond and Tidewater. This event offered an excellent opportunity to discuss current topics surrounding beef including antibiotic usage, greenhouse gas emissions, and cattle care with urban parents.





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.



Funded by  
Beef Farmers and Ranchers

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

### 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.



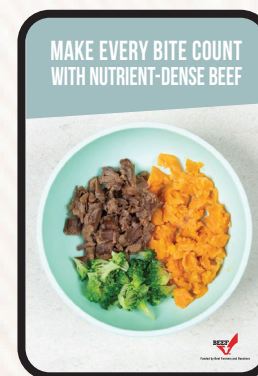
educating America's youth about beef's positive sustainability story and created fun and exciting ways to reach the next generation of consumers.

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



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

## 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

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 *BeefIt'sWhatsForDinner.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.

