



VIRGINIA BEEF COUNCIL 2024 Annual Report

vabeef.org

DEAR FELLOW VIRGINIA BEEF PRODUCERS



In 2024, the Virginia Beef Council Board of Directors worked hard to make the best use of Virginia cattle producers' dollars to increase demand for beef in the state, nation, and worldwide. Like most farms in Virginia, my operation is a family farm. When I joined the Virginia Beef Council, I learned just how important the Beef Checkoff is to us as producers and to future generations that we hope will keep our farming legacy. We, as producers, must market our end product to consumers to keep the demand high for delicious beef and tell consumers the story of how beef comes from our farms to their plates. Most of our consumers are now several generations removed from the farm and many younger generations have forgotten where our food comes from. This gives the VBC a constant challenge of

reminding consumers that beef is an obvious choice for a healthy, nutritious, and delicious source of protein and other nutrients that come from family farms like mine and yours. We also must tell the story of how beef is sustainable. Cattlemen are stewards of the land, and we care about our land being prosperous for the next generations. While we are stewards of the land, we also have to make sure our family operations have a chance to survive for future generations by making sure we are profitable. I believe this is why the Virginia Beef Council has such an important job of driving demand for beef. We must let consumers know about our product and all of beef's benefits so that consumers will purchase beef to feed their friends and families.

The VBC has many programs that we use to spread the word about beef. We partner with the Northeast Beef Promotion Initiative which uses influencers and advertising in the densely populated areas of the northeastern U.S. Also, we create videos highlighting Virginia beef producers to tell their stories and tell how cattle are raised on Virginia's family farms. We have partnered with college athletes in the state to promote beef through social media to target groups of consumers that may have forgotten about beef. We have partnered with culinary teachers to give them resources to show students the many uses of beef in the classroom. Additionally, our staff works hard to promote beef at festivals, fairs, and conferences through close interaction with consumers to remind them why beef is a great choice to feed their friends and families.

Currently, demand for beef is high, but we must keep telling our story so that we stay in front of our consumers. The Virginia Beef Council Board of Directors and staff will continue to work hard to spend Beef Checkoff dollars in the best way possible to keep beef demand growing and inspiring consumers to eat our delicious beef. Thank you to all of Virginia cattle producers and remind everyone to EAT BEEF!

Sincerely,

Will Copenhaver

Virginia Beef Council Chair

NEW KID CHEF BEEF COOKBOOK LAUNCHED



In collaboration with Virginia Agriculture in the Classroom, a beef resource guide titled "Kid Chef – Beef" was created for 3rd grade and higher students. The cookbook includes updated recipes,

beef production, and nutrition information, and is available

in both print and digital formats. It features eight kid-friendly beef recipes, kitchen and food safety tips, and facts about cattle production in Virginia. Teachers can access the "Kid Chef – Beef" cookbook through the Virginia Agriculture in the Classroom program. For more information or to obtain a copy, teachers can visit the VABeef.org website or contact the Agriculture in the Classroom program directly. Over 500 copies have been distributed at VBC events this year.

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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 "State of the Federation" 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
Chair, Federation of State Beef Councils
Georgetown, Texas



Funded by the Beef Checkoff

FACES OF THE FEDERATION

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 »



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 for the summer grilling season 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.

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.

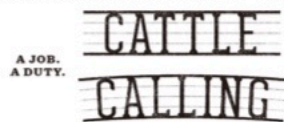
INDUSTRY INFORMATION

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.

WORKING TOGETHER TO BUILD CONNECTIONS

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. 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.

"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

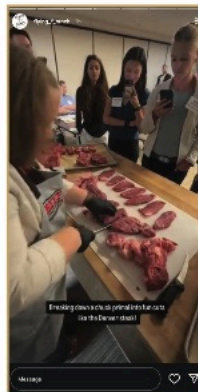


A heart health mailer was sent to registered dietitians, researchers and other health professionals, with a goal to encourage excitement and provide education on the ways

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 United States. 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.

BUILDING BEEF ADVOCACY THROUGH PRIME PARTNERS SUMMIT



This summer in Colorado, 28 Trailblazers, food content creators and nutrition influencers came together for a Beef Checkoff-funded 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.

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.

FOR MORE INFORMATION, VISIT ncba.org/federation.

REGISTERED DIETITIAN FARM TOUR



The Virginia Beef Council and the Northeast Beef Promotion Initiative organized a farm tour at Glenmary Farms in Rapidan for Registered Dietitians (RDs) from DC, Maryland, and Virginia. Kim Nixon and Elizabeth Nixon Marshall, guided the tour, explaining the beef production process.

Most RDs who attended work for the retail grocery chain, Giant Food. Giant currently has 59 locations throughout DC and Northern Virginia, 95 stores in Maryland, and six in Delaware. The "Health Living Team" who joined the farm tour serve customers throughout these locations. The tour covered the beef lifecycle, including cow/calf operations, and showcased the technology used to mix cattle rations. Participants experienced the feed mix process and learned how cattle utilize feed and byproducts that cannot be digested by humans, reinforcing the positive role cattle play in environmental stewardship.

The RDs also toured the cattle working facility, learning about health protocols, Beef Quality Assurance, and genetic testing. They were impressed by the advanced technologies used by cattle producers.

The tour concluded at the Glenmary Reserve storefront, where participants learned about beef cuts and the process to sale direct to consumers. They sampled skirt steak and ribeye, and received *Beef. It's What's For Dinner.* swag bags.

A post-tour survey revealed "highly positive" perceptions of beef. One participant commented, "Learning the stories behind the foods we eat, the farmers and families, the commitments to planet, people and animals is so important. Customer education is a lot easier when we can share what we've seen and heard direct from our personal experience with the farmers/makers/ranchers. Thank you so much for giving us this experience!"

EDUCATING EDUCATORS



VBC sponsored a beef primal breakdown and cooking/tasting breakout session at the Virginia Association of Teachers of Family and Consumer Sciences annual professional development conference in Harrisonburg. Tanya Cauthen, chef and owner of Belmont Butchery in Richmond,

presented an informative session on how to cut down a drop loin. Samples of flank steak, tenderloin, and ribeye were grilled by Chef Matt of Zwilling Henkel. Tanya described how the texture and marbling of each cut vary, influencing their preparation, cooking methods, and recipe applications.

VBC also shared resources available for FCS Teachers through our website and *Beef. It's What's For Dinner.* A grant of up to \$250 is available for teachers who want to integrate beef into their culinary arts classroom. There are a maximum of 20

grants awarded each year. The goal is to equip students to become comfortable in preparing and serving beef properly to ensure a great beef eating experience in the future, whether that will be in a restaurant setting as a chef or for their own families and friends. FCS teachers also gained knowledge of how beef is produced in Virginia and the passion and dedication of the farm families behind the beef.

REACHING CONSUMERS ONLINE



This year, VBC increased its online presence through weekly content on Instagram, Facebook, YouTube, and TikTok. Consumer research indicated that more beef recipes could boost consumption, therefore beef purchases. Throughout the year, seasonal and timeless recipes, cooking tips, and videos were shared. The monthly "Recipe Roundup" has 700 subscribers, with sign-ups available on VABeef.org.

VBC also highlighted Virginia producers' stories, with their videos receiving the most views. The social channels garnered over 1 million video views this past year.

Virginia participated in the Southeastern States campaign through NCBA, aiming to inspire Southern U.S. consumers to choose beef for grilling and promote the *Beef. It's What's For Dinner.* brand. The campaign ran from June 10th to September 9th, 2024, with beef ads shown on networks like FOX, ESPN, Disney+, and during the Summer Olympics.

The audio ads targeted consumers on Pandora, Spotify, iHeart, and Soundcloud. The campaign resulted in over 3 million ad impressions, 1.7 million video views, and 1.1 million audio ad listens.

VIRGINIA BEEF COUNCIL FINANCIAL REPORT FISCAL YEAR 2024

REVENUES

Federal Checkoff Assessments	\$ 851,415
Less: Remittance to States of Origin	(39,070)
Less: Remittances to Cattlemen's Beef Board	(410,600)
Net Virginia Assessments	401,745
Interest Income	9,527
Grant Funds	82,000
Total Revenues	493,272

EXPENSES

Consumer Information & Promotion	(228,166)
Industry/Stakeholder Information	(44,158)
Producer Communications	(13,600)
Collection/Compliance	(28,508)
Administration	(76,089)
Total Expenses	(390,521)

Fund Balance 9/30/2024: 458,253