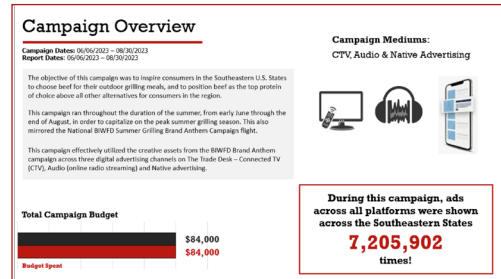


Supported by funds from the Cattle Enhancement Board, the campaign drove substantial increases in beef sales, with a remarkable return on ad spend (ROAS) of \$67 for each marketing dollar invested, reaching over 1.6 million households and generating 9.4 million impressions.

DIGITAL MARKETING

Digital Campaigns Reach Millions of Consumers



The Southeast States Regional Media Campaign, aimed at promoting Beef. It's What's For Dinner. as a source for meal inspiration and

content on beef sustainability, has achieved remarkable success. Through targeted digital marketing efforts, the campaign generated millions of ad exposures and consumer engagements across various media channels.

Running from June 6th through August 30th, the campaign utilized Connected TV, native display advertising, and paid audio ads to reach consumers. Throughout the campaign's duration, ads were served an impressive 7,205,902 times, resulting in 1,559,403 video views, 862,665 audio ad listens, and 5,097 clicks to BeefItsWhatsForDinner.com. These metrics reflect a high level of consumer engagement and interest in beef-related content.

FOCUS ON FOODSERVICE

Ben E Keith Professionals Enhance Expertise at Beef 101

Recently, protein sales professionals from Ben E Keith had the privilege of attending Beef 101 at the University of Florida. This educational initiative provided valuable insights into beef production, processing, and culinary applications, enhancing their expertise in serving customers in the foodservice industry.

Beef 101 is a comprehensive workshop designed to provide participants with a deep understanding of beef, covering topics such as beef quality grading, meat processing, cut identification, and cooking techniques. Hosted by the University of Florida's experts, the program offered hands-on experience and interactive learning opportunities.

ADVOCACY

Educational Tour Highlights

Sixty educators from across the U.S. toured the Double C Bar Ranch in Kenansville during the National Ag in the Classroom (NAITC) convention in Orlando. This showcased the Chapman family's beef and blueberry operations, emphasizing agricultural sustainability. Educators were inspired by Florida's unique landscape and recognized the cattle industry's vital role in ecological sustainability. They aimed to share this insight with their students and colleagues.

NAITC supports agricultural literacy among PreK-12 teachers and students by integrating agricultural content into core curriculum concepts. It fosters a deeper appreciation for agriculture across disciplines.

NUTRITION

Broadcast Segments Across High-Population Markets

The FBC developed 20 informative segments broadcast across high-population markets in Florida. The segments aired across 167 in-state markets and national syndicates, reaching a wide audience through 214 stations. With 8.2 million impressions, these broadcasts educated and inspired consumers about the versatility and nutritional benefits of beef and covered a diverse range of topics, including healthy tailgating with beef, holiday cooking ideas, back-to-school meal inspirations, Father's Day celebrations, and heart health. Each segment provided valuable insights and practical tips for incorporating beef into everyday meals and special occasions.

Build Your Base Sports Nutrition Program

Beef Logic Inc. and the FBC showcased the Build Your Base sports nutrition program at the Collegiate Strength and Conditioning Coaches Association conference in Orlando, May 8-10, 2023. This initiative offers practical nutrition strategies, emphasizing beef as a premier protein source.

Over 1,500 coaches attended the conference, engaging with Build Your Base. Dr. Mike Roussell led an educational session on using nutrition to manage stress loads in athletes, emphasizing the role of high-quality protein like beef.

Established in 2018 through a partnership between the South Dakota Beef Council's Beef Checkoff program and Sanford Health, the Build Your Base program has grown to serve 16 states, impacting high schools, universities, Olympians, and professional teams.



FLORIDA BEEF COUNCIL 2023 ANNUAL REPORT

STATE PARTNERSHIPS

Partnerships Help to Expand Florida Beef Council Goals

Thanks to partnerships with other state beef councils and industry groups, FBC expanded its work to reach consumers through these specialized programs:

- Nutrition Education – funded by the Nebraska Beef Council and Kansas Beef Council.
- Social Media Marketing & Youth Culinary Education – funded by the Iowa Beef Industry Council.
- Retail E-Commerce campaign – funded by the Cattle Enhancement Board, using state dollars approved by the legislature and governor.
- “Beef for the Holidays” digital marketing campaign – funded by the Florida Department of Agriculture & Consumer Services (FDACS) Marketing Division.

CONSUMER OUTREACH

Beef300

The FBC joined the Federation of State Beef Councils to promote beef during the third annual Beef. It's What's for Dinner. 300, the 42nd season-opening race for the NASCAR Xfinity Series, at Daytona International Speedway in February 2023.

CULINARY

Beef With a Little Disney Magic

In celebration of National Culinary Arts Month, Disney Culinary welcomed the FBC into its elite top-secret “Flavor Lab” where 80 culinary directors from across several Walt Disney World entities attended a beef industry education session. The program featured Dr. Todd Thrift, UF Professor; Clint Richardson, Manager of Deseret Cattle & Citrus; and Chefs Robert Hale, Mark Schneider, and Rick Neal from Texas Beef Council, and included topics like beef production and sustainability; animal welfare and Beef Quality Assurance; and beef cuts demonstrations and sampling.



Beef Shines in “The Big Easy”

When presenting beef to 1,500 professional chefs in New Orleans, Louisiana, renowned for its vibrant music and exceptional cuisine, every detail matters. At the American Culinary Federation national convention held in July, the Florida, Texas, and Oklahoma beef councils joined forces to ensure that beef stood out as the star of the culinary showcase. Through innovative dishes and educational resources, the partnership left a lasting impression on professional chefs, further solidifying beef's position as a centerpiece in the world of haute cuisine.



Beef Cuts Demo Wins Student Favor

At the Family, Career and Community Leaders of America Florida State Leadership Conference, beef education took the spotlight, engaging advisors and students. A standout was the “Cuttin' It Up” workshop by the FBC, captivating over 100 students.



Led by DeAnne Maples, FBC Director of Beef Marketing, the workshop began with a glimpse into Florida's cattle production history and a virtual ranch tour. Kylie Philipps, FBC board member, and meat scientist, then wowed students with a beef cuts demonstration, prompting lively discussion. FBC also introduced the Masters of Beef Advocacy (MBA) toolkit to advisors to equip educators with tools to foster understanding and advocacy skills among students.

RETAIL MARKETING

Digital Retail Sales Sizzle

In response to the growing trend of e-commerce in grocery retail, the FBC conducted campaigns with a national retailer aimed at boosting beef sales. The short-run promotion targeted online shoppers on retail platforms, resulting in significant success.

FLORIDA BEEF COUNCIL 2023 FISCAL YEAR

Revenue	
Gross Assessments Collected	653,411
Federation Funding	0
Non Checkoff	216,672
Total	870,083
Disbursements	
Cattlemen's Beef Board	327,169
NCBA Checkoff Division	17,500
Promotion	79,311
Research	20,323
Consumer Information	121,671
Producer Communications	20,229
Federation Funding	210,436
Collections Compliance	7,514
Administration	73,003
Other	510
Total	877,667
Net	(7,585)

DEAR FELLOW PRODUCERS,

Since 1963, the Federation of State Beef Councils has been committed to building beef demand by inspiring, unifying and supporting an effective and coordinated state and national Checkoff partnership. During the 2023 Cattle Industry Convention in New Orleans, the Federation reaffirmed this vision along with the following Statement of Beliefs.



- We believe in the power of a strong state and national partnership resulting in increased consumer demand for beef.
- We believe in producer control of Checkoff funds through the Qualified State Beef Councils, which are the foundation of the Beef Checkoff.
- We believe greater knowledge about the Checkoff results in greater support for the Checkoff.
- We believe in the industry Long Range Plan as a guidepost for the Beef Checkoff and the principle of “one vision – one plan – one unified voice.”

Only one word was added to these beliefs, but it was a powerful one: unified. The Federation believes in one vision, one plan and one UNIFIED voice. It is the strong state and national partnership that unifies the Federation to speak with one voice and drive beef demand.

While how we drive that demand has certainly changed over the years, one thing remains constant and that is the industry’s dedication to continuous improvement. Whether it is adapting practices to improve animal well-being and conserve natural resources at the ranch or finding new ways to effectively reach consumers, we are stronger when we work together.

This “State of the Federation” provides an overview of Federation-funded programs that producers have helped to direct over the past year. From research and promotion to consumer and industry outreach, these efforts demonstrate the power of unity.

Sincerely,

Clark Price
Hensler, North Dakota
Chair, Federation of State Beef Councils



THE POWER OF PARTNERSHIPS

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, and more than 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 2023, with input from SBC staff, the Federation Executive Committee approved nearly \$3.8 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: \$1,318,000

- ▶ Celebrity athlete Tony Romo was the spokesperson for *Beef. It's What's For Dinner.*, promoting beef across multiple campaigns including winter holiday content.
- ▶ With support from the Federation, content was created to showcase the *Beef. It's What's For Dinner.* brand focusing on moments throughout the year when families and friends gather together to enjoy beef.
- ▶ The Federation supported efforts to promote beef during the third annual *Beef. It's What's for Dinner. 300*, the 42nd season-opening race for the NASCAR Xfinity Series, at Daytona International Speedway in February 2023.



RESEARCH

STATE BEEF COUNCILS SUPPLEMENT: \$1,000,000

- ▶ **Product Quality:** Research is designed to improve beef quality, consistency, value and demand. Current projects include the study of new packaging technologies and the effects of freezing on beef quality and palatability.
- ▶ **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 effects of beef consumption on skeletal muscle protein.

BEEF FEATURED IN NATIONAL PUBLICATIONS



The Federation supported efforts to place positive stories showcasing producers and the benefits of beef in national publications as well as lifestyle and news publications in major metropolitan areas, such as *Sports Illustrated*, *Texas Monthly*, *Seattle Times*, and *Atlanta Magazine*. Combined, these stories have, so far, reached more than 130 million consumers across the country.

INFLUENCING INFLUENCERS

Working with food, culinary and agricultural influencers provides a way to amplify beef messages and to interact with consumer audiences through credible third parties. Influencers share their personal beef stories, recipes and tips to educate and inspire their peers and consumers. The program creates compelling consumer content collaboratively and provides educational opportunities for influencers to tell the beef story in a knowledgeable and authentic manner in their own voice but armed with relevant information. So far, 23 influencers have created 75 posts sharing beef recipes, meals and stories from the ranch, reaching more than 15 million consumers and generating 1.3 million engagements.

REACHING HEALTH PROFESSIONALS



Following a successful health professional mailing highlighting Beef in the Early Years in 2022, two additional toolkits were sent out to provide health professionals with science-based information about beef’s role in a healthy lifestyle. The kits aimed to equip healthcare professionals with valuable education, tools and resources they could then share with their patients and clients.

CONSUMER INFORMATION

STATE BEEF COUNCILS SUPPLEMENT: \$995,000

- ▶ E-commerce efforts put beef in online carts, and partnerships with retailers, foodservice operators and state beef councils generated significant beef sales. A partnership with a national mass merchandiser promoted beef through digital ads, both on the retailer’s website as well as on popular consumer lifestyle sites that led back to the retailer’s beef landing page.
- ▶ The nearly two-month promotion resulted in \$11.6 million in incremental beef sales, 30.5 million ad impressions and a return on ad spend of \$49.

As part of the effort, more than 3,300 Strong Minds, Strong Bodies toolkits were mailed to pediatric and family physician offices to showcase how beef can contribute to healthy growth and development for school-age children and teens. In addition, more than 850 Beef Nutrition and Heart Health cookbooks were sent to cardiologists and physicians, along with a cover letter from the author, relevant research and heart health consumer content.

NATIONAL AUDIT SHOWS EFFICIENCY IMPROVEMENTS



Since 1991, the Beef Checkoff-funded National Beef Quality Audit (NBQA) has delivered a set of guideposts and measurements for cattle producers and other stakeholders to help determine quality conformance of the U.S. beef supply. Results from the 2022 NBQA indicate that the beef cattle industry is producing a high-quality product that consumers want more efficiently and the industry’s primary focus across the supply chain remains food safety.

The NBQA, conducted approximately every five years, is foundational research that provides an understanding of what quality means to the various industry sectors, and the value of those quality attributes. This research helps the industry make modifications necessary to increase the value of its products. The efforts of the findings from the 2022 NBQA serve to improve quality, minimize economic loss, and aid in advancements in producer education for the U.S. beef industry. For more information about the 2022 National Beef Quality Audit, visit www.bqa.org.



Scan QR code for the 2023 Federation of State Beef Councils Investor Report.

BROUGHT TO YOU BY THE FEDERATION OF STATE BEEF COUNCILS.

INDUSTRY INFORMATION

STATE BEEF COUNCILS SUPPLEMENT: \$485,000

- ▶ This past year, Masters of Beef Advocacy (MBA) sustainability content was updated and Texas cattle producer, Tucker Brown, was recognized as the 2022 Advocate of the Year.
- ▶ Ten Trailblazers from eight states were selected for the second cohort of beef community spokespeople, beginning the year-long program which includes in-person and virtual training opportunities to prepare the next generation of advocates who will help protect the reputation of the beef industry.