

VIRGINIA BEEF COUNCIL 2023 ANNUAL REPORT

RETAIL ACTIVATIONS



Virginia Beef Council partnered with Tennessee and Kentucky Beef Councils in a multi-state campaign with K-VA-T Food Stores to promote beef throughout December at 130 Food City stores in our states.

Customers were offered free grocery pickup if they ordered \$35 or more of fresh beef products in one basket. 500 customers redeemed this coupon during the promotional period. 48% of the customers who purchased the beef don't normally shop for beef at Food City. Beef sales increased by 113% over the previous eight weeks of sales for those customers utilizing the coupon.



VBC also extended a national campaign with a large retailer in Virginia promoting beef sales in December 2022. Consumers who shopped during the campaign on the retailer's website or mobile app received targeted beef ads to encourage them to add beef to their holiday shopping cart. The retailer tracked purchases from customers who were served our ad and made a beef purchase within 14 days. For every dollar invested by Virginia, \$150.48 of beef was traced back to the ad. Traceable beef sales for this campaign in Virginia totaled \$1,504,772.



Due to the success of the Holiday campaign, Virginia participated in another national buy with this retailer for Back to School. For every dollar that Virginia Beef Council invested, \$213.89 of beef sales traced back to the advertising. Over the duration of the campaign, \$2,145,544 in beef sales occurred in our state.

BEEFING UP SCHOOL NUTRITION



The VBC in partnership with the Northeast Beef Promotion Initiative sponsored a beef to schools panel and "Chopped Challenge" at the Virginia School Nutrition Association's annual meeting. The panel discussion consisted of a registered dietitian, a Virginia cattle producer, and a school nutrition manager who serves local beef.

Topics of discussion included how beef's nutrients support student growth, recipe ideas, cattle production in Virginia and procuring local beef.



The "Chopped Challenge," similar to the Food Network show, showcased three teams' creativity in preparing a beef centric school lunch entrée. Teams were given 30 minutes to prepare, cook, and serve a school

foodservice approved beef creation. Contestants answered beef trivia questions to select their complementary ingredients. Over 200 school nutritionists were watching and rooting for their favorite team. Each dish was scored for taste, kid friendliness, presentation, scalability, and adherence to school foodservice requirements. Contestants from Chesterfield County and Virginia Beach Schools claimed victory with their Sweet Chili Nachos. Bragging rights aside, they also were awarded a *Beef. It's What's For Dinner.* cooler bag and other beef promotional items. The entertaining event kept beef top of mind and offered up fresh menu ideas while encouraging school nutrition staff to serve more beef. Since this event, VBC has followed-up with five school districts to provide educational materials and connect them to producers and processors to procure more beef.

INFLUENCING THE NEXT GENERATION OF BEEF CONSUMERS

VIRGINIA FARM FESTIVAL



The Virginia Beef Council (VBC) participated in the Virginia Farm Festival, a two-day family focused event. School field trips were scheduled on the first day, then the festival was open to the public the remainder of the weekend.

The VBC hosted an educational booth offering several hands-on activities to keep kids engaged while teaching them about cattle and beef. These students represented urban and non-agriculture communities around Richmond with little access to farms or knowledge of farming.



Kids made ear tags and learned about cattle care and how producers use the ear tag to identify calves and maintain cattle health records. By correlating how calves receive vaccines similar to how kids receive them at the pediatrician, students more easily understood that producers take good care of their cattle.

To promote the multiple advantages of beef, youth learned about the nutrients in beef that support their development. The 10 essential nutrients were printed on wooden blocks and kids were able to build a tower to simulate how these nutrients help to build strong bodies. A graphic displayed each nutrient and their function at this workstation.

The most popular station was by far the beef cut model. The model is labeled with the cut names and students worked in teams to put it back together. All students could take home a beef coloring/activity book as well as a kid's beef cookbook.

In addition, VBC handed out Confident Cooking with Beef booklets, recipes, and answered questions about beef production and the environment. More than 300 families were reached with information to grow consumer trust in beef production through this event.

VIRGINIA BEEF CHALLENGE



VBC sponsored the 4H Virginia Beef Challenge held during the Virginia Beef Expo. This contest challenges teams of youth members to create a beef dish using required ingredients with an option to also include ingredients from a "pantry". After 40 minutes for preparation and clean-up, teams make a presentation to judges about their processes, techniques, and the nutrition and budgetary information about the dish. Nine teams of youth from three age groups competed to create the most original beef dish. Stephanie Weiss, Executive Director, participated as one of six judges. Youth were given *Beef.It's What's For Dinner* swag and recipes for their entry.

GROWING CONSUMER TRUST IN BEEF PRODUCTION

MEET THE VIRGINIA CATTLE PRODUCER VIDEO PRODUCTION

The Virginia Beef Council endeavored to share stories of cattle producers in Virginia to grow consumer trust in beef production and counter the myths of factory farms and sustainability. Thanks to a partnership with the Virginia Cattle Industry Board, video production took place at six farms throughout our state. These producers represented the cow/calf, stocker, feedlot, and beef direct to consumer segments of cattlemen and women found in the Commonwealth. The finished segments displayed the shared passion and commitment of Virginia producers to care for their land and cattle in ways that produce safe, high-quality beef and leave the land in better shape for the next generation.



The completed videos were distributed in a broadcast television campaign in five markets of Virginia: Charlottesville, Harrisonburg, Richmond, Roanoke, and Tri-Cities. To date the video has been shown to more than 1

million unique households in Virginia (reach), and the video has had almost 6 million impressions in these markets. A robust statewide video campaign through YouTube yielded over 1,016,000 video views to date. The segments were also featured on social media sites during May for Beef Month and received many positive comments about farms being passed down through several generations. The

footage is evergreen and will be repurposed for additional messages aimed at growing consumer trust for years to come.

VIRGINIA BEEF AND CATTLE MODULE



The Virginia Beef Council in partnership with the Virginia Cattle Industry Board developed and installed an interactive Virginia beef & cattle module in the Virginia Agriculture Mobile Education Unit owned by Virginia State University and Virginia Cooperative Extension. This upper section of the module educates consumers with videos about beef production and sustainability. Next the carcass cutout touchscreen monitor allows a consumer to select a primal cut of

beef to discover what retail cuts come from this section. When the consumer touches the primal on the left, it triggers the right monitor to simultaneously display information about that primal. Messages on the retail cuts which are fabricated from each primal as well as nutrition information and recipes from this cut are displayed with a QR code that links to the *Beef. It's What's For Dinner* website for more information. The lowest section of the module is aimed toward children but is educational for all ages. The user follows the journey of cattle from pasture to plate as a slidable steer is moved through a track. The steer starts at a farm, moves to auction barn, stocker, feedyard, packing plant, grocery store, and finally your plate. The Mobile Education Unit containing the module travels throughout Virginia yearround visiting schools, universities, festivals, the State Fair, and public or private events. It is expected to offer beef education to over 100,000 consumers each year.



This Bill Board was placed in the high traffic area of Tidewater near Chesapeake, Virginia. Over 1.2 Consumers drove by and were reminded to eat beef instead of driving hungry.

VIRGINIA BEEF COUNCIL FY2023 FINANCIAL REPORT

Revenues

Federal Checkoff Assessments	\$742,057
Less: Remittance to States of Origin	\$(38,908)
Less: Remittances to Cattlemen's Beef Board	\$(355,850)
Net Virginia Assessments	\$347,294
Interest Income	\$5,946
Total Revenues	\$353,240

Expenses

Consumer Information & Promotion	\$(288,557)
Industry/Stakeholder Information	\$(18,379)
Producer Communications	\$(8,758)
Collection/Compliance	\$(23,901)
Administration	\$(45,772)
Total Expenses	\$(385,367)

Fund Balance 9/30/2023: \$316,199

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.

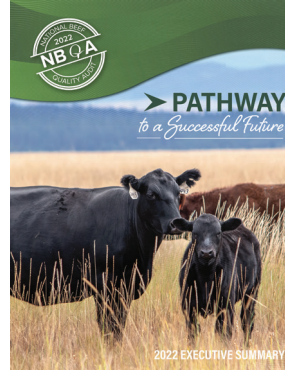
CONSUMER INFORMATION

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.