



Funded by the Beef Checkoff

# CATTLEMEN'S BEEF BOARD 2023 ANNUAL REPORT







## LETTER FROM THE CHAIR

*When it comes to creating a foundation for success at my ranch, I tend to be very strategic. Months, if not years, in advance, I am looking over my cattle, determining the traits these animals do or do not possess, making tweaks to the herd that may take years to prove fruitful. Between my careful considerations, industry experience, and the best recent research I can find, I use the tools at my disposal to make educated decisions. I'm sure I'm not alone.*

*This past year has been full of decisions for many in the cattle industry. Years of drought seemed to ease in parts of the U.S. and rear-up in others. Cattle producers made tough choices to cull or keep their animals, based on their individual circumstances and operational planning. Some chose to sell their cattle, taking advantage of high cattle prices and the idea of rebuilding in the future.*

*It's been similar for the Beef Checkoff. Producers and importers appointed to the Cattlemen's Beef Board to oversee the Checkoff have had to make tough choices, too, as the growing need for promotion, research, and education programs weighed against decreased Checkoff assessments from the ups and downs of the cattle cycle. Again, thoughtful consideration, industry experience, and the best recent research available aided these volunteer leaders in determining the best pathway toward continued Checkoff success and strong beef demand.*

*In this report, you will find a snapshot of the national Beef Checkoff programs from the past fiscal year. I encourage you to read about the tremendous work being done on behalf of beef farmers and ranchers, and to add it to the tools you use in your own cattle business.*

*With kind regards,*



*Jimmy Taylor  
2023 Cattlemen's Beef Board Chair  
Cheyenne, Oklahoma*





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## ABOUT THE CATTLEMEN'S BEEF BOARD

*The Cattlemen's Beef Promotion and Research Board (aka, the Cattlemen's Beef Board or CBB), along with the U.S. Department of Agriculture (USDA), oversee the Beef Checkoff, a program brainstormed and developed by cattle producers and formally established by Congress in the 1985 Farm Bill's Beef Promotion and Research Act. Through it, beef, dairy, and veal producers pay a dollar for every head of cattle sold; importers pay the same for an equal amount of beef or beef products. In return, those Checkoff dollars support a state/national partnership focused on promotion, research, and education to increase demand for beef.*

*The all-volunteer CBB shepherds the program and is responsible for approving the annual budget for national Beef Checkoff-funded programs. The Board is currently comprised of 101 producers and importers from around the country. However, its composition fluctuates based on the country's cattle population numbers. Members are nominated by certified nominating organizations and appointed by the USDA Secretary of Agriculture to serve non-paid, three-year terms.*

*Board members serve on one of six Checkoff Program Committee (Consumer Trust, Domestic Marketing, International Marketing, Nutrition & Health, Safety & Product Innovation, or Stakeholder Engagement), and also have the opportunity to serve on the administrative Checkoff Evaluation Committee or Beef Promotion Operating Committee (BPOC). Members from the Federation of State Beef Councils hold an equal number of positions on the Checkoff Program Committees, Checkoff Evaluation Committee, and BPOC.*

*Established national, nonprofit, industry-governed organizations vie annually to become Beef Checkoff contractors. Proposals that are reviewed, approved, and funded by the Beef Checkoff must work to increase demand for beef and beef products. This can happen through beef promotion and advertising to consumers; research to improve beef quality, practices, or sustainability; marketing partnerships; product innovation; or through education of consumers, teachers, foodservice and retail personnel, medical/nutrition experts, and other influencers.*

*By law, Beef Checkoff funds cannot be used to influence government policy or support lobbying. The Beef Checkoff does not own cattle, packing plants, or retail outlets, and it cannot control prices or single-handedly turn around a bad market.*





## 2023 CBB LEADERSHIP AND STAFF



Jimmy Taylor  
*Chair*



Andy Bishop  
*Vice Chair*



Ryan Moorhouse  
*Secretary-Treasurer*



Norman Voyles, Jr.  
*Immediate Past Chair*



Greg Hanes  
*Chief Executive Officer*



Jeff Lutz  
*Chief Financial Officer*



Sara Arp  
*Sr. Director of Operations*



Cheryl Conley  
*Sr. Chief Accountant*



Davis Gidney  
*Checkoff Education Manager*



Sarah Metzler  
*Sr. Director of Organizational  
Communications*



Tom Novota  
*Financial Compliance  
Manager*



Chad Smith  
*Director of Collections  
Compliance*



Beka Wall  
*Sr. Director of Evaluation  
and Outreach*





## 2023 CATTLEMEN'S BEEF BOARD

### ALABAMA:



Bill Lipscomb  
*Cow-Calf*

### IDAHO:



Trish Dowton  
*Cow-Calf*

### KANSAS (cont.):



Amy Langvardt  
*Auction Market/  
Cow-Calf/  
Seedstock*

### MISSISSIPPI:



Janet Parker  
*Backgrounder/  
Stocker*

### NEBRASKA (cont.):



Dave Hamilton  
*Cow-Calf*

### ARIZONA:



Sine Kerr  
*Dairy*



Tucker Shaw  
*Seedstock*



Evan Lesser  
*Cow-Calf*

### MISSOURI:



Alfred Brandt  
*Dairy*



Gina Hudson  
*Cow-Calf*

### ARKANSAS:



Don Hubbell  
*Cow-Calf*



Doc Walker  
*Seedstock*



Phil Perry  
*Cow-Calf/  
Feedlot*



Marsha Corbin  
*Cow-Calf*



Jas Livingston  
*Backgrounder/  
Cow-Calf/  
Feedlot/Stocker*

### ILLINOIS:



Ed Hildenbrand  
*Cow-Calf*



Trista Priest  
*Feedlot*



Leon James  
*Backgrounder/  
Cow-Calf*



Becky Potmesil  
*Cow-Calf*

### INDIANA:



Caleb Plyler  
*Cow-Calf/  
Seedstock/  
Stocker*



David Bruene  
*Cow-Calf*



Andy Bishop  
*Seedstock*



Patty Wood  
*Cow-Calf*



Steve Wolfe  
*Dairy*

### COLORADO:



Connie Hass  
*Cow-Calf*



Ross Havens  
*Cow-Calf*



Mitchel Logsdon  
*Backgrounder/  
Cow-Calf/  
Feedlot/Stocker*



Katie Cooper  
*Seedstock*



Boe Lopez  
*Cow-Calf*

### IOWA:



Mike Holden  
*Cow-Calf*



John Thompson  
*Cow-Calf/  
Stocker*



Ben Peterson  
*Backgrounder/  
Cow-Calf/  
Feedlot/Stocker*



John Kriesse  
*Cow-Calf/  
Seedstock*

### MONTANA:



Sallie Miller  
*Cow-Calf/  
Feedlot/  
Seedstock*



Hayley Moss  
*Feedlot*



Monte Bordner  
*Seedstock*



Turk Stovall  
*Cow-Calf/  
Feedlot/  
Seedstock*



Brian Warren  
*Backgrounder/  
Cow-Calf*

### LOUISIANA:



Jeri Hanson  
*Cow-Calf/  
Stocker*



Bill Baldwin  
*Cow-Calf*



Ray Erbele  
*Auction Market/  
Cow-Calf/  
Feedlot*

### FLORIDA:



LuJean Waters  
*Cow-Calf*



Jack Geiger  
*Backgrounder/  
Cow-Calf/  
Feedlot/Stocker*



Larry Kendig  
*Cow-Calf/  
Feedlot*



Bill Post  
*Cow-Calf/  
Dairy*



Mike Crosley  
*Cow-Calf*



Mary Graner  
*Cow-Calf*

### KANSAS:

### MINNESOTA:

### NEBRASKA:

### NORTH DAKOTA:

### GEORGIA:



Kristy Arnold  
*Cow-Calf*



Kristy Arnold  
*Cow-Calf*



Kristy Arnold  
*Cow-Calf*



Kristy Arnold  
*Cow-Calf*



Kristy Arnold  
*Cow-Calf*



Kristy Arnold  
*Cow-Calf*



**OHIO:**

Joe Foster  
*Backgrounder/  
Cow-Calf/  
Dairy/Stocker*

**SOUTH DAKOTA (cont.):**

Larry Stomprud  
*Cow-Calf/  
Seedstock*

**TEXAS (cont.):**

Ernie Morales  
*Feedlot*

**WISCONSIN (cont.):**

Tammy Wiedenbeck  
*Cow-Calf/  
Feedlot/  
Seedstock*

**SOUTHWEST (cont.):**

Cathy Jauch  
(California)  
*Cow-Calf*

**OKLAHOMA:**

Rodney Cowan  
*Backgrounder/  
Stocker*



Veabea Thomas  
*Seedstock*



Wesley Ratcliff  
*Seedstock*

**WYOMING:**

Gwen Geis  
*Cow-Calf*



Ted Kingsley  
(California)  
*Cow-Calf*

**TENNESSEE:**

Cheryl DeVuyst  
*Cow-Calf/  
Stocker*



Celeste Blackburn  
*Dairy*



Mark Sustaire  
*Dairy*

**UNITS:****MID-ATLANTIC  
(South Carolina,  
West Virginia):**

Creed Ward  
(West Virginia)  
*Cow-Calf/  
Stocker*



Kristin McQueary  
(Nevada)  
*Cow-Calf*



Jason Hitch  
*Feedlot*



Kristina McKee  
*Backgrounder*



Michael White  
*Cow-Calf*



Brandon VanderPoel  
(California)  
*Dairy*



Angie Meyer  
*Dairy*



Anne Ilse Anderson  
*Cow-Calf*



Chloe Wilson  
*Cow-Calf*

**NORTHEAST  
(Connecticut, Delaware,  
Maine, Maryland,  
Massachusetts, New  
Hampshire, New Jersey,  
Rhode Island, Vermont):**

Warren Nop  
(Vermont)  
*Dairy*



Kim D'Anella  
(New Jersey)  
*Importer*



Jimmy Taylor  
*Cow-Calf*



April Bonds  
*Cow-Calf/  
Feedlot/  
Stocker*



Claudia Wright  
*Cow-Calf*



Jason Frost  
(Washington D.C.)  
*Importer*

**OREGON:**

Wendy Bingham  
*Cow-Calf*



Seth Denbow  
*Cow-Calf/  
Stocker*



John Ferry  
*Feedlot*

**NORTHWEST  
(Alaska, Washington,  
Hawaii):**

Marty Stingley  
(Washington)  
*Cow-Calf*



Steve Hobbs  
(Montana)  
*Importer*

**PENNSYLVANIA:**

Diane Hoover  
*Dairy*



Debbie Gill  
*Cow-Calf*



Jay Calhoun, Jr.  
*Cow-Calf*



Jeff Isenmann  
(Michigan)  
*Importer*

**UTAH:**

John Ferry  
*Feedlot*

**VIRGINIA:**

Jay Calhoun, Jr.  
*Cow-Calf*

**WISCONSIN:**

Arin Crooks  
*Backgrounder/  
Cow-Calf/  
Stocker*



Andrew Kopic  
(Florida)  
*Importer*

**SOUTH DAKOTA:**

Laurie Johnson  
*Cow-Calf*



Bilynn Johnson  
*Cow-Calf*



Terry Quam  
*Seedstock*

**SOUTHWEST  
(California/Nevada):**

Cortney Blasingame-Lawrence  
(California)  
*Cow-Calf*



Doug McNicholl  
(Washington, D.C.)  
*Importer*



Bill Slovek  
*Seedstock/  
Stocker*



Ryan Moorhouse  
*Feedlot/  
Stocker*



Steve Springer  
*Cow-Calf*



Melissa Daniels  
(California)  
*Cow-Calf*



Steve Sothmann  
(Washington D.C.)  
*Importer*





# PROMOTION

*Promotion enables the Beef Checkoff to connect with consumers in meaningful ways so they can feel confident purchasing beef, veal, and beef products.*

*Efforts convey beef's incredible taste and nutritional benefits while saluting the hard-working men and women who raise and provide beef for the world.*



# AR# 2301-P

**Contractor:** North American Meat Institute (NAMI)  
**Subcontractor:** New York Beef Council (NYBC)  
**Program Area:** Veal Promotion  
**Amount Awarded:** \$300,000

## DIGITAL MARKETING

The Beef Checkoff leveraged social media and digital marketing to deliver engaging content about veal, including meal solutions, nutrition information, and consumer education in major marketing regions. One point of focus was the humane raising practices of veal. Digital ads targeted higher-income, 20- to 50-year-olds who live on the East Coast to purchase veal.

### RESULTS:

Veal.org and *Veal – Discover Delicious* platforms reached over 2 million consumers through digital marketing efforts. Digital ads that showed raising veal cattle and facts about the veal industry were most impactful.

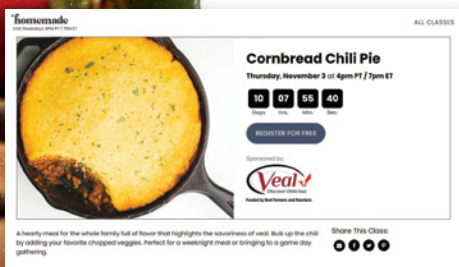


## HOMEMADE COOKING CLASS PARTNERSHIP

The Beef Checkoff partnered with the *Homemade* virtual cooking class company to produce a series of free, veal-centered online instruction sessions for consumers. Participants learned the secrets of perfect veal preparation from some of the country's most accomplished chefs.

### RESULTS:

The six veal-focused virtual classes attracted more than 6,300 viewers.







# AR# 2302-P

**Contractor:** National Cattlemen's Beef Association (NCBA)

**Program Area:** *Beef. It's What's For Dinner.* Promotion

**Amount Awarded:** \$9,100,000

## ***BEEF. IT'S WHAT'S FOR DINNER. TOGETHER WE BRING MORE*** **ANTHEM CAMPAIGN**

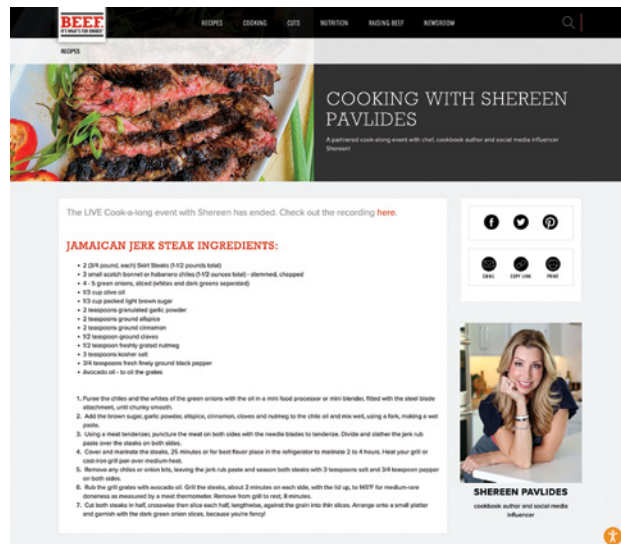
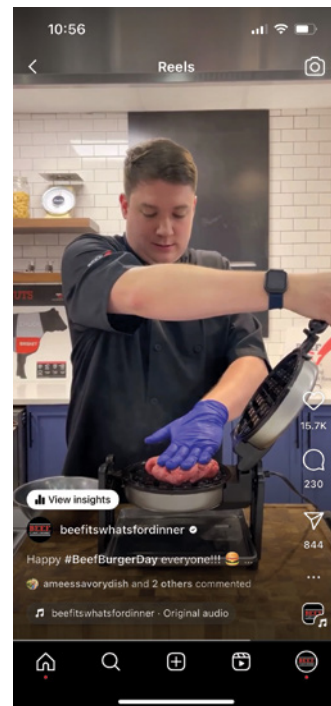
The *Beef. It's What's For Dinner.* Anthem Campaign celebrated what the brand and consumers believe—that beef has a unique ability to bring people together. The campaign established a library of audio, video, and digital assets that can be leveraged throughout this three-year effort. The campaign was designed to be flexible for national and Qualified State Beef Council partner use, creating a chance to refresh and re-establish the beef brand in the eyes of consumers.

### **RESULTS:**

The new *Beef. It's What's For Dinner.* Anthem Campaign enabled continuous content usage. This library of assets became a valuable resource for national and state advertising efforts, enabling Qualified State Beef Councils to align local efforts, and create a greater impact on messaging and reach. Throughout the year, assets were downloaded more than 198,000 times for national and state use.







## SOCIAL MEDIA STRATEGY

In 2023, the Beef Checkoff leveraged national social media trends to showcase beef's flavor and versatility. Created social media content took advantage of holidays, events, and trends to highlight beef as the preferred protein.

### RESULTS:

The team produced 17 social media video series that focused on themes like St. Patrick's Day, Pi Day, and the waffle iron burger and smash burger social media trends. In total, the videos resulted in over 29,000 engagements and reached over 2.3 million people.





# RESEARCH

*Research provides science-based information in beef nutrition, beef safety, and pathogen resistance. It grows consumer confidence in beef through strong and effective communication, and is used to respond to industry, media, and regulatory inquiries, as well as influencer and consumer concerns.*



# AR# 2310-R

**Contractor:** Foundation for Meat & Poultry Research & Education (FMPRE)  
**Program Area:** Post-Harvest Safety Research  
**Amount Awarded:** \$450,000

## SHOWCASING RESEARCH SUPPORTED BY THE BEEF CHECKOFF

The Meat Industry Food Safety Conference continues to provide a forum for highlighting research that adds to the evidence base and advances the knowledge base of food safety practitioners. Over the two-day conference in August, three Beef Checkoff-funded research projects, which focused on risk assessments of *Salmonella* in ground beef products, were presented and addressed *Salmonella* data gaps across the beef industry.

### RESULTS:

The audience at this event was comprised of key opinion leaders in their areas of expertise, including food safety practitioners, dietitians, and nutrition science students.

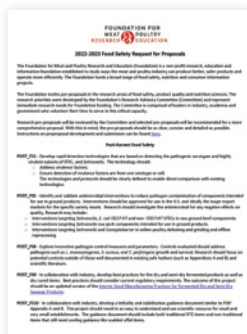


## ADDRESSING SALMONELLA KNOWLEDGE GAPS THROUGH RESEARCH

The Beef Checkoff is helping to fund a research project with the objective of developing a scientific-based, regulatory-supported, and industry-useful thermal processing and cooling resource (e.g., cooking and cooling food safety handbook) for validating pathogen destruction and control for partially and fully cooked meat products. This resource can be used in conjunction with or in lieu of USDA, FSIS Appendices A & B.

### IMPORTANCE:

Each investment in research is a step toward filling data gaps to further improve the safety profile of beef products. This project will look directly at applications to enhance the safety of beef products related to cooking and cooling.







# AR# 2311-R

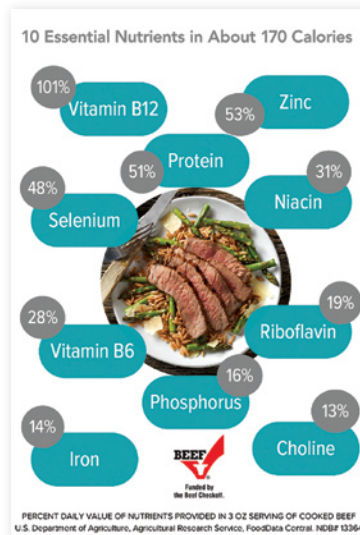
**Contractor:** National Cattlemen's Beef Association (NCBA)  
**Program Area:** Pre-Harvest Safety & Foundational Research  
**Amount Awarded:** \$8,100,000

## SHOWCASING BEEF NUTRITION RESEARCH AT THE AMERICAN SOCIETY FOR NUTRITION CONFERENCE (ASN)

Each year, ASN hosts the preeminent nutrition research conference, which gathers scientists from around the globe to share and discuss new scientific findings and current nutrition topics. The Beef Checkoff had a significant and engaging presence, sharing new research, hosting symposia, and fostering key relationships.

### IMPORTANCE:

Beef Checkoff-funded work was highlighted with 14 poster presentations, two key sessions, and two oral poster presentations. The Beef Checkoff helped facilitate multiple "hot topic" sessions, including innovative dialogue among top-tier scientists to discuss the benefits and research opportunities regarding the whole food beef matrix. Beef was highlighted through research shared and also through a beef-centered meal served to over 300 scientists. During the standing-room-only session, renowned protein scientist Dr. Wayne Campbell shared with fellow scientists that "the beef matrix is an exquisite scientific puzzle that I hope all of you engage in for the next 20 to 30 years."



## AMERICAN MEAT SCIENCE ASSOCIATION (AMSA) RECIPROCAL MEAT CONFERENCE (RMC)

The AMSA RMC is the premier meat science conference, gathering scientists and industry leaders to discuss the latest meat science topics. Throughout the conference, the Beef Checkoff shared new research, hosted key sessions, and developed and fostered relationships with scientists and key industry leaders.

### IMPORTANCE:

The scientific leadership of the Beef Checkoff was on full display throughout the conference, with over 28 research abstracts, seven sessions, and numerous high-quality thought leader engagements. Beef Checkoff program staff served as speakers, panelists, moderators, and session chairs during the meeting. Many sessions featuring Beef Checkoff work were standing room only.



# AR# 2312-R

**Contractor:** United States Cattlemen's Association (USCA)  
**Subcontractor:** Kansas State University (KSU)  
**Program Area:** Meat Demand Monitor  
**Amount Awarded:** \$450,000

## MEAT DEMAND MONITOR

The Meat Demand Monitor (MDM) is based upon ongoing data collection, analysis, and dissemination. Each month, over 2,000 U.S. residents are surveyed on a host of domestic meat consumption, demand, and preference items. Upon data collection, base monthly reports are generated and publicly posted to AgManager.info, and subsequently disseminated.

### RESULTS:

Throughout fiscal year 2023, the MDM has reached just under 12 million people through various outlets, including Twitter (X), podcasts, *AgriTalk* and *Agriculture of America*, and video segments on *U.S. Farm Report*. Additionally, multiple academic papers have been published based on MDM data and analysis.

**KANSAS STATE**  
 Department of  
 Agricultural Economics  
 Vol. 4, Issue 9 • Sep. 2023

## MDM: Meat Demand Monitor

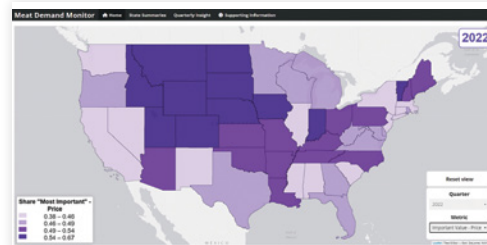
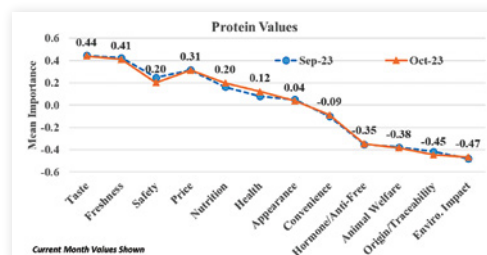
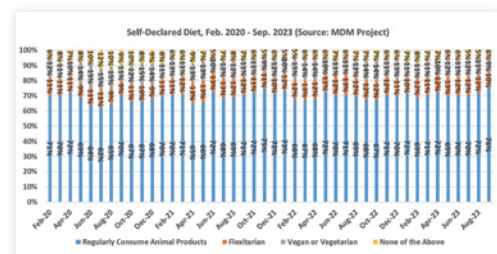
The MDM tracks U.S. consumer preferences, views, and demand for meat with separate analysis for retail and food service channels. MDM is a monthly online survey with a sample of over 2,000 respondents reflecting the national population.

### Willingness to Pay & Projected Market Share

RETAIL	Ribeye Steak	Ground Beef	Pork Chop	Bacon	Chicken Breast	Plant-Based Patty	Shrimp	Beans and Rice	Something Else
Aug-23 WTP (\$/lb)	\$17.94	\$8.74	\$7.05	\$5.72	\$8.34	\$8.33	\$9.37	\$3.06	
Market Share	9%	24%	13%	8%	25%	3%	5%	7%	7%
Sep-23 WTP (\$/lb)	\$17.29	\$8.88	\$7.38	\$6.02	\$8.60	\$8.23	\$9.17	\$3.13	
Market Share	7%	25%	14%	8%	26%	2%	4%	7%	7%

FOOD SERVICE	Ribeye Steak	Beef Ham-burger	Pork Chop	Baby Back Ribs	Chicken Breast	Plant-Based Patty	Shrimp	Salmon	Something Else
Aug-23 WTP (\$/meal)	\$27.48	\$21.29	\$16.39	\$19.24	\$18.01	\$12.37	\$18.64	\$18.60	
Market Share	15%	26%	5%	11%	13%	4%	13%	7%	6%
Sep-23 WTP (\$/meal)	\$26.62	\$19.49	\$14.54	\$17.53	\$17.21	\$12.19	\$17.04	\$18.24	
Market Share	16%	25%	4%	9%	14%	4%	12%	8%	7%







# CONSUMER INFORMATION

*Data and information go a long way toward helping consumers and others form opinions and make decisions about their beef purchase, preparation, and consumption. Efforts here include consumer education, as well as information for health professionals, food and nutrition communicators, retailers, and foodservice professionals.*



# AR# 2320-CI

**Contractor:** Meat Import Council of America (MICA)

**Subcontractor:** Northeast Beef Promotion Initiative (NEBPI)

**Program Area:** Northeast Consumer/Supply Chain Engagement

**Amount Awarded:** \$550,000

## HEALTHCARE PROFESSIONAL WEBINAR SERIES

In January of 2023, the Beef Checkoff launched a three-part webinar series aimed at healthcare professionals in the Northeast region. The Beef Checkoff partnered with well-known Registered Dietitians and Nutritionists to share the benefits of Beef in the Early Years, sustainability, and beef's role in a healthy, sustainable diet. This webinar increased engagement with healthcare professionals, primarily registered dietitians from various settings, including clinical, foodservice, academia, retail, research, and private practice, who may have otherwise been difficult to reach.

### RESULTS:

The full series was viewed live or as a recording by over 900 healthcare professionals from 48 states and three countries. Post-webinar data captured that 90% of all attendees are *very likely* or *likely* to recommend beef based on the research, guidance, and practical application tips shared in the webinar.

## STOP & SHOP RETAIL ENGAGEMENT

From June 3–July 27, 2023, the Beef Checkoff partnered with Stop & Shop, a regional retailer with more than 400 stores throughout New York, New England, and New Jersey. Stop & Shop shared beef's nutritional messaging with shoppers at the meat case with in-store signage, in-store radio commercials, and magazine ads reaching consumers.

### RESULTS:

The campaign reached more than 160,000 consumers and increased the sale of lean ground beef by 12,000 pounds/units during the campaign, compared to last year's averages—an increase of 4.7% pounds of lean ground beef purchased.







# AR# 2321-CI

**Contractor:** American Farm Bureau Foundation for Agriculture (AFBFA)  
**Program Area:** Beef-Based Curriculum Resources & On The Farm STEM  
**Amount Awarded:** \$900,000



## ON THE FARM STEM BEEF IMMERSIVE EXPERIENCE

Elementary, middle, and high school science teachers and school administrators from all over the U.S. participated in a four-day learning experience in Colorado this summer, connecting with cattle producers and beef industry experts to examine and address common misconceptions about production, animal welfare, sustainability, and more. Attendees will apply these concepts back in their home classrooms, alongside age-appropriate curriculums developed by the Beef Checkoff.

### RESULTS:

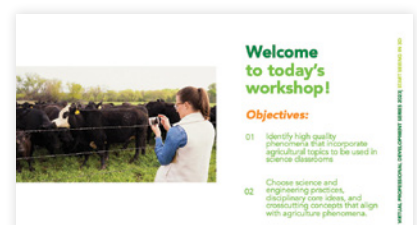
More than 62% of the teachers and administrators who attended the On The Farm STEM Beef Immersive Experience were from metro areas with at least 50,000 students. The total school district enrollment of students within those communities is over 1.6 million. Each teacher and administrator who attended had more than 60 hours of face-to-face engagement with facilitators, cattle producers, and industry experts.

## SCIENCE THROUGH THE LENS OF AGRICULTURE WEBINAR SERIES AND LIVESTREAM EVENTS: *BEEF SERIES*

Through eight webinars and live events, beef industry speakers provided context to teachers, students, and administrators around the application of scientific principles and information for STEM career pathways in the beef industry (e.g., geneticists, range-land scientists, food safety inspectors, microbiologists, embryologists, and veterinarians). The webinar series included Beef Checkoff-funded education materials in their classrooms.

### RESULTS:

Individuals from all 50 states participated in the webinar series. Each webinar had an average of 1,314 registrations, with average impressions exceeding 371,000.





# AR# 2322-CI

**Contractor:** National Cattlemen's Beef Association (NCBA)

**Program Area:** Engagement With Thought Leaders, Supply Chain, and Media

**Amount Awarded:** \$6,020,000

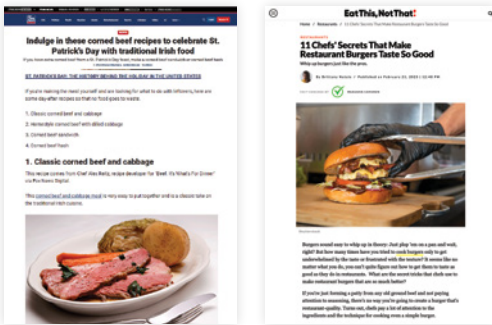


## VOICES OF THE OUTDOORS VIDEO SERIES

In 2023, the Beef Checkoff launched the Voices of the Outdoors video series to showcase common ground between outdoor enthusiasts and farmers and ranchers, and to educate consumers about how farmers and ranchers care for the land and their cattle.

### RESULTS:

With the launch of the Voices of the Outdoors series, the Beef Checkoff produced three videos that were shared by the *Beef. It's What's For Dinner.* brand, as well as by the outdoor enthusiasts featured in the videos. Each outdoor enthusiast was chosen for their large consumer following on social media, which helped reach an even larger and more diverse audience. To date, the videos have reached more than 1.1 million people via social media channels, YouTube, and media extension.



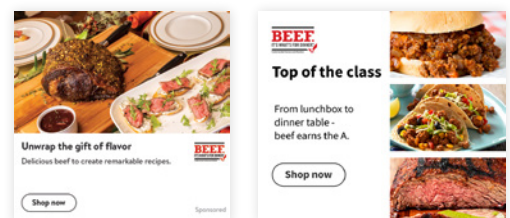
## BEEF E-COMMERCE CAMPAIGNS

To reach consumers where they shop, the Beef Checkoff collaborated with leading national companies to promote beef via online sales. The goal was to drive consumer beef sales at retail and foodservice. Throughout the year, the Beef Checkoff partnered with leading national companies on the following campaigns:

1. Sonic/Uber Eats – Burger Campaign
2. Walmart – Holiday Beef Campaign
3. Sam's Club – Beef Summer Grilling Campaign
4. Walmart – Beef Back-to-School Campaign

### RESULTS:

2023 retail e-commerce activities through July resulted in more than \$22 million dollars in incremental sales or beef purchases made by consumers who saw beef ads. This delivered a strong return on ad spend of \$53 dollars of beef sold for every \$1 invested. The week-long campaign with Sonic/Uber Eats resulted in a 200% increase in burger orders the week of promotion and a 10% increase in Sonic's beef sales.







# INDUSTRY INFORMATION

*Having an accurate understanding of the beef industry helps its participants promote a positive cattle and beef climate. These efforts work to develop new markets and marketing strategies, and increase efficiency and activities through programs focused on issues, management, public relations, and beef and veal quality assurance.*



# AR# 2330-II



**Contractor:** North American Meat Institute (NAMI)  
**Program Area:** Veal Quality Assurance (VQA)  
**Amount Awarded:** \$60,000

## VEAL QUALITY ASSURANCE REVIEW BY A TECHNICAL ADVISORY GROUP

This year, Veal Quality Assurance (VQA) underwent a technical review of the VQA program manual and certification requirements. Nine technical experts, including veterinarians, nutritionists, animal scientists, and veal industry representatives, convened to serve on a Technical Advisory Group to review the current VQA program manual and provide recommendations for updates.



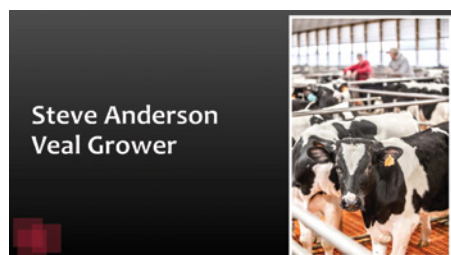
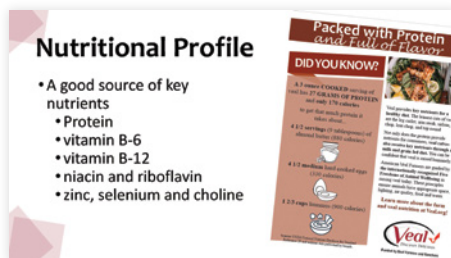
### RESULTS:

This process ensures the VQA program provides a framework of high standards for animal care and represents science-based best practices that result in safe, quality veal that is humanely raised. The last technical review was conducted in 2017.



## AMERICAN CULINARY FOUNDATION (ACF) VEAL WEBINAR

The Beef Checkoff hosted a sponsored webinar with the ACF to educate culinary professionals on animal well-being, current veal-raising practices, and nutrition information. The goal of this event was to foster relationships with foodservice partners and decision-makers to encourage them to be more comfortable utilizing veal in their professional capacity.



### RESULTS:

This webinar reached 162 culinary professionals, directly engaging 72 of those individuals, and was shared as a recording with ACF members.





# AR# 2331-II

**Contractor:** National Institute for Animal Agriculture (NIAA)

**Program Area:** Antibiotics Symposium & Beef Producer Engagement With the CDC

**Amount Awarded:** \$70,000

## 12<sup>TH</sup> ANNUAL NIAA ANTIBIOTICS SYMPOSIUM

The 12<sup>th</sup> Annual Antibiotics Symposium, *Exploring Stewardship, Sustainability & Collaboration*, was held in Alexandria, VA, on November 1–3, 2022. In attendance were participants representing a broad range of stakeholder groups, including state and federal government agencies, academia, veterinarians, producers, producer organizations, cooperatives, food retailers, animal health manufacturers, retailers, trade organizations, agricultural marketing, and nonprofit organizations.



### RESULTS:

The Antibiotics Symposium is the only agriculture-led gathering to address human and animal antibiotic resistance and stewardship, known as a One Health view. This collaborative, multisectoral, and transdisciplinary approach works at the local, regional, national, and global levels to address a problem. The symposium continues to be a space of interdisciplinary industry cooperation, garnering significant participation from federal and state public/animal health leaders as well as academia and global NGOs. The result is a productive conversation between health and animal agriculture leaders.



## CENTERS FOR DISEASE CONTROL AND PREVENTION (CDC) ENGAGEMENT WITH FARMERS, RANCHERS, AND VETERINARIANS

To truly have a One Health conversation about antimicrobial resistance and stewardship, strong relationships between human, animal, and environmental leaders must be formed. The annual engagement between the CDC and farmers, ranchers, and veterinary leaders fosters stronger relationships, opportunities for collaboration, and understanding of each group's role in antimicrobial stewardship and resistance work.



### IMPORTANCE:

Relationships take time. The Beef Checkoff has invested the time to foster and expand strong relationships with the CDC and additional federal agency leaders who affect the farmers, ranchers, and veterinarians in the antimicrobial use, stewardship, and resistance spaces. Relationships are expanding. Trust is growing. Collaboration is evident in research, education, and communication activities by all parties involved.





# AR# 2333-II

**Contractor:** National Cattlemen's Beef Association (NCBA)

**Program Area:** Issues and Crisis Management and Planning, Beef Advocacy Training & Engagement (BATE), and Beef Quality Assurance (BQA)

**Amount Awarded:** \$2,500,000



## FOOT-AND-MOUTH DISEASE (FMD) PREPAREDNESS

Throughout 2023, the Beef Checkoff hosted three in-person workshops and events specifically addressing FMD to better prepare the industry and state partners for a potential outbreak.

### RESULTS:

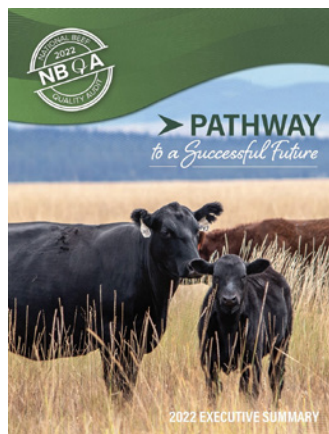
These events helped Qualified State Beef Councils to think through questions and needs related to FMD. During the workshops, Qualified State Beef Councils participated in two tabletop exercises of a theoretical FMD outbreak with a focus on potential response efforts. The exercises followed different formats to encourage differing discussion and consideration. At these events, the Beef Checkoff distributed updated resources, like market research insights and crisis plan templates, to help Qualified State Beef Councils better prepare for an FMD event. A total of 30 states participated in these exercises.

## TRAILBLAZERS PROGRAM

In its second year, 10 beef producers were chosen to participate in the 2023 Trailblazers program. The Beef Checkoff trained this group in advocacy and spokesperson development, and worked with national and social media to elevate their voices to help safeguard the farming and ranching communities.

### RESULTS:

During the Trailblazers Advocacy Summit, a call-to-action campaign was executed in collaboration with the Beef Checkoff communication team. Trailblazers shared information about feedlots to spark conversation about their benefits and importance. This campaign resulted in more than 316,000 impressions online.



## 2022 NATIONAL BEEF QUALITY AUDIT (NBQA)

For the past 30 years, the NBQA has been conducted every five years as an important benchmark for the industry. It has a rich history of helping to recognize and address both improvements and challenges in the cattle industry to deliver high-quality beef to end-users.

### RESULTS:

Over 100,000 producers learned about NBQA results through various media channels. The 2022 NBQA found that progress has been made in efficiency, quality of beef produced, carcass lesion incidence, and food safety focus.





# FOREIGN MARKETING

*Through international marketing efforts, the Beef Checkoff maximizes U.S.-produced beef's access to foreign markets by expanding market penetration in existing locations, entering new and emerging markets, and improving global consumers' perceptions and trust in the product.*



# AR# 2340-FM

**Contractor:** United States Meat Export Federation (USMEF)  
**Program Area:** International Market Development & Access  
**Amount Awarded:** \$8,200,000



## AFRICA

A promotion with OBC stores in Africa generated strong U.S. beef liver sales from November through December in an entertaining and fun “Yebo Zonke” campaign, which translates to “Yes to This Good Life.” The campaign featured five well-known influencers and included commercials broadcast on major television channels and videos posted online and playing in stores.

### RESULTS:

This campaign has allowed the Beef Checkoff to reach more than 20 million consumers via television and has made more than 800,000 impressions through social media.



## PERU

The Beef Checkoff partnered with one of Peru’s leading U.S. beef importers on a promotional campaign featuring beef Knuckle, an underutilized cut that has strong sales potential in the region. The Beef Checkoff participated in two cooking events for 125 customers in foodservice and retail at one of Lima’s premier restaurants, Doomo Saltado. Attendees learned about U.S. beef production and the quality attributes of U.S. beef, focusing on the flavor and versatility of the beef Knuckle. Lomo Saltado, a Peruvian dish that typically uses domestic Tenderloin, was made with U.S. beef Knuckle and served to each group.

### RESULTS:

Use of the U.S. beef was promoted in retail outlets in Lima and in a social media campaign with targeted influencers. The Beef Checkoff is working to encourage buyers and consumers to think of U.S. beef beyond the grill. The beef Knuckle is a versatile and affordable cut with many potential uses in traditional Peruvian dishes.



## INDONESIA

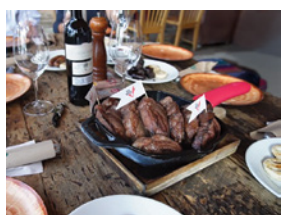
With its nationwide beef consumption still at a low level, U.S. beef has rapid growth potential in Indonesia’s foodservice and retail industries. The world’s fourth-largest population, rising incomes, and robust development of the retail and foodservice sectors are among the factors that point to expanding export opportunities for U.S. beef in Indonesia. Korean-style and Japanese-style barbecue chains are also expanding into the country, creating greater opportunities for high-quality marbled beef. USMEF held its inaugural U.S. Meat Product Showcase in Indonesia to raise awareness among regional importers and distributors in August.

### RESULTS:

Nine U.S. suppliers displayed products and met individually with 18 Indonesian importers, 17 processors, and three retailers in attendance. The Beef Checkoff also built an enhanced presence for the U.S. beef industry at Food & Hotel Indonesia in July.







## COLOMBIA

The Beef Checkoff's innovative Butcher Shop Program helped Colombian butcher shops improve sales of U.S. beef, and expanded into the foodservice sector in 2023 to include direct engagement with Colombian restaurants. Originally developed for retail outlets owned by importers, this training and evaluation initiative is designed to improve food safety practices, customer service standards, product handling, packaging, and merchandising.

### RESULTS:

These improvements led to identification and differentiation for U.S. beef and increased sales. Given the tremendous demand from importers and results from the in-store training, the Beef Checkoff learned there are similar needs among restaurants for this type of training and is now working to increase the presence of U.S. beef in this sector. The initiative now works with 77 points of sales comprised of 72 butcher shops (up from 61 stores in 2022) and five restaurants.

## CENTRAL AMERICA

In markets like Central America, where buyers and end-users are familiar with lean, grass-fed beef produced locally, simple tactics are sometimes best to demonstrate U.S. beef's superior attributes. The Beef Checkoff's taste-test programs are highly effective as part of a three-hour educational workshop series for importers and their end-user customers, reaching about 25 to 30 at a time. The Beef Checkoff discusses U.S. beef production, emphasizing grain feeding and how quality marbling impacts flavor and tenderness, and concludes the sessions with blindfold taste tests.

### RESULTS:

Participants are incredibly impressed with the quality of secondary, underutilized cuts. The Beef Checkoff provides examples of how they can collaborate with participants to build consumer demand for items in their markets. During 2023, the Beef Checkoff visited Guatemala, Panama, El Salvador, Honduras, and the Dominican Republic and shared the program with 35 importers and more than 600 of their downstream clients.





**MEXICO CONTINUES TO BE A GROWING MARKET FOR U.S. BEEF. WHILE MEXICO REMAINS A PREFERRED DESTINATION FOR UNDERUTILIZED CUTS FROM THE ROUND, CUTS FROM THE CHUCK AND RIB COMPLEX ARE ALSO ACHIEVING HEIGHTENED DEMAND IN MEXICO.**

**FROM JANUARY 2023 TO OCTOBER 2023, EXPORTS TO MEXICO INCREASED 15% TO 171,399 MT, VALUED AT \$975.8 MILLION – UP AN IMPRESSIVE 25%.**





# PRODUCER COMMUNICATIONS

*Producer Communications work establishes a direct and ongoing line of communication with the producers and importers who pay the Beef Checkoff. It reports how their Checkoff dollars are invested, shares program successes and results, and builds understanding about Checkoff roles, responsibilities, and processes.*



# AR# 2350-PC

**Contractor:** Cattlemen's Beef Board (CBB)

**Program Area:** Producer Communications of Beef Checkoff Programs

**Amount Awarded:** \$1,850,000

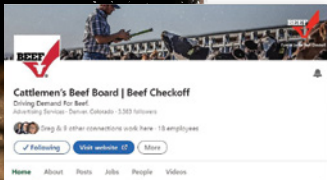


## PRODUCER AND INDUSTRY IN-PERSON ROUNDTABLES

To create more discussion and open dialogue around how the Beef Checkoff operates and general Checkoff education and understanding—as well as program feedback from stakeholders—the Checkoff hosted in-person producer roundtables in South Dakota and Washington, and with the United States Cattlemen's Association and the Livestock Marketing Association.

### RESULTS:

The impact of these gatherings provided in-person representatives of the Beef Checkoff program to regions and organizations that often have questions and/or concerns about how the Beef Checkoff operates. Looking forward, continued connection will nurture relationships with these individuals and groups, opening the door for future collaboration.



## LAUNCH AND GROWTH OF BEEF CHECKOFF LINKEDIN PAGE

The business and professional growth-focused LinkedIn social media site was added to the Beef Checkoff communications platforms in FY23 to further engage beef producers and industry professionals in the workings of the Cattlemen's Beef Board and Checkoff programs. The Beef Checkoff posted multiple beef stories each week, along with quick polls and contractor successes to engage new and existing users.

### RESULTS:

LinkedIn showed tremendous growth for the Beef Checkoff in FY23, posting nearly 500 new producer and beef industry followers each month, amounting to nearly 6,000 followers by the end of the fiscal year. This showcases the desire of the beef industry to connect with the Beef Checkoff for stories focused on the business side of the programs, interviews with board members, consumer updates, and even quick informational polls.



## CONTINUED GROWTH ACROSS ALL THE DRIVE PUBLISHING PLATFORMS

A relevant and supported endeavor to engage and educate beef producers and importers about Beef Checkoff programs, the workings of the Cattlemen's Beef Board, Checkoff facts, and more. Featuring print, digital, video series, websites, social media, paid media, and traditional media outreach, *The Drive* platforms continue to show a strong relationship to those who pay into the Beef Checkoff program.

### RESULTS:

*The Drive* subscriptions (including both the quarterly print and monthly e-newsletter) grew an average of 10.09% in FY23. A concerted effort to grow online subscriptions to *The Drive* e-newsletter showed the greatest increase, up 14.48%. In addition, showcasing video content on YouTube for the popular *The Drive in Five* video series garnered new followers, along with growth on Facebook, too.







# FY 2023 FINANCIALS



## CATTLEMEN'S BEEF PROMOTION AND RESEARCH BOARD

Statement of Assets, Liabilities, and Net Assets  
Sept. 30, 2023 and Sept. 30, 2022

ASSETS	2023	2022
Cash and cash equivalents	\$11,710,004	\$13,097,236
Short-term Investments	\$9,974,887	\$4,998,465
Long-term Investments	\$1,979,904	\$4,954,791
Capital Assets, net of accumulated depreciation of \$48,252 and \$51,644	\$9,226	\$11,817
Other	\$4,848	—
<b>Total Assets</b>	<b>\$23,678,869</b>	<b>\$23,062,309</b>

LIABILITIES & NET ASSETS	2023	2022
Due to Qualified State Beef Councils & other	\$9,169	\$10,363
<b>NET ASSETS, WITHOUT DONOR RESTRICTION:</b>		
Designated for future expenses	\$14,159,777	\$14,646,977
Designated – Board reserve	\$4,350,000	\$4,350,000
Undesignated	\$5,159,923	\$4,054,969
<b>Total Liabilities &amp; Net Assets, Without Donor Restriction</b>	<b>\$23,678,869</b>	<b>\$23,062,309</b>

REVENUES	2023	2022
Assessments	\$42,191,411	\$43,635,971
Interest	\$764,383	\$122,200
Other	\$26,791	\$44,939
<b>Total Revenues</b>	<b>\$42,982,585</b>	<b>\$43,803,110</b>

EXPENSES	2023	2022
<b>PROGRAM EXPENSES:</b>		
Promotion	\$9,235,954	\$11,894,520
Research	\$9,216,590	\$7,889,334
Consumer Information	\$7,782,624	\$8,075,733
Industry Information	\$2,588,998	\$3,225,694
Foreign Marketing	\$8,120,483	\$9,183,342
Checkoff Communications	\$188,212	\$192,655
Producer Communications	\$1,930,081	\$1,717,915
Program Evaluation	\$230,593	\$178,560
Program Development	\$566,369	\$449,455
<b>Total Program Expenses</b>	<b>\$39,859,904</b>	<b>\$42,807,208</b>
<b>SUPPORTING SERVICES:</b>		
State Services	\$141,786	—
USDA Oversight	\$611,456	\$477,930
Supporting Services & Litigation	\$105,350	\$133,800
Administration	\$1,646,335	\$1,653,536
<b>Total Expenses</b>	<b>\$42,364,831</b>	<b>\$45,072,474</b>

ASSESSMENT REVENUES	2023
<b>QUALIFIED STATE BEEF COUNCILS:</b>	
Alabama	\$367,322
Arizona	\$336,665
Arkansas	\$444,084
California	\$1,786,744
Colorado	\$1,377,556
Delaware	\$3,822
Florida	\$343,064
Georgia	\$299,210
Hawaii	\$17,508
Idaho	\$785,861
Illinois	\$306,126
Indiana	\$224,529
Iowa	\$1,709,710
Kansas	\$3,973,870
Kentucky	\$669,867
Louisiana	\$160,255
Maryland	\$11,113
Michigan	\$277,530
Minnesota	\$737,768
Mississippi	\$261,079
Missouri	\$1,446,468
Montana	\$783,839
Nebraska	\$3,654,501
Nevada	\$132,609
New Jersey	\$3,089
New Mexico	\$587,676
New York	\$303,054
North Carolina	\$155,492
North Dakota	\$512,114
Ohio	\$338,361
Oklahoma	\$1,829,701
Oregon	\$445,219
Pennsylvania	\$333,886
South Carolina	\$73,364
South Dakota	\$1,414,590
Tennessee	\$399,765
Texas	\$5,301,689
Utah	\$306,170
Vermont	\$34,794
Virginia	\$351,859
Washington	\$557,489
West Virginia	\$86,637
Wisconsin	\$707,891
Wyoming	\$480,636
<b>Total Qualified State Beef Councils</b>	<b>\$34,334,576</b>
<b>STATES WITHOUT QUALIFIED STATE BEEF COUNCILS:</b>	
Alaska	\$92
Connecticut	\$12,176
Massachusetts	\$15,213
Maine	\$19,397
Maryland	\$54,840
New Hampshire	\$6,949
Rhode Island	\$291
<b>Total States Without Qualified State Beef Councils</b>	<b>\$108,958</b>
Importers	\$7,747,877
<b>Total Assessment Revenues</b>	<b>\$42,191,411</b>





Funded by the Beef Checkoff

***Cattlemen's Beef Board***

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**DrivingDemandForBeef.com**

