



Funded by the Beef Checkoff.

CATTLEMEN'S BEEF BOARD 2022 ANNUAL REPORT



Funded by the Beef Checkoff.

Cattlemen's Beef Board

7555 E. Hampden Ave., Suite 610

Denver, CO 80231

303-220-9890

DrivingDemandForBeef.com



LETTER FROM THE CHAIR

This past year makes me think about the lone yard light between the house and the main barn, sitting high on a weathered old pole, shining in the darkness of a cold, early winter morning. A beacon placed to light the worn path to the chores to be done by sunrise. Despite the cold wind and the duskiess of the early hours, the light is persistent day after day, year after year — giving direction to those whose work is yet to be done.

Looking back through the past 12 months, it would be easy to argue that we just lived through yet another tough year. The shadow of continuing drought, rising inflation, sky-high input costs, the global burdens of war in Ukraine, economic sanctions — all add up to challenging economic times here in the U.S. We certainly have felt all of these in the cattle and beef industry. However, there is a rhythm to these cattle cycles (we’ve been here before) and just as in the past, we will persist.

Guiding us through these difficult times is our yard light. A trusty spot in the shadows that provides visibility to our path. The Beef Checkoff is certainly — after 36 years in existence — a mainstay in driving beef demand, casting persistent light onto the vital areas of beef promotion, research, and education. You’ll find a snapshot here of those critical producer- and importer-driven programs that have kept us on course during these trying times. Whether record beef exports, new promotional campaigns with celebrity broadcaster Tony Romo, growing implementation of beef curriculums within inner-city schools, or simply tracking consumer preferences among a growing category of protein options, the fine Beef Checkoff programs and contractors as well as the volunteer producers and importers who sit on the Cattlemen’s Beef Board work hard every day to lead the way, even in dreary times.

We’ll leave the light on for you.



NORMAN VOYLES, JR.
2022 Cattlemen's Beef Board Chair
Martinsville, Indiana



TABLE OF CONTENTS

	ABOUT THE CATTLEMEN’S BEEF BOARD (CBB)	2
	BOARD MEMBERS	4
	PROMOTION	6
	RESEARCH	10
	CONSUMER INFORMATION	14
	INDUSTRY INFORMATION	18
	FOREIGN MARKETING	22
	PRODUCER COMMUNICATIONS	26
	FY2022 FINANCIALS	28



ABOUT THE CATTLEMEN'S BEEF BOARD (CBB)

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 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 Secretary of Agriculture to serve non-paid, three-year terms.

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

Established national, nonprofit, industry-governed organizations vie annually to become 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, 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.

**THROUGH PROMOTION, RESEARCH
& EDUCATION, THE CATTLEMEN'S
BEEF BOARD IS KEEPING BEEF WHERE
IT BELONGS: CENTER PLATE.**



BOARD MEMBERS

ALABAMA:



William "Bill"
Lipscomb
Cow-Calf

IDAHO:



Trish Downton
Cow-Calf



Byron Lehman
Dairy

MISSISSIPPI:



Janet Parker
*Stocker/
Backgrounder*



Gina Hudson
Cow-Calf

ARKANSAS:



William
"Aubrey"
Blackmon
Cow-Calf



Tucker Shaw
Seedstock



Evan Lesser
Cow-Calf

MISSOURI:



Tammy
Bartholomew
Cow-Calf



Torri
Lienemann
*Cow-Calf/
Feedlot/
Stocker*

ARIZONA:



Sine Kerr
Dairy

ILLINOIS:



Justin Rahn
*Cow-Calf/
Feedlot*



Philip Perry
*Cow-Calf/
Feeder*

MISSOURI:



Alfred Brandt
Dairy



Becky
Potmesil
Cow-Calf

ARIZONA:



Caleb Plyler
*Purebred/
Cow-Calf/
Stocker*

INDIANA:



Norman
Voyles, Jr.
*Cow-Calf/
Feedlot*



Trista Brown
Priest
Feedlot

MISSOURI:



Leon James
*Cow-Calf/
Backgrounder*



Herbert
Rhodes
Cow-Calf

COLORADO:



Constance
"Connie" Hass
Cow-Calf

IOWA:



David Bruene
Cow-Calf



Andy Bishop
Seedstock

KENTUCKY:



Andy Bishop
Seedstock

MISSOURI:



Bill McLaren
Cow-Calf



Steve Wolfe
Dairy

MONTANA:



Katie Cooper
Seedstock

NEW MEXICO:



Boe Lopez
Cow-Calf

COLORADO:



Sallie Miller
*Cow-Calf/
Seedstock/
Feedlot*

IOWA:



Ross Havens
Cow-Calf



Shane
Wiseman
*Cow-Calf/
Backgrounder*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

MISSOURI:



Lynda Grande
Cow-Calf

NEW YORK:



Rich Brown
Cow-Calf

FLORIDA:



Jody Rogers
Seedstock

IOWA:



Mike Holden
Cow-Calf

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*

LOUISIANA:



John
Thompson
*Cow-Calf/
Stocker*



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# 2201-P

Contractor: North American Meat Institute (NAMI)
Subcontractor: New York Beef Council (NYBC)
Program Area: Veal Promotion
Amount Awarded: \$356,230

HOMEMADE COOKING CLASS PARTNERSHIP

The Beef Checkoff partnered with the *Homemade* virtual cooking class company to produce veal-centered culinary instruction for consumers. Participants had the chance to work with an accomplished chef and learn the secrets behind perfect veal preparation.

RESULTS:

Among *Homemade's* established subscriber base, the veal-focused session attracted more than 300 live attendees. In the week following the live class, the material was viewed over 1,000 times on *Homemade's* website.



DISCOVER THE FARM VIDEO CAMPAIGN

This year, the Beef Checkoff created several compelling videos to educate consumers about veal production. Designed to be short and visually appealing for quick, easy-to-grasp information, the videos explained how veal is raised and provided interesting facts about the animals' dietary needs.

RESULTS:

This *Discover the Farm* campaign reached more than 400,000 consumers across various social media platforms, including Facebook and Instagram, and through advertisements placed on Spotify, YouTube, and Google searches.





AR# 2202-P

Contractor: National Cattlemen's Beef Association (NCBA)
Program Area: *Beef. It's What's For Dinner.* Promotion
Amount Awarded: \$9,202,600

TONY ROMO SUMMER GRILLING CAMPAIGN

During Summer 2022, the Beef Checkoff unveiled four successful consumer-facing advertising campaigns featuring spokesperson and former Dallas Cowboys quarterback Tony Romo and the *Beef. It's What's For Dinner.* slogan. Each campaign reached consumers across the country using a wide range of proven and efficient advertising platforms, including YouTube, Google search, Spotify, SiriusXM, Facebook/Instagram, Connected TV, and others. State beef councils also contributed funds, enabling additional media buys and further extension of this campaign.

RESULTS:

The Tony Romo summer media campaign was the year's largest Checkoff advertising effort. It resulted in nearly 380 million consumer touchpoints, including 92 million video ad views, 55 million radio ad listens, and 2.7 million *Beef. It's What's For Dinner.* site visits.



MAKE THE MOST OF YOUR MEALS

As grocery prices rose, the Beef Checkoff helped consumers make the very most out of the money they spent on beef. A partnership with celebrity Chefs Jordan Andino, Dawn Burrell, Tim Hollingsworth, and Stephanie Izard was central to the creation of popular videos showcasing beef leftovers. Cooking in the *Beef. It's What's For Dinner.* Culinary Center, the chefs showed consumers how to easily create inspired dishes from leftover beef.

RESULTS:

Since Spring 2022, these videos have received approximately 1.5 million views on YouTube.





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# 2210-R

Contractor: Foundation for Meat & Poultry Research & Education (FMPRE)
Program Area: Post-Harvest Beef Safety
Amount Awarded: \$500,000

BEEF CHECKOFF RESEARCH SHOWCASE

During the annual Meat Industry Food Safety Conference, Beef Checkoff-funded research related to post-harvest beef safety was presented, including *Salmonella* classifications and the use of clean-label antimicrobials in product formulations. A pre-conference workshop facilitated discussion related to the science on the cooking and cooling of meat products.

RESULTS:

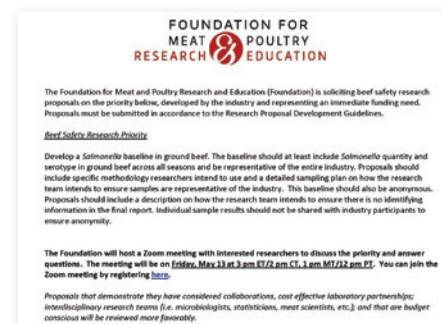
With more than 200 food safety professionals across the industry in attendance, the wide variety of Beef Checkoff-supported research has made an impact on food safety decisions today. The number of projects and results presented demonstrated the importance, timeliness, and relevance of research supported by the Beef Checkoff.



SALMONELLA BASELINE RESEARCH

By bringing beef industry leaders together, a targeted request for proposals was developed and issued to solicit projects to develop a *Salmonella* baseline in ground beef. This *Salmonella* baseline would capture *Salmonella* findings across all seasons and would represent the entire industry.

IMPORTANCE:



This research will show the prevalence and distribution of *Salmonella* and will identify the areas of greatest research need related to *Salmonella*. In the end, it will provide a roadmap to fill those data gaps, meaning an even safer beef supply.



AR# 2211-R

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

20TH ANNIVERSARY OF THE BEEF INDUSTRY SAFETY SUMMIT



During this year's Beef Industry Safety Summit in Denver, Colorado, attendees reflected and recapped many of the advancements and improvements to the beef industry made in part by Beef Checkoff-funded research over the last two decades.

RESULTS:

More than 220 people attended the Beef Industry Safety Summit — and 80 were first-time attendees. Over the 13 sessions, 10 abstracts were shared from researchers nationwide, four of which were from Checkoff-funded research. During a joint session focusing on *Salmonella*, research was presented and discussed examining high-resolution serotype population analyses in pre-harvest cattle, revealing *Salmonella* transmission networks and showcasing important ongoing Checkoff work.

THE CURRENT STATE OF CONSUMERS AND BEEF

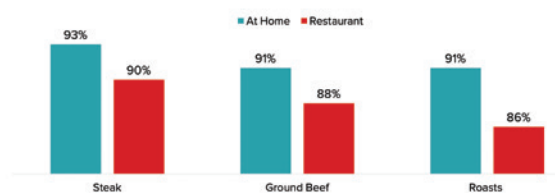
The Beef Checkoff commissions an annual demand-driver analysis to continuously track trends, monitor issues, and survey the general landscape that has the potential to impact the beef industry. This is done through a variety of tools, most notably by conducting consumer and market analysis.

IMPORTANCE:

This data was made available to partners on relevant websites (such as beefresearch.org), and the Checkoff presented key findings through webinars and in person. In addition, monthly state-specific dashboards of consumer preferences were shared with state beef councils.

Overall Satisfaction

Eating experience satisfaction is consistently higher at home than at a restaurant for a variety of beef products, but still exceptional overall



Source: Consumer Beef Tracker Jan - Jun 2022. 88%ile: "How satisfying was this eating experience at home (at a restaurant) this past week?" 1: Very Dissatisfying, 2: Dissatisfying, 3: Neutral Satisfying, 4: Satisfying, 5: Very Satisfying. 128 Reported



Substituting Lean Beef for Carbohydrate in a Healthy Dietary Pattern Does Not Adversely Affect the Cardiometabolic Risk Factor Profile in Men and Women at Risk for Type 2 Diabetes

Karen C. Maki,^{1,2} Mounir L. Wilcox,² Mary R. Dhillon,² Mary Briggs,² Chantya M. Polanco,² Catherine E. Maki,² and Mehrez Kassar.²

¹University of Illinois at Chicago, Chicago, IL, USA; ²Department of Applied Health Sciences, School of Public Health, Boston University, Boston, MA, USA

ABSTRACT Background: Observational evidence suggests that red meat intake is associated with type 2 diabetes (T2D) and cardiovascular disease incidence, but few randomized controlled trials have assessed effects of lean, unprocessed red meat intake on insulin sensitivity and other cardiometabolic risk factors.

Objective: This study compared the USDA Healthy US-Style Eating Pattern, lean unprocessed red meat (LURM) and meat, USDA-COPI, with a modified version with an additional 100 g/day beef as an isocaloric replacement for carbohydrate (USDA-LB) on insulin sensitivity and cardiometabolic risk markers.

Methods: Participants (21 men, 38 women; 44.6 ± 1.6 y old with mean BMI 30.8 ± 1.3 kg/m² and prediabetes) underwent metabolic syndrome assessment (fasting glucose, insulin, triglycerides, total cholesterol, HDL cholesterol, LDL cholesterol, and blood pressure) at baseline and after 12 weeks of LURM, USDA-COPI, and USDA-LB.

Results: USDA-LB and USDA-COPI did not differ significantly in effects on whole-body insulin sensitivity and other indicators of cardiometabolic health. However, insulin, triglycerides, and LDL cholesterol were lower in the USDA-LB group compared with the USDA-COPI group.

AR# 2212-R

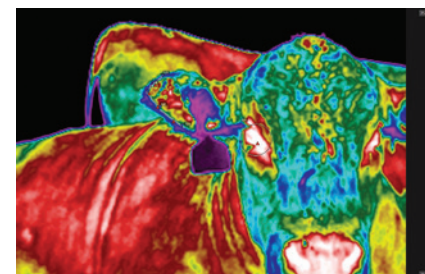
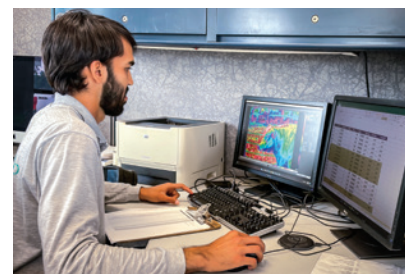
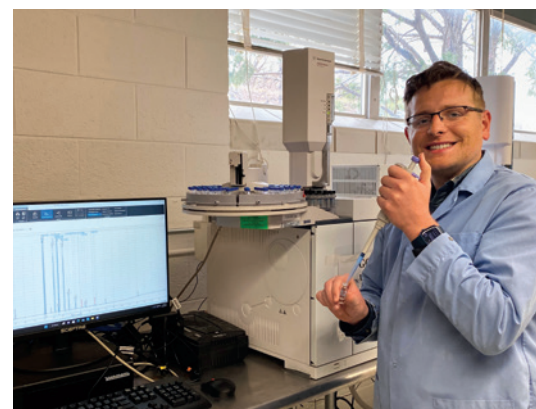
Contractor: United States Cattlemen's Association (USCA)
Subcontractor: Kansas State University (KSU) | **Program Area:** A Strategy for Improving Consumer Perceptions of Beef & Beef Production Systems
Amount Awarded: \$210,000

DIETARY CHANGES IN CATTLE FEED

Researchers at Kansas State University (KSU) engineered a research project to gain insight on the distribution of long-chain fatty acids throughout beef carcasses, and to evaluate the potential for altering fat composition through novel feeding strategies aimed at increasing the proportions of omega-3 fatty acids in beef. Yearling steers (initial weight of 824 pounds) were placed on feed at the KSU Beef Cattle Research Center in Manhattan, Kansas, in April 2022 and were harvested in October, after 173 days on feed.

RESULTS:

Cattle fed the omega-3 supplement consumed more feed, had greater rates of gain, and yielded carcasses that were 16 pounds heavier than counterparts fed a conventional diet. Additionally, cattle fed the omega-3-enriched diets appear to have greater capacity for thermoregulation. Over the next six to eight months, KSU will focus on completion of carcass sensory tests, color evaluations, and fat profiling of tissues.





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.

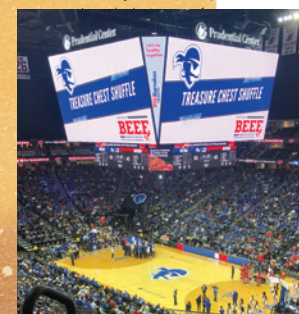
AR# 2220-CI

Contractor: Meat Import Council of America (MICA)

Subcontractor: Northeast Beef Promotion Initiative (NEBPI)

Program Area: Northeast Consumer/Supply Chain Engagement

Amount Awarded: \$494,760

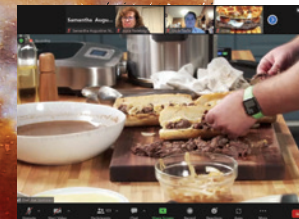
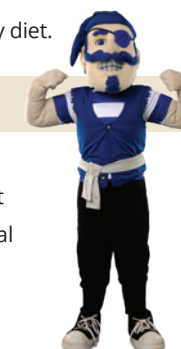


SETON HALL UNIVERSITY ATHLETIC PARTNERSHIP

Throughout Seton Hall University's basketball season, a partnership between Seton Hall Athletics and NEBPI conveyed positive beef messaging and content to Seton Hall fans and students alike. Not only was beef included in their athlete refueling station, but positive beef nutrition messaging was shared with student athletes and coaching staff. Additionally, NEBPI worked with the team dietitian to create a social media video series to reach Seton Hall fans about the positive impacts of beef in everyday diet.

RESULTS:

This partnership reached more than 1.5 million consumers through social media and in-person advertising. It is expected to have long-lasting reach through digital content focus on beef recipes, meal solutions, and nutrition information, with a continued goal of reaching even more consumers.

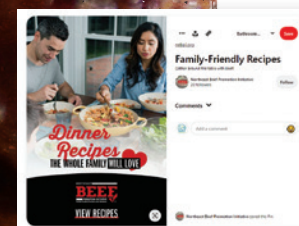


HOMEMADE PARTNERSHIP

As online cooking classes have continued to gain in popularity, NEBPI has partnered with the *Homemade* on-demand cooking website. In collaboration with American Dairy Association North East, the program featured a beef- and dairy-centered cooking class on the popular online platform. This partnership has garnered significant reach at little cost, delivering a win-win for beef.

RESULTS:

This partnership with *Homemade* offered beef- and dairy-centered live cooking instruction to a unique group of loyal consumers, ultimately engaging nearly 39,000 consumers who watched the cooking class.



2060 DIGITAL PARTNERSHIP

In an increasingly digital-driven world, the Beef Checkoff partnered with the marketing firm 2060 Digital to increase social and digital advertisement on specific social media platforms, reaching consumers by placing *Beef. It's What's For Dinner.* ads on YouTube, Facebook, Instagram, and Pinterest throughout FY22. The program also worked with six different influencers to create recipes and push content out on their own channels.

RESULTS:

This partnership garnered more than 5.5 million consumer views of *Beef. It's What's For Dinner.* content platforms. Consumers viewed more than 3.5 million pieces of content, including beef recipes, meal solutions, nutrition information, cut selection, and preparation and storage.



AR# 2221-CI

Contractor: American Farm Bureau Foundation for Agriculture (AFBFA)
Program Area: Beef-Based Curriculum Resources & On The Farm STEM
Amount Awarded: \$926,000



ON THE FARM STEM

On The Farm STEM, an annual immersion event designed to bring educators to real farms, brought together teachers and administrators from seven different states. The program is designed to equip educators with free lessons, activities, online learning tools, and professional development events that they can take back to their population-dense school districts to introduce students to agriculture.



RESULTS:

Combined, the educators who participated serve a student population of just over 70,000 students. Educators continue to stay connected to share lesson implementation, seek subject matter experts, and implement Beef Checkoff-funded materials, including previously funded units, through email and Google Classroom. Two school districts that previously had no



agricultural curriculum for students will now require that agriculture be included in the district's scope and sequence for general science education.

ON THE FARM STEM PARTICIPANT WINS NEW JERSEY TEACHER OF THE YEAR

A teacher from this year's On The Farm STEM experience is the 2022-2023 New Jersey State Teacher of the Year. Christine Girtain has built her teaching practice and platform around the learnings of her connection to the On The Farm STEM program.

RESULTS:

In her acceptance speech for this prestigious award, Christine acknowledged how eye-opening and impactful agriculture can be toward understanding and applying science. As Teacher of the Year, she will be a tremendous ally, traveling across the state and speaking about her experiences and philosophy, encouraging others to follow suit. She is using this platform to encourage teachers to engage with agricultural entities such as the Beef Checkoff to form partnerships and to benefit from authentic learning experiences.



AR# 2222-CI

Contractor: National Cattlemen's Beef Association (NCBA)
Program Area: Engagement with Key Opinion Leaders (KOLs), Media, and Supply Chain
Amount Awarded: \$6,234,020



SUMMER GRILLING INFLUENCER CAMPAIGN

The Food, Culinary, and Ag Thought Leader Summer Grilling Campaign included multi-channel execution featuring 17 beef moments (social posts), 14 new beef recipes, and two events by more than 40 influencers in each of these areas. The most popular recipes featured were Skirt Steak Tacos with Salsa Macha, Grilled Prime Rib, and Beef Short Ribs with a Blackberry BBQ Sauce. Events included a Los Angeles influencer BBQ, in partnership with The Feed, featuring a Smoked Tri-Tip demonstration by Pitmaster Rasheed Philips as well as a ranch tour and culinary immersion experience with food influencers in Denver.

RESULTS:

The summer grilling campaign reached more than 4.1 million consumers across a range of social media platforms, including Facebook, YouTube, Instagram, and Twitter during the May to September grilling season.

THIRD-PARTY DELIVERY PLATFORMS

The Beef Checkoff partnered with the DoorDash third-party delivery app to complete a co-branded campaign with McDonald's and Beef. *It's What's For Dinner*. Not only did this partnership increase beef sales, but it also increased brand awareness for Beef. *It's What's For Dinner*.

RESULTS:



The Beef. *It's What's For Dinner*. logo was featured alongside the McDonald's arches. During the campaign period, total beef units sold increased by 22 percent year-over-year and the campaign was redeemed 246,923 times by consumers.





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# 2230-II



Contractor: North American Meat Institute (NAMI)
Program Area: Veal Quality Assurance (VQA)
Amount Awarded: \$74,210

VEAL SUMMIT

The Veal Summit, held in April 2022, brought together 45 industry representatives in person; an additional 30 participants attended virtually. Hosted by the North American Meat Institute and New York Beef Council, the event featured a Veal Quality Assurance (VQA) program update and ideation session to strategize veal industry needs for future programming.

RESULTS:

The session featured 75 industry professionals, leading to meaningful discussion about the future and continuing success of the VQA program.



VQA OUTREACH & ENGAGEMENT

To reach more veal farmers, the VQA program update was mailed directly to veal growers. This update highlighted best management practices for animal well-being and food safety. Additionally, updated "Biosecurity" and "No Trespassing" signs with VQA and Beef Checkoff branding were distributed to provide educational support for these veal operations.

RESULTS:

The VQA program update was mailed to more than 230 veal growers, most of whom were Amish or Mennonite who would not otherwise have received digital VQA updates. Additionally, in a partnership with the Center for Dairy Excellence and Pennsylvania Beef Council, VQA material was distributed at the Keystone Farm Show in York, Pennsylvania, in January 2022, which draws around 12,000 farmers from Pennsylvania and surrounding states.



AR# 2231-II

Contractor: National Institute for Animal Agriculture (NIAA)

Program Area: Antibiotic Symposium & Beef Producer Engagement with the CDC

Amount Awarded: \$79,160

11TH ANNUAL NIAA ANTIBIOTIC SYMPOSIUM

The Beef Checkoff supports the beef industry's commitment to *One Health, One Voice* — *Leveraging Future Opportunities to Enhance Collaborations*. This includes hosting the annual Antibiotic Symposium, which provides updates on the latest research on antimicrobial stewardship, antimicrobial resistance, and alternatives within human, animal, and environmental health.



RESULTS:

The 2021 NIAA Antibiotic Symposium engaged 129 leaders from various segments of the agriculture community, including animal agriculture leaders, processors, retailers, research scientists, academia, human health professionals, and government employees. More than 80 percent of attendees shared that the symposium improved their knowledge and understanding of responsible antibiotic use.

BEEF CHECKOFF AND THE CENTERS FOR DISEASE CONTROL AND PREVENTION PARTNERSHIP

The Beef Checkoff supports continued learning and communication between the Centers for Disease Control and Prevention (CDC) and the beef industry. Producers from beef and dairy operations traveled to the CDC headquarters in Atlanta, Georgia, in August to engage with CDC leaders and to serve as trusted resources on information related to farm/ranch practices.

RESULTS:

This partnership aligns with the CDC's desire to better understand how each species within animal agriculture is similar and different when it comes to antimicrobial stewardship and resistance. Additionally, it allowed beef and dairy producers to share their perspectives on various topics, including bacteria resistance.



AR# 2233-II

Contractor: National Cattlemen's Beef Association (NCBA)

Program Area: Issues & Crisis Management, Beef Advocacy, and Beef Quality Assurance (BQA)

Amount Awarded: \$2,473,820



INAUGURAL TRAILBLAZERS PROGRAM

Through extensive training and professional development, the Beef Checkoff is actively building a nationwide network of grassroots advocates with beef industry experience to find solutions to social and practical issues impacting the reputation of beef. This group, the Trailblazers, is part of the newly formed Center for Beef Advocacy and meets twice a month, both online and in person, to hone various strategies for speaking about beef.



RESULTS:

During the inaugural year of the program, 10 Trailblazers from six different states were selected to learn strategies for encouraging consumer confidence in beef and beef-related practices when talking to consumers.

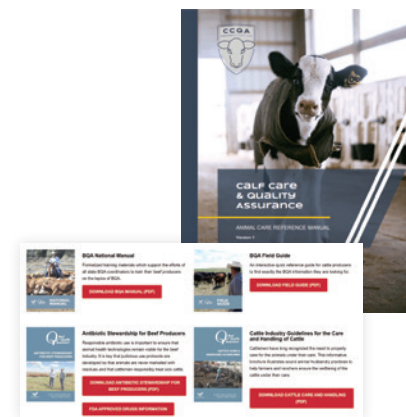
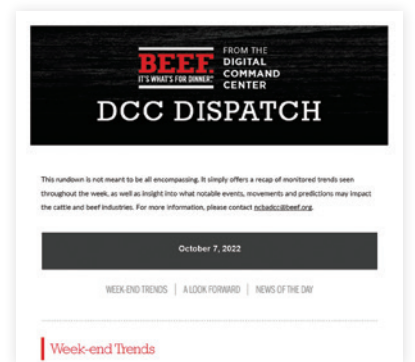
Natalie Jones, Trailblazer '22: *"It's so meaningful to work towards sharing the truths about agriculture and being part of an effort that's bigger than myself and my family operations."*

DIGITAL COMMAND CENTER

This 24/7 resource monitors news and online mentions of beef around the U.S., enabling awareness about beef-related issues in real-time online, on television, and on social media. Issues management blasts and updates help ensure that Beef Checkoff stakeholders are well equipped to handle issues and crises that threaten the reputation of the beef industry. This year, the Beef Checkoff hosted four issues management workshops for state beef councils and beef industry partners, training others on tips for how to handle hot topics as they arise.

RESULTS:

These issues management workshops reached beef advocates and leaders who will be on the frontlines if and when a beef reputation issue arises.



CALF CARE & QUALITY ASSURANCE LAUNCH

In collaboration with the Dairy Calf and Heifer Association, Veal Quality Assurance, and the Dairy FARM program, the Calf Care & Quality Assurance (CCQA) program was launched. This collaboration with various quality assurance programs ensures that calf raisers have relevant training, certification, and implementation resources.

RESULTS:

As of September 2022, enrollment in the new CCQA modules has led to 110 full online completions, in addition to those attending in-person training on CCQA, an essential training for calf producers who do not have internet access.



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# 2240-FM

Contractor: United States Meat Export Federation (USMEF)
Program Area: International Market Development & Access
Amount Awarded: \$8,400,000

THE WORLD REMAINS HUNGRY FOR U.S. BEEF

Despite lingering pandemic-related challenges that continue to impact global foodservice, cause general economic headwinds, and create persistent shipping and logistics obstacles, U.S. beef exports have been outstanding throughout 2022. Demand continues to be tremendous, and international buyers in all channels remain committed to the quality and consistency delivered by U.S.-produced beef.

RESULTS:

U.S. beef exports soared to another new value record in August 2022, topping \$1 billion in value, reaching this milestone in seven out of eight months this year. August beef exports totaled 133,832 metric tons (mt), up one percent year-over-year and the second-largest volume on record, trailing only May 2022. Export value was just under \$1.04 billion, slightly below the then-record total achieved in August 2021, which was the first time monthly exports topped the \$1 billion mark. For the first eight months of 2022, beef exports increased five percent from a year ago to 1.004 million mt, valued at \$8.23 billion, a remarkable 24 percent above 2021's record pace.

KOREA

To tap into popular at-home meal kits, restaurant meal replacement, and other carryout convenience items, the Beef Checkoff conducted a camping-themed, in-dining campaign at two Korean stores. Customers were incentivized to increase purchase amounts to earn various camping prizes.

RESULTS:

U.S. beef sales during the promotion period reached \$379,216. This campaign supported efforts to diversify revenue streams in the Korean market.

MEXICO

The Beef Checkoff extended its social media campaign that began last year in Mexico to demonstrate U.S. industry support for local agricultural production. The virtual Meat and Greet tour included stops at 10 different cities where local production was featured, and recipes were specifically developed for those ingredients with U.S.-produced beef. Each outing along the tour was an educational journey into the area and included interviews with local producers and regional recipes.

RESULTS:

A stop in Oaxaca City featured delicious dishes prepared with U.S.-produced beef, like Mole Mixteco American Beef Brisket. This was shared on social media with 40 influenced posts, reaching more than 92,000 people. A stop in the Bajío region featured U.S. Beef Tenderloin Meatballs paired with locally sourced ingredients. This was shared on social media with 52 influencers, reaching more than 110,000 people.





CHINA

The Beef Checkoff succeeded in marketing U.S. beef through sales channels such as e-commerce, livestreaming, and indirect sales through group buying. The marketing environment has become more complex as consumers immerse themselves in e-commerce “experiences” to buy products, leading to a rise in livestreaming and gamification. A recent live e-commerce broadcast, in partnership with Mr. Meat, collaborated with global streamer Austin Li to promote USDA Choice striploin.

RESULTS:

During a 12-hour live broadcast, Li reached an audience of 61 million people and sold nearly 17,000 orders (20+ mt) of the U.S.-produced beef striploin. Later, many of these consumers posted positive comments on Mr. Meat’s online store about the quality, taste, and texture of the U.S. beef products they ordered.



JAPAN

Japan’s Spring 2022 nationwide retail campaign for U.S.-produced beef kicked off April 1 with an emphasis on alternative cuts suitable for grilling. The Beef Checkoff partnered with 20 retailers across 1,088 stores for the campaign featuring U.S.-produced beef and prizes including electric grill pans and tote bags.

RESULTS:

This effort achieved nearly 1,500 mt in U.S. beef sales over the two-month retail campaign.



**FOR THE FIRST EIGHT MONTHS OF 2022,
BEEF EXPORTS INCREASED 5%
FROM A YEAR AGO TO 1.004 MILLION MT,
VALUED AT \$8.23 BILLION,
A REMARKABLE 24%
ABOVE 2021’S RECORD PACE.**



AR# 2250-PC

Contractor: Cattlemen's Beef Board (CBB)

Program Area: Producer Communications of Beef Checkoff Programs

Amount Awarded: \$1,850,000

THE DRIVE IN FIVE

THE DRIVE IN FIVE DEBUTS WITH PRODUCER SUPPORT

The Drive in Five online video series debuted in FY22, providing quarterly 5-minute video program updates from the Beef Checkoff and happenings of the producer- and importer-led Cattlemen's Beef Board. Published on DrivingDemandForBeef.com and social media platforms such as YouTube, Facebook, and LinkedIn, *The Drive in Five* extends the Beef Checkoff's producer communications to new audiences who prefer their content in broadcast form.

RESULTS:

The series harnessed more than 40,000 views of episodes across multiple channels. It was shared on RFD-TV and other networks, reshared on various beef industry platforms, and was a focus for the annual Cattle Industry Convention in Houston, Texas, in February.

THE BEEF CHECKOFF HOSTS GENERAL SESSION AT THE LIVESTOCK MARKETING ASSOCIATION (LMA) CONVENTION

The national Livestock Marketing Association's annual convention and World Livestock Auctioneering Championship was held in June 2022 in Shipshewana, Indiana. The Beef Checkoff hosted a 90-minute General Session with convention attendees, allowing an open dialogue with livestock market and sale barn owners from across the U.S. who sought information on the Beef Checkoff program.

RESULTS:

Cattlemen's Beef Board staff and officers offered open, transparent discussion from the floor, providing vital program information to this important segment of the beef supply chain. Conversations continued in the following days, as CBB representatives attended other sessions and meetings there.

LAUNCH OF PRODUCER INSIGHTS PLATFORM

To successfully reach producers with information about the Beef Checkoff, a better understanding of their lifestyles and preferences is essential. Using national and digital surveys, online presence, and social media interactions, the Producer Communications program can now gather that information and place it into a newly created producer insights platform. This will enable a more measured approach to very targeted producer communications, allowing for efficiencies and higher engagement with the program.

RESULTS:

Built and launched in FY22, the producer insights platform will begin to yield useful data in FY23. This data will be made available to state beef councils seeking better communication with farmers and ranchers in their respective areas.

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.



AGE 25-44

AGE 45-64

AGE 65+



FY2022 FINANCIALS

CATTLEMEN'S BEEF PROMOTION AND RESEARCH BOARD

Statement of Assets, Liabilities, and Net Assets
Sept. 30, 2022 and Sept. 30, 2021

ASSETS	2022	2021
Cash and cash equivalents	\$13,097,236	\$21,812,035
Short-term Investments	\$4,998,465	\$2,500,000
Long-term Investments	4,954,791	—
Capital Assets, net of accumulated depreciation of \$51,644 and \$42,746	\$11,817	\$17,523
Other	—	\$1,471
Total Assets	\$23,062,309	\$24,331,029

LIABILITIES & NET ASSETS	2022	2021
Due to state beef councils & other	\$10,363	\$9,719
NET ASSETS, WITHOUT DONOR RESTRICTION:		
Designated for future expenses	\$14,646,977	\$17,978,063
Designated – Board reserve	\$4,350,000	\$4,350,000
Undesignated	\$4,054,969	\$1,993,247
Total Liabilities & Net Assets, Without Donor Restriction	\$23,062,309	\$24,331,029

REVENUES	2022	2021
Assessments	\$43,635,971	\$42,627,123
Interest	\$122,200	\$98,086
Other	\$44,939	\$86,921
Total Revenues	\$43,803,110	\$42,812,130

EXPENSES	2022	2021
PROGRAM EXPENSES:		
Promotion	\$11,894,520	\$8,641,332
Research	\$7,889,334	\$8,838,176
Consumer Information	\$8,075,733	\$8,160,511
Industry Information	\$3,225,694	\$3,138,923
Foreign Marketing	\$9,183,342	\$8,479,193
Checkoff Communications	\$192,655	\$171,679
Producer Communications	\$1,717,915	\$1,568,937
Program Evaluation	\$178,560	\$263,087
Program Development	\$449,455	\$316,474
Total Program Expenses	\$42,807,208	\$39,578,312
SUPPORTING SERVICES:		
USDA Oversight	\$477,930	\$598,924
Supporting Services & Litigation	\$133,800	\$96,710
Administration	\$1,653,536	\$1,502,147
Total Expenses	\$45,072,474	\$41,776,093

ASSESSMENT REVENUES	2022
QUALIFIED STATE BEEF COUNCILS:	
Alabama	\$346,344
Arizona	\$325,966
Arkansas	\$443,833
California	\$1,856,836
Colorado	\$1,610,623
Delaware	\$3,584
Florida	\$338,999
Georgia	\$282,825
Hawaii	\$17,235
Idaho	\$1,032,875
Illinois	\$315,514
Indiana	\$197,836
Iowa	\$1,671,692
Kansas	\$4,031,588
Kentucky	\$631,475
Louisiana	\$152,834
Maryland	\$41,189
Michigan	\$278,517
Minnesota	\$735,532
Mississippi	\$313,446
Missouri	\$1,365,878
Montana	\$1,012,731
Nebraska	\$3,698,344
Nevada	\$127,465
New Jersey	\$3,495
New Mexico	\$569,744
New York	\$311,582
North Carolina	\$155,333
North Dakota	\$572,034
Ohio	\$352,411
Oklahoma	\$1,873,448
Oregon	\$489,382
Pennsylvania	\$325,163
South Carolina	\$60,735
South Dakota	\$1,674,402
Tennessee	\$397,203
Texas	\$5,495,427
Utah	\$346,153
Vermont	\$36,517
Virginia	\$401,412
Washington	\$526,815
West Virginia	\$62,049
Wisconsin	\$680,556
Wyoming	\$524,403
Total Qualified State Beef Councils	\$35,691,425
STATES WITHOUT QUALIFIED STATE BEEF COUNCILS:	
Alaska	\$125
Connecticut	\$11,741
Massachusetts	\$17,562
Maine	\$21,220
New Hampshire	\$7,244
Rhode Island	\$651
Total States Without Qualified State Beef Councils	\$58,543
Importers	\$7,886,003
Total Assessment Revenues	\$43,635,971