



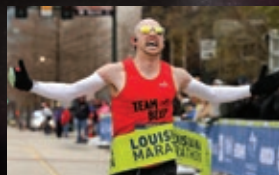
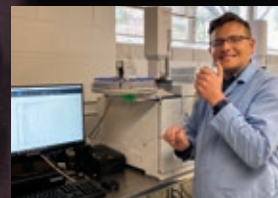
Funded by the Beef Checkoff.

# 2022 EVALUATION OF BEEF CHECKOFF PROGRAMS



Funded by the Beef Checkoff.

A REPORT FROM THE  
CHECKOFF EVALUATION COMMITTEE



## FOR QUESTIONS OR FURTHER INFORMATION, CONTACT:

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Funded by the Beef Checkoff.

# THE MISSION OF THE CATTLEMEN'S BEEF BOARD IS TO SERVE AS STEWARDS OF THE BEEF CHECKOFF TO GROW BEEF DEMAND AND OPTIMIZE INVESTMENTS MADE BY BEEF CHECKOFF CONTRIBUTORS.

## INTRODUCTION

The Cattlemen's Beef Promotion and Research Board, usually referred to as the **Cattlemen's Beef Board (CBB)**, along with the **United States Department of Agriculture (USDA)**, oversees the **Beef Checkoff program**, which was established in the Beef Promotion and Research Act as part of the 1985 Farm Bill. The CBB manages the collection of \$1 per head on all cattle sold in the U.S. and \$1 per head equivalent on imported cattle, beef, and beef products. The Board is also responsible for approving the annual Beef Checkoff budget for national Checkoff-funded programs.

Specifically, the CBB funds **Authorization Requests (ARs)** intended to drive the Checkoff's purpose: to stimulate restaurants and grocery stores to sell more beef and encourage consumers to buy more beef. The **Beef Promotion Operating Committee (BPOC)** is the producer- and importer-led body that approves Checkoff-funded programs in the areas of promotion, research, consumer information, industry information, foreign marketing, and producer communications.

To assess the effectiveness of approved Checkoff-funded programs, the **Checkoff Evaluation Committee** reviews evaluation criteria, a requirement of each AR, throughout the fiscal year. It then reports program findings back to the BPOC to help guide future Checkoff program development and investments.

The information in this report is compiled from quarterly and year-end program reports and it highlights several activities/events within each program.

### THE GOALS OF THIS REPORT ARE TO:

- Highlight what each Checkoff-funded program achieved throughout the fiscal year by reviewing each program's actual results against its intended goals.





- Assess each AR's contributions in driving demand for beef, which can include building a scientific foundation of beef's attributes, launching marketing campaigns, creating educational resources, etc.

- Solicit feedback from Qualified State Beef Councils (QSBCs) on their organization's ability to leverage an AR's materials and resources at the state level.

- Summarize key learnings from this fiscal year that may guide future programming efforts and help the BPOC evaluate future funding decisions.







# FY22 CONTRACTORS/SUBCONTRACTORS

Within the six funding areas, the contractors/subcontractors that executed FY22 ARs are:

	<b>PROMOTION</b> <ul style="list-style-type: none"><li>National Cattlemen's Beef Association (NCBA)</li><li>North American Meat Institute (NAMI)/New York Beef Council (NYBC)</li></ul>
	<b>RESEARCH</b> <ul style="list-style-type: none"><li>Foundation for Meat &amp; Poultry Research &amp; Education (FMPRE)</li><li>National Cattlemen's Beef Association (NCBA)</li><li>United States Cattlemen's Association (USCA)/Kansas State University (KSU)</li></ul>
	<b>CONSUMER INFORMATION</b> <ul style="list-style-type: none"><li>American Farm Bureau Foundation for Agriculture (AFBFA)</li><li>Meat Import Council of America (MICA)/Northeast Beef Promotion Initiative (NEBPI)</li><li>National Cattlemen's Beef Association (NCBA)</li></ul>
	<b>INDUSTRY INFORMATION</b> <ul style="list-style-type: none"><li>National Cattlemen's Beef Association (NCBA)</li><li>National Institute for Animal Agriculture (NIAA)</li><li>North American Meat Institute (NAMI)</li></ul>
	<b>FOREIGN MARKETING</b> <ul style="list-style-type: none"><li>United States Meat Export Federation (USMEF)</li></ul>
	<b>PRODUCER COMMUNICATIONS</b> <ul style="list-style-type: none"><li>Cattlemen's Beef Board (CBB)</li></ul>

# FY22 BEEF CHECKOFF BUDGET SUMMARY

The following table is presented in order by AR number and summarizes the amount of Beef Checkoff funds spent within each program area as of November 30, 2022.

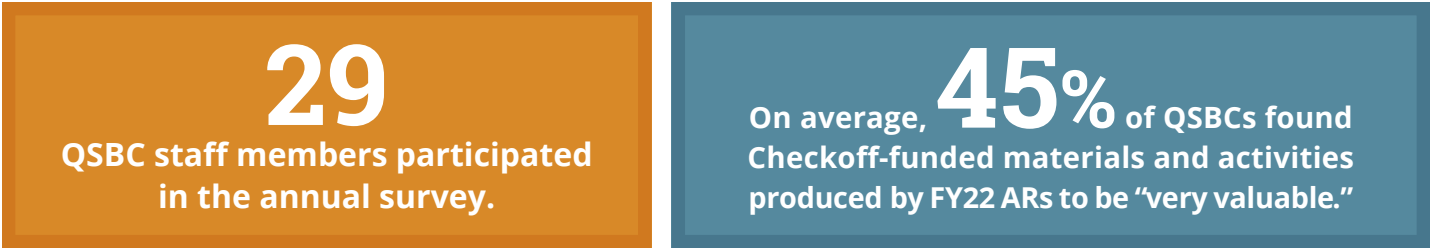
BEEF CHECKOFF BUDGET SUMMARY						
AR Number	Contractor/ Subcontractor	Program Area	Amount Awarded	Amount Spent as of 11/30/22	% FY22 Funding Spent	Project End Date
 <b>PROMOTION</b> <span>PAGE 6</span>						
2201-P	NAMI/NYBC	Veal Promotion	\$356,230	\$289,849	81%	12/31/22
2202-P	NCBA	Beef. It's What's For Dinner. Promotion	\$9,202,600	\$8,884,432	97%	9/30/22
 <b>RESEARCH</b> <span>PAGE 10</span>						
2210-R	FMPRE	Post-Harvest Beef Safety	\$500,000	\$143,959	29%	9/30/24
2211-R	NCBA	Pre-Harvest Safety & Foundational Research	\$8,100,000	\$4,395,332	54%	9/30/24
2212-R	USCA/KSU	A Strategy for Improving Consumer Perceptions of Beef & Beef Production Systems	\$210,000	\$200,801	96%	9/30/24
 <b>CONSUMER INFORMATION</b> <span>PAGE 16</span>						
2220-CI	MICA/NEBPI	Northeast Consumer/ Supply Chain Engagement	\$494,760	\$494,506	100%	9/30/22
2221-CI	AFBFA	Beef-Based Curriculum Resources & On The Farm STEM	\$926,000	\$730,465	79%	9/30/22
2222-CI	NCBA	Engagement with Key Opinion Leaders (KOLs), Media, and Supply Chain	\$6,234,020	\$5,858,313	94%	9/30/22
 <b>INDUSTRY INFORMATION</b> <span>PAGE 22</span>						
2230-II	NAMI	Veal Quality Assurance (VQA)	\$74,210	\$57,994	78%	12/31/22
2231-II	NIAA	Antibiotic Symposium & Beef Producer Engagement with the CDC	\$79,160	\$79,160	100%	9/30/22
2233-II	NCBA	Issues & Crisis Management, Beef Advocacy, and Beef Quality Assurance (BQA)	\$2,473,820	\$2,282,647	92%	9/30/22
 <b>FOREIGN MARKETING</b> <span>PAGE 28</span>						
2240-FM	USMEF	International Market Development & Access	\$8,400,000	\$5,991,345	71%	9/30/22
 <b>PRODUCER COMMUNICATIONS</b> <span>PAGE 30</span>						
2250-PC	CBB	Producer Communications of Beef Checkoff Programs	\$1,850,000	\$1,804,946	98%	9/30/22



# FY22 ARs BY THE NUMBERS

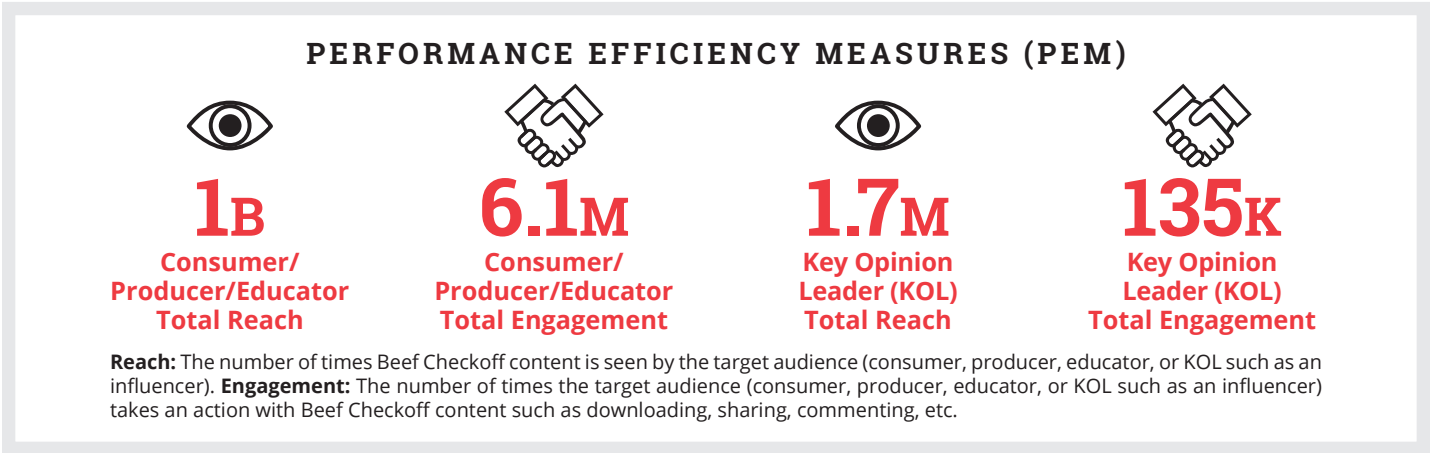


## QUALIFIED STATE BEEF COUNCIL (QSBC) SURVEY OF BEEF CHECKOFF PROGRAMS



**Survey Responses:** If a respondent knew "some" to "a lot" about an AR, they were prompted to answer a subset of questions about the program. If a respondent did not have much knowledge about an AR, they advanced to the next set of questions. Therefore, the number of survey responses varies and is noted in each AR's survey results section.

**Program Performance:** Some ARs have a regional focus or produce content not intended to assist programming efforts at the state level, which may result in modest QSBC survey results. In such cases, keep in mind that lower results may not be a direct/accurate reflection of a program's importance or performance.

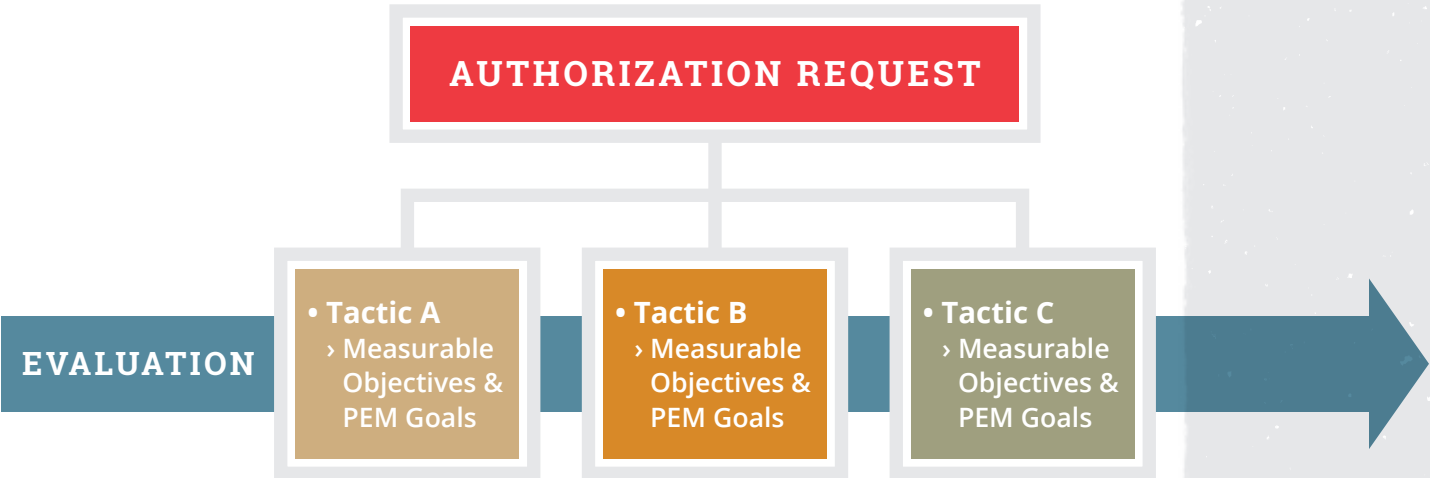
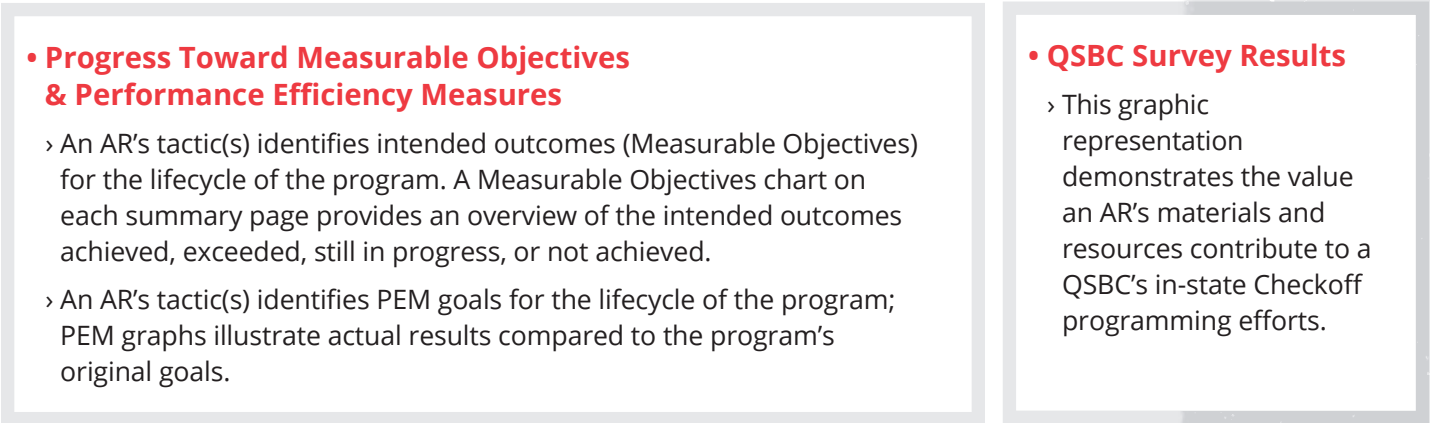


# AR EVALUATION SUMMARY COMPONENTS

## AR SUMMARY COMPONENTS



## AR EVALUATION COMPONENTS



## PURPOSE

This AR develops veal programming and consumer messaging focused on three areas: **Discovery** of, **Access** to, and **Confidence** in veal as a protein choice. With renewed focus in these areas, program priorities sought to connect and communicate directly with consumers, revolutionize veal marketing and merchandising resources, elevate veal's image, and engage veal advocates.



AR CONTAINS  
**5 TACTICS &  
15 MEASURABLE  
OBJECTIVES**



## ACCOMPLISHMENT & RESULT HIGHLIGHTS

- **Shoppable Recipe Solutions:** A partnership with Chicory, an online platform that can transform recipe content into retail sales, demonstrated a tangible return on investment as grocery shoppers turned veal recipes into meals by adding veal to their virtual shopping carts. This campaign reached nearly 6,000 consumers and tracked 5,544 veal orders added to online shopping carts.
- **Discover the Farm:** A three-part video series educated consumers about the veal industry, including how the calves are raised, what they eat, facilities, and more. This digital campaign featured the *Veal — Discover Delicious* brand to increase veal's visibility, confidence, and discovery among consumers. Educational messaging reached more than 400,000 consumers across various social media platforms and through ads placed on Spotify, YouTube, and Google searches.
- **Consumer Cooking Class:** This program partnered with the *Homemade* virtual platform, which offers on-demand cooking classes with chefs who provide culinary insights and help their audience learn how to cook. More than 300 consumers participated in the *Homemade* cooking class featuring Grilled Veal Gyro Meatballs, and in the two weeks that followed, another 1,300 consumers watched the presentation. In addition, 704 participants opted to receive emails from this program to learn more about veal.



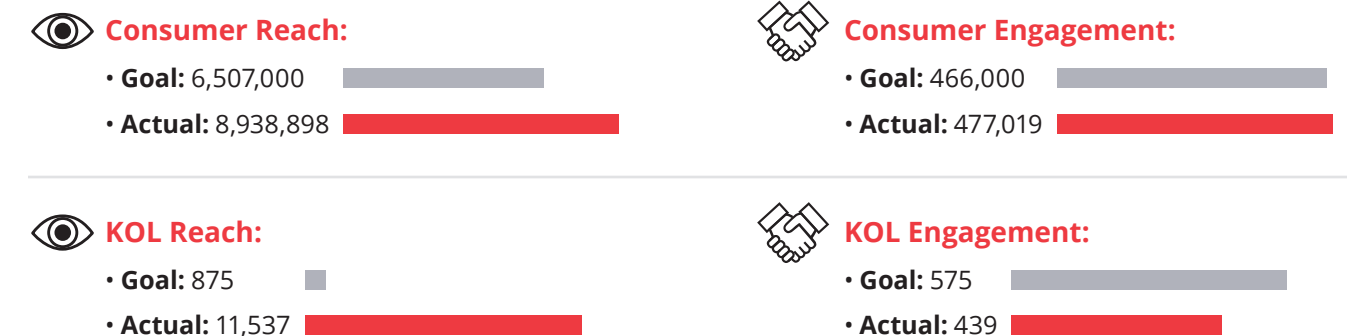
## KEY LEARNINGS

- Two separate e-commerce campaigns with Chicory helped this program to better identify which cuts work better during certain times of the year. The first campaign, in quarter two, was conducted with ground veal, stew meat, and cutlets; online advertisements for all cuts performed well. A second campaign, in quarter three, featured ground veal and chops; orders of ground veal outperformed the chops. Moving forward, this program will look to optimize chop advertisements during a different time of year and utilize different imagery to appeal to consumers.
- A key learning this year is the impact that active search engine optimization (SEO) can have on website traffic to Veal.org. Organic reach to the website significantly increased by focusing on the website's content, imagery, headings, etc. In the coming year, this program will have a larger focus on SEO management to ensure consumers reach Veal.org for their veal recipes, cooking, and industry information needs.

1. *Discover the Farm* video series; 2. Veal was promoted to geographically-targeted consumers through online grocery retailers; 3. *Homemade* consumer cooking class featured Grilled Veal Gyro Meatballs.



## PERFORMANCE EFFICIENCY MEASURES (PEM) RESULTS\*



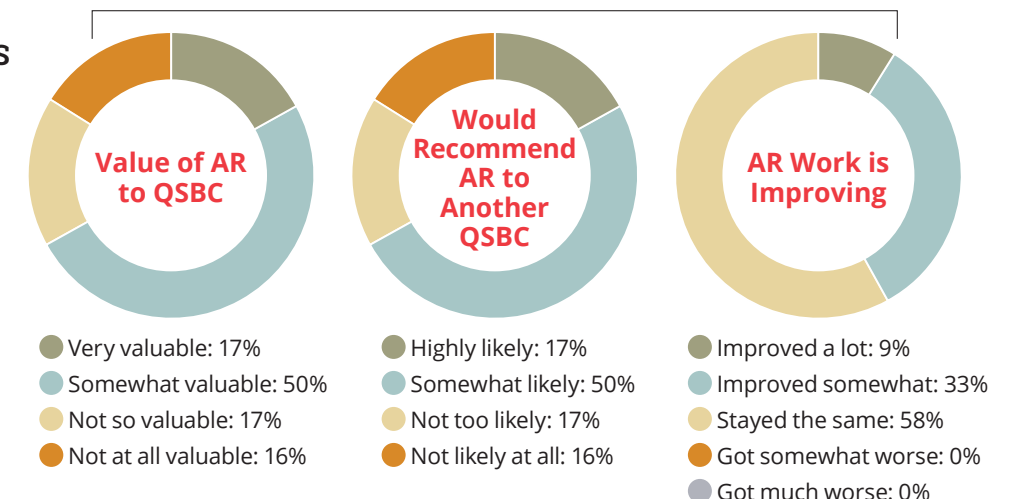
\* Actual PEM results for Consumer and KOL metrics are aggregated across the program's five tactics.

## QUALIFIED STATE BEEF COUNCIL SURVEY RESULTS

Respondents out of 29: 25

48% of QSBC respondents know **some** to **a lot** about this Checkoff-funded program.

Respondents out of 29: 12





## PURPOSE

The *Beef. It's What's For Dinner.* promotion AR develops consumer marketing strategies, creative content, and brand assets such as videos, ads, infographics, photography, web copy, website templates, banner ads, etc., to position beef as the top protein.



AR CONTAINS  
**2** TACTICS &  
**7** MEASURABLE  
OBJECTIVES



## ACCOMPLISHMENT & RESULT HIGHLIGHTS

### • In-House Advertising Content Creation:

This year marked a significant shift from primarily agency-assisted to in-house content creation that is planned, managed, and developed by the National Cattlemen's Beef Association (NCBA). The expanded skillset within the NCBA team has enhanced the creative capabilities of advertising content to include video, audio/radio, photography, social, and website assets. Throughout the year, over 700 pieces of in-house creative content were developed for national and state beef council use. Further, moving all facets of content/asset creation in-house reduced turnaround times (for both national and state needs) and extended advertising funds.

### • Tony Romo Summer Grilling Campaign:

This campaign was the Checkoff's largest advertising effort of the year, utilizing a total of \$1.7 million in national Checkoff funds and \$335 thousand from individual QSBCs. Using a robust array of proven and efficient advertising platforms (e.g., YouTube, Facebook/Instagram, Spotify, etc.), this campaign generated 9.2 million video ad views, 55 million audio/radio ad listens, and 2.7 million *Beef. It's What's For Dinner.* site visits. Further, market research analysis showed that the campaign increased consumer perceptions of beef across several key messaging attributes related to beef's taste and nutritional qualities.

### • Social Strategy — Engaging Content & Promotions:

This program introduced new tools and content themes to create a more well-rounded and engaging social media presence among followers. While recipe-sharing remains a core component of social content, featuring other topics such as live coverage of events, national moments (e.g., 9/11, Women's History Month), and a "Question of the Week" series enabled followers

to interact with the *Beef. It's What's For Dinner.* brand in a variety of ways. This new social strategy improved overall engagement numbers; at times, this content even outperformed recipe posts in both consumer reach and engagement.

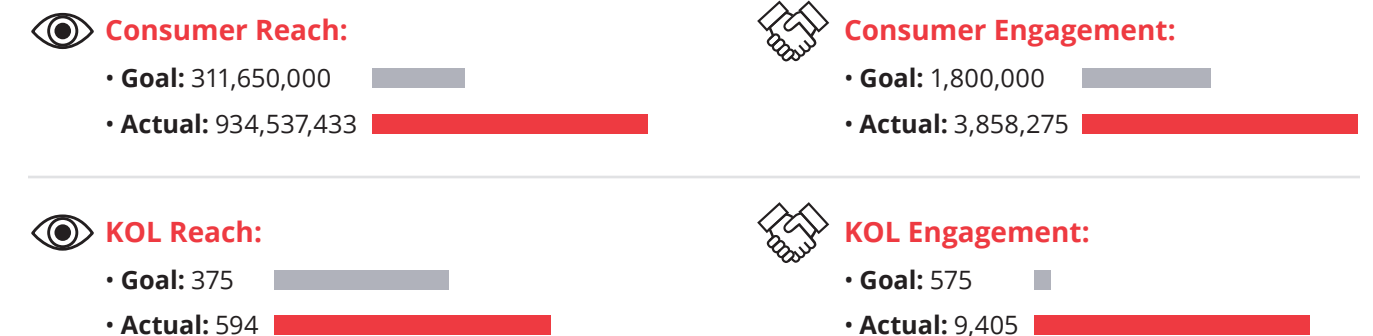


## KEY LEARNINGS

- Consumers find chef-driven content engaging and informative, so this program developed a series of videos featuring four well-known chefs demonstrating how to make the most out of leftover beef. When placed on YouTube, the 30-second spots had a view rate of 59.18%, and the retargeted long-form videos had a view rate of 72.10%. These videos outperformed average YouTube view rates and were the best performing *Beef. It's What's For Dinner.* ads of the year on this platform, illustrating that videos with the right consumer-directed content have a high rate of success.
- A new approach to planning and buying billboard advertising has allowed the *Beef. It's What's For Dinner.* program to access the full array of billboard vendors, locate available space, and gather competitive pricing. This new platform was utilized to execute a cost-efficient Tony Romo Summer Grilling billboard effort as well as several state beef council billboard flights. Moving forward, this program will continue to use this economical media platform.

1. In-house content creation for the Tony Romo Summer Grilling campaign; 2. "Make the Most of Your Meals" YouTube video series; 3. The *Beef. It's What's For Dinner.* social media content expanded beyond recipe-sharing.

## PERFORMANCE EFFICIENCY MEASURES (PEM) RESULTS\*

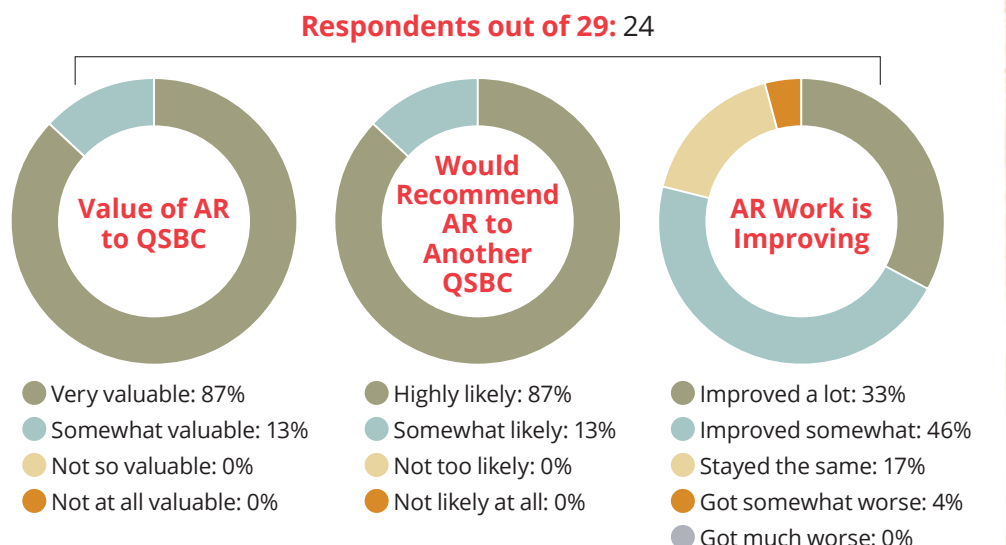


\* Actual PEM results for Consumer and KOL metrics are aggregated across the program's two tactics.

## QUALIFIED STATE BEEF COUNCIL SURVEY RESULTS

Respondents  
out of 29: 25

96% of QSBC respondents know **some** to **a lot** about this Checkoff-funded program.



## PURPOSE

This is a multi-year AR that focuses on post-harvest beef safety, which is a program that identifies and improves science-based interventions and process controls to ensure the safety of beef.



AR CONTAINS  
**1** TACTIC &  
**3** MEASURABLE  
OBJECTIVES



\* Performance Efficiency Measures are not required for Research ARs.

## ACCOMPLISHMENT & RESULT HIGHLIGHTS

• **Showcasing Beef Checkoff Research:** Each year, the Meat Industry Food Safety Conference highlights select research that will add to the evidence base and advance the knowledge base of food safety practitioners. At this conference, five separate sessions presented post-harvest beef safety research on a wide variety of topics, including *Salmonella* classifications based on virulence, the variation in *E. coli* O157:H7 across time, the use of clean-label antimicrobials in product formulations, and more. With more than 200 food safety professionals across the industry in attendance, the number of research results and projects presented demonstrated the importance, timeliness, and relevance of Beef Checkoff-supported research and made an impact on food safety decisions.

• **Determining a *Salmonella* Baseline:** By bringing beef industry leaders together, a targeted request for proposals was solicited to develop a *Salmonella* baseline in ground beef. This baseline would capture findings across all seasons and be representative of the entire industry. This collaborative and iterative process will help ensure that once the project is implemented, the findings will show the prevalence and distribution of *Salmonella* and can identify the areas of greatest research needs, leading to a roadmap to fill those data gaps and ensure an even safer beef supply.



### KEY LEARNINGS

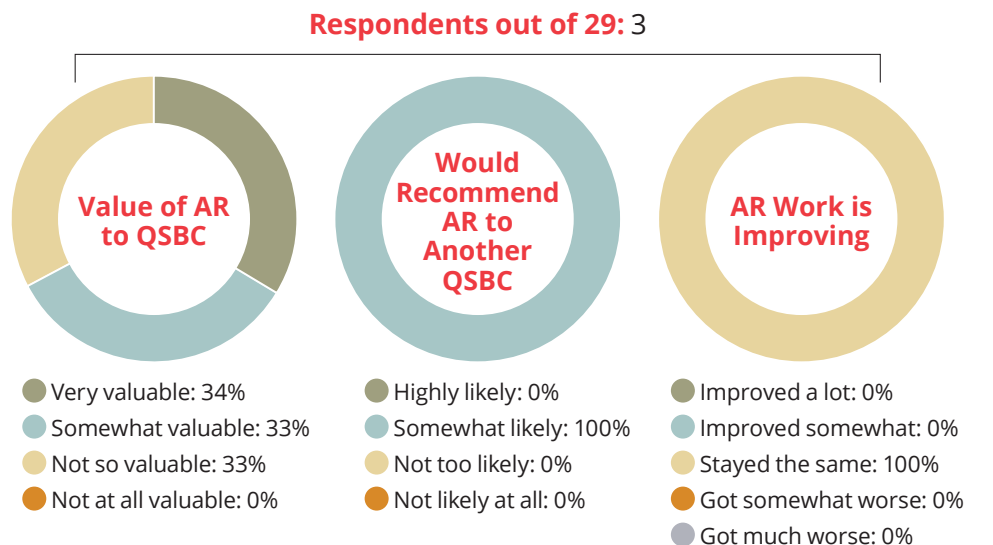
- Innovation is the key to maintaining and improving the safety of the beef supply. As technology advances, it is increasingly important to understand how it can improve public health outcomes.
- Residual delays from the pandemic persist at research institutions. This must be accounted for and factored into expectations when initiating new projects.

1. Checkoff-funded research was presented at the Meat Industry Food Safety Conference; 2. Studies addressed knowledge gaps in post-harvest beef safety research; 3. Developing a *Salmonella* baseline in ground beef is a beef safety research priority.

## QUALIFIED STATE BEEF COUNCIL SURVEY RESULTS

Respondents out of 29: 27

11% of QSBC respondents know **some** to **a lot** about this Checkoff-funded program.





## PURPOSE

This AR's research priorities focus on pre-harvest beef safety, human nutrition, product quality and culinary expertise, sustainability, and market research. To position beef as the number-one protein, research findings are disseminated to key stakeholders to provide insights that support several Checkoff program efforts to ensure materials and campaigns are supported by sound data.



AR CONTAINS  
**6 TACTICS &  
21 MEASURABLE  
OBJECTIVES**



\* Performance Efficiency Measures are not required for Research ARs.

## ACCOMPLISHMENT & RESULT HIGHLIGHTS

- Beef Industry Safety Summit:** This year marked the 20<sup>th</sup> anniversary of the Beef Industry Safety Summit. At the event, a recap of the advancements made over the last 20 years noted progress in improving beef safety across industry segments and the advancements made by the progression of Beef Checkoff-funded research. Across the event's 13 sessions, 10 abstracts, four of which were from Checkoff-funded research, were shared from researchers nationwide. The Beef Industry Safety Summit continues to reach key beef industry decision-makers, attracting new leaders who will carry beef safety into the future via the industry and Checkoff-funded research presented at the event.
- Consumer Insight Articles:** It is critical to Checkoff program planning, content development, QSBC program development, and the industry at large to have accurate information on consumer perceptions, concerns, and intrinsic/extrinsic factors that change the consumer landscape for beef. Throughout the year, six article summaries consisting of consumer insights, retail sales, and food trends were posted on BeefItsWhatsForDinner.com and beefresearch.org, and were shared with industry stakeholders.
- Peer-Reviewed Publications of Product Quality Research:** More product quality research studies for publication in peer-reviewed journals were accepted in 2022 than in the last 10 years. It can take several years to build a body of evidence, and the timing was such that product quality research studies yielded the needed information to provide holistic interpretations versus standalone projects. The uptick also occurred due to an increase in the number of studies that can be submitted — and the concerted effort to follow up on the peer-review process, from submission through approval.

- American Meat Science Association Research Project Award:** For the second year, the American Meat Science Association awarded recognition to a research project that would have the most significant impact on beef quality. The inaugural winner was a Checkoff-funded research project from this AR's product quality research program. Again this year, a project from this same program (*Lipid profile in ground beef compared to plant-based protein alternatives*) was selected for the award.



## KEY LEARNINGS

- Continuous tracking of consumers provided key insights into trends that evolved during the pandemic to determine those that are here to stay and those that have faded. As restaurants reopened, insights from this program illustrated that consumers have regained their confidence in shopping, traveling, and engaging with others.
- Insights into meat and beef alternatives have shown that the market share percentage has continued to decline for meat alternatives and beef-specific alternatives. Product quality research on a beef patty versus beef-alternative patty shows that consumers do identify a difference in taste. Further insights will be gained as the program investigates the human body's nutritional response to a beef patty versus beef-alternative patty.

- Product quality research was published in peer-reviewed journals;
- Checkoff-funded research was presented at the 20<sup>th</sup> Beef Industry Safety Summit;
- An example of consumer insights data utilized for program planning and development;
- Beef Checkoff-funded peer-reviewed publications of nutrition research have received over 389,000 views/downloads.

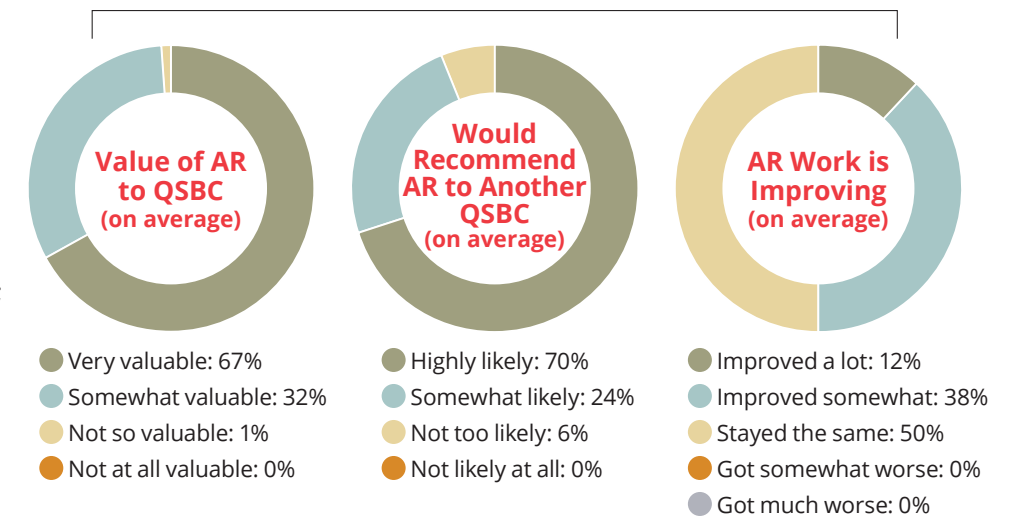
## QUALIFIED STATE BEEF COUNCIL SURVEY RESULTS\*\*

**Respondents out of 29:** 5/Pre-Harvest Safety; 14/Nutrition; 13/Product Quality and Culinary Expertise; 15/Sustainability; 18/Foundational Market; 13/Key Topic Market

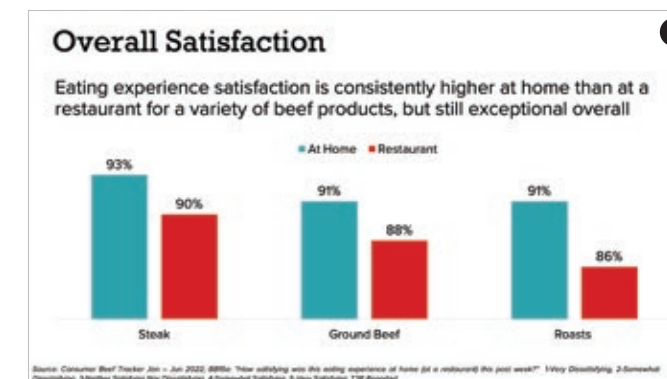
### Respondents out of 29:

27/Pre-Harvest Safety;  
26/Nutrition;  
26/Product Quality and Culinary Expertise;  
26/Sustainability;  
26/Foundational Market;  
26/Key Topic Market

On average, **50%** of QSBC respondents know **some to a lot** about this Checkoff-funded program.



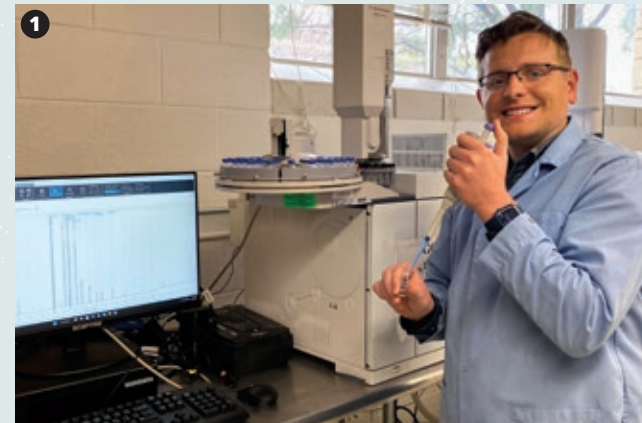
\*\* This AR contains unique research areas, so survey questions for this AR were asked for each tactic. For this report, results are presented as averages across the **number of respondents** for the Pre-Harvest Safety, Nutrition, Product Quality and Culinary Expertise, Sustainability, Foundational Market, and Key Topic Market research tactics.





## PURPOSE

This project aims to tackle an important area that affects consumer perceptions: beef fat. Cattle treatments in this study consisted of a control diet and an omega-3-enriched diet. Altering the composition of the finishing diet will alter fat deposition, producing carcasses containing greater proportions of omega-3 fatty acids, which are perceived by consumers to be more healthful.



AR CONTAINS  
**1** TACTIC &  
**3** MEASURABLE  
OBJECTIVES



\* Performance Efficiency Measures are not required for Research ARs.

## RESEARCH UPDATE

Funds allocated by the Cattlemen's Beef Board were leveraged with outside funds, which allowed expansion of the project to include 700 head of cattle. Yearling steers were placed on feed in April and harvested in October after 173 days on feed. One animal was randomly selected from each pen (28 head total) for evaluation of carcass composition. One side of each carcass was fabricated into subprimals with zero trimming, preserving the entirety of carcass fat for subsequent sampling of fat deposits.

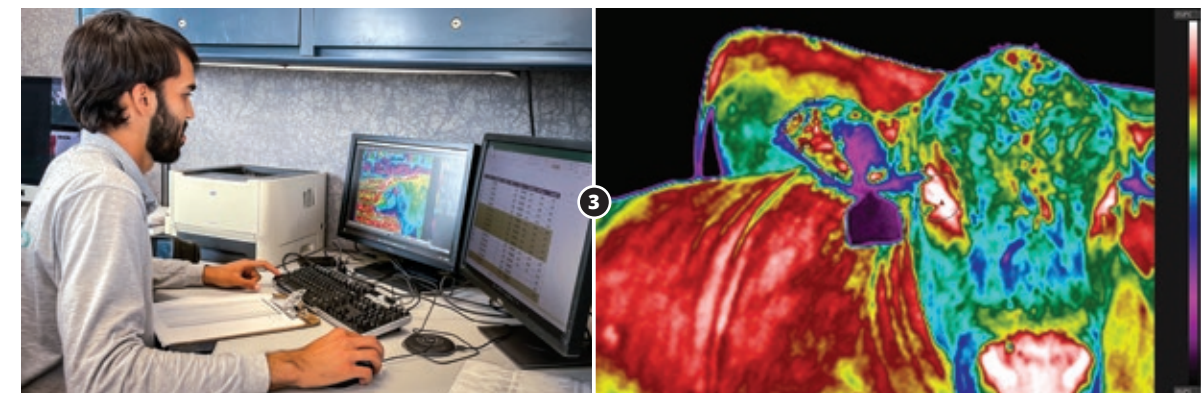
The feeding trial portion of this study is not the main objective of this research; however, initial performance data indicates that cattle fed the omega-3-enriched diet

consumed more feed, had greater rates of gain, and yielded carcasses that were 16 pounds heavier compared to those fed the control diet. Additionally, cattle fed the omega-3-enriched diets appeared to have greater capacity for thermoregulation, which is the mechanism used by mammals to maintain body temperature independent of external temperatures.

Data will continue to be analyzed and, in the coming months, samples from the carcasses will be ground, extracted, and derivatized, and concentrations of fatty acid methyl esters will be profiled. Additional research will include sensory and color evaluation, color shelf-life, and proteolytic enzyme activity of striploins.

## QUALIFIED STATE BEEF COUNCIL SURVEY RESULTS

Because this research is still in its infancy and data collection is ongoing, this AR was not included in the FY22 QSBC survey.



**1.** Preparing samples for chromatographic analysis of fatty acids; **2.** Carcasses were fabricated into subprimals for subsequent testing; **3.** Thermographic image of a steer illustrating temperature differential between the eye and periphery of the ear.





## PURPOSE

The Northeast region is home to nearly 72 million consumers, and it encompasses four of the nation's top 10 metropolitan cities: New York City, Boston, Philadelphia, and Washington D.C. Through this AR, national Checkoff messaging and content is extended to this region by bridging knowledge and resource gaps with consumers, nutrition influences, and members of the supply chain.



AR CONTAINS  
**2 TACTICS &  
9 MEASURABLE  
OBJECTIVES**



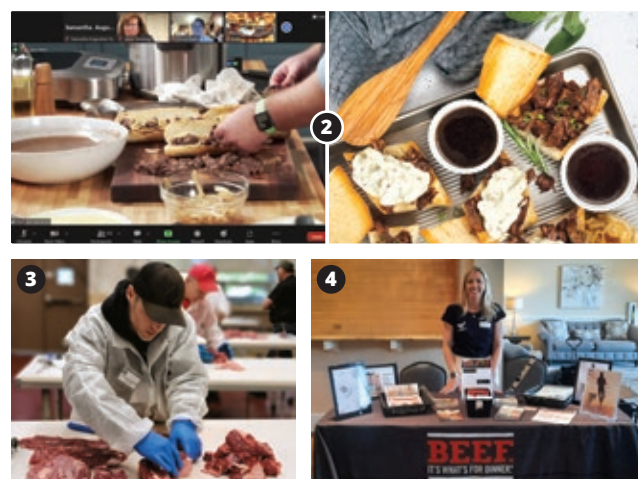
## ACCOMPLISHMENT & RESULT HIGHLIGHTS

- **Seton Hall Athletics Partnership:** Located in a key geographic area, Seton Hall is less than 20 miles away from New York City, which provided the opportunity to reach more than 1.5 million consumers with positive beef messaging and content. Beef was included in the athlete refueling station, and beef nutrition messaging was communicated to student athletes and coaching staff. This program also partnered with a member of Seton Hall's sports medicine team to create a nutrition-focused social media video series targeting Seton Hall fans.
- **Best Beef Butcher Contest:** This event allowed for firsthand interaction with key foodservice industry leaders who regularly engage one-on-one with consumers. During the contest, these "foodservice partners with influence" enabled the program to reach over 15,000 consumers and engage with more than 200 KOLs.
- **Nutrition Audience Engagement:** Involvement with five nutrition audiences provided the opportunity to share positive beef and health messaging, research, and resources that registered/retail dietitians could extend to their patients and clients. Having a direct and trusted relationship with their patients, key beef nutrition research messages and resources were also shared with physician-facing audiences. Through interactions with these influential audiences, this program engaged with over 17,000 KOLs in the field of nutrition.
- **Consumer Cooking Class:** The American Dairy Association North East and the Beef Checkoff partnered with *Homemade*, a virtual platform that offers on-demand cooking classes, to feature a beef- and dairy-centered recipe. This platform yielded results that surpassed previous program efforts, reaching more than 98,000 consumers and engaging nearly 39,000 consumers.



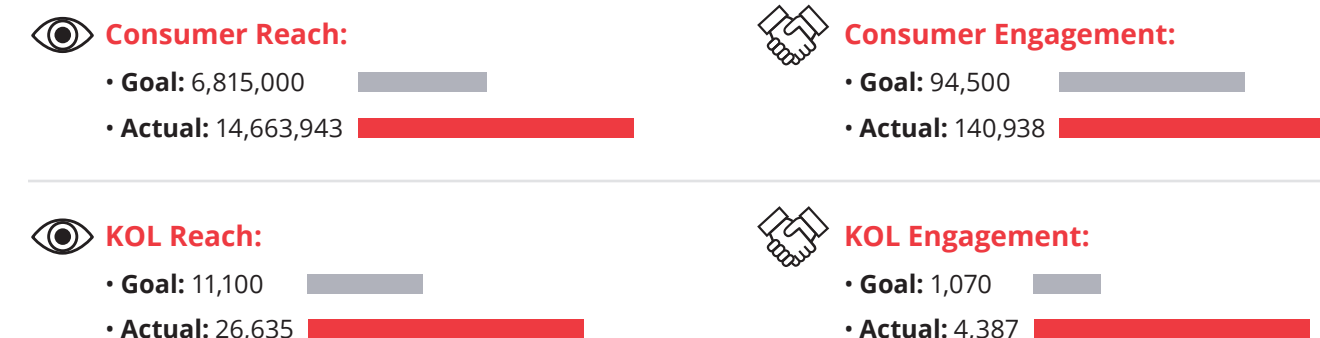
## KEY LEARNINGS

- The external program review with Rose Research provided key program insights that will be used for future planning efforts. The review showed how familiar Northeast consumers were with this program's key messaging and what messaging resonated with them the most. It also noted the opportunity to target the younger generation with beef messaging and content.
- E-commerce and online ordering continue to have a high presence in the Northeast. Many Northeast consumers are eliminating grocery store trips and opting for grocery delivery, so it is vital for beef to have presence on the online store platform.



1. Sharing positive beef messaging with Seton Hall fans; 2. A *Homemade* consumer cooking class featured a beef- and dairy-centered French Dip sandwich; 3. Engagement with foodservice industry leaders at the Best Beef Butcher Contest; 4. Delivering positive beef and health messaging to nutrition audiences.

## PERFORMANCE EFFICIENCY MEASURES (PEM) RESULTS\*

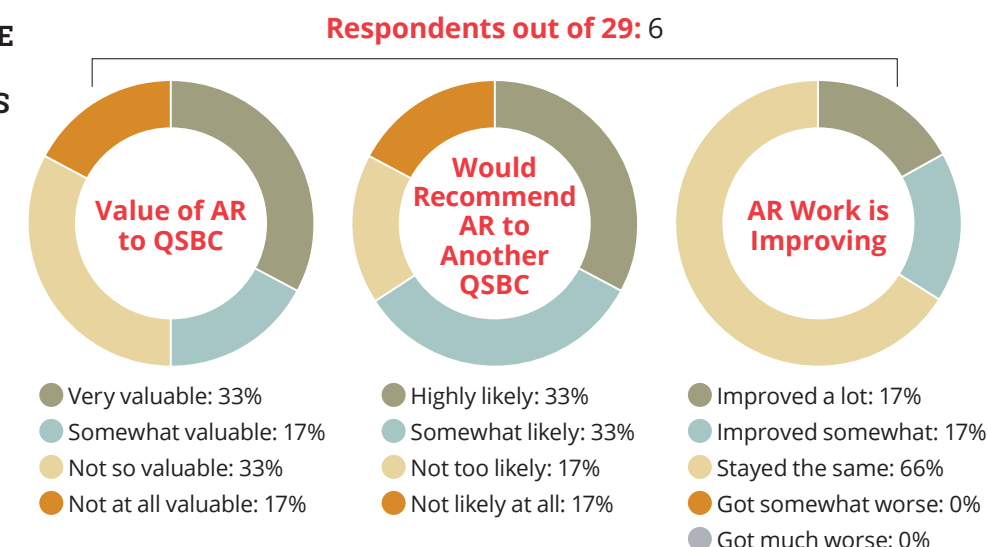


\* Actual PEM results for Consumer and KOL metrics are aggregated across the program's two tactics.

## QUALIFIED STATE BEEF COUNCIL SURVEY RESULTS

Respondents out of 29: 25

24% of QSBC respondents know **some** to **a lot** about this Checkoff-funded program.





## PURPOSE

This AR builds upon the previous investment in science, technology, engineering, and math (STEM) education materials that utilize important beef production concepts. The focus is to promote these materials to science educators, especially in urban areas, so they are equipped to use resources highlighting beef production practices to meet core science standards.



## ACCOMPLISHMENT & RESULT HIGHLIGHTS

- **Virtual Professional Development Series Reaches New Heights:** This virtual professional development series across all 50 states reached nearly 3,000 teachers representing some of the largest public school systems in America (e.g., Broward County Public Schools, FL; Chicago Public Schools, IL; Clark County School District, NV; Gwinnett County Public Schools, GA; Hawaii Department of Education, HI; Houston Independent School District, TX; Los Angeles Unified School District, CA; Miami-Dade County Public Schools, FL; New York City Department of Education, NY). Teachers from these districts serve over 3.5 million students. Teachers that participated in the virtual professional development series were introduced to beef science education materials and engaged with subject matter experts to make sense of complicated science topics involving beef production. Due to these connections and engagements, education departments from major universities and public schools are using this program's classroom materials with their students.

- **On The Farm STEM Connects With Students:** This year's On The Farm STEM brought together teachers and educators from seven different states. Combined, the educators serve a student population of just over 70,000. Most notably, two district teams that have no agriculture department have reported that because of this opportunity, they will require that agriculture be included in their district's curriculum for science education.

Another exciting On The Farm STEM accomplishment was the recognition of Christine Girtain as New Jersey's Teacher of the Year. In her acceptance speech, Christine acknowledged how eye-opening and impactful agriculture can be toward understanding and applying science. Part of her responsibilities as Teacher of

the Year will be to speak across the state about her experiences and teaching philosophies. Christine is using the On The Farm STEM platform to encourage teachers to engage with agricultural entities such as the Beef Checkoff to form partnerships and participate in authentic learning experiences.

- **Continued Growth of Partnerships:** Over the course of FY22, this program increased teacher enrollment and the number of organizations that contribute to the success of the program. For example, three state beef councils have committed to a pilot implementation of On The Farm STEM events. This effort will increase the footprint of the program and make direct connections between education and beef at the local level.



## KEY LEARNINGS

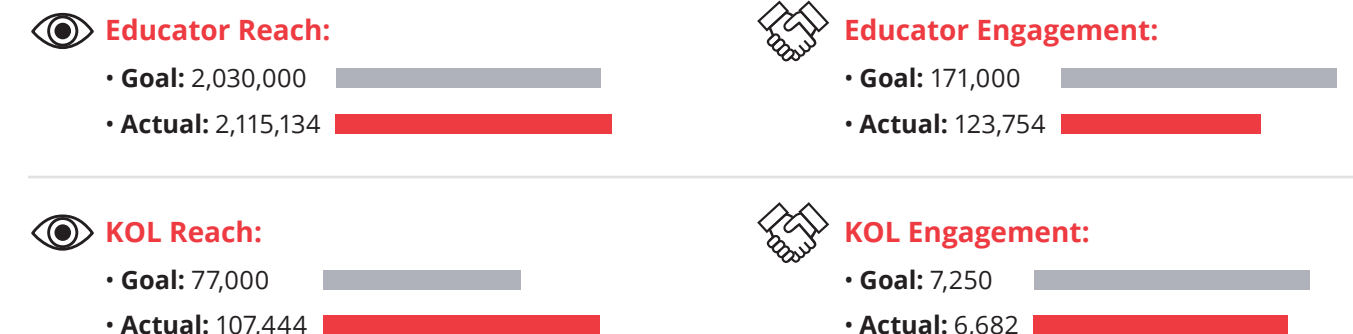
- All state beef councils are unique. From their fiscal year and number of staff to overall goals, each operates differently. With this awareness comes better local implementation of this program and support that is more attuned to the specific needs of each state beef council.
- It is important to connect and engage with state departments of public instruction. By staying connected with state-level science education leadership, areas of opportunity can be more readily identified, ensuring program integrity.

1. Educators attended an On The Farm STEM experience in Oklahoma City, OK;  
2. A virtual professional development series reached nearly 3,000 teachers;  
3. To increase the footprint of the program, resources are being extended to QSBCs that want to pilot an On The Farm STEM event.

AR CONTAINS  
**2** TACTICS &  
**5** MEASURABLE  
OBJECTIVES



## PERFORMANCE EFFICIENCY MEASURES (PEM) RESULTS\*

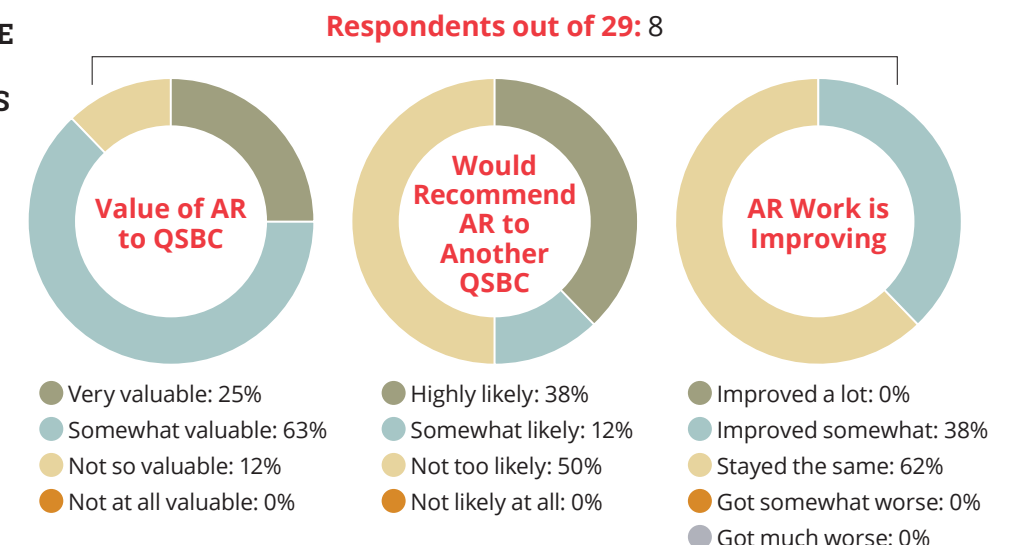


\* Actual PEM results for Educator and KOL metrics are aggregated across the program's two tactics.

## QUALIFIED STATE BEEF COUNCIL SURVEY RESULTS

Respondents out of 29: 25

32% of QSBC respondents know **some** to **a lot** about this Checkoff-funded program.





## PURPOSE

The tactics in this AR contribute expertise to other Beef Checkoff programs, state partners, and/or global industry influencers/stakeholders to position beef as the top protein choice for consumers. This program builds relationships with third-party beef advocates, drives positive mentions of beef in the media, and works with supply chain stakeholders to communicate innovations and the value proposition of beef.



AR CONTAINS  
**5 TACTICS &  
19 MEASURABLE  
OBJECTIVES**



## ACCOMPLISHMENT & RESULT HIGHLIGHTS

- **Summer Grilling Influencer Campaign:** The Summer Grilling Influencer Campaign consisted of multi-channel execution, featuring 17 beef moments (posts), 14 new beef recipes, and two events with more than 40 influencers in attendance. Events included a Los Angeles influencer BBQ, in partnership with The Feedfeed (a network connecting people who love to cook). The BBQ featured a Smoked Tri-Tip demonstration by Pitmaster Rasheed Philips, a ranch tour, and a culinary immersion experience with food influencers in Denver, CO. This campaign reached more than 4.1 million consumers, worked with Beef Expert Network members, and partnered with influencer-focused media platforms The Feedfeed and Chef's Roll.
- **Beef Expert Network:** This program builds relationships with top-tier, credentialed health experts to form a dependable Beef Expert Network. This year, six nutrition experts were leveraged in the media to provide perspective and statements related to beef's nutrition. Expectations were exceeded for engagement and advocacy in FY22, as the Beef Expert Network reached more than 20 million consumers.
- **Sustainability Story Placement:** This program's major accomplishment was placement of a full-length article featuring a rancher caring for the land on Axios, an American news website. This article was also picked up and published on Yahoo! and Yahoo! News, expanding the consumer reach of this sustainability story.

This program also took on the challenge of reaching a younger audience. A partnership with a professional lacrosse team and their youth sports program yielded placements of sustainability content in *Scout Life* magazine, *The Week Junior*, and *Sports Illustrated Kids*. The content was educational and drove consumers back to BeefItsWhatsForDinner.com for additional resources.

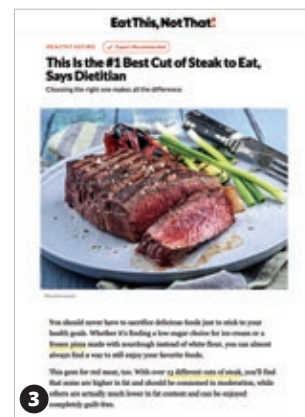


## KEY LEARNINGS

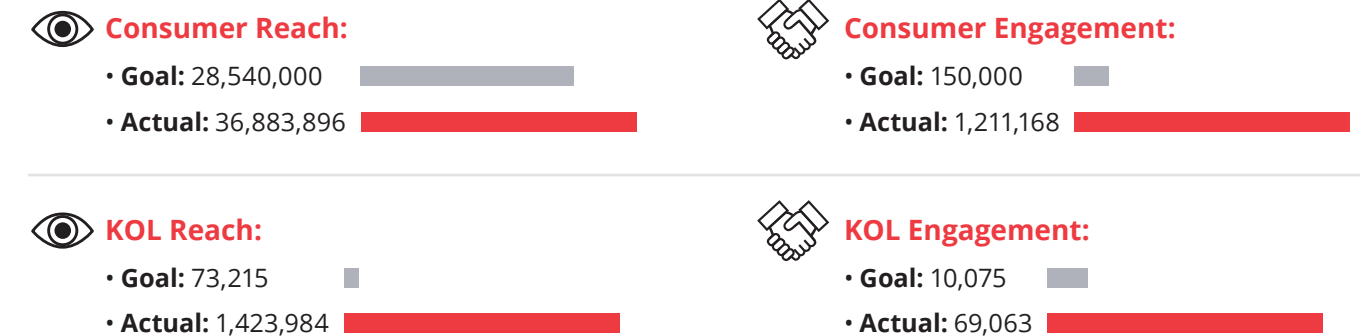
- It is important to utilize more video content, both short-form (like Instagram Reels) and long-form (like YouTube). Social media platforms often prioritize video content, which extends the opportunity for organic reach.
- Continued interest exists with credentialed health professionals to hear the latest beef nutrition research that can inform their content and recommendations. Continuing medical education certification of content (webinars, presentations, etc.) is an effective way to reach health professionals with scientific resources about beef's nutritional value.



1. The Summer Grilling Influencer Campaign consisted of multi-channel execution; 2. Sustainability stories were featured on news websites and in youth publications; 3. Credentialed health experts provided perspective and quotes related to beef's nutrition.



## PERFORMANCE EFFICIENCY MEASURES (PEM) RESULTS\*



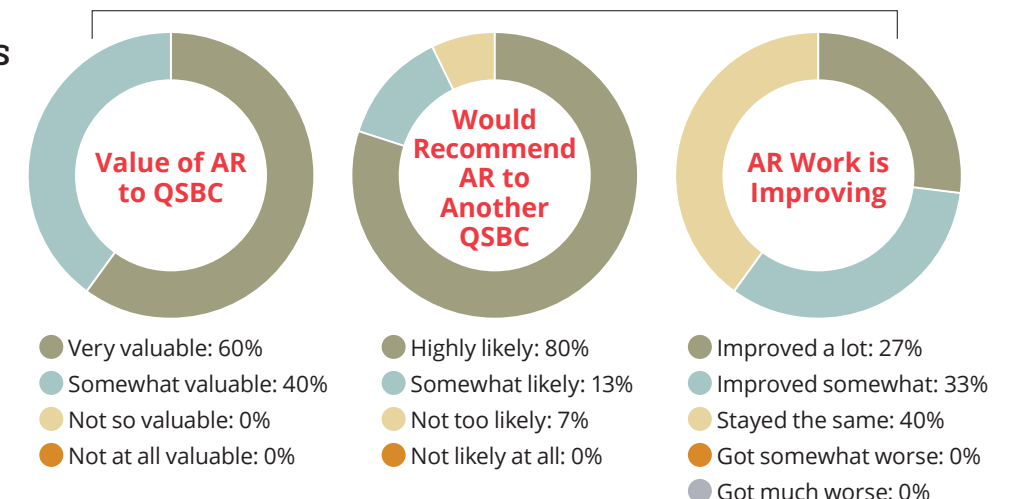
\* Actual PEM results for Consumer and KOL metrics are aggregated across the program's five tactics.

## QUALIFIED STATE BEEF COUNCIL SURVEY RESULTS

Respondents  
out of 29: 25

60% of QSBC  
respondents  
know **some** to  
**a lot** about this  
Checkoff-funded  
program.

Respondents out of 29: 15





## PURPOSE

The Veal Quality Assurance (VQA) program provides producer education and certification to ensure veal calves receive quality care through every stage of life, and are raised using ethical practices that result in a safe, wholesome, quality product that meets or exceeds regulatory and consumer expectations.



AR CONTAINS  
**1** TACTIC &  
**3** MEASURABLE  
OBJECTIVES



## ACCOMPLISHMENT & RESULT HIGHLIGHTS

- VQA Materials — Outreach & Engagement:** A VQA program update highlighting best management practices for animal well-being and food safety was mailed to more than 230 veal growers. Additionally, collaborations with key industry contacts and the Center for Dairy Excellence led to further distribution of resources and materials such as “Biosecurity” and “No Trespassing” signs to veal growers. Most veal growers are Amish and Mennonite and do not have access to email, so these types of partnerships are crucial to the distribution of VQA materials.
- VQA Technical Review Group:** Continuous improvement is important to the integrity and credibility of the VQA program. To assess the need for VQA program updates, a technical review group has been assembled consisting of 10 industry professionals and academia. This group is in the process of reviewing and updating the program, and subsequent meetings will carry into FY23.
- Veal Summit:** This year’s Veal Summit was held in collaboration with the North American Meat Institute and the New York Beef Council, which provided outreach to 75 industry representatives. Veal growers and industry stakeholders received a VQA program update and participated in an ideation session to generate input for future programming efforts.
- Center of the Plate Training:** A VQA presentation was provided to approximately 70 attendees at the North American Meat Institute’s Center of the Plate Training and received an audience score of 8.4 out of 10. Attendees were primarily involved in purchasing or sales of meat products from a variety of meat processing, retail, and foodservice companies.



### KEY LEARNINGS

- Holding the Veal Summit as a virtual webinar is an efficient and cost-effective way to have industry engagement in the VQA program. The Veal Summit has been held virtually the last two years and this format continues to generate meaningful engagement and input from industry stakeholders.



1. A VQA flyer highlighting best management practices was mailed to more than 230 veal growers; 2. The Veal Summit provided program updates and participants took part in an ideation session; 3. To assess the need for VQA program updates, a technical review group has been assembled.



## PERFORMANCE EFFICIENCY MEASURES (PEM) RESULTS



### Producer Reach:



### Producer Engagement:



### KOL Reach:



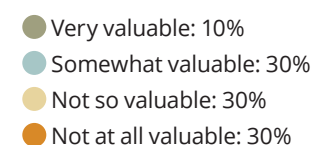
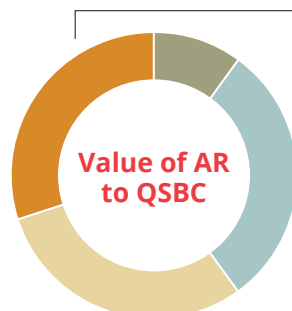
### KOL Engagement:



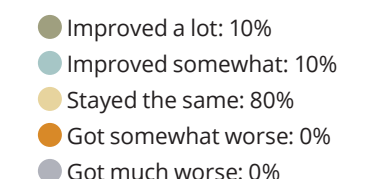
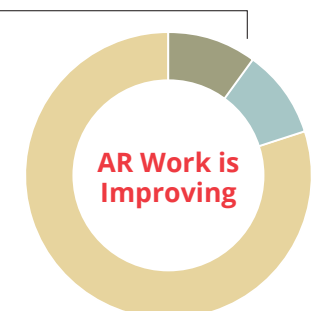
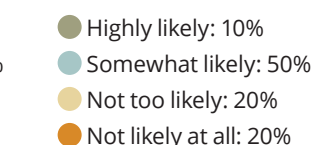
## QUALIFIED STATE BEEF COUNCIL SURVEY RESULTS

Respondents out of 29: 29

35% of QSBC respondents know **some** to **a lot** about this Checkoff-funded program.



Respondents out of 29: 10





## PURPOSE

Antibiotic stewardship continues to be a top priority for the beef industry, and this AR expands how positive communication and effective messaging of current scientific knowledge will protect beef's image, ensure beef safety, and drive beef demand.



AR CONTAINS  
**2** TACTICS &  
**3** MEASURABLE  
OBJECTIVES



## ACCOMPLISHMENT & RESULT HIGHLIGHTS

- **Antibiotic Symposium:** This year's symposium hosted yet another diverse roster of participants with extensive backgrounds, expertise, and experiences in antimicrobial stewardship and resistance. Participants included farmers and ranchers; veterinarians; public health officials; academicians and researchers; NGO leaders from human, animal, and environmental disciplines; retailers/restaurants/consumer packaged goods and companies; and government leaders from both the state and federal levels.
- **Centers for Disease Control and Prevention (CDC):** After suspending in-person visits since the beginning of the pandemic, on August 10–12, 2022, this program did conduct an in-person visit to the CDC's offices and laboratories in Atlanta, Georgia, for 10 farmers, ranchers, and veterinarians. The day-and-a-half-long meeting allowed for greater relationship building and enhanced conversations about greater collaboration between the CDC and animal agriculture.
- **Congregation of Multiple Federal Agencies:** The 11<sup>th</sup> Annual NIAA Antibiotic Symposium continued to be "the space" where leaders from multiple federal agencies convene with farmers, ranchers, veterinarians, and allied industries to collaborate on antimicrobial stewardship and resistance. The 2021 Antibiotic Symposium drew participants from:
  - United States Department of Agriculture
  - United States Food and Drug Administration
  - United States Environmental Protection Agency
  - Centers for Disease Control and Prevention



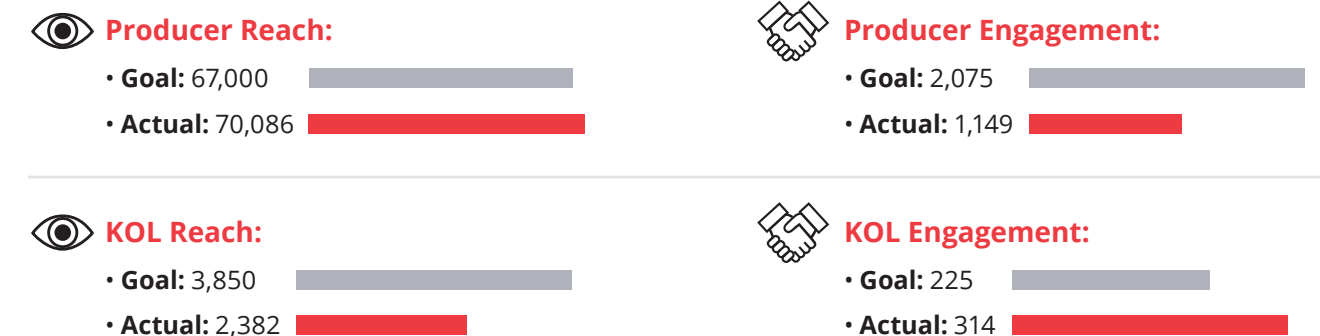
## KEY LEARNINGS

- Conversations and momentum after the symposium and CDC engagement will continue into 2023 to bolster essential collaboration and shared learnings.
- In collaboration with NIAA members and partners, this program will conduct a series of regional roundtables in 2023 to continue important conversations while engaging with more industry leaders on this important topic.
- This program continues its focus on communication and education strategies. Antibiotic resources and materials will empower producers and KOLs that have consumer-facing programs, communications, brands, etc., to engage. It will also encourage them to work with NIAA partners to develop a train-the-trainer model to ensure 9<sup>th</sup>- through 12<sup>th</sup>-grade curriculums can be built for STEM educators utilizing resources from the symposium.



1. Producers and veterinarians met with CDC leadership to communicate species differences in antibiotic stewardship and antimicrobial resistance;  
2. The 11<sup>th</sup> Antibiotic Symposium was held November 2–4, 2022, in Kansas City, MO.

## PERFORMANCE EFFICIENCY MEASURES (PEM) RESULTS\*

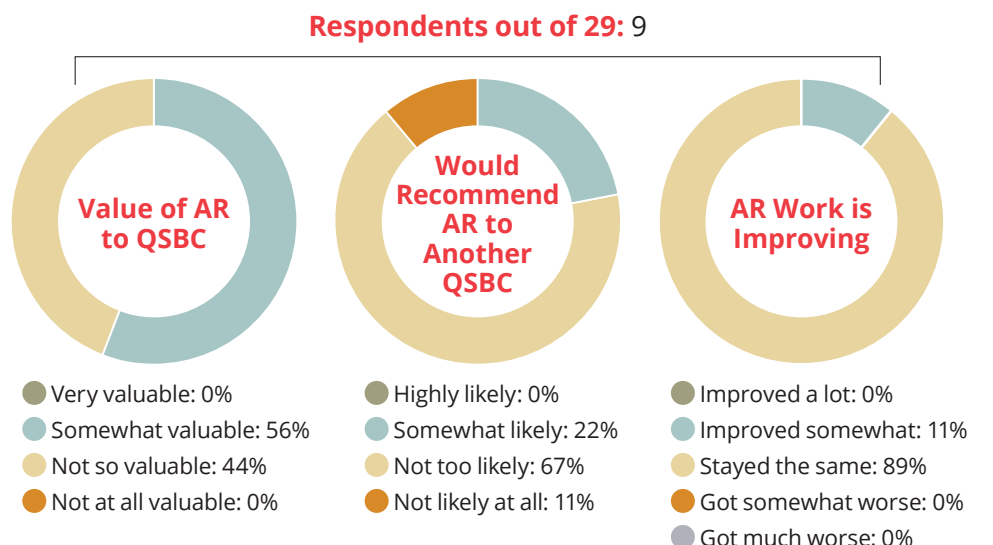


\* Actual PEM results for Producer and KOL metrics are aggregated across the program's two tactics.

## QUALIFIED STATE BEEF COUNCIL SURVEY RESULTS

Respondents out of 29: 29

34% of QSBC respondents know **some** to **a lot** about this Checkoff-funded program.



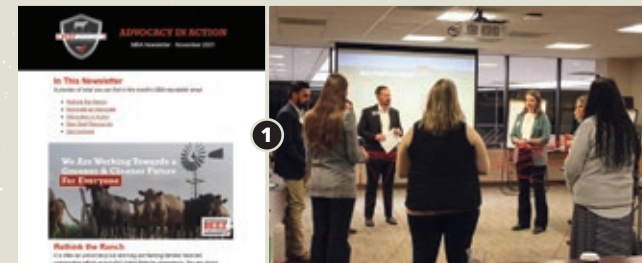


## PURPOSE

This AR covers three distinct program areas:

- **Issues and Crisis Management and Planning:**  
This tactic provides resources such as crisis plans, talking points, media outreach, response statements, fact sheets, infographics, videos, and other digital content that can be deployed when issues or crises arise.
- **Beef Advocacy Training and Engagement (BATE):**  
This tactic provides training to develop credible advocates and spokespeople within the beef community, equipping them with information and resources to readily engage in conversations and address consumer concerns.

- **Beef Quality Assurance (BQA):** This tactic delivers educational programs to producers and focuses on issues that impact consumer trust and beef demand, ranging from well-being to BQA certification.



AR CONTAINS  
**3 TACTICS &  
10 MEASURABLE  
OBJECTIVES**



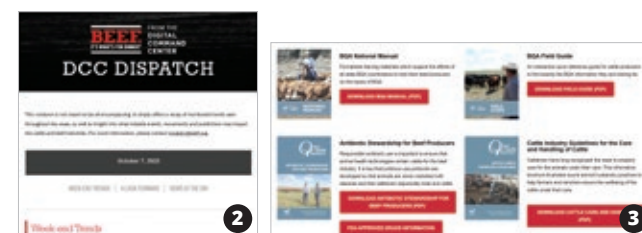
## ACCOMPLISHMENT & RESULT HIGHLIGHTS

- **Issues and Crisis Management and Planning:**
  - **Digital Command Center (DCC) Dispatch:** Focused efforts to refine the daily media monitoring email, the DCC Dispatch, increased the email's open rate by 3% (from 42.5% to 45.6%). This is important because it helps ensure that state partners are using the same language and resources when responding to an issue.
  - **State Beef Council Issues Workshops:** Four issues workshops were hosted with state beef council partners. More than 50 state beef council staff, advocates, and leaders became better equipped to prepare for and handle issues that threaten the reputation of the beef industry.
- **Beef Advocacy Training and Engagement (BATE):**
  - **Trailblazers Program:** This program provides extensive training and professional development to beef industry advocates. During the inaugural year, 10 Trailblazers were selected from six different states to learn strategies for encouraging consumer confidence in beef and beef-related practices when talking to consumers.
- **Beef Quality Assurance (BQA):**
  - **BQA Coordinator Hub:** To establish a unified training and certification framework for state BQA programs, this tactic developed and launched a BQA Coordinator Hub that allows for easy accessibility and sharing of training resources.
  - **Calf Care Quality Assurance (CCQA):** The online CCQA training platform was developed in collaboration with the Dairy Calf and Heifer Association, Veal Quality Assurance, and the National Dairy FARM Program. This program ensures that calf raisers have relevant training, certification, and implementation resources.



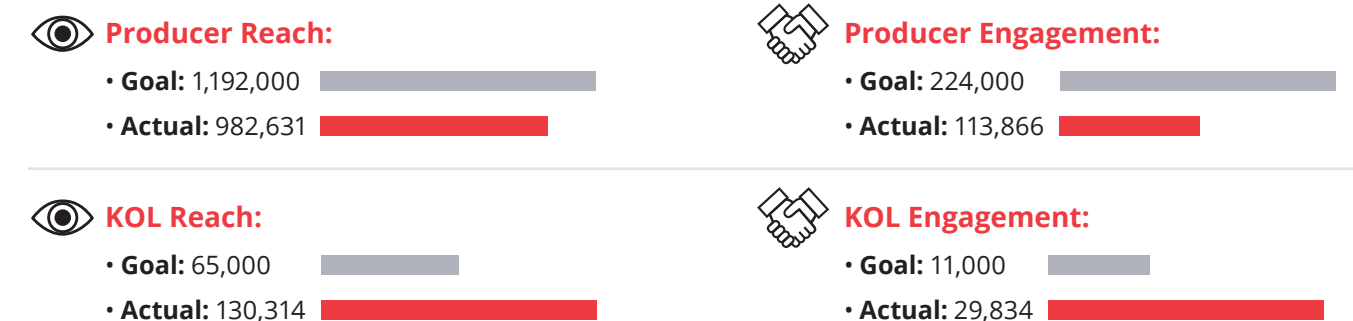
## KEY LEARNINGS

- **Issues and Crisis Management and Planning:**  
The performance and open rate of the DCC Dispatch indicates that, even after years of receiving this daily newsletter, stakeholders still find it useful. With continued refinement of the stories and accompanying guidance, subscribers are opening and utilizing the daily media monitoring email even more.
- **Beef Advocacy Training and Engagement (BATE):** A key learning for this tactic is the continued collaboration with state partners to develop more customized advocacy training and to work with other industry stakeholders to further leverage BATE resources into their existing programs.
- **Beef Quality Assurance (BQA):** To further extend the BQA message and reach more producers, this tactic will continue to look for partnerships and collaboration opportunities with entities whose mission aligns with the BQA program.



1. Beef advocacy information was distributed through e-newsletters and also established the Trailblazers advanced spokesperson program; 2. The daily media monitoring email, DCC Dispatch, provides useful resources to state partners; 3. The BQA Coordinator Hub provides unified training resources.

## PERFORMANCE EFFICIENCY MEASURES (PEM) RESULTS\*



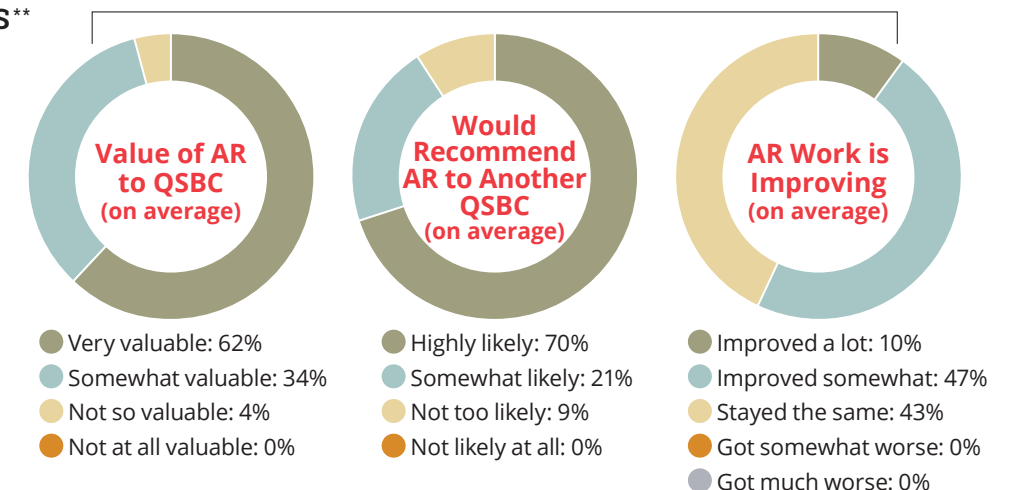
\* Actual PEM results for Producer and KOL metrics are aggregated across the program's three tactics.

## QUALIFIED STATE BEEF COUNCIL SURVEY RESULTS\*\*

**Respondents out of 29:**  
27/Issues and Crisis Management; 27/Beef Advocacy Training and Engagement; 27/Beef Quality Assurance

On average, **83%** of QSBC respondents know **some to a lot** about this Checkoff-funded program.

**Respondents out of 29:** 21/Issues and Crisis Management; 23/Beef Advocacy Training and Engagement; 23/Beef Quality Assurance

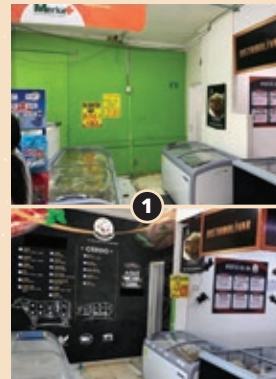


\*\* This AR contains unique program areas, so survey questions for this AR were asked for each tactic. For this report, results are presented as averages across the **number of respondents** for the Issues and Crisis Management, Beef Advocacy Training and Engagement, and Beef Quality Assurance tactics.



## PURPOSE

This AR builds beef demand through in-country relationships, extensive market knowledge, and understanding of each country/region's unique consumer demand drivers. In addition, in-depth monitoring and understanding of global economic trends, beef consumption, domestic beef production, and import competitors are used to take advantage of growth opportunities and defend market share.



AR CONTAINS  
**13 TACTICS &  
72 MEASURABLE  
OBJECTIVES**

**68**

Achieved

**2**

Exceeded

**0**

Still in Progress

**2**

Not Achieved

**PROGRESS  
TOWARD  
MEASURABLE  
OBJECTIVES\***

\* Performance Efficiency Measures are not required for the Foreign Marketing AR.

## ACCOMPLISHMENT & RESULT HIGHLIGHTS

- Preservation and Growth of HRI and Foodservice:** Despite the challenges faced by the Hotel, Restaurant, and Institution Management (HRI) sector during the pandemic, this year's efforts resulted in the following highlights:
  - Japan:** To boost market awareness of American beef as an ideal product for gourmet hamburgers, the Burger is American Beef 2022 promotion was implemented in Japan. This campaign stretched across five metropolitan cities, with 26 restaurants and shops promoting high-quality U.S. beef hamburgers.
  - South Korea:** The return of American Steak Week in South Korea included an e-commerce promotion where U.S. beef steak sales at participating locations grew by 107% compared to the pre-promotion period.
- Retail Expansion:** Retail establishments grew in popularity during the pandemic, which enabled this program to expand its partnerships and geographic reach with promotional mechanisms/elements and point of sale (POS) material that included:
  - Japan:** Twenty retailers (1,088 stores) participated in a campaign that emphasized alternative cuts suitable for grilling. This effort generated nearly 1,500 metric tons in U.S. beef sales.
  - Central America:** A wider range of U.S. beef cuts is now available in this region's retail sector. Promotional activities and POS materials at participating stores led to 6,400 pounds of U.S. beef sold.

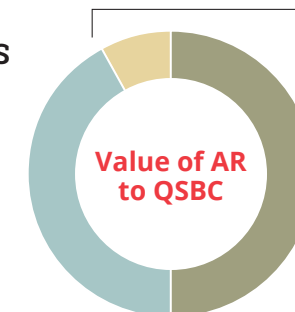
- South America:** The USMEF Butcher Shop Program in Colombia guides shops on ways to better merchandise and promote U.S. beef products, and has helped increase U.S. beef sales at several locations.
- Traditional, Social, and E-Commerce Marketing:** Marketing activities are being leveraged to engage new and diverse buyers as well as end consumers through activities such as:
  - ASEAN:** The 5-Star Chef Club social media campaign launched to tap into celebrity chefs who create recipe videos featuring different U.S. beef cuts. The objective of this campaign was to engage and further strengthen the quality and awareness of U.S. beef and keep it as a top-of-mind red meat choice among ASEAN restaurant chefs.
  - Africa:** To raise awareness of U.S. beef, millions of consumers are exposed to U.S. Origin Beef Excellence messaging via international rolling billboards (a fleet of nine trucks) and a national television campaign. This advertising has already begun to generate better consumer perceptions about the quality of U.S.-produced beef.
  - China:** Nearly 61 million people watched an e-commerce activity with key account Mr. Meat and Austin Li, one of China's (and the world's) most famous livestreamers. As a result, nearly 17,000 orders (more than 20 metric tons) were placed for U.S. beef striploins.

## QUALIFIED STATE BEEF COUNCIL SURVEY RESULTS

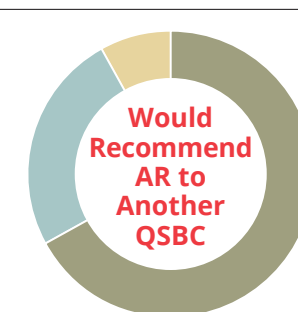
**Respondents  
out of 29: 25**

**48%** of QSBC respondents know **some to a lot** about this Checkoff-funded program.

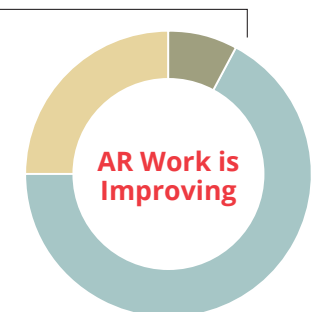
**Respondents out of 29: 12**



- Very valuable: 50%
- Somewhat valuable: 42%
- Not so valuable: 8%
- Not at all valuable: 0%



- Highly likely: 67%
- Somewhat likely: 25%
- Not too likely: 8%
- Not likely at all: 0%



- Improved a lot: 8%
- Improved somewhat: 67%
- Stayed the same: 25%
- Got somewhat worse: 0%
- Got much worse: 0%



## KEY LEARNINGS

- It is important to work closely with trade partners to carry out effective promotional/educational activities. Different culinary traditions and income levels in and among the various markets/regions provide an opportunity to capitalize on the marketing and utilization of various cuts of beef.
- Timing plays a big role in the success of a promotion/event, so it is crucial to accurately conduct them when they fit into a country's festive seasons and diet cultures.
- In an era of labor shortages, it is increasingly important to assist partners (e.g., retail chains, importers/distributors) as a trusted resource and aid in building capacity and knowledge among their working-level staff.

1. The before (above) and after (below) photos illustrate the impact of the USMEF Butcher Shop Program in Colombia; 2. American Steak Week in South Korea grew U.S. beef sales by 107% compared to the pre-promotion period; 3. This livestream event in China resulted in nearly 17,000 orders of U.S. beef striploins.





## PURPOSE

This AR communicates directly with Beef Checkoff investors to build a better understanding of national Beef Checkoff-funded programs. These efforts include online, radio, trade media, printed materials, and partnerships with state beef councils to share Checkoff-funded program information.



AR CONTAINS  
**3** TACTICS &  
**10** MEASURABLE  
OBJECTIVES



## ACCOMPLISHMENT & RESULT HIGHLIGHTS

- **The Drive in Five:** This online series debuted in FY22, providing quarterly, 5-minute video snapshots into program updates from the Beef Checkoff as well as Cattlemen's Beef Board happenings. The series garnered more than 40,000 views and episodes were aired/shared across social media networks, RFD-TV, and other beef industry platforms.
- **Beef Checkoff Hosts General Session at the Livestock Marketing Association (LMA) Convention:** The Beef Checkoff hosted a 90-minute General Session with convention attendees at the LMA's annual convention. This forum facilitated an open dialogue with livestock market and sale barn owners from across the U.S. who sought information on the Beef Checkoff program. This event provided the opportunity for continued conversations between LMA and Cattlemen's Beef Board leadership.
- **Launch of Producer Insights Platform:** This platform will provide national, regional, and state insights on the lifestyles and preferences of Checkoff investors. Having a greater understanding of who their trusted resources are, how they prefer to receive information, etc., will enable this program to better communicate with its target producer audience. This platform will also be made available to state beef councils to enhance their producer communications and reach of state Checkoff program efforts.

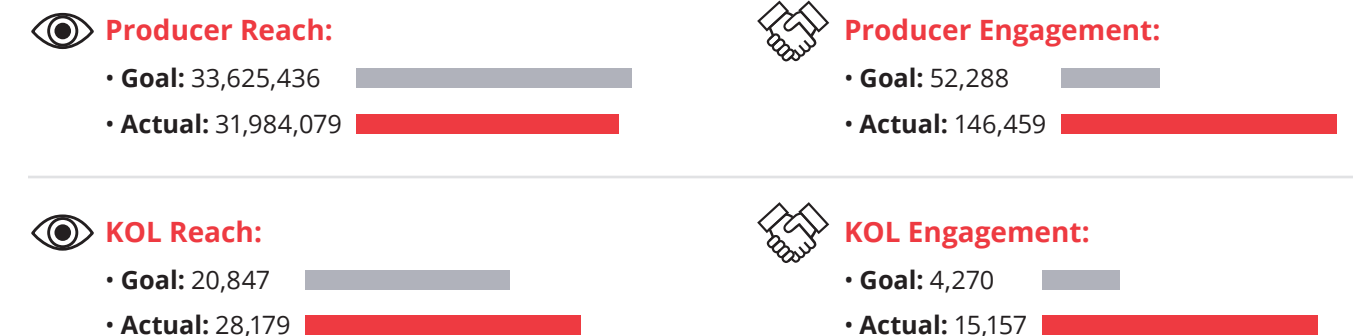


## KEY LEARNINGS

- As the program continues to grow its relationship with LMA, more focus will be placed on in-person visits to livestock markets and sales barns. This will allow owners, their staff, and customers to feel more "at home" when addressing questions and concerns about the national Beef Checkoff. Additional locations for visits will be discussed in FY23.
- As the Checkoff approaches the fourth anniversary of *The Drive* newsletter, efforts continue toward mailing list growth, particularly in large cattle-producing states. While some states see large numbers of additions to *The Drive* database, nationwide subscription numbers remain flat due to list hygiene practices. Additional campaigns and message concentration to encourage subscriptions around the country are on tap for FY23.
- Videos and moving graphics are the newest necessity of journalism, and the Checkoff is supporting that trend with *The Drive in Five*, a quarterly video series focused on program updates, Checkoff education, and interviews. While the full 5-minute episode is useful and a unique resource, using shorter clips of interviews and content on social media has proven to be a popular way to reach stakeholders, encourage engagement and sharing, and as a learning tool in presentations.

1. AR efforts opened lines of communication with members of the Livestock Marketing Association; 2. *The Drive in Five* debuted in FY22; 3. Launch of the producer insights platform facilitated better understanding of target audiences.

## PERFORMANCE EFFICIENCY MEASURES (PEM) RESULTS\*



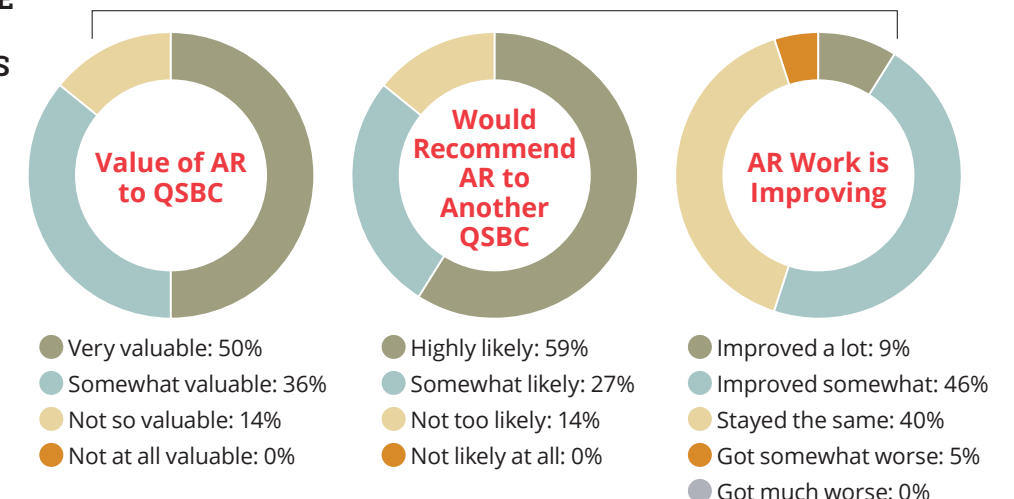
\* Actual PEM results for Producer and KOL metrics are aggregated across the program's three tactics.

## QUALIFIED STATE BEEF COUNCIL SURVEY RESULTS

Respondents  
out of 29: 25

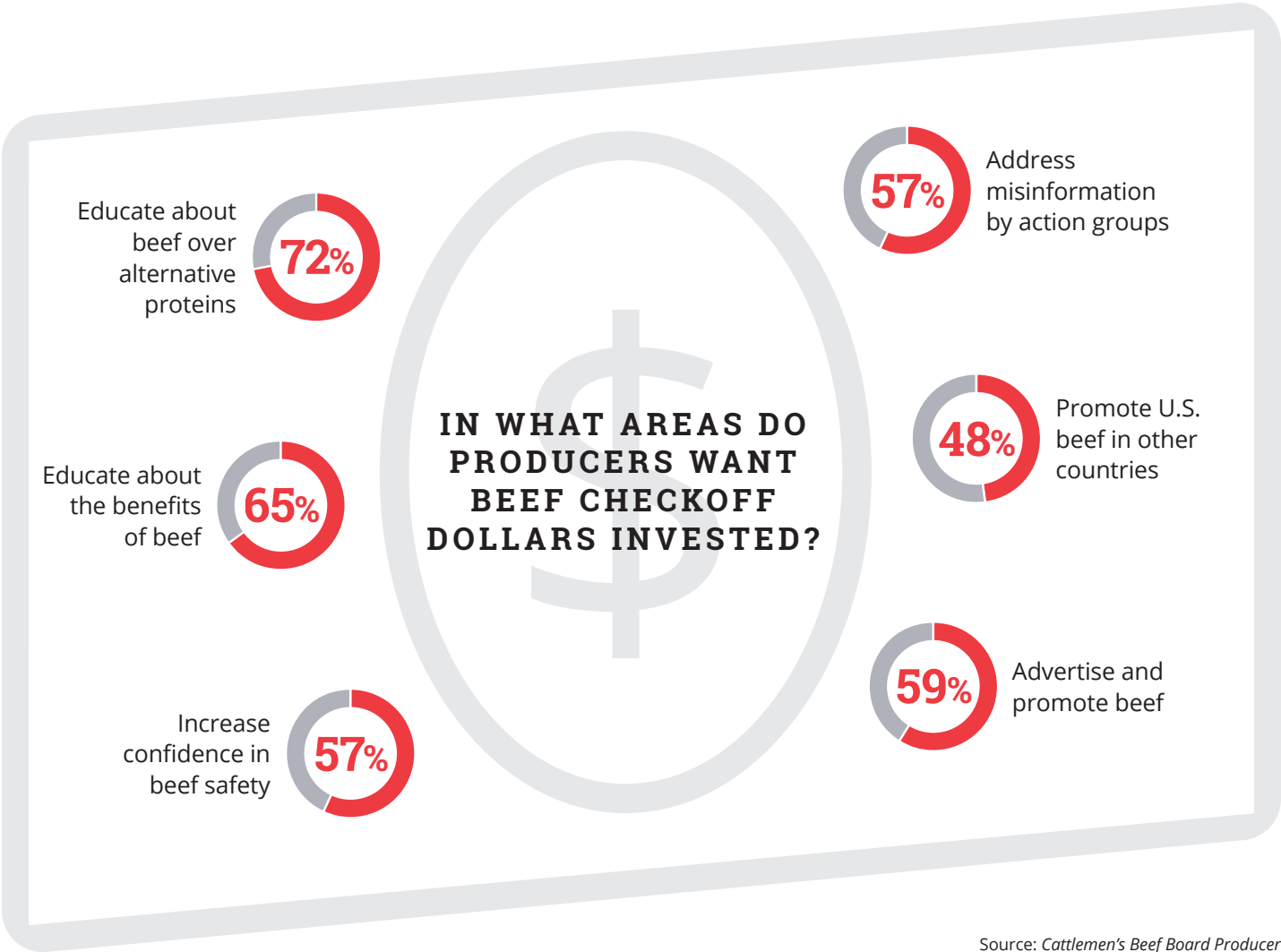
88% of QSBC respondents know **some** to **a lot** about this Checkoff-funded program.

Respondents out of 29: 22





# PRODUCER ATTITUDES ON THE BEEF CHECKOFF



Source: Cattlemen's Beef Board Producer Attitude Survey, Luce Research, January 2022

# FY22 CONSUMER ATTITUDES & BEHAVIORS

