# Producer Communications | 2750-PC

## Cattlemen's Beef Board

## Organization Profile

### Organization Description

*A brief overview of the organization, including its mission, history, and key programs or services.*

The Cattlemen's Beef Promotion and Research Board, usually referred to as the Cattlemen's Beef Board (CBB), was established as part of the 1985 Farm Bill and consists of 99 members, including domestic beef, dairy and veal producers, as well as importers of beef and beef products. Each Beef Board member is appointed by the U.S. Secretary of Agriculture from nominations submitted by certified nominating organizations. The nominating organizations represent beef and dairy producers in each state or region.

The Beef Board oversees 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 QSBC may retain up to 50 cents of the money collected in their state but at least 50 cents must be sent to the Beef Board. The entire $1 is remitted to the Beef Board from assessments in non-QSBC states and from importers. The Beef Board has, as part of its responsibility, the certification of Qualified State Beef Councils (QSBCs), of which there currently are 42, and the implementation of the provisions of the Federal Order (7 CFR Part 1260, July 18, 1986).

By law, the Cattlemen's Beef Board must contract with established national, nonprofit, industry-governed beef organizations to implement programs to drive beef demand in the areas of promotion, research, consumer information, industry information, foreign marketing and producer communications.

### Affiliated Organizations

*Organizations that have a formal relationship with the parent organization, which may include staff support, shared resources, and the management of administrative functions.*

N/A

## Section 1: Overview

**Executive Summary**

Producer Communications (PC) serves as the primary connection between the Beef Checkoff and the producers and importers who invest in it. Supporting the Beef Industry Long Range Plan's Stakeholder Engagement goal, the program helps producers understand how Beef Checkoff investments strengthen beef demand, support the industry, and deliver value on behalf of those who fund the program.

Research consistently demonstrates that producers who are more informed about Beef Checkoff programs have greater understanding of how their Checkoff dollars are invested and are more likely to recognize the value those investments provide. At the same time, many producers remain only lightly engaged with Beef Checkoff communications and do not consistently connect Checkoff investments to the programs, outcomes, and industry benefits they support. This audience represents a significant opportunity because meaningful improvements in understanding and engagement can be achieved through focused, data-informed communications.

The FY27 Producer Communications strategy builds upon a mature, multi-year communications platform that integrates producer research, audience insights, publishing, digital communications, media relations, stakeholder engagement, and industry partnerships. The strategy combines direct communications with trusted amplification networks—including Qualified State Beef Councils, agricultural media, producer leaders, alumni, and other industry partners—to deliver relevant, timely, and transparent information through channels producers already know and trust.

During FY27, the program will prioritize expanding engagement among lightly engaged producers while strengthening the effectiveness of trusted industry communicators who help extend Beef Checkoff messages to producer audiences. Through targeted communications, enhanced collaboration, and ongoing evaluation, Producer Communications will work to increase producer understanding of Beef Checkoff programs, strengthen the use and value of Producer Communications resources among trusted partners, and improve the consistency and reach of Beef Checkoff information across the beef community.

**FY27 Funding Summary**

| Start Date | End Date |
|---|---|
| October 1, 2026 | September 30, 2027 |

**National Beef Checkoff Requested Funding and Other Anticipated Contributions**

| NATIONAL BEEF CHECKOFF FUNDING | OTHER ANTICIPATED CONTRIBUTIONS | TOTAL FUNDING |
|---|---|---|
| **$2,000,000** | **$30,000** | **$2,030,000** |
| 100.0% OF TOTAL FUNDING | 0.0% OF TOTAL FUNDING | CHECKOFF + ANTICIPATED CONTRIBUTIONS |

## Section 2: Funding Proposal(s)

### Proposal A

**Goal Statement:** All Beef Checkoff stakeholders support the producer- and importer-led programs and understand the results and administration of their Checkoff investments

**I. Strategy**

**A. Operating Environment Assessment (Market, Situation, or Landscape)**

While Beef Checkoff producer communications ultimately serve all producers and importers, research suggests that not all audiences require the same level of investment to achieve meaningful progress. Highly engaged producers already demonstrate strong familiarity with Beef Checkoff programs, while producers who strongly oppose the program often require substantially greater resources to influence perceptions and behaviors.

As a result, Producer Communications prioritizes lightly engaged producers—those who may occasionally encounter Beef Checkoff information but do not consistently connect Checkoff investments to outcomes, understand how programs operate, or actively seek information regarding Beef Checkoff activities. This audience represents a significant opportunity because modest improvements in understanding and engagement can generate meaningful gains in confidence, relevance, and program support.

At the same time, producers continue to place significant trust in local relationships, peer recommendations, industry organizations, agricultural media, and fellow producers. Qualified State Beef Councils, producer leaders, Cattlemen's Beef Board and Federation of State Beef Councils alumni, media partners, breed associations, universities and other stakeholder organizations represent important opportunities to extend the reach and relevance of Beef Checkoff communications.

The Producer Communications program is well-positioned to address these opportunities through an established communications platform that includes producer research, audience insights, publishing, digital communications, media outreach, stakeholder engagement, and national-state collaboration.

**B. Long-Term Strategy and Rationale**

This proposal supports the Beef Industry Long Range Plan Stakeholder Engagement goal by helping align industry stakeholders with a shared understanding of how Beef Checkoff investments support beef demand, industry competitiveness, and long-term producer success.

The long-term strategy of Producer Communications is to increase producer understanding and engagement of the Beef Checkoff programs by combining data-informed communications with trusted industry amplification networks. The strategy also includes proactively providing producers with timely, transparent, and fact-based information that helps address common misconceptions, improve understanding of Beef Checkoff programs, and reinforce confidence in how producer investments are managed and deployed.

**C. Past Performance and Evaluation Results**

Lessons learned from previous years reinforce the importance of producer-centered content, timely program reporting, audience segmentation, trusted messengers, and ongoing producer listening to ensure communications remain relevant and effective.

Evaluation results continue to demonstrate that producers who receive Beef Checkoff communications more frequently exhibit higher levels of understanding and support than producers with limited exposure to Beef Checkoff information. These findings support continued investment in expanding reach among lightly engaged producers while maintaining communications for existing audiences.

Producer Communications has developed a multi-channel communications platform that provides producers with regular access to Beef Checkoff information through print, digital, video, social, web, and industry outreach efforts.

**D. Opportunity/Constraint and Beef Industry LRP Summary Table**

| Opportunity/Constraint and Beef Industry LRP Summary | | | |
|---|---|---|---|
| | **Opportunity/Constraint** | **Beef Industry LRP Goal** | **Target Outcome** |
| #1 | Many producers have limited engagement with Beef Checkoff communications and do not consistently connect Beef Checkoff investments to outcomes that matter to their operation, the beef community, and long-term beef demand. As a result, some producers may be more susceptible to misinformation, incomplete information, or inaccurate perceptions about Beef Checkoff programs and investments. Increasing access to credible, transparent, and relevant information represents a significant opportunity to strengthen producer understanding, confidence, and engagement - with a primary focus of supporting those producers and importers designated as those being "lightly engaged" or from the "moveable middle". | Stakeholder Engagement | Gain a clear, baseline understanding of where lightly engaged producers pinpoint and receive their knowledge and support of Beef Checkoff programs, investments, results, and industry impact. |
| #2 | Trusted industry communicators—including QSBCs, producer leaders, CBB and Federation alumni, media partners, Checkoff contractors, and industry organizations - have varying levels of access to current Beef Checkoff insights, content, tools and producer-reaching resources. | Stakeholder Engagement | Trusted beef industry communicators and partners gain awareness of Beef Checkoff producer-facing information, increasing the potential for expanded message reach, consistency, and producer engagement. |

### E. Opportunity/Constraint Performance Measure Table (Outcomes)

| Opportunity/Constraint Performance Measures (Outcomes) | | | | | | |
|---|---|---|---|---|---|---|
| **Performance Measure** | **2025 Baseline** | **2026 Goal** | **2027 Goal** | **2028 Goal** | **2029 Goal** | **2030 Goal** |
| **Opportunity/Constraint #1:** Many producers have limited engagement with Beef Checkoff communications and do not consistently connect Beef Checkoff investments to outcomes that matter to their operation, the beef community, and long-term beef demand. As a result, some producers may be more susceptible to misinformation, incomplete information, or inaccurate perceptions about Beef Checkoff programs and investments. Increasing access to credible, transparent, and relevant information represents a significant opportunity to strengthen producer understanding, confidence, and engagement - with a primary focus of supporting those producers and importers designated as those being "lightly engaged" or from the "moveable middle". | | | | | | |
| Average percentage of lightly engaged producers/importers reached through our listening efforts who indicate growth of understanding of how Beef Checkoff dollars are invested. | | | Establish FY27 Baseline[1] | | | |
| **Opportunity/Constraint #2:** Trusted industry communicators—including QSBCs, producer leaders, CBB and Federation alumni, media partners, Checkoff contractors, and industry organizations - have varying levels of access to current Beef Checkoff insights, content, tools and producer-reaching resources. | | | | | | |
| Number of partner organizations, QSBCs, media outlets, alumni participants, and industry stakeholders aware of available Producer Communications content, resources, or amplification opportunities. | | | Establish FY27 Baseline[2] | | | |

[1] Opportunity/Constraints #1:

- 2025 Baseline = 80% of producers somewhat / very well informed in PCS
- 2026 Goal = 80% of producers somewhat / very well informed in PCS
- 2027 Goal = 82% of producers somewhat / very well informed in PCS

[2] Opportunity/Constraints #2:

- 2026 Goal: 43 QSBCs + 35 CBB alumni participants + 30 media outlets + 20 national partner/industry organizations + 39 state partner/industry organizations = 167
- 2027 Goal: 43 QSBCs + 50 CBB alumni participants + 40 media outlets + 22 national partner/industry organizations + 40 state partner / industry organizations = 195

## II. Proposed Work and Requested Funding

### A. Key Activities Addressing the Priority Opportunities/Constraints

**Activity #1**

**Activity Name/Title**

Producer Insights and Behavioral Intelligence

**Description:**

Conduct producer listening, audience research, data analysis, segmentation, and insights reporting to identify emerging issues, evaluate communications effectiveness, and guide message development. Insights will be shared with national and state partners to support more informed and consistent communications efforts.

**Addresses Opportunity/Constraint #s**
1, 2

**Timeline and Expected Results (outputs/outcomes)**
Outputs:

- National cross-segmentation producer study
- National producer/importer content and audience research
- Producer/importer listening efforts
- Audience insights reports
- Stakeholder briefings and dashboards
- Monitoring of producer conversations, emerging issues, and misinformation trends
- Audience sentiment and topic tracking

Outcomes:

- Improved understanding of producer priorities and information needs
- More targeted communications strategies
- Greater alignment among national and state communications efforts
- Earlier identification of producer concerns and misconceptions
- Improved ability to address emerging issues with relevant information

**National Beef Checkoff Funding as % of Requested Amount (must not exceed a 10% range)**
10-15%

**Activity #2**

**Activity Name/Title**
Producer Information and Engagement Platform

**Description**
Continue and refine The Drive publishing platform as the primary owned-channel system for communicating Beef Checkoff work to producers and importers. This includes the quarterly print publication, regular e-newsletters, DrivingDemandForBeef.com, video content, social media, text alerts, audio/podcast resources, and related digital content. The editorial approach will prioritize proof-based stories, program outcomes, producer relevance, state and national Checkoff work, consumer demand-building results, transparency, and responses to recurring questions or misinformation.

Content will be developed for different channel behaviors rather than simply repurposed across platforms. Print and email will continue to serve producers who prefer traditional and direct communications. Video, social, text, and audio/podcast formats will support shorter, more mobile, and more shareable updates. DrivingDemandForBeef.com will continue serving as the central repository for program information, The Drive content, financial and governance information, frequently asked questions, videos, podcast resources, and timely Checkoff updates.

**Addresses Opportunity/Constraint #s**
1, 2

**Timeline and Expected Results (outputs/outcomes)**
Year-round: Maintain editorial calendar, publish recurring content, refresh website content, distribute email/print communications, and produce video/social/audio assets.

Q2–Q4: Use survey and audience data to refine topics, formats, and calls to action.

Outputs:

- Print edition of The Drive
- Email editions of The Drive
- Website updates on DrivingDemandForBeef.com
- Producer and industry-facing videos
- Social content
- Text alerts
- Audio/Podcast repository updates
- Content packages, focused on timely Checkoff updates

Outcomes:

- Stronger recipient understanding of specific Checkoff-funded work
- Sustained or improved perceived effectiveness of The Drive and DrivingDemandForBeef.com
- Increased use of PC channels as trusted information producer/importer/industry sources
- Greater ability among exposed producers to identify program results and relevance to the beef industry

**National Beef Checkoff Funding as % of Requested Amount (must not exceed a 10% range)**
65-70%

**Activity #3**

**Activity Name/Title**
Targeted Reach, Subscription Growth, and Paid/Partner Distribution

**Description**
Expand reach to producers who are not current subscribers or consistent users of PC-owned channels through a coordinated mix of paid, owned, shared/partner, and earned distribution. This activity will build on prior producer awareness and engagement campaigns, The Drive list-growth efforts, partner outreach through QSBCs and industry organizations, event-based signups, survey-based opt-ins, and targeted placements in ag media environments where Checkoff information may be limited or inconsistent.

Paid media will be used strategically to reach unengaged or lightly engaged producers who are unlikely to receive CBB-owned communications. Shared and partner channels will include QSBCs, cattle organizations, breed associations, Farm Bureau and other agricultural organizations, event partners, and other producer-facing groups as appropriate. Messaging will emphasize clear value for subscribing or engaging: timely program results, state and national Checkoff updates, proof of effectiveness, consumer demand-building work, transparency, and practical explanations of how dollars are invested.

**Addresses Opportunity/Constraint #s**
1, 2, 3

**Timeline and Expected Results (outputs/outcomes)**
Q1: Define priority audience segments, channel mix, subscription goals, and partner outreach plan.
Q2–Q4: Execute targeted list-growth, paid placements, partner promotions, event signups, and subscription conversion efforts.
Q4: Evaluate subscriber growth, engagement, opt-in source quality, and post-exposure response

Outputs:

- Paid ad and content placements
- Partner promotions
- Subscription calls to action for The Drive
- Producer and importer event materials
- Producer and industry survey opt-in pathways
- Producer and industry-focused Checkoff campaign reporting

Outcomes:

- Increased opt-ins among producers who were not previously receiving The Drive
- Broader exposure among lightly-engaged producers
- Improved engagement with PC-owned communication channels
- Stronger reach into younger or harder-to-reach producer segments

**National Beef Checkoff Funding as % of Requested Amount (must not exceed a 10% range)**
10-20%

**Activity #4**

**Activity Name/Title**
Trusted Communicator Activation Network

**Description**
Strengthen collaboration with QSBCs, alumni, producer leaders, media partners, contractors, breed associations, and other industry stakeholders by providing communications resources, content opportunities, amplification tools, and engagement support that extend the reach of Beef Checkoff information. Provide trusted communicators with current information, key messages, program updates, and communications resources that enable them to answer questions, share accurate information, and reinforce producer understanding through their existing networks and relationships.

**Addresses Opportunity/Constraint #s**
2

**Timeline and Expected Results (outputs/outcomes)**
Outputs:

- Partner communications resources
- Content-sharing opportunities
- Stakeholder briefings
- Media outreach activities
- Amplification toolkits

Outcomes:

- Increased partner participation
- Greater message consistency across communications networks
- Expanded reach of Beef Checkoff information through trusted industry channels
- Increased producer engagement through peer and partner amplification

**National Beef Checkoff Funding as % of Requested Amount (must not exceed a 10% range)**
5-10%

## Section 3: Detailed Budget Summary

The tables in the following three sections report program budget information from the following funding sources:

- National Beef Checkoff Funding
- Other Funding:
  - Federation of State Beef Councils (FSBC) Funds
  - Individual Qualified State Beef Council (QSBC) Funds
  - Government Funds (e.g., Market Access Program, Foreign Market Development)
  - Grain/Oilseed Funds (e.g., National Corn Growers Association, American Soybean Association)
  - Corporate Funds (e.g., tech and pharma companies)

**Definitions**
National Beef Checkoff Funding is divided into:

- **Direct Costs:** Expenses directly associated with executing proposal activities, including advertising, promotional materials, consulting fees, travel, and other project-specific costs.
- **Implementation:** Expenses that provide the process and infrastructure needed to put a proposal(s) into action, including overhead allocations and staff compensation (i.e. salaries and benefits).

### I. FY27 Funding Request Summary

#### A. National Beef Checkoff Funding

| FY27 National Beef Checkoff Funding | | | | |
|---|---|---|---|---|
| This table outlines the amount of national Beef Checkoff funds requested. | | | | |
| **Proposal** | **Goal or Market/Region** | **Direct Costs** | **Implementation** | **Total Requested** |
| A | All Beef Checkoff stakeholders support the producer- and importer-led programs and understand the results and administration of their Checkoff investments | $1,650,000.00 | $350,000.00 | $2,000,000.00 |
| | **Total:** | **$1,650,000.00** | **$350,000.00** | **$2,000,000.00** |

Direct Costs & Implementation Comments

*Contractors can use this section to explain how Direct Costs and Implementation allocations are justified and supported. For example, contactors may highlight past project history, their organization's expertise, or outline experienced program managers and key staff to show they have the team and structure to deliver the proposed activities successfully.*

N/A

### B. Other Funding

| FY27 Other Funding (Anticipated Contributions - Informational Only) | | | |
|---|---|---|---|
| This table outlines the amount of anticipated contributions from other funding sources. The funding information in this table is for informational purposes only and demonstrates external collaboration as delineated in the 2026-2030 Beef Industry Long Range Plan. | | | |
| **Proposal** | **Goal or Market/Region** | **Funding Source** | **Total Anticipated Contributions** |
| A | All Beef Checkoff stakeholders support the producer- and importer-led programs and understand the results and administration of their Checkoff investments | Corporate Funds | $30,000.00 |
| | | **Total** | **$30,000.00** |

Additional Funding & Collaboration Comments

*Contractors can use this section to provide additional details about other anticipated contributions. This may include expected support from third parties—such as other organizations, in-kind contributions, supplies, volunteer time, or consulting services—along with their estimated value. They may also describe any collaborations with partner organizations and explain how such partnerships will help support the proposed activities in the AR.*

N/A

## II. Summary of FY26 AR Budgets and Expenses

**Prior AR Funding:**

- **This AR expands upon previously funded program work from last year.**
- This AR proposes new program initiatives that are not connected to last year's work.
- As an organization submitting an AR for the first time, we do not have any prior-year budget information to report.

### A. National Beef Checkoff Funding

| FY26 National Beef Checkoff Funding | | | |
|---|---|---|---|
| This table reports the amount of awarded and expended national Beef Checkoff funding for the FY26 Authorization Request. | | | |
| **AR# 2650-PC \| Oct. 1, 2025 – Jun. 30, 2026** | | | |
| | **Direct Costs** | **Implementation** | **Total** |
| **Funds Awarded** | $1,490,000.00 | $310,000.00 | **$1,800,000.00** |
| **Actual Expenses** | $771,863.00 | $162,702.00 | **$934,565.00** |

### B. Other Funding

| FY26 Other Funding (Informational Only) | | |
|---|---|---|
| The following table reports the amount of committed and expended Other Funding for the FY26 AR. This funding information is for informational purposes only and demonstrates external collaboration as delineated in the 2026-2030 Beef Industry Long Range Plan. | | |
| **AR# 2650-PC \| Oct. 1, 2025 – Jun. 30, 2026** | | |
| **Funding Source** | **Funds Committed** | **Funds Expended** |
| Corporate Funds | $15,000.00 | $15,000.00 |

Additional Funding & Collaboration Comments

*Contractors can use this section to provide any additional details about FY26 national Beef Checkoff funds or other funding. This may include support from third parties—such as other organizations, in-kind contributions, supplies, volunteer time, or consulting services—along with their estimated value. They may also describe any collaborations with partner organizations and explain how these partnerships supported this AR.*

N/A

## III. Historical Summary of AR Budgets and Expenses

**AR Funding History:**

- **This AR expands upon previously funded program work from the past two years or more.**
- This AR proposes new program initiatives that are not connected to program work from two or more years ago.
- As an organization submitting an AR for the first time, we do not have any historical budget information to report.

### A. National Beef Checkoff Funding

| Historical Summary of National Beef Checkoff Funding | | | |
|---|---|---|---|
| The following table reports the amount of awarded and expended national Beef Checkoff funding for the FY25, FY24, and FY23 ARs. | | | |
| | **FY25 2550-PC** | **FY24 2450-PC** | **FY23 2350-PC** |
| AR Start Date | *Oct. 1, 2024* | *Oct. 1, 2023* | *Oct. 1, 2022* |
| AR End Date[1] | *Dec. 31, 2025* | *Dec. 31, 2024* | *Dec. 31, 2023* |
| Funds Awarded | $1,800,000.00 | $1,800,000.00 | $1,850,000.00 |
| Actual Expenses[2] | $1,800,000.00 | $1,790,164.00 | $1,845,699.00 |

[1] For multiyear ARs, the "End Date" reflects the date that the AR is scheduled to be completed.

[2] If the AR "End Date" has not occurred, actual expenses will be reflective of the following time period: AR Start Date - June 30, 2026.

## B. Other Funding

| Historical Summary of Other Funding (Informational Only) | | | |
|---|---|---|---|
| The following table reports the amount of Other Funding expenditures for the FY25, FY24, and FY23 ARs. The funding information in this table is for informational purposes only and demonstrates external collaboration as delineated in the 2026-2030 Beef Industry Long Range Plan. | | | |
| **Funding Source** | **FY25 2550-PC** | **FY24 2450-PC** | **FY23 2350-PC** |
| Corporate Funds | $15,000.00 | $0.00 | $0.00 |
| **Total** | **$15,000.00** | **$0.00** | **$0.00** |

Additional Funding & Collaboration Comments

*Contractors may use this section to provide any additional details about historical national Beef Checkoff funds or other funding. This may include support from third parties—such as other organizations, in-kind contributions, supplies, volunteer time, or consulting services—along with their estimated value. They may also describe any collaborations with partner organizations and explain how these partnerships supported these ARs.*

N/A