



# Nevada Beef Council Annual Report

# 2021

## Dear fellow Nevada beef producers,



Driving beef demand is the Beef Checkoff's number one goal. The Nevada Beef Council supports and works toward that goal by responsibly and transparently investing your Beef Checkoff dollars in programs designed to reach and engage the modern consumer. These programs include promotion, research, industry information, consumer information, foreign marketing, and producer communication. They are all aimed at affecting consumer preference. The board and staff of the Nevada Beef Council work hard to ensure the success of these programs in achieving that goal.

This annual report of Nevada Beef Council activities is intended to provide you with a better view into what your Beef Checkoff investment does in Nevada to drive beef demand. For more information about the Nevada Beef Council or Beef Checkoff, please visit [www.nevadabeef.org](http://www.nevadabeef.org) or [www.mybeefcheckoff.org](http://www.mybeefcheckoff.org).

Sincerely,  
*Jay Dalton*, Chair  
Nevada Beef Council

## United We Steak



In the summer of 2020, the United We Steak campaign was launched nationally to shine a spotlight on the shared traditions of beef and summer grilling, and to celebrate the uniqueness of each state.

In Nevada, the NBC further leveraged the campaign through state-specific advertising, such as offers for cash-back rebates on beef through the popular mobile shopping app Ibotta, and a sweepstakes for a chance to win a Traeger grill. These details, as well as information about ranching and raising beef in Nevada, were made available on the custom landing page.

Nevada broadcast media impressions for this campaign surpassed 1.7 million, with nearly 1 million additional media impressions from streaming audio, video pre-roll and digital ads across a variety of online platforms. Non-skippable 15-second spots airing via Connected TV (Roku, Amazon, FireTV, AppleTV, Sling, and others) targeted families and grocery shoppers in Las Vegas and Reno, while mobile/geo-fencing targeted consumers through more than 100,000 popular mobile apps within a one-mile radius of retailers. The Ibotta offer resulted in more than 550,000 brand impressions, 12,908 "add to list" events (instances where the shopper took the additional action through the app of watching a video, unlocking the offer, and adding beef to their shopping list), and 7,235 redeemed beef offers at Nevada retailers.

## Stockmanship & Stewardship Comes to Elko



In July of 2021, Nevada was home to one of the premier producer education events in the country, a Stockmanship & Stewardship Clinic offering a rare educational experience for producers in Nevada, featuring low-stress cattle handling demonstrations, Beef Quality Assurance educational sessions, industry updates, and realistic strategies to enhance producers' commitment to stockmanship and stewardship in their own operations. The event was a collaboration of two national educational programs – the American National Cattlewomen's Women in Ranching Education and Development (WIRED) and the National Cattlemen's Beef Association Stockmanship & Stewardship program, partially funded by the Beef Checkoff, featuring world-renowned clinicians.

Dozens of Nevada producers attended the two-day event, which was made possible by the hard work and involvement of a number of state organizations, including the Nevada Beef Council, Nevada Cattlemen's Association, and University of Nevada Cooperative Extension. A number of individuals were also instrumental in making the event possible including clinicians Ron Gill, Curt Pate, Dean Fish, and Nevada's BQA coordinator Ron Torrell, all of whom contributed their time and talents to the event.

## Western States Campaign



Over the summer grilling months, a nationally funded campaign included a focus on Nevada consumers. The

national Beef Checkoff funded a Western U.S. States campaign that served consumers in the targeted states of Nevada, California, Oregon, Washington, Arizona and Idaho. *Beef. It's What's For Dinner.* ads ran over 11.6 million times, adding to the impact of state-funded campaigns that took place throughout the year.

The campaign included three primary elements: a YouTube advertising campaign that included grilling-focused video ads as well as a "substituting beef is beyond impossible" video, which garnered more than 523,684 impressions and 353,680 video views in Nevada specifically; audio spots on the popular music streaming app Spotify, garnering over 2.65 million impressions and over 2.48 million audio listens nationally; and a Google search campaign promoting recipes and grilling content on *BeefItsWhatsForDinner.com*, providing consumers with inspiration, information and confidence when cooking their next beef meal, resulting in 25,288 impressions and 1,509 click-throughs in Nevada.

## Showcasing Beef's Nutritional Punch



Focusing on beef's nutrition is another priority for the NBC. Our staff includes a registered dietitian, who works to connect with and provide reliable beef nutrition resources to the

health and nutrition community in Nevada. This position is funded by the Kansas and Nebraska beef councils, which further stretches Nevada producers' Beef Checkoff dollars.

This year's work in the nutrition realm included participation in the Nevada Academy of Nutrition and Dietetics' annual meeting, and publication of beef nutrition information and recipes in a health and wellness magazine that was distributed to medical offices throughout northern Nevada.

## Fueling Gameday with BEEF

As the NBC's fiscal year underwent an adjustment from a July 1 through June 30 cycle in favor of a calendar year beginning with January 1, 2022, a tailgating campaign was produced to round out 2021 and allow for a marketing presence in the period between the end of the 2020/2021 fiscal year and the start of the 2022 calendar year.

This "Gameday" campaign was in partnership with E. & J. Gallo's Black Box® Wine. As part of the co-branded campaign, consumers could save \$5.00 on beef by purchasing Black Box Wine and beef together – the perfect Gameday pairing. E. & J. Gallo fully funded the offer redemption, helping stretch Nevada beef producers' Checkoff investment further.

Throughout the duration of the September 13 through October 24 six-week campaign, broadcast radio spots in Las Vegas and streaming audio in Reno garnered almost 1.38 million impressions.

## NBC Leadership at Work for You Nevada Beef Council Board

- Jay Dalton, Wells, Chair (cow-calf)
- John Jackson, Tuscarora, Vice Chair (cow-calf)
- Keri Pommerening, Smith Valley, Secretary/Treasurer (cow-calf)
- Annalyn Settelmeier, Gardnerville (cow-calf)
- Ted Christoph, Fallon (dairy)
- Bernard Petersen, Ely (cow-calf)
- Lucy Rechel, Yerington (feeder)

## 2021 Nevada Beef Council Financial Report

For the eighteen months ended December 31, 2021

### PROGRAMS

Consumer Information	\$66,280
Promotion	\$27,855
Producer Communications	\$15,694
Total Programs	\$109,829

### SUPPORTING SERVICES

Collection and Compliance	\$36,090
Administrative Expenses	\$23,932
National Program Investment	\$12,000
Total Supporting Services	\$72,022

TOTAL EXPENSES	\$181,851
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## Dear Fellow Producers,



Even after a tumultuous couple of years, we have a lot to be thankful for. We celebrated the 35th anniversary of the Beef Checkoff in 2021, we managed to hold in-person and virtual events without skipping a beat, and on a personal note, I'm thrilled to see my daughters get more involved in the industry.

Families like mine across the country provide the grassroots producer and state support that continues to be the driving force of the Beef Checkoff. Our Federation of State Beef Councils exists to build beef demand by inspiring, unifying and supporting an effective state and national Checkoff partnership.

I think the well-known phrase "a rising tide lifts all boats" accurately describes what the Federation is all about. States have a common goal of increasing beef demand through education, research and promotion. When we work together, we all succeed.

In addition to having a common goal, we also have a roadmap to help us achieve it through the Beef Industry Long Range Plan (LRP). In 2021, we launched a new five-year plan that outlines the vision, mission, objectives and initiatives to unite us in our efforts. Work funded through new Authorization Requests ties directly to the LRP.

This annual report touches on some of the national programs that producers help direct. During fiscal year 2021 a total audience of more than 530 million was reached through campaigns. I think these efforts truly demonstrate the value of the strong partnership between state beef councils and the national Beef Checkoff. Together we do make a difference, and we all benefit.

Sincerely,

Clay Burtrum  
Stillwater, Oklahoma  
Chair, Federation of State Beef Councils

**BEEF**

Funded by Beef Farmers and Ranchers

## Beef Enters Victory Lane



The Federation of State Beef Councils, on behalf of the Beef Checkoff, partnered with Daytona International Speedway to sponsor the *Beef. It's What's For Dinner. 300*. in February 2021. The race served as a unique opportunity to engage

with consumers through social media, television advertising, public relations and event promotions. When the checkered flag dropped, driver Austin Cindric in the number 22 Team Penske Ford claimed victory and celebrated with the *Beef. It's What's For Dinner. 300* trophy and a cooler full of Tomahawk Steaks.

## Summer Sizzles

To keep beef's rightful position as king of the grill, the summer grilling campaign ran from National Beef Burger Day in May through Labor Day utilizing a variety of platforms to connect with consumers. Whether it was native advertising, social media, television or radio, shoppers knew the right cuts to select for their BBQ and the best way to cook them for backyard success. An interactive map on the *BeefItsWhatsForDinner.com* website also featured beef grilling favorites and producer stories from across all 50 states.

## Confident Cooking with Beef



### *Confident Cooking with Beef*

is a comprehensive guide to selecting, preparing and cooking beef. Created by beef professionals for beef enthusiasts, this resource gives consumers added confidence when working with beef and sharing beef content. Originally published in the 1990s, and updated over the years, the brochure was recently revised, and more than 120,000 copies were printed at the request of SBCs to educate consumers on the

benefits of beef. With tips and tricks, comprehensive cooking lessons and timing charts, the publication provides the tools necessary to ensure beef success every time. The brochure also provides educational information about the value of beef's nutrition and the industry's positive impact on environmental stewardship, social responsibility and economic viability.



# FEDERATION FUNDED PROJECTS

The Federation of State Beef Councils builds a larger, more impactful, coordinated plan that can be executed as a partnership between the Federation and individual State Beef Councils (SBCs). Over 50% of the Federation's annual budget supplements tactics within Authorization Requests (ARs) approved by the Beef Promotion Operating Committee (BPOC). Supplementing these tactics helps the national Checkoff program have a larger impact on consumer demand.

In 2021, the Federation contributed \$6 million toward projects that supplement the approximately \$40 million national plan funded by the BPOC for promotion, research, consumer information and industry information. Specific programs made possible by SBC contributions to the Federation include, but are not limited to:

## PROMOTION – \$3,354,000

- Conducted Beef Substitutes 2.0 which worked with celebrity chefs during seasonal moments to rework iconic dishes into beef dishes, such as Beef Parmesan.
- Launched a sustainability campaign highlighting how beef farmers and ranchers around the country are implementing land-conserving, award-winning environmental efforts, as well as an interactive map on *BeefItsWhatsForDinner.com* featuring the sustainability work of producers in each state.
- Kicked off summer grilling with National Beef Burger Day; hosted a Summer of Giveaways and highlighted grilling recipes from across the country on an interactive map.
- Sponsored the first *Beef. It's What's For Dinner. 300* at Daytona International Speedway as part of the NASCAR Xfinity Series.

## CONSUMER INFORMATION – \$900,000

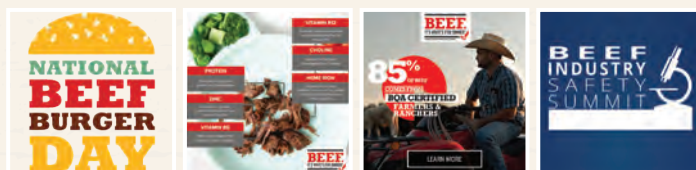
- Developed the Beef in the Early Years campaign after the American Academy of Pediatrics, the Women Infants and Children's Program (WIC), and for the first time ever, the Dietary Guidelines for Americans recommended beef for infants and toddlers.

## INDUSTRY INFORMATION – \$800,000

- The Beef Quality Assurance (BQA) program developed a Daily Biosecurity Plan for Disease Prevention template which helps cattle producers implement daily biosecurity measures on their operations and began work on the National Beef Quality Audit, which occurs every five years.

## RESEARCH – \$775,000

- Safety – focused on Salmonella contamination in lymph nodes and efforts to reduce food safety concerns in beef.
- Nutrition – focused on understanding beef preferences during infant complementary feeding.
- Product Quality – focused on sensory and chemical characterization of ground beef and plant-based alternative proteins, plus understanding the influence of beef x dairy cross on sub-primal yields and muscle shape.



## Pediatrician Outreach Extends Early Years Content



The American Academy of Pediatrics, the Women Infants and Children's Program and now for the first time ever, the Dietary Guidelines

for Americans recommend introducing solid foods, like beef, to infants and toddlers, in order to pack in every bite with protein, iron, zinc and choline. Yet, many physicians lack awareness of the latest science, and many parents still need practical tips for how to introduce beef safely and nutritiously into their young child's diet.

The Beef in the Early Years campaign focused on educating physicians and other health professionals on the importance of feeding beef to babies as an early complementary food and providing them with tools to support parents with the introduction of beef. With support from the Federation of State Beef Councils and several individual state beef councils, educational toolkits and parent resources were provided to a nationwide network of pediatrician offices and childbirth centers.

## Cattlemen's Beef Board Fiscal Year 2021 Expenditures

Promotion . . . . .	\$8,641,332
Research . . . . .	\$8,838,176
Consumer Information. . . . .	\$8,160,511
Industry Information. . . . .	\$3,138,923
Foreign Marketing . . . . .	\$8,479,193
Checkoff Communications . . . . .	\$171,679
Producer Communications. . . . .	\$1,568,937
Program Evaluation . . . . .	\$263,087
Program Development . . . . .	\$316,474
USDA Oversight* . . . . .	\$695,634
Administration. . . . .	\$1,502,147
TOTAL EXPENSES . . . . .	\$41,776,093

Unaudited numbers

\*Included in the USDA Oversight amount is approximately \$599,000 paid by the Cattlemen's Beef Board to USDA for oversight fees during the year. The remaining \$96,634 is related to cost incurred by Cattlemen's Beef Board for litigation, meetings with USDA, freedom of information act requests, settlement requests, and authorization requests.