

AMERICAN CULINARY FEDERATION



In the summer of 2022, the NBC teamed up with eight other state beef councils to be a supporting sponsor of the American Culinary Federation’s (ACF) National Convention in Las Vegas. The ACF convention is the biggest annual gathering of chefs, culinary students, and foodservice professionals in the United States.

Together, under the *Beef. It’s What’s For Dinner.* brand, these state beef councils showcased beef’s taste and versatility by providing beef samples at the convention’s welcome reception and at multiple pop-up tastings. During the convention, a trade show booth also provided an opportunity to network with chefs, distribute beef resources, and encourage them to download the BEEFoodservice mobile app for foodservice professionals. Beef was prominently showcased throughout the convention to the nearly 750 chefs in attendance.

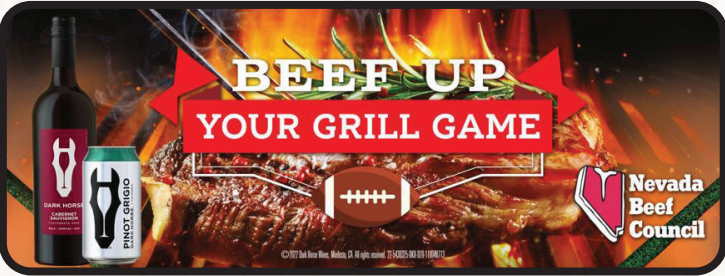
HEALTH & NUTRITION



The Food and Nutrition Outreach program worked to provide consumers with science-based information on beef’s role in a healthy diet and lifestyle. The Nevada Beef Council (NBC) supplied simple nutrition education in a local health and wellness magazine, and with the Nevada Nursing Association. The NBC’s goal was to provide simple messages that can make an impact on both health-

conscious consumers and healthcare professionals, like nurses and registered dietitians. These messages targeted within the Nevada Nursing Association reached up to 41,000 members. Additionally, the NBC sponsored the Nevada Academy of Nutrition and Dietetics and hosted a webinar featuring registered dietitian Katie Ferraro. The webinar focused on introducing beef as a first complementary food for babies.

BEEF UP YOUR GRILL GAME



The NBC’s Game Day Nevada Tailgating campaign, in partnership with E. & J. Gallo’s Darkhorse® Wine and iHeartMedia, invited consumers to “Beef Up Your Grill Game” with money-saving offers on beef and Darkhorse® Wine. All campaign media directed consumers to GameDayNevada.com for details. A \$2 cash back offer on a beef purchase of \$10 or more was available through the popular cash back shopping app, Checkout 51, and resulted in a 24% redemption rate. The GameDayNevada.com site also offered grilling videos, recipes, and a sweepstakes entry. Media tactics for this campaign included Smart Audio broadcast radio, streaming audio, spot placement in targeted podcasts, digital display ads, and geo-targeted mobile ads activated within one mile of targeted retailers. Throughout the duration of the August 31 through October 11 campaign, media garnered more than 4.5 million impressions with more than 11,000 store visits linked to those digital ads.

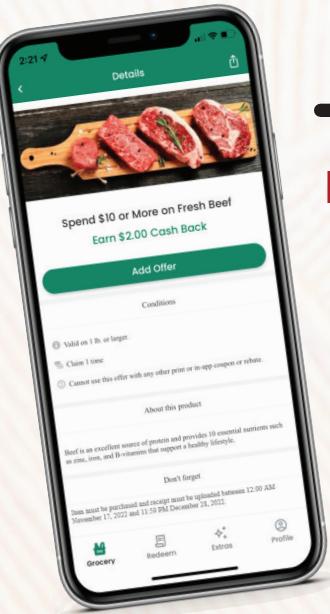
NEVADA BEEF COUNCIL BOARD

- Jay Dalton, Wells, Chair
- John Jackson, Tuscarora, Vice Chair
- Keri Pommerening, Wellington, Secretary/Treasurer
- Annalyn Settlemeyer, Gardnerville
- Ted Christoph, Fallon
- Bernard Petersen, Ely
- Lucy Rechel, Yerington

2022 NEVADA BEEF COUNCIL FINANCIAL REPORT

FOR THE FISCAL YEAR ENDED DECEMBER 31, 2022

Programs	
Consumer Information	\$48,185
Promotion	\$14,078
Producer Communications	\$846
Total Programs	\$63,109
Supporting Services	
Collection and Compliance	\$24,110
Administrative Expenses	\$25,165
National Program Investment	\$12,000
Total Supporting Services	\$61,275
Total Expenses	\$124,384



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 and driving beef demand. The board and staff of the Nevada Beef Council work hard to ensure the success of these programs in achieving these goals.

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, I encourage you to visit www.nevadabeef.org or www.mybeefcheckoff.org.

Sincerely,
Jay Dalton, Chair
Nevada Beef Council

BEEF FOR THE HOLIDAYS

During the 2022 holiday season, the Nevada Beef Coucil (NBC) offered consumers a beef rebate through the Checkout 51 mobile app and online. The \$2 rebate encouraged Nevada consumers to purchase \$10 or more of beef for their holiday gatherings for six weeks during November and December. The rebate had over 1,500 consumers add beef to their shopping list within the app. With a 25.8% redemption rate, nearly 400 shoppers purchased beef and redeemed the offer. What do we know about these shoppers? The offer appealed to consumers who are healthy eaters, cooks/bakers, and lead on-the-go lifestyles. Females made 89% of redemptions with an average age of 46.

Dear Fellow Producers,
For decades, state beef councils have partnered with the national Beef Checkoff to drive the demand for beef with remarkable success. By working together and sharing a unified voice, we develop creative and innovative ways to reach consumers even as their buying behaviors change.

Despite changes in how families make their grocery purchases, they still love beef! Recent research shows that 69% of consumers eat beef at least weekly. Research like this serves as the foundation of all Checkoff programs, and the Federation of State Beef Councils continues to support product quality, nutrition, beef safety, sustainability and market research to strengthen beef’s promotional efforts.

For more than 35 years, the Beef Checkoff has been using funds wisely and effectively and the Supreme Court recently confirmed that USDA has appropriate and adequate oversight to ensure that Checkoff funds are being spent in compliance with the Beef Promotion and Research Act. As Checkoff dollars are budgeted for projects, the Federation of State Beef Councils is at the table with producer input guiding decisions through a grassroots process.



This annual report touches on some of the programs that producers help direct. From research and promotion to consumer and industry outreach, these efforts demonstrate the positive impact that national programs have when extended at the state level. These success stories confirm that we are better and stronger when we work together!

As we look forward to 2023 when the Federation of State Beef Councils commemorates its 60th anniversary, let’s take time to celebrate our accomplishments, plan for the future and continue to work together to drive beef demand.

Sincerely,

Brad Hastings
Amarillo, Texas
Chair, Federation of State Beef Councils

BETTER AND STRONGER TOGETHER

The Federation of State Beef Councils (FSBC) builds a larger, more impactful, coordinated plan that is executed as a partnership between the Federation and individual state beef councils (SBCs). State beef councils voluntarily invest in the FSBC each year, and more than 50% of those contributions supplement 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 2022, the FSBC contributed \$4.5 million to supplement the approximately \$40 million national plan funded by the BPOC for promotion, research, industry information, consumer information, and producer communications. Specific programs made possible by SBC contributions include but are not limited to the following.

RESEARCH \$745,000

- Product Quality
- Beef Safety
- Human Nutrition
- Beef Sustainability
- Market Research

PROMOTION \$1,165,000

- Celebrity athlete Tony Romo served as the new spokesperson for *Beef. It’s What’s For Dinner.* and was utilized across multiple campaigns throughout the year.
- For the second year, the FSBC sponsored the *Beef. It’s What’s for Dinner.* 300, the 41st season-opening race for the NASCAR Xfinity Series, at Daytona International Speedway in February 2022.
- Beef was the star of the holidays with 125 ads airing during the holiday season on the Hallmark Channel: including during Thanksgiving weekend with a sponsorship of a movie premiere.

INDUSTRY INFORMATION \$150,000

- The Masters of Beef Advocacy (MBA) Program reached 20,000 graduates.
- The Trailblazers program, a yearlong training program was developed to prepare a new generation of advocates to protect the reputation of the beef industry.

CONSUMER INFORMATION \$2,439,000

- Conducted e-commerce projects with nationwide retailers encouraging consumers to add beef to their online carts.
- Distributed more than 3,000 Pediatric Health Professional In-Office Educational Toolkits in 32 states to highlight the importance of beef as a complementary food for infants and toddlers.



PROMOTING BEEF TO THE NEXT GENERATION OF CONSUMERS

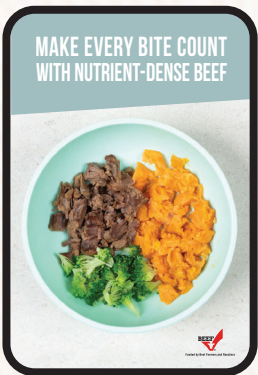
Kids are influencing their family’s buying behaviors and are more engaged with social issues than ever before. NCBA, a contractor to the Beef Checkoff, and state beef councils recognized the importance of educating America’s youth about beef’s positive sustainability story and created fun and exciting ways to reach the next generation of consumers.

As part of reputation management initiatives around sustainability, NCBA partnered with kid-focused media outlets, such as The Week Jr. and ScoutLife. Through these partnerships, kids and parents alike were directed to the newly created Beef Sustainability for Kids page on the Beef Checkoff-funded *Beef. It’s What’s For Dinner.* website. An important aspect of the online content was kids sharing their stories of life on the ranch with their urban neighbors, helping bridge the gap between pasture and plate.

STATES EXTEND E-COMMERCE EFFORTS

In November and December 2021, a nationwide club store promoted beef and the *Beef. It’s What’s For Dinner.* brand during the holidays on the retailer’s digital properties. Holiday beef digital ads were placed on the retailer’s website and app directing consumers to a page where they could add beef to their shopping cart. Almost 40,000 consumers interacted with the ads, and those ads drove more than \$8 million in beef sales with 8.6 percent new buyers to the beef category. The return on ad spend for the campaign was \$41.72, which means that for every Checkoff dollar spent on the project, nearly \$42 was returned in beef sales. In addition, the effort was supported by 14 state beef council partners which helped increase the overall reach and impressions and brought additional beef sales to individual states.

EARLY BITES WITH BEEF



Funding from the Federation and individual state beef councils extended outreach efforts to health professionals nationwide. More than 3,000 toolkits, complete with

posters, fact sheets and newsletters, were distributed to pediatric health care offices in 32 states. Health professional response to toolkits was very positive with nearly 9 in 10 professionals recommending or intending to recommend beef to parents and caregivers. In addition, 75% of respondents reported being more knowledgeable about beef as an early complementary food after receiving the information. On the consumer side, half of respondents reported that receiving the information from their pediatric professional made them more likely to feed beef to their child.

BEEF ADVOCATES BLAZE NEW TRAILS

The new Trailblazers program takes advocacy to an unprecedented level by giving participants the tools and training they need to promote beef to new audiences while addressing and correcting myths. Ten Trailblazers from across the country attended a multi-day training, which provided them with the resources, information, and engaging activities they need to become expert communicators, excel in media interviews and understand how to build confidence in beef related practices when talking to consumers.



Trailblazers Shaye Koester and Jaclyn Wilson of Nebraska plate their beef dish during a social media and culinary challenge.

NEW SPOKESPERSON SCORES POINTS FOR BEEF



Beef scored points this summer with new spokesperson, Tony Romo. The former professional football quarterback and current sports commentator shared his family’s passion for beef with consumers, and promoted beef nationwide through digital and social media, outdoor advertising, on ESPN.com and through broadcast television ads on the Food Network, HGTV and the Magnolia Network. State beef councils extended this national programming through billboards, displays, advertising and other promotional efforts. Tony Romo’s Playbook on *BeefIt’sWhatsForDinner.com* also highlighted new recipes and valuable information about beef’s taste, nutrition, versatility and sustainability.



Scan QR code for the 2022 Federation of State Beef Councils Investor Report.