



NEVADA BEEF COUNCIL

2024 Annual Report

DEAR FELLOW NEVADA BEEF PRODUCERS,



As I've noted before when writing in this space, the Beef Checkoff's number one goal is driving beef demand. As beef producers, we know what that means for us and for our bottom line. But it reaches beyond our operations. A 2024 Broader Economic Impact Study shows that the national Beef Checkoff not only added billions to the beef industry but also delivered positive indirect effects to the broader economy like increasing U.S. employment, employment income, and the U.S. GDP. Driving beef demand takes many forms—consumer-focused promotions, nutrition outreach, retail partnerships—all aimed at driving demand whether that be through delicious recipes, e-commerce initiatives, or science-based nutrition outreach, and all enacted by the board and staff of the Nevada Beef Council.

This annual report of the Nevada Beef Council's 2024 activities is intended to provide you with an overview of marketing, promotion and outreach efforts in Nevada that are rooted in different approaches, but all aiming for the same goal: driving beef demand. As always, the board and staff focus on the effective use of limited financial resources, mindful of making the best investments of your Beef Checkoff dollars. For more information about the Nevada Beef Council or the Beef Checkoff, I encourage you to visit nevadabeef.org or beefboard.org.

Sincerely,

Jay Dalton

Chair, Nevada Beef Council

PROMOTING BEEF



For summer 2024, the Nevada Beef Council (NBC) celebrated the season with Sizzled in Nevada, focusing on all things “beef on the grill.” The campaign, which ran from June 13 through July 24, featured savings on beef through the Checkout 51 mobile app or

categories, this campaign offered an incentive for consumers to purchase beef rather than trade out of the category when grocery shopping.

Working with iHeartMedia, NBC deployed media tactics that included SmartAudio radio spots that use artificial intelligence and audience profile data to enhance audience targeting and spot placement. In addition, location-based, geo-fenced mobile display ads reached target consumers on their mobile devices when they were within a one-mile radius of retail stores, and streaming ads across the iHeartRadio app reached consumers outside the broadcast area. All media drove consumers to the SizzledInNevada.com landing page to access the Checkout 51 beef offer, sweepstakes entry, and other content. Campaign media tactics resulted in almost 2.5 million media impressions and more than 7,800 store visits that could be tracked digitally, resulting in a return on investment (ROI) of 24% for media.

online, summer grilling recipes, videos, and a sweepstakes for a summer grilling prize pack, all housed on the campaign landing page at SizzledInNevada.com. Responding to the elevated grocery prices consumers were facing across retail

The Checkout 51 beef offer gave consumers \$2 savings on the purchase of \$10 or more on their favorite steaks for summer grilling. The cash-back beef rebate had over 900 consumers engage with the offer by adding beef to their grocery shopping list, and more than 330 consumers redeemed the offer. Metrics for offer redemptions indicate that those who redeemed the offer were busy on-the-go families with one or more children in the household. Not only did the offer provide some price relief for consumers, but it also yielded a \$5.03 ROI for Nevada beef producers—which is a win-win for both Nevada consumers and beef producers.

RETAIL PARTNERSHIP



The NBC worked collaboratively with neighboring state beef councils to provide Associated Food Stores with beef-centric meat case dividers. The Associated Food Stores network serves 450 independent grocers across Nevada,

Utah, Idaho, Colorado, Wyoming, Montana, Arizona, New Mexico, and Oregon. Nearly 30 independent grocery retailers in Nevada that are a part of Associated Food Stores benefited from the in-store signage. The dividers featured a mouth-watering steak, with a call-to-action for shoppers to visit BeefItsWhatsForDinner.com for beef recipes or use the convenient QR code to direct them to the BeefItsWhatsForDinner.com website.

OUTREACH TO NUTRITION AND DIETETICS PROFESSIONALS, AND PHYSICIANS

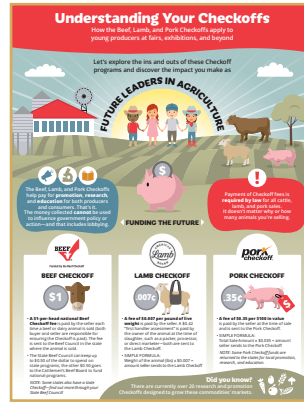


The NBC's nutrition outreach focused on networking with professional groups in the medical and nutrition and dietetics areas, providing evidence-based beef nutrition research and offering ongoing access to resources, peer-reviewed studies, and complimentary continuing education.

As part of this outreach, the NBC sponsored a virtual education session at the Nevada Academy of Nutrition and Dietetics Conference (NvAND), held in a hybrid format. The NBC delivered a brief ten-minute overview of the Beef Checkoff, highlighting the available resources and educational opportunities for nutrition professionals.

The NBC also shared educational content about incorporating lean beef into a heart-healthy diet at the Nevada Academy of Family Physicians' summer Continuing Medical Education (CME) meeting. This event, which brought in 180 family physicians, provided an excellent opportunity to highlight the protein value that beef brings to a healthy dietary pattern and lifestyle.

PRODUCER EDUCATION AND ENGAGEMENT



The Beef Checkoff, in collaboration with the Pork and Lamb Checkoffs, created a handout to help young producers better understand Checkoff assessments. Many 4-H and FFA members have questions about the deductions on their livestock project sale checks, and this resource was designed to clarify how the three Checkoff programs work.

The NBC shared this resource with the Nevada FFA Association to distribute to the 28 FFA chapters around the state to help educate students about the Beef Checkoff.

In 2024, the NBC also continued to communicate the work of the Beef Checkoff, both on a state and national level, through producer publications in Nevada, including articles in the Nevada Rancher, The Progressive Rancher, Sage Signals, and The Drive.

SUBSCRIBE TO THE DRIVE



Curious how your Beef Checkoff dollars are making an impact? The Drive is your all-access pass to

the latest insights, information, and results from the national Beef Checkoff program. Receive a complimentary print copy of The Drive delivered straight to your mailbox. Scan the QR Code to sign up to get your copy.

2024 NEVADA BEEF COUNCIL BOARD

Jay Dalton, Wells, Chair
 John Jackson, Tuscarora, Vice Chair
 Keri Pommerening, Smith Valley, Secretary/Treasurer
 Bernard Petersen, Ely
 Lucy Rechel, Yerington
 Annalyn Settelmeier, Gardnerville

NEVADA BEEF COUNCIL FINANCIALS FISCAL YEAR ENDED DECEMBER 31, 2024

PROGRAMS	
Consumer Information	35,484
Promotions	3,222
Producer Communications	2,856
Total Programs	41,562
SUPPORTING SERVICES	
Collection and Compliance	24,110
Administrative Expenses	20,787
National Program Investment	12,000
Total Supporting Services	56,897
Total Expenses	98,459



Dear Fellow Producers,

For more than 60 years, producers have engaged at the grassroots level to drive the demand for beef through the Federation of State Beef Councils. States voluntarily invest in the Federation to build beef demand by inspiring, unifying

and supporting an effective and coordinated state and national Checkoff partnership. Ultimately, it is cattle producers, like you, who direct the Federation's work. Thank you for being one of the "Faces of the Federation."

We continue to share your stories and the work of the Federation to demonstrate the power of building connections. When state beef councils and industry stakeholders come together, we accomplish so much more. The dollars we pool together as the Federation make a tremendous impact on the consumption of beef and ultimately beef demand, from the work we support in research and industry outreach to promotions directed toward consumers.

Consumers want our product not only because it tastes good, but also because they see it as a nutritious and safe product to feed their families. Changing purchasing behaviors doesn't happen overnight. The investments we've made over the last six decades have helped to create the product that consumers desire.

This "State of the Federation" provides an overview of Federation-supported programs that producers have helped to direct over the past year. From research and promotion to consumer and industry outreach, these efforts demonstrate how the many faces of the Federation work together to drive demand for beef. Thanks for making an investment in the future.

Sincerely,

Dan Gattis
Chair, Federation of State Beef Councils
Georgetown, Texas



Funded by the Beef Checkoff

FACES OF THE FEDERATION

The Federation of State Beef Councils 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 Federation each year. More than 50% of the Federation's annual budget supplements tactics within Authorization Requests (ARs) approved by the Beef Promotion Operating Committee (BPOC) and executed by NCBA, home of the Federation of State Beef Councils. Supplementing these tactics helps the national Checkoff program have a larger impact on consumer demand.

In 2024, with input from SBC staff, the Federation Executive Committee approved more than \$3.3 million to supplement national efforts. Specific programs made possible by SBC contributions to the Federation include, but are not limited to »



PROMOTION

State Beef Councils Supplement: \$814,400

- » The Federation supports *Beef. It's What's For Dinner.* marketing and advertising efforts to educate and inspire consumers. The Federation investment supplements media buys for the summer grilling season including potential placements on broadcast television, connected TV, audio, digital and paid search advertising.
- » Influencers are also utilized on *Beef. It's What's For Dinner.* media channels to drive brand affinity, increase credibility and attract new consumers.

RESEARCH

State Beef Councils Supplement: \$1,059,197

- » State investments in the Federation fund foundational research projects in the areas of product quality, beef safety, human nutrition, beef sustainability and market research.

CONSUMER INFORMATION

State Beef Councils Supplement: \$1,099,300

- » The Federation advances consumer information efforts including e-commerce campaigns; thought leader engagement; nutrition, health and medical expert outreach; and public relations, including the development and distribution of “Cattle Calling” episodes.
- » Examples include developing a co-branded campaign to increase beef sales through retail, distributor and foodservice channels; creating educational opportunities for influencer partners to learn more about the beef industry; sending beef and heart health toolkits to physicians and health professionals; and pitching beef stories to national media.

INDUSTRY INFORMATION

State Beef Councils Supplement: \$327,700

- » Providing information and resources to the industry remains a critical component of the Federation budget, with funding elevating the Masters of Beef Advocacy and Trailblazers programs; supporting Beef Quality Assurance training, awards program and promotion; and disseminating results from the National Beef Quality Audit.

WORKING TOGETHER TO BUILD CONNECTIONS

BRIDGING THE GAP BETWEEN FARM AND FORK



Today's consumers are generations removed from any connection to a farm and ranch, yet they yearn for a relationship

with those who produce their food. Market research continues to show that consumers want to hear from farmers and ranchers about how cattle are raised. The “Cattle Calling” docuseries was created to help bridge the gap between farm and fork. Each episode provides an in-depth look at how cattle are cared for and invites viewers to follow along to see how families across the country adapt to their environments to ensure their legacies continue.

“Cattle Calling” continues the Beef Checkoff’s ongoing emphasis on connecting with consumers and sharing the stories of beef producers. The docuseries aims to build relationships and trust between consumers and the cattlemen and women raising food for the family dinner table. For more information and to watch the series, visit CattleCalling.org.

STRENGTHENING BEEF’S ROLE IN A HEALTHY BALANCED DIET

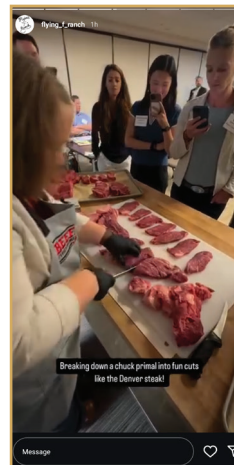


A heart health mailer was sent to registered dietitians, researchers and other health professionals, with a goal to encourage excitement and provide education on the ways

in which current and prospective Beef Aficionados can access and use beef nutrition resources to support their practice. The package included a *Beef. It's What's For Dinner.* cast iron skillet, American Heart Association Heart-Check recipes, a personalized card, and a fact sheet with suggestions to activate on beef nutrition education during Heart Health Month.

More than 750 heart health toolkits were also mailed to healthcare providers, including cardiologists and family physicians, across the contiguous United States. Each professional received a 12-page research booklet outlining recent studies supporting beef consumption for cardiometabolic health, a collection of heart-healthy recipe cards, a lean beef cuts magnet, and 100 educational tear sheets to share with patients.

BUILDING BEEF ADVOCACY THROUGH PRIME PARTNERS SUMMIT



This summer in Colorado, 28 Trailblazers, food content creators and nutrition influencers came together for a Beef Checkoff-funded three-day immersive event designed to educate and encourage collaboration among three unique and influential groups to promote beef. Following a series of educational sessions including information on today’s beef consumer, attendees watched a cutting demo, learned about beef’s role in a healthy lifestyle and engaged with producers through networking and tours.

With a social media following of more than three million people, attending influencers have posted 250 Instagram stories about their beef experience. According to post-event surveys, 94% of attendees said their perception of the beef industry improved or was very positive and the same number said the information provided was extremely helpful.

FOR MORE INFORMATION, VISIT ncba.org/federation.