

2025



Nevada Beef Council Annual Report

Dear Fellow Nevada Beef Producers,



It's not much of a stretch to say that we have one of the greatest jobs in the world, working with the land, with our cattle, and with each other. But it can also be one of the most frustrating of occupations, dependent on the weather, market fluctuations, and consumer tastes.

With cattle numbers being what they are here in Nevada, the Nevada Beef Council's (NBC) budget for promotion, education, and research continues to limit what can be done to reach Nevada consumers, retail and foodservice professionals, and food and nutrition sectors. Even with limits imposed by shrinking budgets, in 2025 NBC staff managed to: deliver beef nutrition toolkits to Nevada family physicians and general practitioners; employ in-store digital media tactics to encourage consumers to put beef in their grocery carts; and produce a video campaign on YouTube and Connected Television (CTV) introducing Nevadans to three award-winning ranches.

Here in the pages of the 2025 Nevada Beef Council Annual Report, you'll see just how much your NBC staff accomplished this past year, even in the face of shrinking budgets. It's a testament to the idea of making the most of what we have and putting our best foot forward, all while being mindful of making the best investments of your Beef Checkoff dollars. I appreciate your reading this annual report, and encourage you to visit NevadaBeef.org to learn more about the Nevada Beef Council, and BeefBoard.org for more about the Beef Checkoff and the Cattlemen's Beef Board.

Thank you. It continues to be an honor to serve you and Nevada's beef industry.

Sincerely,

Jay Dalton

Chair, Nevada Beef Council

Promoting Beef



The Nevada Beef Council's 2024 Nevada consumer survey showed that Nevada consumers could be motivated to eat beef more often through meal inspiration

and learning about raising cattle for food. We know that while Nevada consumers generally hold favorable perceptions of beef as a protein, they also hold less favorable perceptions of beef production practices, especially in urban areas.

Thanks to this research, a key part of driving beef demand in 2025 was focused on providing consumers with factual information about who produces beef in Nevada and how cattle are raised, along with protein-focused Beef messaging. Letting people get to know the "who" behind getting the beef they love from the ranch to their table does a lot to improve perceptions of beef production.

For 2025, the Nevada Beef Council produced a campaign in conjunction with the National Cattlemen's Beef Association (NCBA), a contractor to the Beef Checkoff.

Using NCBA's media buying power and production resources, we put together a campaign that appeared on Connected Television (CTV), YouTube, and Google. The campaign disseminated video content with a strong focus on how cattle are raised, meal inspiration content, and Nevada-specific Producer storytelling featuring three award-winning ranches:

- Cottonwood Ranch in Wells
- Fulstone Ranches in Smith
- Boies Ranch in Wells.

YouTube videos featured each ranch and ranch families—all winners of the Environmental Stewardship Award—showing consumers how Nevada ranchers care for their animals, and manage the land and other resources. CTV ads focused on protein and wellness, with :30-second videos with placements streaming on platforms like Hulu, HBO Max, NBC, Disney+, Fox, and more.

Google display ads reached consumers online with engaging recipe content that featured beef and appeared across premium platforms with ESPN, Fox News, USA Today, *Weather.com*, CNN, NY Times, and CBS Sports as the leading traffic drivers.

This program began in August and continued through December, resulting in more than 7.8 million impressions across CTV, YouTube, and Google and included more than 1.6 million total video views of Nevada producer videos and *Beef. It's What's For Dinner.*® video content, and more than 22,500 clicks on Google display ads to recipe content.

Retail Program



Nevada consumers fired up their grills for the summer of 2025 with the help of the Nevada Beef Council. Spanning from May 18th through September 6th, the NBC's Summer Grilling

campaign covered four major summer grilling moments: Memorial Day; Father's Day; Fourth of July; and Labor Day. The retail-centric campaign brought tasty beef messaging to consumers while they shopped in-store, coupled with a cash-back rebate on beef for their next summertime meal.

Through a new innovative in-store retail media tactic, the NBC deployed Digital Out-of-Home ads in 650 retail grocery stores in the Las Vegas and Reno metropolitan markets. This campaign contextually targeted consumers across a variety of premium and highly visible digital screens to remind shoppers in-store of their love of beef while at the point of purchase. The digital beef ads were shown in-store to consumers more than 330,000 times throughout the summer.

The ads showcased beef in its best light with recipe imagery alongside scannable QR codes for easy consumer access to the rebate offer while shopping. The cash-back rebate was offered through the Checkout 51 mobile app and online, providing consumers the opportunity to save \$1 on their next \$10 or more beef purchase for summer grilling.

During the summer-long campaign, more than 2,250 consumers added beef to their shopping lists within the Checkout 51 mobile app, and 660 of those consumers purchased beef and redeemed the offer. Of those consumers, we know that 92% were female, had a household size of 3.49, and were primarily "on-the-go" healthy eaters that like to cook at home. For each Beef Checkoff dollar invested, the Checkout 51 rebate saw a \$5.29 return on investment.

NEVADA BEEF COUNCIL FINANCIALS

FISCAL YEAR ENDED DECEMBER 31, 2025

PROGRAMS

| | |
|-------------------------|---------------|
| Consumer Information | 35,500 |
| Promotions | 5,197 |
| Producer Communications | 2,433 |
| Total Programs | 43,130 |

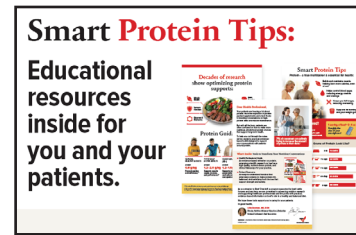
SUPPORTING SERVICES

| | |
|----------------------------------|---------------|
| Collection and Compliance | 24,110 |
| Administrative Expenses | 15,424 |
| National Program Investment | 7,500 |
| Total Supporting Services | 47,034 |

Total Expenses 90,164

The NBC continues to explore and launch innovative retail marketing tactics to reach Nevada's consumers with mouth-watering beef messaging to help drive beef demand.

Nutrition Outreach



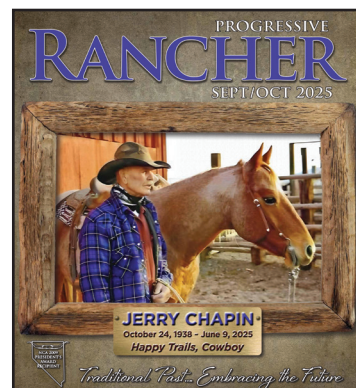
Protein is being talked about everywhere, with 71% of consumers actively trying to increase the amount of protein in their diets. But not all proteins are created equal, and with all the buzz, patients are confused on how to make better protein choices that support their long-term health.

That's why the Nevada Beef Council launched **Smart Protein Tips**, a campaign to deliver toolkits to doctors and other medical healthcare professionals with evidence-based resources to help them guide patients towards making better protein choices with beef.

The toolkits were delivered to over 5,000 family physicians and general practitioners across the country, including more than 50 right here in Nevada, reaching at least 500,000 consumers with health-related information about beef.

The materials in the toolkits helped healthcare professionals and families understand beef's role as a foundational food for health. Kits included evidence-based research showing that beef is a high-quality, nutrient-dense protein, provide clinical takeaways for practical application, and clear handouts that empower patients to choose protein-rich, balanced, and satisfying foods that support strength and satiety. Surveys are being gathered from the healthcare professionals to gauge the kits' success at increasing beef recommendations.

Producer Education & Engagement



On behalf of Nevada beef producers, the NBC continues to engage with consumers and retail and foodservice professionals to keep beef top of mind and on their plates, and has worked with medical, health and nutrition professionals to provide data-driven, science-backed nutrition information about beef's role as a foundational food for health.

The NBC continues to provide campaign details and results to update producers on their Checkoff investment through outreach in producer-focused media. In 2025, NBC staff wrote a number of monthly articles for inclusion in the *Progressive Rancher*, *Nevada Rancher*, and *Sage Signals* publications. In addition, the NBC wrote and produced monthly radio spots for Nevada broadcast radio stations affiliated with the Western Ag Network. These radio spots highlighted producers' Checkoff investment in consumer beef research, farm STEM education programs, research on consumer interest in high-protein diets, trends in consumer use of GLP-1 medications, and more.



Dear Fellow Producers,

The Federation of State Beef Councils is the perfect example of how working together delivers so much more, and it all starts with you. Cattle producers from across the country share their ideas and expertise to build beef demand by inspiring, unifying and supporting an effective and coordinated state and national Checkoff partnership.

The Federation plays a critical role because we have states that have more cows than people. And then we have other states where their human population is greater. By pooling our money and resources, we can accomplish more to educate people from coast to coast about beef's taste, versatility and nutritional value. Your investment continues to drive demand for beef, and our industry is growing. According to the USDA, beef (cattle and calves) is the top agricultural commodity in the United States.¹

As a volunteer-led organization, we work hard to be effective stewards of the money. The Federation funds research, promotion and outreach that individual producers and states may not be able to do on their own.

This "State of the Federation" demonstrates how producers have come together to direct Federation-supported programs. State beef council investments in the Federation fund research, promotion, consumer and industry outreach, as well as state services and human resources. Your investment truly makes a difference, so thank you for your commitment to this work. You have helped to make beef the number one agricultural commodity in America,¹ and through the Federation, we work to make it consumers' first choice.

Sincerely,

Nancy Jackson

Eupora, Mississippi

Chair, Federation of State Beef Councils

United Through 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 2025, with input from SBC staff, the Federation Executive Committee approved more than \$3.1 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: \$898,600

The Federation supports *Beef. It's What's For Dinner.* marketing and advertising efforts to educate and inspire consumers nationally. The Federation investment supplements media buys including cable television advertising and content partnerships focused on nutrition and wellness. Content is developed using trusted influencers and chefs and is used on *BeefItsWhatsForDinner.com* and across media channels to drive brand affinity, increase credibility and attract new consumers.

RESEARCH

State Beef Councils Supplement: \$1,048,036

Through the partnership of national funding and state investments in the Federation and to specific projects, the foundation of research provides insights for other Checkoff programs and contractors as well as insights for industry action. Research is conducted in the areas of product quality, beef safety, human nutrition, sustainability and market research.

CONSUMER INFORMATION

State Beef Councils Supplement: \$787,000

The Federation advances consumer information efforts including thought leader engagement; nutrition, health and medical expert outreach; and public relations, including the development and distribution of "Cattle Calling" documentary episodes, and other educational content. Examples include supporting states by placing speakers at annual dietetics meetings through the Nutrition Seminar Program; sending beef toolkits to physicians and health professionals; creating content partnerships with food-focused digital media outlets that utilize influencers and pitching beef stories to national media.

INDUSTRY INFORMATION

State Beef Councils Supplement: \$394,000

Providing information and resources to the industry remains a critical component of the Federation budget, with funding elevating the Trailblazers advocacy program and supporting the Beef Quality Assurance program with training, advertising, and updating materials.

A Modern Take on Recipe Photography

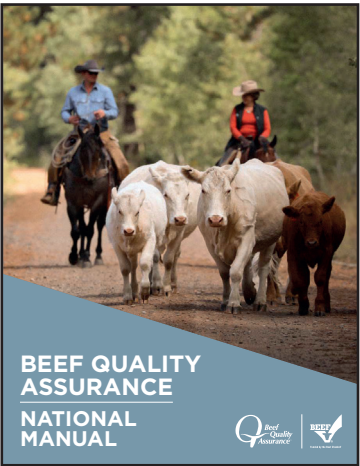


Beef. It's What's For Dinner. recipe imagery is regularly updated to meet changing consumer trends and tastes. When considering beef imagery in need of updating, old and outdated pictures are prioritized based on

popularity and content on *BeefItsWhatsForDinner.com*. While the recipes themselves may not change how they look and the stylized elements around the entrée do. Beef is showcased by modernizing the environment, colors, props and including appropriate colorful garnishes. Another trend in recipe photography is including step-by-step photos in addition to the final dish.

Nutrition is also a focus when highlighting beef in recipes. Current recipe images often feature a full meal, with beef in the center of the plate accompanied by a variety of colorful fruits and vegetables highlighting beef's role in a healthy diet.

Beef Quality Assurance Journey Made Easier With New Resources



For more than 30 years the Beef Checkoff-funded Beef Quality Assurance (BQA) program has been driving continuous improvement using science-based production practices that assure cattle well-being, beef quality and safety. The program continues to adapt and develop new resources to guide producers on their BQA journey. Resources are available at bqa.org.

Continuing Education Credits Available for Recertification

Those who are BQA certified through in-person or online training are required to recertify every three years. Instead of going through the same foundational training, the BQA program has developed continuing education courses to create a new educational experience for those who need to recertify.

Spanish Language Materials

In response to producer feedback and requests, all BQA materials are in the process of being translated from English to Spanish, with additional Spanish video content to be used for training opportunities.

Updated National Manual & Field Guide

The updated BQA National Manual serves as a resource for science-based cattle production information and is available for free. It was developed to set production standards for beef quality and safety that are appropriate to an operation and that producers can realistically meet or exceed. An abbreviated "Field Guide" version of the manual is also available for cattle producers and on-farm/ranch workers.

The Federation is at Your Service



In addition to the funds invested which supplement the integrated state/national plan, state beef council investments provide services for states and support the governance of the Federation. A variety of services are available at no additional cost to state beef councils, including creative and design services, communications

assistance, IT and website support, human resources facilitation, as well as staff and leadership development, training and education.

Health Professional Toolkits



One project that exemplifies the state-national partnership is the health professional toolkits. These toolkits, sent directly to doctors' offices help correct outdated notions/perceptions and empower medical health

professionals to confidently recommend beef. In 2025, 26 states invested more than \$160,000 to supplement national Checkoff dollars. These additional funds lowered the cost per reach and expanded national impact, which enabled the program to reach more than 5,000 health professionals and more than 500,000 consumers.

1. United States Department of Agriculture Economic Research Service, <https://data.ers.usda.gov/reports.aspx?ID=4052>

For more information, visit nba.org/federation

