

they travel globally to increase exports of ag products, and in-state packers an opportunity to show foreign customers how beef is cared for and raised in our state.

- Supported workshops in Central America for 35 importer companies and over 600 of their customers. One of the participants said, “This activity added a lot of value to our company and the whole team. They learned a lot about the correct handling of meats and how to advise customers.” The workshops discuss U.S. beef production and how quality marbling impacts flavor and tenderness, and provide cutting demonstrations and blindfold taste tests, which amaze the participants with the flavor and tenderness of U.S. beef.

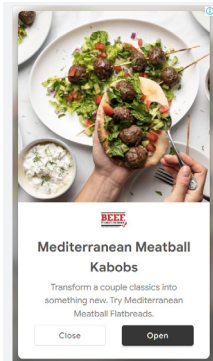
## EMPOWERING SCHOOL NUTRITION



Over the course of fiscal year 2023, the Wisconsin Beef Council (WBC) increased school food service efforts to incorporate more beef on school lunch trays. WBC took 35 school nutrition

professionals from across Wisconsin to tour a meat processing facility and farm. The work culminated in the creation of a 36-page, all-encompassing beef resource guide that incorporates beef nutrition facts, food safety tips and tricks, local beef procurement methods, more than 15 new pre-credited and scaled beef recipes, and other helpful information. This guide was created to help school food service professionals increase their knowledge about beef and the number of times it is served throughout the school year. Efforts are being multiplied on the national level and other state beef councils have adopted the guide and are sharing it with their state’s school lunch program staff.

## DIGITAL DEMAND: PUTTING BEEF IN ONLINE SHOPPING CARTS



Tapping into the power of digital platforms, WBC engaged consumers in the online retail space. The National Cattlemen’s Beef Association, a contractor to the Beef Checkoff, participated in an e-commerce retail partnership with a national mass merchandiser. The Wisconsin Beef Council invested in the campaign to successfully extend local efforts. Consumers saw Beef. It’s What’s for Dinner. digital ads while shopping online, encouraging them to add beef to their cart. Wisconsin

advertisements earned 1.27 million impressions, and the traceable beef sales in Wisconsin derived from the advertisement totaled \$1.3 million. That does not include cash purchases of beef. The state return on ad spend was \$130, meaning, for every dollar WBC spent on advertising, \$130 was tracked in beef sales in Wisconsin.

## PRODUCER SURVEY

The Wisconsin Beef Council wants your feedback! Please take a few minutes to complete our online survey. Your responses will be kept confidential. You can find the survey at [beeftips.com/cattlemens-corner](http://beeftips.com/cattlemens-corner) or scan the QR code!



## BEEFING UP OUR ONLINE PRESENCE DIGITAL ADVERTISING CAMPAIGN

In fiscal year 2023, the Wisconsin Beef Council’s (WBC) digital advertising campaign inserted itself into the daily lives of nearly 2.3 million Wisconsinites with compelling beef recipes; photos, videos and messages on websites they frequent; TV channels they stream; and their social media pages. In fact, WBC consumer advertising campaigns and promotions delivered over 9 million impressions by highlighting beef’s great taste, nutritional benefits, and the farmers and processors behind the beef. Digital advertising efforts achieved over 1 million video views, and 144,800 engagements.

### SOCIAL MEDIA

In addition to paid advertisements, WBC reached new audiences in 2023 through refreshed social media efforts.

#### ■ INSTAGRAM, PINTEREST, AND FACEBOOK:

WBC’s presence on these traditional platforms continues to thrive with a specific focus on reaching younger demographics. Gen Z and Millennial women on Pinterest in particular demonstrated strong engagement with 158,740 people reached and 1,120 clicks to [www.BeefTips.com](http://www.BeefTips.com).

#### ■ TIKTOK TRIUMPH:

Fiscal year 2023 marked WBC’s first full year on TikTok featuring farmer stories, beef recipes, cuts, and nutrition information. With 121,201 video views and 101,502 accounts reached, this platform emerged as a powerful channel that resonates with a predominately male audience aged 25-34.

#### ■ GEOGRAPHIC REACH:

Our strategic social media efforts effectively targeted key urban areas including Milwaukee, Madison, and Green Bay, aligning with our goal of sharing beef’s compelling story in significant markets.



# WISCONSIN BEEF COUNCIL 2023 ANNUAL REPORT

## GREETINGS TO WISCONSIN BEEF AND DAIRY PRODUCERS,



First, I want to express my gratitude for your contribution to the Beef Checkoff through your efforts in producing nutritious, safe, and delicious beef for our consumers. Furthermore, I extend thanks to our outstanding Wisconsin Beef Council (WBC) and Cattlemen’s Beef Board staff for all their hard work leveraging those dollars to tell the great news and story of beef! Lastly, I am grateful to work alongside a board of directors engaged and committed to overseeing your Checkoff dollars at the state level.

I would like to recognize our retiring board members who have each served two terms on the Wisconsin Beef Council: Dale Bakke, American Veal Association; Eric Johnson, Wisconsin Cattlemen’s Association; and Rosie Lisowe, Wisconsin Farm Bureau. We have a large board with 23 board members representing

13 industry organizations involved in the beef supply chain. The board greatly represents the diversity of the Wisconsin beef industry and supply chain.

Our mission for the Wisconsin Beef Council is to build beef demand that is sustainable for future generations. We have three areas of focus: 1) to promote and capitalize on the multiple advantages of beef 2) to grow consumer trust in beef production and 3) to drive growth in beef exports. As you read this report you will find evidence of the WBC’s work in these areas, and exciting things are planned for 2024. I would invite you to follow WBC on various social media outlets, listen to the Checkoff Chat on the radio, and visit [www.BeefTips.com](http://www.BeefTips.com) to learn more. I encourage you to reach out to board members and staff if you have additional questions.

We have faced challenges with the Beef Checkoff in the past few years and expect this trend to continue. We have had declining Checkoff revenue due to lower cattle numbers and changes to how cattle are being marketed in the supply chain. However, we are blessed to have talented and committed staff who are working hard to leverage those dollars toward our mission. In this report, you are just getting a snapshot of some of the work they are doing here in Wisconsin. As a board, we have been diligent in reviewing the proposals and discussing which efforts to fund to maximize your dollar. I also want to commend our Executive Director Tammy Vaassen and her staff for continuing to find ways to reduce administration costs as well as finding outside dollars to contribute to our program efforts. Both staff and board are working hard to manage the dollars you have contributed to the Checkoff.

I am humbled to represent all of you who contribute to the Checkoff and raise beef. I encourage us all to find opportunities in the next year to tell others about the great advantages of beef and tell our story to consumers.

Amy Radunz  
WBC Board President

## FOREIGN MARKETING EFFORTS GROW



The Wisconsin Beef Council (WBC) had the opportunity to multiply our reach in foreign marketing education and promotion efforts in 2023 with the U.S. Meat Export Federation, a contractor to the Beef Checkoff, by receiving two grants from the Wisconsin Department of Agriculture’s Ag Export Initiative program. With combined funds from the Beef Checkoff and the grants, WBC:

- Hosted a trade team of Japanese food service representatives to showcase the diversity and quality of beef raised and processed in-state. Three restaurants in Japan have already

started to menu beef from Wisconsin plants. In addition, a 6-page article was written about the trip in a high-end foodie magazine based in the country. A quote from Chef Wachi, known as the ‘meat chef’ in Japan: “When I visited the farms, I understood why....the beef offers deep and rich flavors. Producers pour their love and passion into raising the cattle throughout their lives, from conserving the soil to ensuring high-quality sources of water. It’s no wonder they are so delicious.”

- Translated the Wisconsin Way video into four languages for use in foreign markets to show the dedication of our states’ farmers to animal care, environmental sustainability, and producing quality beef. The transcribed video allows Wisconsin Department of Agriculture export staff to use as

*continued on back page*

## WISCONSIN BEEF COUNCIL FY2023 INCOME AND EXPENSE STATEMENT OCTOBER 1, 2022-SEPTEMBER 30, 2023

### Revenues

Wisconsin Checkoff Assessments	\$1,415,867
Cattlemen’s Beef Board \$.50	(\$708,328)
Wisconsin’s \$.50 (net checkoff revenue)	\$707,539
Other income (interest, misc.)	\$14,507
WI Dept. of Ag - Export Grant income	\$33,524
<b>Total Revenues</b>	<b>\$755,570</b>

### Expenses

National investments	\$26,000
Foreign marketing	\$72,124
Promotion	\$111,086
Consumer Information	\$236,470
Industry information/research	\$44,342
Producer communications	\$86,606
Administration/collections compliance	\$172,410
<b>Total Expenses</b>	<b>\$749,038</b>

## DEAR FELLOW PRODUCERS,

Since 1963, the Federation of State Beef Councils has been committed to building beef demand by inspiring, unifying and supporting an effective and coordinated state and national Checkoff partnership. During the 2023 Cattle Industry Convention in New Orleans, the Federation reaffirmed this vision along with the following Statement of Beliefs.



- We believe in the power of a strong state and national partnership resulting in increased consumer demand for beef.
- We believe in producer control of Checkoff funds through the Qualified State Beef Councils, which are the foundation of the Beef Checkoff.
- We believe greater knowledge about the Checkoff results in greater support for the Checkoff.
- We believe in the industry Long Range Plan as a guidepost for the Beef Checkoff and the principle of “one vision – one plan – one unified voice.”

Only one word was added to these beliefs, but it was a powerful one: unified. The Federation believes in one vision, one plan and one UNIFIED voice. It is the strong state and national partnership that unifies the Federation to speak with one voice and drive beef demand.

While how we drive that demand has certainly changed over the years, one thing remains constant and that is the industry’s dedication to continuous improvement. Whether it is adapting practices to improve animal well-being and conserve natural resources at the ranch or finding new ways to effectively reach consumers, we are stronger when we work together.

This “State of the Federation” provides an overview of Federation-funded programs that producers have helped to direct over the past year. From research and promotion to consumer and industry outreach, these efforts demonstrate the power of unity.

Sincerely,

Clark Price  
Hensler, North Dakota  
Chair, Federation of State Beef Councils



## THE POWER OF PARTNERSHIPS

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, and more than 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 2023, with input from SBC staff, the Federation Executive Committee approved nearly \$3.8 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: \$1,318,000

- ▶ Celebrity athlete Tony Romo was the spokesperson for *Beef. It's What's For Dinner.*, promoting beef across multiple campaigns including winter holiday content.
- ▶ With support from the Federation, content was created to showcase the *Beef. It's What's For Dinner.* brand focusing on moments throughout the year when families and friends gather together to enjoy beef.
- ▶ The Federation supported efforts to promote beef during the third annual *Beef. It's What's for Dinner. 300*, the 42nd season-opening race for the NASCAR Xfinity Series, at Daytona International Speedway in February 2023.



## RESEARCH

STATE BEEF COUNCILS SUPPLEMENT: \$1,000,000

- ▶ **Product Quality:** Research is designed to improve beef quality, consistency, value and demand. Current projects include the study of new packaging technologies and the effects of freezing on beef quality and palatability.
- ▶ **Beef Safety:** Research focuses on cattle-borne pathogens and/or their resistance, such as a current project studying the impact of water and environmental management on Salmonella.
- ▶ **Human Nutrition:** Beef farmers and ranchers continue to support nutrition research to advance the understanding of beef’s role in a balanced and healthy diet. A current project is studying the effects of beef consumption on skeletal muscle protein.

## BEEF FEATURED IN NATIONAL PUBLICATIONS



The Federation supported efforts to place positive stories showcasing producers and the benefits of beef in national publications as well as lifestyle and news publications in major metropolitan areas, such as *Sports Illustrated*, *Texas Monthly*, *Seattle Times*, and *Atlanta Magazine*. Combined, these stories have, so far, reached more than 130 million consumers across the country.

## INFLUENCING INFLUENCERS

Working with food, culinary and agricultural influencers provides a way to amplify beef messages and to interact with consumer audiences through credible third parties. Influencers share their personal beef stories, recipes and tips to educate and inspire their peers and consumers. The program creates compelling consumer content collaboratively and provides educational opportunities for influencers to tell the beef story in a knowledgeable and authentic manner in their own voice but armed with relevant information. So far, 23 influencers have created 75 posts sharing beef recipes, meals and stories from the ranch, reaching more than 15 million consumers and generating 1.3 million engagements.

## REACHING HEALTH PROFESSIONALS



Following a successful health professional mailing highlighting Beef in the Early Years in 2022, two additional toolkits were sent out to provide health professionals with science-based information about beef’s role in a healthy lifestyle. The kits aimed to equip healthcare professionals with valuable education, tools and resources they could then share with their patients and clients.

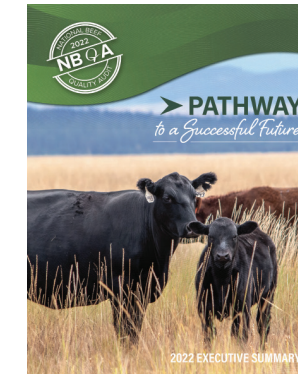
## CONSUMER INFORMATION

STATE BEEF COUNCILS SUPPLEMENT: \$995,000

- ▶ E-commerce efforts put beef in online carts, and partnerships with retailers, foodservice operators and state beef councils generated significant beef sales. A partnership with a national mass merchandiser promoted beef through digital ads, both on the retailer’s website as well as on popular consumer lifestyle sites that led back to the retailer’s beef landing page.
- ▶ The nearly two-month promotion resulted in \$11.6 million in incremental beef sales, 30.5 million ad impressions and a return on ad spend of \$49.

As part of the effort, more than 3,300 Strong Minds, Strong Bodies toolkits were mailed to pediatric and family physician offices to showcase how beef can contribute to healthy growth and development for school-age children and teens. In addition, more than 850 Beef Nutrition and Heart Health cookbooks were sent to cardiologists and physicians, along with a cover letter from the author, relevant research and heart health consumer content.

## NATIONAL AUDIT SHOWS EFFICIENCY IMPROVEMENTS



Since 1991, the Beef Checkoff-funded National Beef Quality Audit (NBQA) has delivered a set of guideposts and measurements for cattle producers and other stakeholders to help determine quality conformance of the U.S. beef supply. Results from the 2022 NBQA indicate that the beef cattle industry is producing a high-quality product that consumers want more efficiently and the industry’s primary focus across the supply chain remains food safety.

The NBQA, conducted approximately every five years, is foundational research that provides an understanding of what quality means to the various industry sectors, and the value of those quality attributes. This research helps the industry make modifications necessary to increase the value of its products. The efforts of the findings from the 2022 NBQA serve to improve quality, minimize economic loss, and aid in advancements in producer education for the U.S. beef industry. For more information about the 2022 National Beef Quality Audit, visit [www.bqa.org](http://www.bqa.org).



Scan QR code for the 2023 Federation of State Beef Councils Investor Report.

BROUGHT TO YOU BY THE FEDERATION OF STATE BEEF COUNCILS.

## INDUSTRY INFORMATION

STATE BEEF COUNCILS SUPPLEMENT: \$485,000

- ▶ This past year, Masters of Beef Advocacy (MBA) sustainability content was updated and Texas cattle producer, Tucker Brown, was recognized as the 2022 Advocate of the Year.
- ▶ Ten Trailblazers from eight states were selected for the second cohort of beef community spokespeople, beginning the year-long program which includes in-person and virtual training opportunities to prepare the next generation of advocates who will help protect the reputation of the beef industry.