



As a proud dairy farmer, I'm happy to say your Beef Checkoff dollar is hard at work in Wisconsin. Because of the efforts of Wisconsin Beef Council staff, we are reaching consumers of all ages. Through Beef in the Classroom, 9,260 students are learning not only how to prepare and cook beef, but also how it is raised and grown. Families can increase their at-home menu options and find value cuts that fit their

budgets by participating in virtual cooking classes or visiting beeftips.com. Streaming services with your favorite television shows are carrying advertisements that bring *Beef. It's What's For Dinner.* branding to screens of all sizes.

Those with questions about nutrition can also turn to the Wisconsin Beef Council. Did you know your dollar helps fund the efforts of our consulting dietitian who networks with medical and health professionals? She shares the research that proves beef has a positive impact on infants in their early stages of life providing zinc, iron, protein, and B vitamins. Looking at communications and outreach, the Wisconsin Beef Council trains

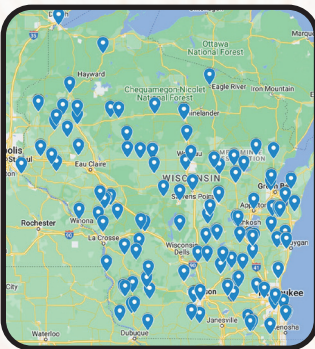
grassroots ambassadors for the industry, organizes Farm to Fork Tours for health, nutrition, and food influencers, and maintains an active social media presence. We have been able to stretch the dollar by applying for and receiving grants to promote and educate importers and consumers in foreign countries, increasing value for our beef and dairy farmers.

I am part of a 23-member board that governs the Wisconsin Beef Council and oversees how your dollar is used for beef promotion and consumer education. Our board members are divided into separate committees that approve program funding requests each year. Those committees are consumer information, promotion, and industry information-producer communications. We are efficient and effective, so please remember to do your part. The Beef Checkoff is a federally mandated program created as part of the 1985 Farm Bill. It's \$1 every time an animal exchanges hands, and that \$1 can have a huge impact driving demand for beef that is sustainable for future generations. Have questions about what the rules are for paying the Beef Checkoff? Contact our staff at wbc@beeftips.com.

Rosie Lisowe

Wisconsin Beef Council President

BEEF IN THE CLASSROOM GRANTS



The Beef in the Classroom grant program helps teachers buy beef and veal products to be used in Family & Consumer Science and Agriculture classes across the state of Wisconsin. This program allows teachers to strengthen their lessons about lean beef selection, storage, preparation, and nutrition by having funds available to buy

and prepare beef with their students. Grants were awarded to 130 high school and middle school culinary and ag classrooms across the state reaching 9,260 students during the 2021-22 school year. Wisconsin Beef Council staff and beef ambassadors also gave multiple presentations on beef nutrition and raising beef to many of the 130 recipient classrooms. WBC has awarded 158 grants for the fall 2022 semester, with a possible reach of 11,600 students.

SHARING THE SUSTAINABILITY STORY WITH ALICE IN DAIRYLAND



In the spring of 2022, the Wisconsin Beef Council partnered with the Alice in Dairyland program to create a campaign focused on sustainability messaging. Key talking points explained animal care and environmental stewardship

found in the beef industry, specifically with the beef animal's ability to convert forages and byproducts humans cannot eat into protein. 74th Alice in Dairyland Julia Nunes displayed spent grains from a Wisconsin brewery as well as distillers grains from her family's farm as examples. Nunes challenged viewers and listeners to also incorporate sustainability strategies into their everyday lives. She highlighted beef recipes crafted with leftovers that can save time and money in addition to avoiding food waste.

Between April 11 and May 13, Nunes completed eight television interviews with stations in each Wisconsin television market as well as 22 radio interviews and two print articles. Those media hits generated an estimated reach of 3,281,013 people according to Meltwater. As part of the campaign, Nunes created three Facebook and eight Instagram posts that earned 13,922 impressions.

PROMOTING LOCAL BEEF



This past year, the Wisconsin Beef Council placed additional focus on promoting locally raised beef to consumers and school foodservice personnel. First, the WBC Board approved the creation of a Local Beef Directory page on our

website, beeftips.com. The directory was developed to help consumers interested in sourcing local beef connect with farmers and ranchers. It is housed under the “Raising Beef” page on the website and is linked with other resources such as recipes, cut charts, beef sustainability facts and more. Producers can list their business for free on the directory. As of early 2023, 97 farms are included with locations across the state.

In addition, the Wisconsin Beef Council organized and led a panel discussion during the School Nutrition Association’s summer conference. The panel focused on helping school foodservice personnel source local beef for school lunch programs and find creative ways to implement more beef into school meals. Speakers included a farmer who sells beef to schools, a representative from the Department of Public Instruction on their School Nutrition team that facilitates sourcing of local foods, as well as Jeff Swenson with the Department of Agriculture who provided a better understanding of how to work with local processors, and WBC’s Tammy Vaassen who shared resources like kid-friendly beef recipes and assistance to connect schools with local farmers. As a result of the conference, WBC is leading the development of a resource for school foodservice directors, with large-scale beef recipes in a friendly format to make adding locally raised beef to the menu more turnkey, cooking tips and tricks, beef safety information, and procurement resources applicable to K-12 lunch programming. Schools are limited in both equipment and personnel to purchase raw beef products, so sharing handling and preparation tools, recipes that meet school nutrition regulations and tips on working with farmers and processors will hopefully make it easier for them to consider.

If you sell beef locally to consumers or are interested in learning how to work with schools, contact WBC at 1-800-728-2333 or email wbc@beeftips.com.

TEACHING CONSUMERS HOW TO COOK BEEF



Through relationships in the six largest Wisconsin television markets (Milwaukee, Madison, Green Bay, La Crosse, Eau Claire and Wausau), Angie Horkan, “The Beef Lady,” shares beef recipes and cooking tips

on nine stations each month. The WBC can be seen in 15 monthly segments promoting seasonal, easy, nutritious beef recipes. These segments have a potential broadcast and online reach of 10.7 million people each month.

Wisconsin consumers can also join the WBC staff and try their hand at a new beef recipe virtually. Once-a-month the WBC offers a free one-hour Virtual Cooking Class, held on Zoom, and open to all. During the one-hour class participants are encouraged to cook along while the WBC staff talks about shopping for beef, different cuts of beef, beef nutrition and cooking tips. We typically have around 35 class attendees each month.

WISCONSIN BEEF COUNCIL

FY2022 Income and Expense Statement

October 1, 2021-September 30, 2022

Revenues

Wisconsin Checkoff Assessments	\$1,378,384
Cattlemen's Beef Board \$.50	<u>(\$689,812)</u>
Wisconsin's \$.50 (net checkoff revenue)	688,572
Other income (interest, misc.)	<u>\$9,966</u>
Total Revenues	\$698,538

Expenses

National investments	\$26,000
Foreign marketing	\$38,600
Promotion	\$116,826
Consumer Information	\$239,825
Industry information/research	\$46,339
Producer communications	\$82,701
Administration/collections compliance	<u>\$166,890</u>
Total Expenses	\$717,181



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

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



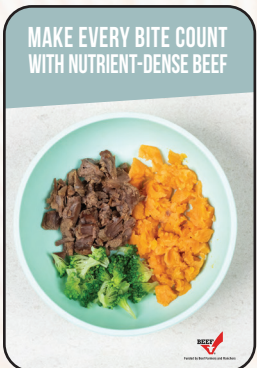
Kids are influencing their family's buying behaviors and are more engaged with social issues than ever before. NCBA, a contractor to the Beef Checkoff, and state beef councils recognized the importance of educating America's youth about beef's positive sustainability story and created fun and exciting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



The Early Bites with Beef campaign continued in 2022 to advance awareness and increase health professional recommendations that beef can (and should) be a safe complementary first food for babies starting at around six months of age and continuing throughout childhood. Campaign efforts also provided consumers with information about how to effectively and safely feed babies 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 *BeefItsWhatsForDinner.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.