

## DIETITIANS' HEAR BENEFITS OF BEEF



The WBC reached hundreds of Wisconsin's most active and influential dietitians and provided them educational resources to promote beef to their clients, through lean beef recipes and beef sustainability information at their annual conference in April 2015. With help from National Beef Packing Company and Metro Market, Wisconsin Dietitians learned how to add flavor to beef without leaning on fat and sodium by using salsa, aromatic vegetables, reductions, rubs and marinades to add flavor. The WBC also sponsored a nationally recognized speaker, Melissa Dobbins, who presented "It's All About Treads: What the Future Holds for Food, Health and Healthy Lifestyle".

## 30-DAY PROTEIN CHALLENGE



Throughout the year, WBC staff promoted the 30-Day Protein Challenge at health professional conferences and consumer events. For some time, researchers have known that there are health and wellness benefits to consuming protein in balanced amounts at each meal. The 30-Day Protein Challenge is a once-a-day email program that helps people incorporate lean beef into all meals of the day. To help promote the program to consumers WBC partnered with Metro Market and signed people up for the 30-Day Protein Challenge within their four stores. Over 4,500 people have signed up to take the Protein Challenge.

## BEEF IN THE CLASSROOM

The Beef in the Classroom Grant Program allocates money to high school and middle school food and consumer science teachers to purchase beef for their classes, who otherwise do not have the budget to do so. This program gives beef the chance to be cooked and studied by our next generation of beef consumers. Students learn how to properly cook different beef cuts, including ground beef, steaks and roasts, and learn how to prepare healthy, delicious meals with these beef cuts. The WBC received applications from over 50 Wisconsin teachers. Along with the money to buy the beef, 5,300 pieces of beef cooking and educational materials were distributed to the schools.

## 2015 FARM-TO-FORK EXPERIENCES



In 2015, 92 culinary students, chefs, dietetic students, dietitians, media and other food industry thought leaders attended farm-to-fork experiences to learn about modern beef production, modern farming practices,

sustainability, nutrition, food safety and culinary techniques. While on the tour attendees had the opportunity to meet farmers and hear from other industry experts. Participants got to see animal housing, handling, pasture management and feeding/watering facilities first-hand. On some tours a visit to a family-owned meat processing facility was also included, with participants getting to see carcass fabrication and retail packaging. WBC partnered with Gateway Technical College, University of Wisconsin-Stevens Point dietetic program and the Milwaukee Area Culinary Federation to host three farm-to-fork experiences. Attendees' perception of farming practices changed drastically between the pre-tour surveys

and the post-tour surveys. When asked if they would recommend an experience like this to others in their field every attendee answered yes. One chef answered, "It is important to understand where our food comes from. Agriculture is everywhere and needs to be sustained."

## BOOTS ON THE GROUND TRAINING

Training our Wisconsin beef industry to be able to defend our product is a valuable element to our success as an industry. The WBC is working with our University professors and students to take part in the MBA 2.0 program to arm them with the facts they need when conversing with consumers. Students taking part in the MBA program will be more confident in addressing the concerns of the consumer through media, social media, and face-to-face conversations.

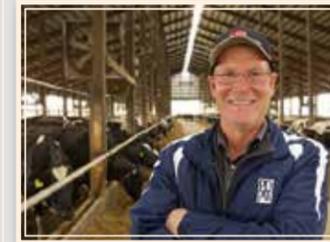
## STAFF

John Freitag, Executive Director  
Angela Horkan, Director of Marketing  
Alexis Nickelotti, Director of Online Communications  
Sarah Agena, RD, Consulting Dietitian  
Ardel Quam, Director of Compliance and Office Manager

WISCONSIN BEEF COUNCIL 2015 STATEMENT OF INCOME	
<b>Revenue</b>	\$1,759,211
Checkoff Receipts	
Less: Remittances to State board	\$374,207
Less: National /International Boards	\$696,059
<b>Net Checkoff Revenue</b>	<b>\$688,945</b>
Interest and other Income	\$5,600
<b>Net Total Revenue</b>	<b>\$694,545</b>
<b>Expenses</b>	
National Program Investments	
USMEF	\$8,600
Federation	\$26,000
	<b>\$34,600</b>
Promotional /Consumer Activities	\$429,044
Research Activities	\$10,802
Industry Information	\$57,408
Producer Communications	\$65,984
<b>Total Program Expense</b>	<b>\$563,238</b>
Support Services/General Administration	
Administration	\$95,205
<b>Total Expenses</b>	<b>\$693,043</b>
Excess Revenue	\$1,502
Net Assets at Beginning of the Year	\$229,179
<b>Net Assets at End of the Year</b>	<b>\$230,681</b>



Wisconsin Beef Council 632 Grand Canyon Drive Madison, WI 53719 ☎ 800-728-BEEF (2333) ☎ www.beeftips.com



Dear Beef, Dairy and Veal Producers,

Another great year for the beef industry has ended. We at the Wisconsin Beef Council (WBC) are proud of the work that has been accomplished this year. We are continuing our mission of increasing beef demand through an effort to inform consumers, through traditional media and social media, of the huge benefits of having beef in their diets. Beef is an important part of a nutritious diet and a healthy lifestyle.

Increasing consumer trust has been a focus for the Beef Council by being transparent and focusing on the great job the farmers do raising beef. Increasing the number of producers that have become certified in Beef Quality Assurance (BQA) and Dairy Beef Quality Assurance (DBQA) shows consumers that our beef is produced with as much care as possible. Sustainability and stewardship are also qualities that we as farmers strive to achieve so that the consumer will be assured that beef is also safe and great for the environment. If you have not been BQA/DBQA certified please contact the office so we can continue to grow these great programs. Consumers are wanting to know where their food comes from and there is a need to educate them as to what a great job we do.

This next year we have begun a new relationship with the Wisconsin Cattlemen that will benefit the beef industry in the state. We think this will let both organizations accomplish their missions and improve our state beef industry.

Our staff has done a great job building relationships with retailers, chefs, educators, processors, media and other stakeholders so that the word gets out about the quality product we produce. As you read this report let us know what you think and become involved in your industry. Your leadership and involvement will be necessary to continue to improve. Thanks for growing the greatest quality beef.

Sincerely,  
Keith York, 2015 President, Wisconsin Beef Council

## BEEF ON TV



Beef cookery is a challenge for young parents looking for easy, convenient and great tasting meals to feed their families. The WBC conducted 168 television beef cooking segments last year reaching 2.56 million viewers

in six Wisconsin TV markets — Milwaukee, Madison, Green Bay, La Crosse, Eau Claire and Wausau. Each month the WBC can be found on the morning, 10:00 a.m., noon or 5:00 p.m. news programs on seven stations promoting seasonal, easy, nutritious and delicious beef recipes. Viewers can go to the WBC website, www.Beeftips.com, Facebook page, monthly recipe e-newsletter, or the TV stations' websites to find the recipes from each segment. The segments are also posted on YouTube, Facebook and the stations' websites.

## GOING DIGITAL

Today's young parents grew up on smart phones — they shop, find coupons and learn to cook online. In 2015, the WBC continued our transition from radio and print advertising to promoting beef digitally, so the information can be accessed on computer, tablets and mobile phones, achieving 9.16

million consumer impressions. Our digital efforts work to keep beef top-of-mind with consumers in search of meal ideas, recipes and cooking information, directing them to sources of beef information. We also reach 11,300 Wisconsin consumers the first day of each month in their email inbox with beef recipes, cooking tips and beef nutrition information!

## Check us out!

Website: BeefTips.com  
Facebook.com/WisconsinBeef  
Twitter.com/@WIBeeftips  
Pinterest.com/WIBeefCouncil



## TEAM BEEF 2015



Team BEEF 2015 included 48 athletes that competed in a variety of events throughout the state. Each Team BEEF member received a t-shirt, headband, water bottle and sport bag and throughout the season, members shared their race successes along with pictures on social media sites. Team BEEF members received a weekly email with running tips,

beef nutrition information and beef recipes and shared running tips, recipes and their race day pictures on the Team BEEF Facebook page.

## DEAR FELLOW BEEF PRODUCERS,



Many Americans have become afraid of the food they eat. It's no wonder. Headlines admonish them to avoid fat. Newscasters gravely announce the latest study about one food ingredient or another. Bloggers rant about pesticides, hormones, antibiotics and/or their pet dietary restrictions. Every neighbor, it seems, touts his or her favorite diet regimen.

Meanwhile, beef and other good, basic foods have often fallen from the discussions, at least the ones that present our products – and our industries – accurately.

Without a bottomless funding source, it would be impossible to counter all of the swirling, often internet-based negative information. However, through your Beef Checkoff Program a tremendous amount of work is being done to increase understanding of beef, and present positive impressions of beef producers.

The information in this report isn't the whole story of those efforts, but it will give you an overview of the progress being made on your behalf with consumers. Through the partnership between your state beef council and the national Beef Checkoff Program, we are having success in building more demand for what we produce and trust in how we produce it.

For more information on beef checkoff efforts, please contact your state beef council. I want you to know that I and other beef producers on voluntary boards helping direct these efforts always have your interests – our interests – at heart.

Yours truly,

*Jennifer Houston*

Jennifer Houston  
Chairman, Federation of State Beef Councils



## PROTEIN STAGES A COMEBACK



After decades of taking a back seat to publicity about carbohydrates and fat, protein is making a comeback. Today, the macronutrient is the focus of both research and positive information, and reasserting itself as a key component of a healthful diet.

It makes sense. Protein is essential to the diet, while protein from animal foods is more rapidly and readily absorbed than plant protein in our diets. A 3-ounce serving of lean beef provides 25 grams of protein – as well as 10 essential nutrients – in just 154 calories.

The beef industry has been promoting the message of protein and its value for years, but the Beef Checkoff Program took it to a new level in 2015 by helping coordinate the Protein Challenge, a 30-day step-by-step way for consumers to understand how protein intake could be balanced to optimize good health through the diet. The idea was for consumers to work their way up to eating 30 grams of protein at every meal, giving them the chance to feel the difference in their everyday lives.

Studies show doing this would not only improve health, but control food cravings at critical times during the day. It will help consumers take control of their appetites and kick-start benefits of balancing protein consumption.

During a national program introduction in April 2015 more than 10,500 consumers were actively participating in the program by subscribing to a daily inspirational email, which helped them succeed in keeping to their protein intake goals. The program's website landing page had become the most visited page on the [www.beefitswhatsfordinner.com](http://www.beefitswhatsfordinner.com) website, with more than 70,000 visits over the first month, thanks to state and national efforts to promote it.

## A SHARPENED TOOL FOR DEFENDING THE INDUSTRY



Having producers trained and able to defend their product and their practices is an important element of a successful “on the ground” strategy. The Beef Checkoff Program's Masters of Beef Advocacy (MBA) program, with about 6,000 graduates to date nationwide, is an effort to properly arm producers with the facts they need when in contact with consumers.

A new version of the MBA program called MBA 2.0 was launched this past year, allowing beef

and dairy producers to step up and be true “advocates” for their industry. Building on the success of the original MBA program, MBA has new content based on consumer research that tackles current questions about the beef industry and its end product. The new elements of MBA 2.0 take about an hour to complete.

Those who complete the MBA program say it allowed them to gain a clear and useful understanding of beef industry issues that are important to consumers, and as a result are important for producers to share. To sign up for the MBA program go to [www.beef.org/mba](http://www.beef.org/mba).

## FIVE KEY FINDINGS OF THE CONSUMER BEEF INDEX

- After nearly a decade of recession, lower supply and higher beef prices, the decline in beef consumption appears to have stabilized at an average of two servings per week.
- More Americans intend to increase beef consumption in the future as intend to decrease it (18 percent versus 15 percent).
- The Protein Challenge, launched in April 2015, which was the most popular page on the website. Search and Facebook advertising efforts motivated more than 10,500 consumers to subscribe to daily Protein Challenge e-mails.
- SUPPORT GROWS AS KNOWLEDGE IMPROVES
- Research shows three of four producers support the Beef Checkoff Program, and that the more they know about the program the more supportive they are. That same research shows the number of producers who say they do not support the program is the lowest ever found – 10 percent.
- The survey of beef and dairy producers nationwide was conducted by an independent research firm in June and July. It found a vast majority of beef and dairy producers continue to say their beef checkoff has value for them by contributing to a positive trend in beef demand, contributing to the profitability of their operations, representing their interests and being well-managed.
- BEEF EXPORTS DELIVER STRONG VALUE FOR PRODUCERS
- Beef exports continue to deliver excellent returns for producers, as the value per head of fed slaughter was nearly \$292 in 2015. While the tightening of U.S. beef supplies has constrained overall export volume growth for the past three years, international demand has remained strong as customers have paid higher prices, supporting record export values.
- With USDA forecasting a 4.5 percent increase in U.S. beef production next year, there will be greater availability of U.S. beef cuts that command a premium overseas, including short ribs, short plate, skirts, chuck rolls and tongues. Checkoff-funded efforts conducted by the U.S. Meat Export Federation around the world are focused on those markets that maximize potential for U.S. beef exports.
- DIGITAL ADVERTISING CONTINUES TO BUILD
- This past summer the Beef Checkoff Program made the biggest push yet for its “Beef. It's What's For Dinner” digital campaign, reaching consumers in a variety of ways, across different platforms:
- The BeefItsWhatsForDinner.com website, which serves as the go-to resource for recipes and meal inspirations, cooking tips and techniques, and nutrition information. A new landing page supporting the grilling season was launched;
- New videos, with three new “No-Recipe Recipe” advertising spots created to inspire new meal ideas and cooking techniques, while showing how beef can help bring a delicious and nutritious meal to life;
- Social, Banners, Search Advertising, used throughout the summer to drive traffic to the website and various content assets throughout the year, such as recipe collections, videos and the grilling season landing page; and

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*The Consumer Beef Index is a semi-annual national survey completed with more than a thousand U.S. consumers ages 13-65. Initially developed in 2006, it is used by the Beef Checkoff Program to track changes in consumer perception of beef, assess the impact of the industry's communications efforts, monitor areas of relative strength and potential vulnerability for beef and provide input for national checkoff strategies.*

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## CATTLEMEN'S BEEF BOARD FISCAL YEAR 2015 EXPENDITURES

Administration	\$1,541,927	
USDA Oversight*	\$246,889	
Program Development	\$315,491	
Program Evaluation	\$202,093	
Producer Communications	\$1,555,711	
Foreign Marketing	\$7,661,822	
Industry Information	\$1,781,595	
Consumer Information	\$10,660,349	
Research	\$9,776,601	
Promotion	\$8,092,825	
<b>Total expenses</b>	<b>\$41,835,303</b>	

Unaudited numbers

\*This total also includes CBB's costs associated with Freedom of Information Act requests and legal fees associated with lawsuits.