

WBC tours provide valuable information on modern farming practices, sustainability and beef nutrition. Attendees leave with a greater knowledge and appreciation of our industry. Food influencers are very interested in where their food comes from, but don't always consult the experts in the industry So it is important for the WBC and other agriculture organizations to sponsor tours like these.

## WBC REACHES MILLENNIAL CONSUMERS ONLINE



The primary advertising tool utilized by your beef checkoff is the cost-effective placement of advertising on digital platforms, such as the internet and social media sites. Last year the WBC achieved 5.5 million consumer impressions. The focus of the advertising included beef recipes and nutrition information, as well as ads that drove consumers to beeftips.com to learn more about how to prepare beef, beef nutrition benefits, beef recipes and how beef is produced.

WBC also increased our Facebook followers by 380%, starting the year with 7,800 followers and ending the year with close to 30,000 followers.

## WISCONSIN BEEF COUNCIL 2017 STATEMENT OF INCOME & EXPENSES

Support and Revenue	
Gross Assessment Fees	\$1,921,203
Less: Assessment Revenues remitted to states of origin	\$487,390
Assessment Revenues remitted to beef board	\$719,666
Total	\$1,207,056
Net Assessment Revenues	\$714,147
Interest Revenue	\$1,245
Other Income	\$16,298
Total Support and Revenue	\$731,690
Expenses	
National Program Investments	
U.S. Meat Export Federation	\$48,600
National Cattlemen's Beef Association	\$26,000
Total National Program Investments	\$74,600
Program Expenses	
Promotion	\$148,958
Research	\$5,025
Consumer Information	\$235,283
Industry Information	\$72,321
Producer Communications	\$78,077
Total Program Expense	\$539,664
Administration - Checkoff	\$131,791
Administration - Non - Checkoff	\$15,324
Total Administrative Expense	\$147,115
Total Expenses	\$761,379
Increase (Decrease) in Unrestricted Net Assets	\$(29,689)
Net Assets at Beginning of the Year	\$286,714
Net Assets at End of the Year	\$257,025

## COOKING BEEF ON WISCONSIN TELEVISION



In 2017, the WBC appeared on Wisconsin network television 180 times to demonstrate delicious beef recipes to consumers. Fifteen monthly segments reached 441,000 viewers in the six largest Wisconsin television markets—Milwaukee, Madison, Green Bay, La Crosse, Eau Claire and Wausau. The yearly media value of this TV time is \$295,000! Each month the WBC can be seen on the morning, noon, 4:00 p.m. or 5:00 p.m. news programs on seven stations promoting seasonal, easy, nutritious beef recipes. Viewers are directed to beeftips.com and WBC social media outlets to find the featured recipes. The segments are also posted on YouTube, Facebook and the stations' website.

## MADISON BURGER WEEK



WBC partnered with Isthmus Publishing, Budweiser Beer and the River Food Party to launch the inaugural Madison Burger Week—a week-long, citywide celebration showcasing the best burgers in Madison. Burger Week had 34 restaurants participate.

WBC promoted Burger Week on all social media sites, including Facebook Live videos with the Fabulous Farm Babe from five restaurants; on three Madison TV stations; and in our Madison-area digital advertising to generate interest in the event and help get the word out to increase burger sales. Over \$5,080 was donated to The River Food Pantry from burger sales and Budweiser donated \$615 to the Food Pantry from sales. Over 800 people went online and voted for their favorite burger.



## EDUCATING FUTURE CHEFS



WBC feels it is very important to educate Wisconsin's future chefs. By partnering with ProStart—a nationwide, two-year curriculum and mentoring program designed to introduce high school students to the skills needed for a career in the restaurant and foodservice industry—we can reach these students with valuable hands-on beef experiences. The WBC provides dollars to schools with ProStart programs so they can purchase beef and familiarize themselves with different cuts and how to prepare them. This early introduction to beef for these young chefs helps them learn the great attributes of beef. At the annual Wisconsin Restaurant Association convention, Pro-Start teams come to compete. If the school chooses beef for its protein in the competition, they become eligible for the "Best of Beef" award. Portage High School corralled the "Best of Beef" award last year at the competition.

## GREETINGS BEEF PRODUCERS,



The Wisconsin Beef Council continues to strive to provide the most value for our checkoff dollar that we as producers invest each time we sell a beef, dairy, or veal animal. Our WBC utilizes multiple avenues to reach our consumer to help promote our product, educate consumers and producers, and advocate beef as the desired protein source for the general public. Our social media outreach continues to grow to better reach the next generations of beef consumers. Other traditional media types such as television and radio still are important ways for us to reach consumers and spread our message. Maintaining in person contact is also vital for our success with not only individual consumers, but also others in the medical, nutritional, and culinary fields who influence many people in our communities.

As we look forward to 2018 and the future, the Wisconsin Beef Council recognizes that we as a group need to continue to evolve to meet the needs of our industry so we can reach consumers in our state, country, and internationally. We are lucky to have the shared efforts of the National Cattlemen's Beef Association and other State Beef Councils, but we need to continue our part to help in ensuring the success of the beef industry. Our efforts are important to make sure the demand for beef supports a price that rewards all our Wisconsin producers for responsibly caring for their cattle and land while supporting our families and communities. In 2018, we will be hiring a replacement for our Executive Director, John Freitag, as he plans to retire this year. Efforts by the WBC Executive Committee have already begun to locate and hire the next leader of our organization. We would like to thank John for all his efforts during his time at the Wisconsin Beef Council keeping beef as a highly sought after protein for our state and beyond. Our Wisconsin Beef Council Board of Directors are aiming to hire an individual that will continue those efforts and expand into new ones for the future.

Best Wishes for 2018!  
Sincerely,  
Arin Crooks - 2018 Wisconsin Beef Council President

## NEW LOGO... NEW WEBSITE... NEW LOOK



The Wisconsin Beef Council (WBC) logo was refreshed in 2017, creating a modern logo featuring the outline of the state in each. The square logo was created to be used on social media platforms. Also refreshed was the WBC website, beeftips.com. WBC kept the great beef recipes, including "As Seen On TV Recipes", cooking tips and tricks and nutrition information sections. Added was an "On the Farm" section where consumers can find WI beef industry statistics, WI beef producer profiles, and a link to the WBC blog, "behindthebeef.com". Also added was a "Cattlemen's Corner" where you can find checkoff information, remittance forms and links to register for Masters of Beef Advocacy and Beef/Dairy Quality Assurance programs. The best new attribute of the website is it is responsive. It is accessible on your mobile device anywhere you are and it looks great! Mobile traffic to the site has already increased 10%.



## FARM-TO-FORK TOUR



No one needs to tell you how much care, work and dedication goes into producing the world's best beef. But you know who DOES need to hear it – just about everyone else! The WBC is helping to make our beef industry more transparent and trustworthy by conducting farm-to-fork tours across the state. In 2017, over 360 food industry influencers—such as chefs, culinary students, dietitians, health professionals, media and food bloggers—experienced one of seven farm tours that the WBC hosted.



# 2017 WISCONSIN Beef Council Annual Report

JOIN THE CONVERSATION  
Beef producers are invited to follow activities funded with their Beef Checkoff investment. Here is how:  
Website – Beeftips.com



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Stay in touch with the Wisconsin Beef Council and how your checkoff dollars are invested by signing up for our Producer Communications E-newsletter. Beeftips.com/more-information/cattlemens-corner.

## DEAR FELLOW PRODUCERS,



Beef and great, unforgettable meal experiences seem to go together. A succulent steak on your birthday, juicy summer hamburger

straight from the grill or wonderful Sunday pot roast with the family not only create immediate and delicious taste sensations, but plant wonderful memories in the brain.

Assuring that the beef in these situations is the best it can be is important. But what beef attributes are most important to consumers when they sit down to enjoy a beef meal? And how do we measure how well we're doing in producing high quality beef for them? How can we make these beef-eating experiences even more memorable?

Those are just a few of the questions we ask ourselves through the Beef Checkoff Program to assure that we're not just meeting consumer expectations for wonderful beef experiences, but exceeding them. This report shows how the checkoff helps provide measurements for beef quality that are quantifiable, guidelines that are reasonable and consumer insights about quality that are helpful and valuable. You will also learn about some of the tools we're using to communicate quality and value to consumers.

The pursuit of quality is never-ending, but at the same time satisfying and rewarding. Beef is a great product that already fills a consumer want. Making it better is the icing on the cake.

Yours truly,

Jerry Effertz, Chairman  
Federation of State Beef Councils



Funded by Beef Farmers and Ranchers

## THE QUALITY EQUATION

When they sit down for a meal, more than anything else consumers want food that tastes great. Beef producers have a product that both tastes good and is good for them. What should the beef industry do with this fact?

Through its checkoff program, a wealth of knowledge about beef and beef eaters becomes the foundation for research, education and promotion programs that establish benchmarks for beef quality, while providing guidelines for delivering even more of those beef qualities that consumers want. Obviously, it starts at the beginning.

## THE 2016 NATIONAL BEEF QUALITY AUDIT



What cattle producers do to raise beef has an impact on quality. Every five years since 1991 the beef industry, through its Beef Checkoff Program, has provided a set of guideposts and measurements for cattle producers and others to help determine quality conformance of the U.S. beef supply. Results from the National Beef Quality Audit have helped lead to improvements in cattle and beef production through the years, including reductions in carcass blemishes and fewer lost opportunities related to branding and other practices.

Reported in 2017, results from the 2016 NBQA, conducted for steers and heifers as well as cows and bulls, show that the industry continues to improve the quality of its product, and identifies where improvements can still be made. Among the findings was a significant increase in USDA Choice and Prime carcasses, and a high mobility score for cattle entering packing plants, which shows an improvement in animal handling. The number of blemishes, condemnations and other attributes that impact animal value remain small.

Improvements can still be made, however. The NBQA for steers and heifers identified lost opportunities in hitting optimum carcass yield and grade targets and reducing offal condemnation rates, particularly for livers, while among other issues the cow and bull report identified opportunities to make progress by implementing measures to eliminate carcass bruising on the farm, in transport and at the packing facility.

To help tell the positive beef story, the checkoff-funded Beef Quality Assurance Program, managed by NCBA as a contractor to the Beef Checkoff Program, helps beef producers understand the do's and don'ts of raising high quality beef.

Consumers can learn more about how beef is produced through many checkoff-funded programs that tell that story. The multiple efforts to connect with consumers about issues have been highly successful. For example, research conducted by IPSOS Public Affairs in 2016 showed that over 80 percent of consumers graded fresh beef an A or B for safety.

Safety isn't the only beef attribute on the radar. The checkoff-funded Consumer Beef Index (CBI) shows that more than 70 percent of consumers consider beef to be a good balance of taste and nutrition.

## A TRAIL TO TENDERNESS

The checkoff-funded National Beef Tenderness Survey demonstrates tenderness has improved significantly since 1990. In fact, there has been a 34 percent improvement in beef tenderness over that time.

Improvements in beef tenderness have remained fairly steady over the past five years despite drought and other challenges that could have derailed its progress. The 2015/2016 survey found that beef is delivering a good eating

experience to consumers. It also suggested the industry is keeping its eye on the ball when it comes to protecting the improvements in tenderness it has made.

Most steaks surveyed were considered tender. While cuts from the round have a wonderful flavor profile they remain an industry tenderness challenge. Increased efforts to optimize aging practices and checkoff-funded consumer education on proper cooking for cuts from the round and other primals will help provide greater consumer satisfaction with tenderness.

## AN EVOLVING CONSUMER

Knowing what the consumer wants, and how they go about purchasing it, is at the heart of beef checkoff consumer research and marketing efforts. The research is conducted by the checkoff's market research team using a variety of surveys and data-driven consumer behavior and attitude research tools.

For instance, CBI research shows that beef performs well on key quality attributes important to consumers. Almost 90 percent of consumers say beef is great tasting as well as a great source of protein. A checkoff-funded steak satisfaction tracker supports this, showing in a current survey that 90 percent of consumers say they were very satisfied with their recent beef eating experiences.

Consumers who say they are planning to consume more beef give their reasons as:  
They prefer the taste (85 percent);  
They want to add protein to their diet (77 percent);  
They believe there is better availability of cuts (76 percent);  
and They say beef is more of a family favorite (73 percent).

## REACHING BEEF'S FINAL STOPS

The beef checkoff's Masters of Beef Advocacy (MBA) program had acquired 10,000 graduates by 2017, providing consumers with a link to producers who put quality beef on their tables. Started in 2009, this group of beef and dairy producers – along with chefs, teachers, doctors, dietitians and others in the beef community – are equipped to engage with consumers and encouraged to participate in advocacy efforts.

MBA graduates have put their skills to use in many ways, from providing a rancher's perspective for a magazine article to promoting an MBA campaign. The Top of the Class, a next-level advocate training program, regularly taps its members for media interviews, speaking engagements and other national opportunities.

Building on the program's initial success, a new set of MBA lessons were released in 2015, and an interactive app for iPhone and Android introduced in 2016, giving MBA graduates access to beef information at their fingertips.

Consumer beef marketing efforts use digital media that include social and entertainment platforms such as Facebook, YouTube, Instagram, Hulu and others. The Beef. It's What's For Dinner Facebook ([www.facebook.com/BeefItsWhatsForDinner/](http://www.facebook.com/BeefItsWhatsForDinner/)) page has more than 1 million

followers, and the BeefItsWhatsForDinner.com website has circulated more than 1.4 million recipes.

The beef checkoff will have had more than 40 million video views in 2017. This past year Facebook Live, for instance, hosted a "Be Your Own Butcher" from the checkoff's Culinary Center that provided hands-on cutting demonstration by a meat cutting expert, reaching nearly 140,000 consumers.

## OUTSIDE OUR BORDERS



Whether working to expand high-end chilled beef exports to Asia, or helping find new destinations for beef livers, the Beef Checkoff Program's international marketing efforts are boosting global demand for U.S. beef. In the first six months of 2017, U.S. exports totaled 606,876 metric tons (mt) – an increase of 12 percent over the first half of 2016. Export value increased 15 percent to \$3.35 billion, which equates to about \$270 for every fed steer and heifer slaughtered – up 8 percent year-over-year.

Beef exports to leading market Japan exceeded last year's pace by 23 percent in volume (150,812 mt) and 28 percent in value (\$905.8 million). Exports to South Korea were up 13 percent in volume (83,357 mt) and 21 percent in value (\$527.7 million). Chilled beef exports to Japan and Korea were up 40 percent and 83 percent, respectively, as the U.S. captured more than 50 percent of both countries' chilled beef market.

The beef checkoff will also play a major role in reintroducing U.S. beef to meat buyers in China, which in June reopened to U.S. beef for the first time since 2003.

## CATTLEMEN'S BEEF BOARD FISCAL YEAR 2017 EXPENDITURES

Promotion	\$7,871,078
Research	\$9,102,863
Consumer Information	\$7,913,258
Industry Information	\$4,180,808
Foreign Marketing	\$8,140,797
Producer Communications	\$1,498,613
Evaluation	\$202,832
Program Development	\$292,090
USDA Oversight	\$465,853
Administration	\$1,796,725
<b>TOTAL EXPENSES</b>	<b>\$41,464,917</b>

*Unaudited Numbers*

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