

Foreign Marketing Efforts Continue

Wisconsin Beef Council (WBC) continues to partner with the U.S. Meat Export Federation to help grow beef demand overseas. With a multi-year focus in Central America, Wisconsin's Beef Checkoff investments helped to educate buyers and promote a wide array of cuts while tapping into recent trends in the region - including growth in meat boutiques and interest in grilling. A grilling campaign with one major retailer saw a 44% year-over-year increase in sales, totaling nearly 3 million pounds. USMEF was indeed able to encourage people who are planning a grilling experience to choose U.S. beef.



In addition, four WBC representatives had the opportunity to attend USMEF's Latin American Product Showcase. Wisconsin participants met with importers from Central America,

South America and the Caribbean to discuss beef production practices, highlighting the diversity of beef produced in Wisconsin. They also connected with U.S. meat exporters and learned how both native and dairy-breed beef fit the varying needs of buyers. Finally, Wisconsin's leaders toured two retail locations: a Walmart store and Auto Mercado, which was a higher-end grocery outlet in San Jose. Both stores featured imported U.S. beef cuts in the fresh and frozen meat cases.

"Wisconsin Way"

Highlights State Beef Production



To help tell the story of beef farming in the Badger state, WBC developed a branding video called "Wisconsin Way." The goal of the video was to showcase Wisconsin beef farms that come in different types and sizes, but all have the same goal of caring for the land and animals, and producing high-quality, nutritious beef.

WBC offered a soft launch of the video in the Beef Tent at Farm Technology Days in July. In August, Wisconsin Way made its first consumer-focused



premiere at the Wisconsin State Fair Compeer Financial Discovery Barnyard August 5-15. On August 25, WBC released Wisconsin Way on its social media channels through a crossposting campaign with influencers like

Fabulous Farm Babe Pam Jahnke, Amy Pflugshaupt (formally of NBC 15), Alice in Dairyland, and key groups such as the Wisconsin Farm Bureau Federation and participating farm families. In FY21, Wisconsin Way had 524 views on YouTube and a higher-than-average viewer retention rate with the average view duration of 3:05. We anticipate increased views in FY22 as the full video is incorporated into the WBC YouTube advertising campaign. Facebook and Instagram had 9,000+ views, and the posts reached 17,342 people in Wisconsin, Illinois, Minnesota, Iowa, Missouri, Indiana, Florida, Texas, Michigan and Mississippi. WBC looks forward to utilizing this video to educate consumers of all demographics in FY22.

Consumer Advertising



The Wisconsin Beef Council FY21 campaign focused on maximizing the awareness of the *Beef. It's What's For Dinner.* brand and Wisconsin Beef Council, earn views to

Beef Checkoff video assets, drive traffic to beeftips.com and promote Beef Checkoff content through native advertising articles. In total, the campaign generated 721,196 engagements through YouTube, Google search and Nativo native advertising, with 29,359 clicks to Beef Checkoff websites or sponsored content. These campaigns and our paid social media strategy generated almost 3.2 million impressions and 759,108 videos views that include everything from recipe demonstrations to Behind the Beef features.

Wisconsin Beef Council

FY2021 Income and Expense Statement  
October 1, 2020-September 30, 2021

Revenues

Checkoff:

Total Checkoff Assessments	\$1,876,951
State of Origin	(\$499,442)
Cattlemen's Beef Board \$.50	(\$688,846)
Wisconsin's \$.50 (net Checkoff revenue)	\$688,663
Other income (interest, misc.)	\$10,842

Expenses

National investments	\$34,600
Foreign marketing	\$30,000
Promotion	\$137,887
Consumer information	\$188,001
Industry information/research	\$48,976
Producer communications	\$65,847
Administration/collections compliance	\$182,147



Wisconsin Beef Council Annual Report

2021

Greetings from the Wisconsin Beef Council,



Our mission: *To build beef demand that is sustainable for future generations.*

Remarkable things are happening within the Wisconsin Beef Council. We are promoting beef in many different ways, for example:

**Behind the Beef:** Introducing Wisconsin beef farmers to consumers. Wisconsin is home to more than 14,000 beef producers and more than 6,500 dairy producers who are all working to provide families across the state with nutrient-rich, wholesome beef.

**Get Your Strength From Beef:** Beef is a reliable source of 10 essential nutrients that support a heart-healthy lifestyle. The nutrients found in beef provide our bodies with strength to thrive and grow throughout all stages of life.

**Grill Like You Mean It:** Fire up the grill, Wisconsin. Why? Because *Beef. It's What's For Dinner.*, and dinner with beef is always a great way to celebrate.

We continue to engage consumers through advertising, social media, or a trip to Central America to speak with potential consumers overseas about the quality and value of Wisconsin beef.

Other ways that WBC staff promotes beef include virtual cooking classes and YouTube videos that help consumers make the most of beef purchases with proper storage, defrosting tips and delicious recipes. Staff also have a presence at agriculture meetings and conventions.

To help maximize your Beef Checkoff investment and grow the reach of our programs, the WBC is partnering with other organizations. For example, WBC worked with Wisconsin Farm Bureau Federation for the Burgers & Buns Fun Run to salute beef farmers and ranchers who provide families with wholesome, sustainable protein choices while helping the economy thrive.

Events like this give people the opportunity to ask questions and learn. We collaborate with nutritionists and dietitians to explain the benefits of beef, and our dedicated staff are constantly finding ways to improve these efforts through Beef in the Classroom and Beef University.

The WBC will continue to share our stories, provide factual information, and engage consumers with a variety of educational resources including webinars, fact sheets and research reports.

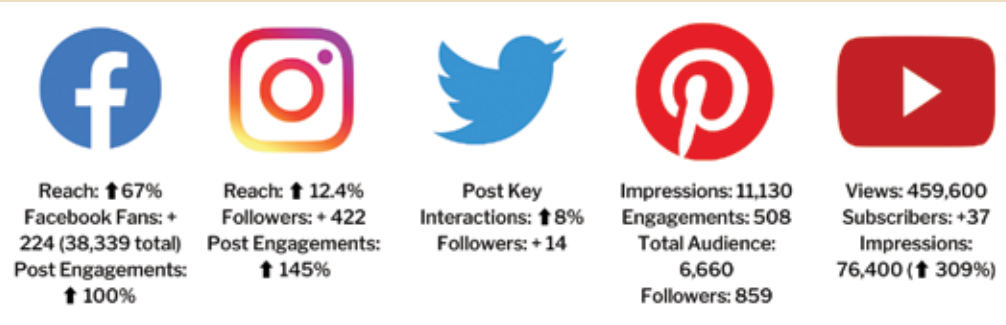
Our Checkoff dollars are working hard for you.

Rosie Lisowe

Wisconsin Beef Council President 2021

Clicking Into Digital Success

Wisconsin Beef Council continues to be an online resource for all things beef through our website and social media platforms. In FY21, more than 55,400 users visited beeftips.com with a strong majority seeking beef recipes, Ground Beef favorites, and 30-minutes or less meals. WBC social media platforms also had great momentum in FY21 with much credit going to our Wisconsin beef farmers and meat processors who participated in #TakeoverTuesday, offering an inside look into their livelihoods.



Beef Checkoff Supports Restaurant Comeback

Throughout 2021, Wisconsin Beef Council took efforts to encourage consumers to support their local restaurants, a segment hit particularly hard during the pandemic. Campaigns included Milwaukee's Best Burger Contest, where consumers voted in a bracket format on social media for their favorite burger. Madison Restaurant Week featured lunch and dinner specials in local establishments, with ads in Madison Magazine, WISC-TV and TVW. Wisconsin Beef Council highlighted beef dishes that were a part of the event and gave away gift certificates on social media for restaurants that were featuring beef.



Dear Fellow Producers,



Even after a tumultuous couple of years, we have a lot to be thankful for. We celebrated the 35th anniversary of the Beef Checkoff in 2021, we managed to hold in-person and virtual events without skipping a beat, and on a personal note, I'm thrilled to see my daughters get more involved in the industry.

Families like mine across the country provide the grassroots producer and state support that continues to be the driving force of the Beef Checkoff. Our Federation of State Beef Councils exists to build beef demand by inspiring, unifying and supporting an effective state and national Checkoff partnership.

I think the well-known phrase "a rising tide lifts all boats" accurately describes what the Federation is all about. States have a common goal of increasing beef demand through education, research and promotion. When we work together, we all succeed.

In addition to having a common goal, we also have a roadmap to help us achieve it through the Beef Industry Long Range Plan (LRP). In 2021, we launched a new five-year plan that outlines the vision, mission, objectives and initiatives to unite us in our efforts. Work funded through new Authorization Requests ties directly to the LRP.

This annual report touches on some of the national programs that producers help direct. During fiscal year 2021, a total audience of more than 530 million was reached through campaigns. I think these efforts truly demonstrate the value of the strong partnership between state beef councils and the national Beef Checkoff. Together we do make a difference, and we all benefit.

Sincerely,

Clay Burtrum  
Stillwater, Oklahoma  
Chair, Federation of State Beef Councils

**BEEF**

Funded by Beef Farmers and Ranchers

Beef Enters Victory Lane



The Federation of State Beef Councils, on behalf of the Beef Checkoff, partnered with Daytona International Speedway to sponsor the *Beef. It's What's For Dinner. 300* in February 2021. The race served as a unique opportunity to engage with consumers through social media, television advertising, public relations and event promotions. When the checkered flag dropped, driver Austin Cindric in the number 22 Team Penske Ford claimed victory and celebrated with the *Beef. It's What's For Dinner. 300* trophy and a cooler full of Tomahawk Steaks.

Summer Sizzles

To keep beef's rightful position as king of the grill, the summer grilling campaign ran from National Beef Burger Day in May through Labor Day utilizing a variety of platforms to connect with consumers. Whether it was native advertising, social media, television or radio, shoppers knew the right cuts to select for their BBQ and the best way to cook them for backyard success. An interactive map on the BeefItsWhatsForDinner.com website also featured beef grilling favorites and producer stories from across all 50 states.

Confident Cooking with Beef



*Confident Cooking with Beef* is a comprehensive guide to selecting, preparing and cooking beef. Created by beef professionals for beef enthusiasts, this resource gives consumers added confidence when working with beef and sharing beef content. Originally published in the 1990s, and updated over the years, the brochure was recently revised, and more than 120,000 copies were printed at the request of SBCs to educate consumers on the benefits of beef. With tips and tricks, comprehensive cooking lessons and timing charts, the publication provides the tools necessary to ensure beef success every time. The brochure also provides educational information about the value of beef's nutrition and the industry's positive impact on environmental stewardship, social responsibility and economic viability.

FEDERATION FUNDED PROJECTS

The Federation of State Beef Councils builds a larger, more impactful, coordinated plan that can be executed as a partnership between the Federation and individual State Beef Councils (SBCs). Over 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 2021, the Federation contributed \$6 million toward projects that supplement the approximately \$40 million national plan funded by the BPOC for promotion, research, consumer information and industry information. Specific programs made possible by SBC contributions to the Federation include, but are not limited to:

PROMOTION – \$3,354,000

- Conducted Beef Substitutes 2.0 which worked with celebrity chefs during seasonal moments to rework iconic dishes into beef dishes, such as Beef Parmesan.
- Launched a sustainability campaign highlighting how beef farmers and ranchers around the country are implementing land-conserving, award-winning environmental efforts, as well as an interactive map on BeefItsWhatsForDinner.com featuring the sustainability work of producers in each state.
- Kicked off summer grilling with National Beef Burger Day; hosted a Summer of Giveaways and highlighted grilling recipes from across the country on an interactive map.
- Sponsored the first *Beef. It's What's For Dinner. 300* at Daytona International Speedway as part of the NASCAR Xfinity Series.

CONSUMER INFORMATION – \$900,000

- Developed the Beef in the Early Years campaign after the American Academy of Pediatrics, the Women Infants and Children's Program (WIC), and for the first time ever, the Dietary Guidelines for Americans recommended beef for infants and toddlers.

INDUSTRY INFORMATION – \$800,000

- The Beef Quality Assurance (BQA) program developed a Daily Biosecurity Plan for Disease Prevention template which helps cattle producers implement daily biosecurity measures on their operations and began work on the National Beef Quality Audit, which occurs every five years.

RESEARCH – \$775,000

- Safety – focused on Salmonella contamination in lymph nodes and efforts to reduce food safety concerns in beef.
- Nutrition – focused on understanding beef preferences during infant complementary feeding.
- Product Quality – focused on sensory and chemical characterization of ground beef and plant-based alternative proteins, plus understanding the influence of beef x dairy cross on sub-primal yields and muscle shape.



Pediatrician Outreach  
Extends Early Years Content



The American Academy of Pediatrics, the Women Infants and Children's Program and now for the first time ever, the Dietary Guidelines for Americans recommend introducing solid foods, like beef, to infants and toddlers, in order to pack in every bite with protein, iron, zinc and choline. Yet, many physicians lack awareness of the latest science, and many parents still need practical tips for how to introduce beef safely and nutritiously into their young child's diet.

The Beef in the Early Years campaign focused on educating physicians and other health professionals on the importance of feeding beef to babies as an early complementary food and providing them with tools to support parents with the introduction of beef. With support from the Federation of State Beef Councils and several individual state beef councils, educational toolkits and parent resources were provided to a nationwide network of pediatrician offices and childbirth centers.

Cattlemen's Beef Board  
Fiscal Year 2021 Expenditures

Promotion . . . . .	\$8,641,332
Research . . . . .	\$8,838,176
Consumer Information. . . . .	\$8,160,511
Industry Information. . . . .	\$3,138,923
Foreign Marketing . . . . .	\$8,479,193
Checkoff Communications. . . . .	\$171,679
Producer Communications. . . . .	\$1,568,937
Program Evaluation . . . . .	\$263,087
Program Development . . . . .	\$316,474
USDA Oversight* . . . . .	\$695,634
Administration. . . . .	\$1,502,147
TOTAL EXPENSES. . . . .	\$41,776,093

Unaudited numbers  
\*Included in the USDA Oversight amount is approximately \$599,000 paid by the Cattlemen's Beef Board to USDA for oversight fees during the year. The remaining \$96,634 is related to cost incurred by Cattlemen's Beef Board for litigation, meetings with USDA, freedom of information act requests, settlement requests, and authorization requests.