

Consumer Advertising



Over the past year, Wisconsin’s digital advertising campaign has inserted itself into the daily lives of millennial parents with compelling beef messages on their phones, their computers and their radios. In fact, last year the WBC delivered almost 4 million total advertising impressions highlighting the people, protein and pleasure that makes beef the top protein choice. Digital advertising is the Beef Council’s largest investment each year, achieving over 605,000 video views, 645,700 engagements and over 32,500 clicks to checkoff websites to learn more.

Website and Social Media Successes



Just under 40,000 people follow the Wisconsin Beef Council on our primary social media platforms – Facebook, Instagram and Twitter. In FY20, organic social media posts garnered over 23,000 engagements and paid posts reached over 208,000 people, receiving over 520,000 impressions. The WBC Instagram account was particularly successful in the past year, as an increase in frequency and consistency of posts led to an over 25% increase in post engagement and over 250 new followers!

Wisconsin Beef Ambassador Team Selected

In May, the Wisconsin Beef Council’s first state beef ambassador team was selected through the brand-new Wisconsin Masters of Beef Advocacy Program. The following individuals have been selected to spend the next year working closely with the Wisconsin Beef Council, receiving further advocacy training, and serving as a voice for Wisconsin’s beef farmers: Arin Crooks, Lancaster; Annah Dobson, Galesville; Cassandra Garcia, Janesville; Alissa Grenawalt, Beloit; Rachel Harmann, Beloit; Dani Heisler, Viroqua; and Brady Zuck, Ladysmith.

#UNITEDWESTEAK Summer Grilling Campaign

Millions of beef-loving consumers nationally and in Wisconsin were encouraged to make beef their protein of choice through the “United We Steak” summer grilling campaign.

The WBC “Grill Like You Mean It” web page received over 775 page views, and the WBC social media platforms reached over 295,500 Wisconsin consumers and earned over 5,000 engagements during the campaign! In addition, 30 Wisconsin beef processors and retailers participated in the Wisconsin Beef Passport Program, encouraging almost 200 beef purchases made throughout the two-month duration of the campaign.

Beef Council Supports Heart Health



For over 5 years, the Wisconsin Beef Council has been a strong supporter and sponsor of the American Heart Association (AHA) Milwaukee Chapter’s Go Red for Women initiative, which encourages awareness of the issue of heart disease in women and calls for action to save more lives. In June, the Go Red for Women Milwaukee Celebration event was held virtually, and as a sponsor of the effort, the Wisconsin Beef Council was featured in a recipe demonstration, as well as throughout the virtual event.

This sponsorship brings awareness of the heart-healthy aspects of lean beef to health professionals, companies with employee wellness programs, and direct to consumers. The WBC has done this through cooking demonstrations, sponsoring beef hors d’oeuvres and dinners, and providing resources showcasing beef’s nutritional benefits at different AHA events throughout the year.

Wisconsin Beef Council FY2020 Income and Expense Statement October 1, 2019-September 30, 2020

Revenues	
Total Assessments	\$1,932,949
State of Origin	(\$524,808)
Cattlemen’s Beef Board \$.50	(\$704,441)
Wisconsin’s \$.50 (net checkoff revenue)	\$703,700
Expenses	
National Investments	\$34,600
Foreign Marketing	\$40,000
Promotion	\$126,144
Consumer Information	\$186,843
Industry Information/Research	\$40,505
Producer Communications	\$69,582
Administration/Collections Compliance	\$181,474



Wisconsin Beef Council 2020 Annual Report

Greetings from the Wisconsin Beef Council,

Beef is our love affair. Our passion. Our go to. It sits right behind our commitment to our spouse, faith, and family. In 2020 we saw our whole beef production chain working tirelessly to get beef from the pasture to the plate.



The Wisconsin Beef Council is a key part of making sure we as farmers have a connection to our customers. Our 23 volunteer board members have a message to share. The Beef Council shares our stories daily through Facebook posts, meetings with bloggers, connections to influencers, and emails to consumers.

In the coming year, I challenge every beef farmer to find a way to make our industry better; make our Beef Checkoff dollar go further; and to keep beef at the center of the plate. Beef is the guest of honor at any meal!

Val Gaffney, WBC Board President

Reassuring Consumers Amid COVID-19

As families adjusted to more time at home, your Wisconsin Beef Council, through the Beef Checkoff, worked to reassure consumers about the safety and availability of the beef supply and provide resources, tips and ideas to help them cook beef meals at home.

Some of the many adjustments that were made in 2020: ■ An “At Home with Beef” page was added to beeftips.com as a go-to spot for consumers to find recipe collections, cutting/freezing/thawing beef videos, cooking lessons, food safety information, and kid-friendly recipes and activities.



■ Angie Horkan created an in-home TV studio and did her 14 regular TV segments from her home kitchen (or patio) either by Skype, Zoom or recorded videos. Recipes she featured varied, including ground beef, economical steaks, slow cooker and pressure cooker recipes, kid-friendly recipes, and grilling ideas as the weather warmed up. The “As Seen On TV” page on the website received close to 11,000 pageviews in FY2020.



■ To continue to drive demand for beef at restaurants during the pandemic, the Beef Council supported promotions encouraging consumers to purchase beef entrees “to-go”. Efforts included: Madison Restaurant Week To-Go, Madison Burger Week To-Go and Chippewa Valley Outdoor Burger Bonanza. These promotions helped to keep our Wisconsin restaurants top-of-mind and stimulated on-line ordering and to-go beef meals.

■ WBC partnered with five Wisconsin-based food bloggers to create new beef recipes for the grill. The recipes were placed on the internet and shared on social media generating over 446,000 impressions and over 12,500 engagements.

■ During the height of the pandemic the Wisconsin Beef Council partnered with American Foods Group and the Wisconsin Food & Farm Support Fund to donate 10,000 pounds of ground beef to Feeding America. This donation helped neighbors in need during these challenging times, and supported Wisconsin’s cattle farmers.

■ A “Buy Local” resource was added to the website to help consumers connect with farmers and local meat processors.



Dear Fellow Producers,

When state beef councils in 1963 pushed for a national beef promotion effort through what was then the Beef Industry Council, they created the Federation of State Beef Councils. Since then, the Federation and states have enjoyed a synergistic state/national partnership that combines the strengths of national expertise, unity and coordination with state agility, on-the-ground energy and grassroots producer support.

It follows a common theme. When a mandatory national beef checkoff started being discussed in the 1970s and 80s, survey after survey delivered the same producer request: We want a national program that works, but we want state beef councils to retain their independence. After all, some councils had been in operation since the 1950s. I believe our system achieves that aim and continues to build on a strong foundation laid by those forward-thinking volunteers and staff who served before us.

Today more than 700 producers sit on state beef councils around the country and make decisions for work by their states. States send more than 100 representatives to serve as Federation directors at the national level. This unified effort is one of the reasons yearly producer attitude surveys show continued strong support for the Beef Checkoff. Some of the national and international programs those producers help direct are described in this report.

The United We Steak grilling promotion campaign is another example of state and national cooperation. The campaign allowed states to benefit from national expertise and organization while showcasing an effort that was decidedly state-friendly. This cooperative effort, funded through the Beef Promotion Operating Committee, further demonstrates the value of a strong partnership between state beef councils and the national Beef Checkoff.

Our approach shows that together, there's little we can't accomplish to increase demand for beef. Yours truly,

Willie S. Wehrbein

Buck Wehrbein
Mead, Nebraska
Chairman, Federation of State Beef Councils



United We Steak

Summer wouldn't be summer without steaks on the grill. The Beef. It's What's For Dinner. brand took advantage of that in 2020 with an aggressive United We Steak grilling campaign.

Funded by the Beef Checkoff and managed by NCBA, a contractor to the Beef Checkoff, the effort encouraged families to unite in their love of beef. Consumers were reminded that the grilling season was brought to them by beef farmers and ranchers, who work day-and-night to ensure that Americans have access to great beef. A video was released on social media as well as through Connected TV and YouTube to showcase that beef farmers and ranchers keep beef on grills.

The campaign drove users to BeefItsWhatsForDinner.com or UnitedWeSteak.com, where they found a profile page for each state with state-themed beef recipes, a "meet your state beef producer" section and fun and informative state facts. The successful campaign generated more than 338 million impressions, including almost 90 million video views.

No Substitute for Beef



While plant-based meat substitutes remain a media darling in some circles, in 2020 the Beef Checkoff made sure beef maintains its position as the consumer protein of choice.

Last year the Beef. It's What's For Dinner. brand conducted an online search campaign that served up a Beef. It's What's For Dinner. ad to consumers who Googled new plant-based burger options and linked them to BeefItsWhatsForDinner.com to give them mouthwatering real beef recipes.

It also conducted a webinar for supply chain professionals from the retail, foodservice, manufacturing, distributing and packing industries featuring updates on the regulatory and labeling landscape for meat substitutes, insights on consumer research and facts about beef's nutrition and environmental sustainability.

A fact sheet and infographic were distributed to key audiences showing how ground beef and meat substitutes stack up when it comes to nutrition profile and ingredients. The Beef. It's What's For Dinner. brand continues to be active in protecting beef's number one protein position in both traditional and social media.

Dietary Guidelines



The Beef Checkoff-funded human nutrition team has been engaged throughout the Dietary Guidelines process. In 2019 and 2020 NCBA, as a Beef Checkoff contractor, submitted 21 sets of public comments and more than 100 research studies in support of beef's role in a healthy diet to the Dietary Guidelines Advisory Committee.

DGAs are important because they provide Americans with a roadmap for healthy eating and are the foundation for federal nutrition programs along with school, military, hospital and nursing home menus. They are also the basis for many expert nutrition recommendations.

The 2020 DGAC report included meat in a healthy dietary pattern, highlighting beef's nutrients in the first years of life, but they continued to exclude other high-quality evidence demonstrating beef's role in a healthy diet. The Beef Checkoff's role in providing relevant and science-based research to the process continues to be important.

BQA Continues Success



The Beef Quality Assurance program continues to grow, with more than 100,000 cattle producers now certified through its online learning system. Since the program was initiated in the early

1990s hundreds of thousands have become BQA-certified through in-person and online training, with an estimated 85 percent of the U.S. fed beef supply now touched by BQA-certified operations.

The BQA program is also now recognized as an industry-leading animal welfare program. The USDA has reviewed and certified that the BQA program complies with the International Organization for Standardization (ISO) Animal Welfare Management/General Requirements and Guidance for Organizations in the Food Supply Chain. This recognition will mean the BQA program is listed on USDA's Quality Assessment Division website as being compliant with the ISO specification.

A World View

There is sustained demand for U.S. beef in other countries, thanks in part to efforts of the U.S. Meat Export Federation, a Beef Checkoff subcontractor. From January through May of 2020, most Asian economies experienced significant economic slowdowns. But in countries like South Korea, consumers are still buying red meat, with a 10 percent sales growth at discount retail stores in that country during that period. U.S. beef sales in South Korea recorded an 18 percent sales increase, on average.

Responding in a Crisis



These COVID-19 times have caused significant hardships for beef farmers and ranchers. These include challenges to the industry's Beef Checkoff-funded promotion, research and education programs. To address

the quickly emerging issues and help maintain energy and continuity, checkoff programs used consumer and market research to adjust to meet changing consumer, influencer, supply chain and media needs.

The efforts have been well-directed. As the supply chain started to recover, a checkoff-funded research tracker, managed by NCBA as a Beef Checkoff contractor, showed consumers remained largely positive toward beef. When asked if the current U.S. and global environment has changed their overall perception of beef, nearly 90 percent of consumers said their attitudes have not changed or have gotten even more positive. In fact, the percentage who said they are more positive steadily increased from a low of 12 percent in early April to 26 percent in early May.

NCBA continued to monitor the issue and adjust programming to meet the needs of consumers, stakeholders and state beef council partners throughout the COVID-19 pandemic.



Cattlemen's Beef Board
Fiscal Year 2020 Expenditures

Table with 2 columns: Category and Amount. Rows include Promotion (\$10,206,858), Research (\$8,349,734), Consumer Information (\$7,260,148), Industry Information (\$3,392,835), Foreign Marketing (\$6,933,262), Producer Communications (\$1,553,796), Program Evaluation (\$202,046), Program Development (\$388,847), USDA Oversight (\$761,214), Administration (\$1,505,256), and TOTAL EXPENSES (\$40,553,996).

*Included in the USDA Oversight amount is approximately \$600,000 paid by the Cattlemen's Beef Board to USDA for oversight fees during the year. The remaining \$161,000 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.

