

Driving Digital Demand

Beef. *It's What's For Dinner.* (BIWFD) partnered with qualified state beef councils and major national retailers to run targeted e-commerce campaigns designed to drive beef sales online and in stores.

The spring Wellness Made Easy campaign generated 1.84 million ad impressions and \$4,724,454 in attributable beef sales in Wisconsin - \$472 in beef sales for every \$1 spent. Nationally, the campaign drove \$238 million in attributable beef sales with a return on investment (ROI) of \$608.62 per \$1 spent.

A second campaign featured BIWFD back-to-school ads on a national retailer’s website, app, and popular lifestyle sites, directing shoppers to the retailer’s fresh beef landing page. Nationally, the campaign saw \$109.8 million in attributable beef sales with a \$321.19 ROI. In Wisconsin, geo-targeted ads around 10 Wisconsin stores, generated \$483,900 in attributable beef sales and 554,913 ad impressions.

Feeding Foodservice Success
Best Burger Contest Sees Second-Year Success



The Brazen Beer Cheeseburger at Brazen Head Pub in West Bend won the 2nd Annual Wisconsin’s Best Burger Contest, hosted by the Wisconsin Beef Council.

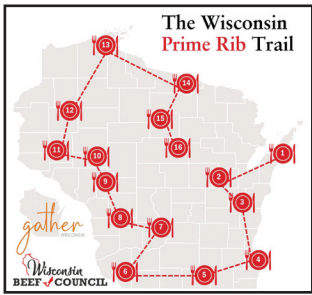
A 2024 Elite Eight finalist, Brazen Head Pub continued its momentum in 2025, with burger sales increasing 120% from May 1–June 9 compared to the same period last year.

The contest, designed to spotlight 100% beef burgers served in Wisconsin restaurants, received nearly 6,300 public nominations, and a secret panel of judges evaluated the Elite Eight finalists based on taste, presentation, and overall burger experience.

Fostering Beef’s Role in Foodservice
Producer investments in the Beef Checkoff also support the foodservice industry through the Wisconsin Beef Council’s sponsorship of the “Best Beef Entrée” at the Wisconsin Restaurant Association Education Foundation’s ProStart Invitational. This sponsorship encourages high school students to feature beef in their culinary contest menus while expanding their knowledge of beef and recipe development. Teams submit menus and travel to a central location to prepare a 3-course meal. Foodservice professionals evaluate teamwork, safety, sanitation, knife skills, cooking procedures, taste, and presentation as they prepare a starter, entrée, and dessert in 60 minutes. The winner of the 2025 Best Beef Entrée was Wisconsin Lutheran High School team with a New York Strip Steak with Caramelized Carrots and Cauliflower Mash. Other beef cuts used included bavette, sirloin, tenderloin, and chuck eye steak.

The Beef Checkoff also supported the Build a Burger Challenge, a virtual contest for ProStart students. In 2025, 182 students participated submitting recipes and photos of the final product for evaluation. The top 10 students receive a *Beef. It’s What’s for Dinner.* prize package.

Hitting the Prime Rib Trail



The Wisconsin Beef Council partnered with Gather Wisconsin to create the Prime Rib Trail, highlighting 16 restaurants nominated by beef lovers. Featured in Gather Wisconsin’s annual magazine and promoted online, the trail quickly captured attention. From its online launch on September 9 through September 30, the trail earned 24,000 page views on *beeftips.com* and over 200,000 social media views.

Media coverage generated significant exposure, with a potential editorial reach of 125 million and an advertising value equivalency over \$1 million. WBC also collaborated with influencers whose combined following exceeds 3 million, helping to share the rich tradition of Prime Rib in Wisconsin with a wider audience.

About Us
The Wisconsin Beef Council (WBC) is a producer led nonprofit funded by the \$1 per head Beef Checkoff. WBC is governed by a Board of Directors comprised of farmers and industry representatives who either pay, or are responsible for collection of, the Beef Checkoff. The organization’s mission is to build beef demand that is sustainable for future generations. WBC undergoes annual third-party audits to ensure responsible stewardship of funds. Those audited financials are available below for review.

WISCONSIN BEEF COUNCIL FINANCIAL REPORT			
STATEMENT OF REVENUE AND EXPENSES			
OCTOBER 1, 2024-SEPTEMBER 30, 2025			
REVENUES			
Federal Checkoff Assessments		\$1,888,118	
Less: Remittances to Beef Board \$.50	(\$708,441)		
Remittances to States of Origin	(\$472,137)		
Wisconsin’s \$.50 (net checkoff revenue)		\$707,540	
Other Revenue (interest, misc.)		\$20,498	
WI Dept. of Ag - Export Grant income		\$30,000	
Total Revenues		\$758,038	
EXPENSES			
National Program Investments			
U.S. Meat Export Federation	(\$39,572)		
Federation of State Beef Councils	(\$26,000)		
Export Grant Expenses	(\$30,000)		
Total National Program Investments		(\$95,572)	
Administration		(\$151,033)	
Promotion	(\$128,210)		
Consumer Information	(\$207,095)		
Industry information	(\$63,109)		
Producer communications	(\$81,014)		
Checkoff Collection & Compliance	(\$17,303)		
Total Program Expenses		(\$496,731)	
Total Expenses		(\$743,336)	
Excess of Revenues Over Expenses		\$14,702	
FUND BALANCE			
Beginning of Period		\$390,840	
End of Period		\$405,542	
Audited numbers			



Wisconsin
Beef Council
Annual Report

President's Path



As I step into the role of Wisconsin Beef Council president, I am honored by the Board’s trust in me to lead over the next two years. I look forward to working with our outstanding directors and staff to build on the great programs developed in recent years.

This year, our staff continued to strengthen our highly successful retail programs. From bringing store buyers onto Wisconsin farms to in-store promotions and expanded e-commerce, our team has effectively connected consumers with the people and products that make our industry exceptional.

On the foodservice side, our Best Burger Contest continues to generate excitement. Participating restaurants have reported increased traffic and enthusiasm as a direct result of this promotion. Building on that momentum, our staff launched the Prime Rib Trail this year — a new initiative that I believe has tremendous potential to grow in the future.

Thank you to all who work so hard and remain dedicated to our beef industry. I look forward to representing you at both the state and national levels, and I will continue to share my enthusiasm and pride for beef raised in Wisconsin wherever I go.

Sincerely,
Curt Larson
President, Wisconsin Beef Council
Reedsburg, WI

Raising Retail Results
Fuel Up with Beef



To celebrate May Beef Month, the Wisconsin Beef Council partnered with Kwik Trip to share beef’s story at the pump and in-store through digital ads highlighting beef cuts and nutrition.

The campaign also fired up excitement with a Pit Boss Grill giveaway (donated by Pit Boss) through the Kwik Rewards App. Shoppers could earn bonus entries by purchasing fresh beef.

- The results were sizzling:
- 251,511 packages of fresh beef sold with Kwik Rewards — an 80% increase from the previous year
 - 306,738 entries in the Pit Boss giveaway
 - 1.7 million in-store digital ad plays
 - 1.3 million fuel dispenser ad plays

Bringing Beef’s Story to Retail
The Wisconsin Beef Council (WBC) hosted two retail tours to strengthen industry relationships and share the story of beef from pasture to plate.

Wisconsin Grocers Association Tour



Nearly 25 retailers from the Wisconsin Grocers Association visited Marda Angus in Lodi. Over a smoked Tri-Tip lunch, retailers heard from Laura Hinton of the National Cattlemen’s Beef Association,

a contractor to the Beef Checkoff, who shared consumer insights and tools to help promote beef. The event earned an average score of 4.25/5 for business value, with all participants gaining a stronger understanding of the beef industry and new marketing ideas.

ALDI Sustainability & Buying Teams Tour



The next day, WBC and Wisconsin Farm Bureau hosted 10 members of ALDI’s Sustainability and Buying teams at Arndt Land and Cattle in Janesville. Austin Arndt highlighted his family’s work in animal care, land stewardship, and water conservation. ALDI staff appreciated the transparency and practical takeaways to support a sustainable food supply.



Dear Fellow Producers,

The Federation of State Beef Councils is the perfect example of how working together delivers so much more, and it all starts with you. Cattle producers from across the country share their ideas and expertise to build beef demand by inspiring, unifying and supporting an effective and coordinated state and national Checkoff partnership.

The Federation plays a critical role because we have states that have more cows than people. And then we have other states where their human population is greater. By pooling our money and resources, we can accomplish more to educate people from coast to coast about beef's taste, versatility and nutritional value. Your investment continues to drive demand for beef, and our industry is growing. According to the USDA, beef (cattle and calves) is the top agricultural commodity in the United States.¹

As a volunteer-led organization, we work hard to be effective stewards of the money. The Federation funds research, promotion and outreach that individual producers and states may not be able to do on their own.

This "State of the Federation" demonstrates how producers have come together to direct Federation-supported programs. State beef council investments in the Federation fund research, promotion, consumer and industry outreach, as well as state services and human resources. Your investment truly makes a difference, so thank you for your commitment to this work. You have helped to make beef the number one agricultural commodity in America,¹ and through the Federation, we work to make it consumers' first choice.

Sincerely,

Nancy Jackson

Eupora, Mississippi
Chair, Federation of State Beef Councils

United Through The Federation

The Federation of State Beef Councils 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 Federation each year. More than 50% of the Federation's annual budget supplements tactics within Authorization Requests (ARs) approved by the Beef Promotion Operating Committee (BPOC) and executed by NCBA, home of the Federation of State Beef Councils. Supplementing these tactics helps the national Checkoff program have a larger impact on consumer demand.

In 2025, with input from SBC staff, the Federation Executive Committee approved more than \$3.1 million to supplement national efforts. Specific programs made possible by SBC contributions to the Federation include, but are not limited to:

PROMOTION

State Beef Councils Supplement: \$898,600

The Federation supports *Beef. It's What's For Dinner.* marketing and advertising efforts to educate and inspire consumers nationally. The Federation investment supplements media buys including cable television advertising and content partnerships focused on nutrition and wellness. Content is developed using trusted influencers and chefs and is used on *BeefItsWhatsForDinner.com* and across media channels to drive brand affinity, increase credibility and attract new consumers.

RESEARCH

State Beef Councils Supplement: \$1,048,036

Through the partnership of national funding and state investments in the Federation and to specific projects, the foundation of research provides insights for other Checkoff programs and contractors as well as insights for industry action. Research is conducted in the areas of product quality, beef safety, human nutrition, sustainability and market research.

CONSUMER INFORMATION

State Beef Councils Supplement: \$787,000

The Federation advances consumer information efforts including thought leader engagement; nutrition, health and medical expert outreach; and public relations, including the development and distribution of "Cattle Calling" documentary episodes, and other educational content. Examples include supporting states by placing speakers at annual dietetics meetings through the Nutrition Seminar Program; sending beef toolkits to physicians and health professionals; creating content partnerships with food-focused digital media outlets that utilize influencers and pitching beef stories to national media.

INDUSTRY INFORMATION

State Beef Councils Supplement: \$394,000

Providing information and resources to the industry remains a critical component of the Federation budget, with funding elevating the Trailblazers advocacy program and supporting the Beef Quality Assurance program with training, advertising, and updating materials.

A Modern Take on Recipe Photography



Beef. It's What's For Dinner. recipe imagery is regularly updated to meet changing consumer trends and tastes. When considering beef imagery in need of updating, old and outdated pictures are prioritized based on

popularity and content on *BeefItsWhatsForDinner.com*. While the recipes themselves may not change how they look and the stylized elements around the entrée do. Beef is showcased by modernizing the environment, colors, props and including appropriate colorful garnishes. Another trend in recipe photography is including step-by-step photos in addition to the final dish.

Nutrition is also a focus when highlighting beef in recipes. Current recipe images often feature a full meal, with beef in the center of the plate accompanied by a variety of colorful fruits and vegetables highlighting beef's role in a healthy diet.

Beef Quality Assurance Journey Made Easier With New Resources



BEEF QUALITY ASSURANCE
NATIONAL MANUAL

For more than 30 years the Beef Checkoff-funded Beef Quality Assurance (BQA) program has been driving continuous improvement using science-based production practices that assure cattle well-being, beef quality and safety. The program continues to adapt and develop new resources to guide producers on their BQA journey. Resources are available at bqa.org.

Continuing Education Credits Available for Recertification

Those who are BQA certified through in-person or online training are required to recertify every three years. Instead of going through the same foundational training, the BQA program has developed continuing education courses to create a new educational experience for those who need to recertify.

Spanish Language Materials

In response to producer feedback and requests, all BQA materials are in the process of being translated from English to Spanish, with additional Spanish video content to be used for training opportunities.

Updated National Manual & Field Guide

The updated BQA National Manual serves as a resource for science-based cattle production information and is available for free. It was developed to set production standards for beef quality and safety that are appropriate to an operation and that producers can realistically meet or exceed. An abbreviated "Field Guide" version of the manual is also available for cattle producers and on-farm/ranch workers.

The Federation is at Your Service



In addition to the funds invested which supplement the integrated state/national plan, state beef council investments provide services for states and support the governance of the Federation. A variety of services are available at no additional cost to state beef councils, including creative and design services, communications assistance, IT and website support, human resources facilitation, as well as staff and leadership development, training and education.

Health Professional Toolkits



One project that exemplifies the state-national partnership is the health professional toolkits. These toolkits, sent directly to doctors' offices help correct outdated notions/perceptions and empower medical health professionals to confidently recommend beef. In 2025, 26 states invested more than \$160,000 to supplement national Checkoff dollars. These additional funds lowered the cost per reach and expanded national impact, which enabled the program to reach more than 5,000 health professionals and more than 500,000 consumers.

1. United States Department of Agriculture Economic Research Service, <https://data.ers.usda.gov/reports.aspx?ID=4052>

For more information,
visit ncba.org/federation

