



NEW YORK BEEF COUNCIL 2023 ANNUAL REPORT

CONSUMER OUTREACH HOMEMADE



This pioneering initiative aimed to connect with consumers and provide them with opportunities and information spanning from farm to fork. The partnership with Homemade, a platform dedicated to homemade cooking and culinary

education, proved to be a strategic move for NYBC. Through this collaboration, NYBC effectively engaged with a dynamic community of food enthusiasts, strengthening its connection with a wider audience. Collaboration with Homemade enabled NYBC to reach consumers with a total of 9,300 class attendees, 2.6 million impressions, and 6,200 emails collected. The highlight of the promotion was the series of six seasonally themed live cooking classes, which were offered through social media platforms including Facebook, YouTube, and Instagram. These interactive sessions not only showcased the culinary expertise of Homemade but also allowed NYBC to educate and inspire consumers on the versatility and convenience of beef.

NEW YORK BEEF PASSPORT



NYBC is thrilled to share the success of the inaugural year of the NY Beef Passport program, which left a sizzling impression on the culinary scene in the Empire State. Launched in FY23, the Beef Passport program encouraged New York consumers to explore the diverse world of beef, support local businesses and beef producers, and boost beef consumption at

restaurants throughout the state. The campaign leveraged a comprehensive marketing strategy, including partnerships with restaurants, retailers, social media platforms, and paid advertising. NYBC utilized Two-Six Digital and iHeart Radio to deploy the marketing strategy and target consumers most

effectively for the advancement of this new promotion. In its first year, the program saw remarkable achievements, including 1.3 million impressions through the radio and social media advertising campaigns and social media ads which engaged with 27,975 consumers.

COMMODITY COLLABORATION

NYBC's unwavering dedication to promoting the beef industry resulted in a series of captivating collaborations, offering an in-depth exploration of agricultural landscapes in New York State. Central to this promotion were four distinct collaborations by NY beef producers with fellow commodities in New York State (NYS). Each commodity collaboration video in the series centered around a comprehensive farm tour experience. These videos provided an immersive glimpse into the farms, practices, and stories behind each commodity collaboration and can be found by visiting the NYBC YouTube page. To date, these videos have reached 820,719 consumers and have been viewed a total of 269,086 times!

SOCIAL MEDIA OUTREACH BEEF BUDDIES PROMOTION

The Beef Buddies promotional campaign aimed to bolster beef demand throughout NYS. Through a dynamic collaboration between local influencers and chefs, the NYBC coordinated a unique culinary experience that resonated with food enthusiasts and drove significant engagement across the state. The campaign showcased the culinary talents of beloved local chefs, while the reach of social media personalities added an extra layer of appeal to the promotion. At the heart of the campaign was an exclusive beef menu item available for a limited 30-day period at select participating restaurants. Collaborators, comprising both influencers and chefs, took to various digital platforms to share captivating content, spotlighting the delectable menu item, and sharing their personal experiences. This digital dialogue resonated widely, capturing the attention of diverse audiences, and resulting in over 229,000 total impressions on social media. The promotion included 72 posts made on social media across three platforms throughout July from the six content creators. A total of 1,313 beef dishes were sold during the promotion for a total of \$23,600 in sales for the participating restaurants.

BEST NY BURGER



The Best NY Burger Competition continues to be one of the largest drivers of consumers to the NYBC website. This year's competition had record-breaking voting participation, garnered 32,000 visits to nybeef.org, and received significant pick-

up by print and TV journalists throughout the state. Over 125,000 people were reached through Facebook promotion and the YouTube videos created from the in-person cook-off event. The overall reach from this year's competition totaled 273,333 and we look forward to improving the competition for next year!

BUFFALO BISONS

NYBC sponsored an in-game event on August 18th at Sahlens Stadium in Buffalo, NY. Beef. It's What's For Dinner. branded items were distributed along with promotional materials and information during the in-game event promotion. NYBC utilized a 30-second visual spot from the NCBA, a contractor to the Beef Checkoff national campaign which was played on the billboard during the game day event. During the entire season, the Beef. It's What's For Dinner. logo was displayed on a billboard in the concourse of the stadium.

CLASSROOM OUTREACH

NEXT GENERATION SCIENCE STANDARDS (NGSS) TRANSFER TASK TOOLKIT

Our third and final transfer task has been completed. NYBC is the first state beef council to spearhead the NGSS toolkits. We also partnered with the American Farm Bureau Foundation for Agriculture and NY Agriculture in the Classroom for this stimulating project.

STEM EVENT



This event was executed on August 22nd in Canandaigua, NY. Teachers engaged in a day of interactive learning focused on teaching core standard concepts through the lens of agriculture. Educators

began the day on Spring Pond Farm and toured the beef farm with owner and operator John Kriese. Throughout the tour, John shared about the beef cow lifecycle, animal handling, and how he and his partners "farm genetics." After participating in a hands-on beef-focused engineering lesson where they created their own handling system, educators traveled to NY Kitchen to engage in "a working lunch" as they learned about the versatility of beef while cooking a beef-centric meal with Chef Patrick Rae. Participating PreK-12 educators received a \$100 travel stipend, lesson kits, and classroom resources to bring home with them.

NUTRITION OUTREACH



By engaging with Registered Dietitians, health professionals, and other nutrition professionals, NYBC continued the narrative that beef is a part of a healthy

and sustainable diet. Programming such as sponsoring speakers, sharing targeted advertisements, and hosting programs, reached a total of 11,534 health professionals. Examples of this education and engagement included sponsored speakers at the NYS Academy of Nutrition Dietetics and WIC annual conference.

Consumer engagement also included a sponsored broadcast segment in partnership with Registered Dietitian Bri Butler, airing in New York City and receiving 2.8 million impressions sharing important ways families can build beef into their lives as they return to school and a busier time of year. Additionally, social media content and recipe development with influencers reached over 20,000 consumers.

NEW YORK BEEF COUNCIL

STATEMENTS OF ACTIVITIES FOR THE YEARS ENDED SEPTEMBER 30, 2023 & 2022

Revenues

Check-off Assessments	\$645,595
Less: Remittances to States of Origin	39,315
Remittances to Beef Board	302,415
Net Assessments	303,865
Gain on Sale of Asset	0
Interest	4,251
Other	523,051
Total Revenues	831,167

EXPENSES

Program Services	
Promotion	530,571
Consumer Information	129,568
Industry Information	16,191
Producer Communications	22,192
Collection and Compliance	16,947
Total Program Services	715,469
Supporting Services	
Administrative Expenses	91,074
Total Allocated Expenses	806,543

Unallocated National Program Expenses

Federation of State Beef Councils - Beef and Veal	14,000
Federation of State Beef Councils - Director Travel	4,513
Total National Program Expenses	18,513

Total Expenses 825,056

Change in Net Assets 6,111

Net Assets, Beginning of Year 538,435

Prior Period Adjustment -

Net Assets, Beginning of Year, Restated 538,435

Net Assets, End of Year, Restated \$544,546

DEAR FELLOW PRODUCERS,

Since 1963, the Federation of State Beef Councils has been committed to building beef demand by inspiring, unifying and supporting an effective and coordinated state and national Checkoff partnership. During the 2023 Cattle Industry Convention in New Orleans, the Federation reaffirmed this vision along with the following Statement of Beliefs.



- We believe in the power of a strong state and national partnership resulting in increased consumer demand for beef.
- We believe in producer control of Checkoff funds through the Qualified State Beef Councils, which are the foundation of the Beef Checkoff.
- We believe greater knowledge about the Checkoff results in greater support for the Checkoff.
- We believe in the industry Long Range Plan as a guidepost for the Beef Checkoff and the principle of “one vision – one plan – one unified voice.”

Only one word was added to these beliefs, but it was a powerful one: unified. The Federation believes in one vision, one plan and one UNIFIED voice. It is the strong state and national partnership that unifies the Federation to speak with one voice and drive beef demand.

While how we drive that demand has certainly changed over the years, one thing remains constant and that is the industry’s dedication to continuous improvement. Whether it is adapting practices to improve animal well-being and conserve natural resources at the ranch or finding new ways to effectively reach consumers, we are stronger when we work together.

This “State of the Federation” provides an overview of Federation-funded programs that producers have helped to direct over the past year. From research and promotion to consumer and industry outreach, these efforts demonstrate the power of unity.

Sincerely,

Clark Price
Hensler, North Dakota
Chair, Federation of State Beef Councils



THE POWER OF PARTNERSHIPS

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, and more than 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 2023, with input from SBC staff, the Federation Executive Committee approved nearly \$3.8 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: \$1,318,000

- ▶ Celebrity athlete Tony Romo was the spokesperson for *Beef. It's What's For Dinner.*, promoting beef across multiple campaigns including winter holiday content.
- ▶ With support from the Federation, content was created to showcase the *Beef. It's What's For Dinner.* brand focusing on moments throughout the year when families and friends gather together to enjoy beef.
- ▶ The Federation supported efforts to promote beef during the third annual *Beef. It's What's for Dinner. 300*, the 42nd season-opening race for the NASCAR Xfinity Series, at Daytona International Speedway in February 2023.

RESEARCH

STATE BEEF COUNCILS SUPPLEMENT: \$1,000,000

- ▶ **Product Quality:** Research is designed to improve beef quality, consistency, value and demand. Current projects include the study of new packaging technologies and the effects of freezing on beef quality and palatability.
- ▶ **Beef Safety:** Research focuses on cattle-borne pathogens and/or their resistance, such as a current project studying the impact of water and environmental management on Salmonella.
- ▶ **Human Nutrition:** Beef farmers and ranchers continue to support nutrition research to advance the understanding of beef’s role in a balanced and healthy diet. A current project is studying the effects of beef consumption on skeletal muscle protein.

BEEF FEATURED IN NATIONAL PUBLICATIONS



The Federation supported efforts to place positive stories showcasing producers and the benefits of beef in national publications as well as lifestyle and news publications in major metropolitan areas, such as *Sports Illustrated*, *Texas Monthly*, *Seattle Times*, and *Atlanta Magazine*. Combined, these stories have, so far, reached more than 130 million consumers across the country.

INFLUENCING INFLUENCERS

Working with food, culinary and agricultural influencers provides a way to amplify beef messages and to interact with consumer audiences through credible third parties. Influencers share their personal beef stories, recipes and tips to educate and inspire their peers and consumers. The program creates compelling consumer content collaboratively and provides educational opportunities for influencers to tell the beef story in a knowledgeable and authentic manner in their own voice but armed with relevant information. So far, 23 influencers have created 75 posts sharing beef recipes, meals and stories from the ranch, reaching more than 15 million consumers and generating 1.3 million engagements.

REACHING HEALTH PROFESSIONALS

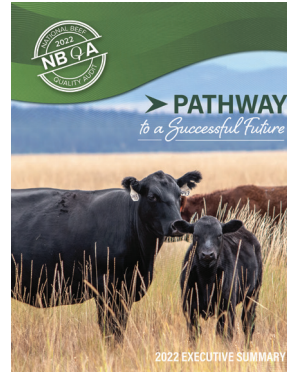


Following a successful health professional mailing highlighting Beef in the Early Years in 2022, two additional toolkits were sent out to provide health professionals with science-based information about

beef's role in a healthy lifestyle. The kits aimed to equip healthcare professionals with valuable education, tools and resources they could then share with their patients and clients.

As part of the effort, more than 3,300 Strong Minds, Strong Bodies toolkits were mailed to pediatric and family physician offices to showcase how beef can contribute to healthy growth and development for school-age children and teens. In addition, more than 850 Beef Nutrition and Heart Health cookbooks were sent to cardiologists and physicians, along with a cover letter from the author, relevant research and heart health consumer content.

NATIONAL AUDIT SHOWS EFFICIENCY IMPROVEMENTS



Since 1991, the Beef Checkoff-funded National Beef Quality Audit (NBQA) has delivered a set of guideposts and measurements for cattle producers and other stakeholders to help determine quality conformance of the U.S. beef supply. Results from the 2022 NBQA indicate that the beef cattle industry is producing a high-quality product that consumers want more efficiently and the industry's primary focus across the supply chain remains food safety.

The NBQA, conducted approximately every five years, is foundational research that provides an understanding of what quality means to the various industry sectors, and the value of those quality attributes. This research helps the industry make modifications necessary to increase the value of its products. The efforts of the findings from the 2022 NBQA serve to improve quality, minimize economic loss, and aid in advancements in producer education for the U.S. beef industry. For more information about the 2022 National Beef Quality Audit, visit www.bqa.org.



Scan QR code for the 2023 Federation of State Beef Councils Investor Report.

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CONSUMER INFORMATION

STATE BEEF COUNCILS SUPPLEMENT: \$995,000

- ▶ E-commerce efforts put beef in online carts, and partnerships with retailers, foodservice operators and state beef councils generated significant beef sales. A partnership with a national mass merchandiser promoted beef through digital ads, both on the retailer's website as well as on popular consumer lifestyle sites that led back to the retailer's beef landing page.
- ▶ The nearly two-month promotion resulted in \$11.6 million in incremental beef sales, 30.5 million ad impressions and a return on ad spend of \$49.

INDUSTRY INFORMATION

STATE BEEF COUNCILS SUPPLEMENT: \$485,000

- ▶ This past year, Masters of Beef Advocacy (MBA) sustainability content was updated and Texas cattle producer, Tucker Brown, was recognized as the 2022 Advocate of the Year.
- ▶ Ten Trailblazers from eight states were selected for the second cohort of beef community spokespeople, beginning the year-long program which includes in-person and virtual training opportunities to prepare the next generation of advocates who will help protect the reputation of the beef industry.