

The logo features the word "BEEF" in a bold, white, sans-serif font, with a red checkmark shape integrated into the letter "F".

Funded by  
Beef Farmers and Ranchers

# California Beef Council Annual Report

# 2021

## Dear Fellow Beef and Dairy Producers,



It was a pleasure and honor to serve as the 2021 Chairman of the California Beef Council. Being able to have in-person meetings again was invaluable as personal relationships are what makes the Council so effective in representing you. As a member of the Council, we cycle through the executive committee and serve as your representative from Beef, Dairy, Range, Feedlot, and Packers. Along with the full committee, we work diligently to get the most value from your Beef Checkoff dollar.

This diverse group spends time to evaluate every program dollar presented by our talented and dedicated staff who have exhibited passion and expertise in the programs they develop to promote your beef products in so many ways. Targeted marketing uses the latest technology in offering rebates on special cuts and how they fit with our marketing partners whether it is in-store, on social media or in print advertising. Foodservice education is tantamount as such a large volume of our products serve that market. Consumer outreach and brand marketing have shown that consumers need an “in your face” approach to keep the fresh new ideas of product uses, flexibility, and dependability of beef as part of the menu.

Three priorities guide the California Beef Council year in and out. These are, growing consumer trust in beef and beef products, promoting and strengthening beef’s value proposition, and sharing beef’s sustainability story. These priorities have remained consistent over the years yet allow the staff to flex and incorporate new ideas bolstered by the latest information that tout the benefits of beef and beef products in the diet. If you haven’t done so, please visit [www.calbeef.org](http://www.calbeef.org), where you will be amazed at what your dollars represent: information, recipes, and activities that you can use to educate friends and family.

2020 Chairman Jesse Larios did an amazing job when we couldn’t meet in person and was able to keep everyone engaged and moving forward. In 2021 we were able to “return to normal” as much as possible and it showed in renewed energy and excitement. 2022 brings Cindy Tews to the Chairwoman’s role and I couldn’t be more excited to see the passion that Cindy brings to everything she does. As marketers of your beef, whatever segment you’re from, you benefit from your Checkoff dollars and you have outstanding people on the Council protecting your investment.

Sincerely and Thank you,

*Tom Barcellos*

2021 Chairman, T-Bar Dairy, Porterville

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## INTEGRATED MARKETING CAMPAIGNS BY THE NUMBERS

### Tacos, Tequila y Más

In partnership with the California Milk Advisory Board (CMAB) and E. & J. Gallo’s Camarena Tequila, the CBC launched “Tacos, Tequila y Más” for a Cinco de Mayo promotion. The five-week campaign provided consumers with product offers and savings through shopping apps Checkout 51 and Ibotta, recipes, videos and other taco and margarita-inspired content on a single online hub at [TacoTimeCalifornia.com](http://TacoTimeCalifornia.com). The campaign delivered almost 12 million media impressions and had a 38.4% redemption rate on Ibotta and 30.7% redemption rate on Checkout 51.

### Sizzled in California

The CBC produced a six-week summer grilling campaign dubbed “Sizzled in California,” in which :15-second SmartAudio spots and mobile/geo-fencing location-based display ads were used to drive consumers to the campaign landing page, [SizzledInCalifornia.com](http://SizzledInCalifornia.com). The campaign landing page included a link to a beef offer, video content, sweepstakes entry portal and a selection of curated summer grilling recipes. Video content created for this campaign brought food influencer Whitney Bond to the Dot 7 Ranch to learn about ranching from the source, and followed rancher Brooke Hesel to Whitney’s kitchen in San Diego to show how to grill some of California’s favorite beef cuts.

The beef offer allowed consumers to earn \$2 cash back on a \$10 or more purchase of beef through the Checkout 51 mobile app. Sizzled in California resulted in almost 12 million media impressions and saw a \$5.32 return on every \$1 spent to fund the cash-back beef offer.

### Your Grill. Your Game. Your Win.

With partner E. & J. Gallo’s Black Box® wine, the CBC worked to put a beef focus on Gameday and Tailgating. The campaign, produced in conjunction with iHeartMedia, included :30-second SmartAudio broadcast spots in seven major California media markets, digital display ads and video, :30-second spots on streaming audio and podcasts and geo-fencing mobile ads and

video targeting consumers within a one-mile radius of select retailers. All campaign creative drove consumers to the YourGrillGame.com landing page, which housed a beef offer, sweepstakes entry, video content and recipe collection. The retail component included a money-saving offer of \$3 cash back on a beef purchase of \$10 or more via Checkout 51. The campaign included a sweepstakes to win one of four California grilling prize packs, which had more than 65,000 entries. The media for this campaign garnered more than 13.5 million impressions and accounted for more than 66,000 store visits, and a 30% ROI for media. It drove more than 16,200 consumers to add beef to their shopping list, resulting in a \$3.83 return on every \$1 spent for the Checkout 51 beef offer.

## Holiday Roast Campaign

The CBC partnered with Hearst StoryStudio to produce a digital native content campaign focusing on beef during the holidays. A series of four content-rich, interactive articles covered holiday entertaining, beef and wine pairings based on specific California regions and varietals, a choose your own adventure-style approach to curating a holiday menu, and beef's health and convenience.

The retail component of this program featured a savings of \$3 off a \$15 or more beef purchase through the popular shopping app Checkout 51. The campaign saw more than 23 million media impressions with 91,544 consumers engaging with the stories. Additionally, the offer's click-to-redemption, or conversion rate of consumers purchasing beef, was higher than Checkout 51's average rate. The campaign drove retail beef sales, and generated a \$4.02 consumer spend for every one Beef Checkoff dollar spent.

## BEEF LEADERSHIP SUMMIT

With the uncertainty of in-person events in 2021, the CBC took their esteemed Beef Leadership Summit and went virtual as a four-part Webinar Series, featuring two webinars in May and two in September. The series offered retail and foodservice professionals an in-depth look into beef-specific consumer and supply chain insights, beef's role in the new dietary guidelines and beef's nutritional importance at all stages of a person's life. The series also highlighted changing behaviors of retail and foodservice consumers, and beef's sustainability as it relates to animal agriculture's path to climate neutrality and feeding the world with research on beef versus meat alternatives. More than 600 retail and foodservice professionals registered for the webinars and either attended live or received the webinar recordings after. Recordings of each of these webinars are available at <https://www.calbeef.org/retail-foodservice>.

## SACRAMENTO KINGS PARTNERSHIP

The CBC and the Sacramento Kings NBA team partnered on a series of videos, in-arena activations and online content that focused on beef's nutrition, how beef fits into a healthy lifestyle and how Kings' fans can include beef into their own healthy lifestyle. The Kings organization produced a series of four videos. In two of the videos, team chef Brian Mizner and Kings emcee Scott Freshour prepared two of Chef Brian's beef recipes that he makes for the team. A third and fourth video featured Kings emcee Katerina Kountouris and Kings performance and reconditioning coach Zac Howe in a trivia game focused on beef, and a video about beef's nutritional

value. Said Zac Howe, "We love beef, especially from its versatility standpoint and the nutrient density that it brings. It packs a high protein punch so we can bring 25 grams of protein in just a three-ounce serving. It's a really good choice for our guys and gives them everything they need in one meal. I would say we have some form of beef every single day."

All videos were shown inside the Golden One Center during each of four regular season games, and were posted across the Kings' Facebook, Twitter and YouTube channels and featured on the Kings' website. The CBC also posted the videos across social media platforms and provided the content and the recipes on the CBC website.

## NEW IN NUTRITION

In the spring of 2021, the CBC sponsored virtual Nutrition Communication Trainings for dietetic interns at California State University, San Diego (CSUSD), California State University, Sacramento (CSUS), and University of California, Davis (UCD). These trainings focused on Accreditation Council for Education in Nutrition and Dietetics (ACEND) core competencies that target communication skills. In addition, the trainings also addressed the top myths and questions about beef.

In late 2021, the CBC worked with northern California ranchers Dan and Barbara O'Connell to provide an immersive, educational event for nutrition leaders. A group of current nutrition interns, alumni of a prominent nutrition education program, and current faculty members from CSUS's Dietetic Internship program came together to learn about raising cattle. The event offered a tour of the Colusa, Calif.-based ranch, with presentations on the importance of rangeland management and the care that goes into ranching from the CBC, UC Cooperative Extension, California Rangeland Trust, and the O'Connells.

## 2021 EXECUTIVE COMMITTEE

|                        |                          |
|------------------------|--------------------------|
| Tom Barcellos, Chair   | Steven Maxey             |
| Cindy Tews, Vice Chair | Ray Prock                |
| Sarah Albin            | Mike Sulpizio            |
| Bill Brandenburg       | Jesse Larios, Ex Officio |

## 2021 California Beef Council Financial Report

For the fiscal year ended December 31, 2021

### PROGRAMS

|                             |                    |
|-----------------------------|--------------------|
| Consumer Information        | \$906,073          |
| Promotion                   | \$553,627          |
| Producer Communications     | \$54,787           |
| General Program Development | \$54,739           |
| National Program Investment | \$48,300           |
| <b>Total Programs</b>       | <b>\$1,617,526</b> |

### GENERAL AND ADMINISTRATIVE

|                                  |                    |
|----------------------------------|--------------------|
| Administration                   | \$185,375          |
| Collections                      | \$22,850           |
| USDA Oversight                   | \$27,064           |
| <b>Total Supporting Services</b> | <b>\$235,289</b>   |
| <b>TOTAL EXPENSES</b>            | <b>\$1,852,815</b> |

## 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

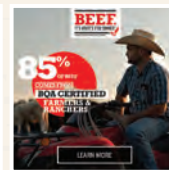
- Developed the Beef in the Early Years campaign after the American Academy of Pediatrics, the Women Infants and Children's Program (WIC), and for the first time ever, the Dietary Guidelines for Americans recommended beef for infants and toddlers.

## 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         |
| <b>TOTAL EXPENSES . . . . .</b>   | <b>\$41,776,093</b> |

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.