



CALIFORNIA BEEF COUNCIL 2023 ANNUAL REPORT

DEAR FELLOW CALIFORNIA BEEF PRODUCERS



I was honored to serve as chair of the California Beef Council in 2023 and feel privileged to have been involved with this great organization over the past eight years. While it was a challenging year from a budget perspective, with collections lower than anticipated; I am encouraged by the creativity and resourcefulness of our team to continue the great work of promoting our industry. On the brighter side, profitability continued to move in the right direction for cattle producers and consumption and demand remained strong despite high prices. This puts a spotlight on the consumer's natural preference for beef.

It was another strong year for beef on the nutritional front with more and more consumers recognizing that beef has no equal when it comes to nutrient density. Overall, there seems to be a lot of momentum on various fronts that are working to our advantage. The shift away from traditional media and a growing distrust of statistics are favorable trends, as our story is compelling and the consumer loves to hear that story directly from our producers. I especially love seeing how quickly preconceived ideas fade away when a consumer gets the opportunity to meet a rancher face to face and see how much they care for their animals and their land.

Overall, it is a great time to be promoting a great industry, that is producing a great product for a consumer with a love for that product. Let's continue to tell our story and let the consumer know that there's no shame in loving beef!

Thank you,

Steven Maxey

Certified Meat Products

INFLUENCER ENGAGEMENT



For the first time, the California Beef Council (CBC) held a Ranch & Restaurant Pop-Up event in San Diego. The exclusive, invite-only food and culinary influencer event provided an opportunity for the California Beef Council and influencers to network, meet other food and culinary influencers, and provide a fun, immersive experience on a cattle ranch. The ranch tour portion of the event was led by Alli and Bryce Fender of Flying F Ranch, followed by a beef-

focused tasting and dinner experience at influencer Whitney Bond's (@whitneybond) home. A total of 11 influencers were in attendance and had a combined Instagram following of more than 1.68 million. In addition, several producers attended the event and were able to answer beef industry-related questions and network with attendees face to face. Influencers posted about both the ranch tour and the dinner throughout the event on their personal social media channels. Influencer Leah Bergman (@freutcake) posted a photo at the ranch, saying, "I had no idea most cattle were raised on family ranches like this one." Scan the QR code to the left to watch a recap video of the event.

PRODUCER COMMUNICATIONS

In 2023, the CBC funded a 20-spot, five-week producer radio campaign with AgNet West, which aired statewide. The campaign also included a month-long website banner that drove producers to sign up for the CBC's monthly e-newsletter which received 13,476 impressions.

Additionally, the CBC continued its producer communication efforts through attending industry events, a monthly e-newsletter that goes out to 1,100 California producers, articles in producer publications, a producer Facebook page, and a new partnership with livestock markets to include bill stuffers that feature CBC's Beef Checkoff efforts in their customers' bill of sale.

HEALTH & NUTRITION



The CBC sponsored the Food & Culinary Professionals (FCP) Culinary Workshop in Napa Valley, an event for the Food & Culinary Professionals dietetic practice group of the Academy of Nutrition and Dietetics. The workshop brought together members nationwide to enhance their food

expertise, featuring multiple beef-focused sessions and a keynote.



A pre-event workshop, "Shed New Light on Flavor," hosted by the California, Nebraska, and Kansas Beef Councils and the National Cattlemen's Beef Association (NCBA), as a contractor to the Beef Checkoff and manager of the *Beef. It's What's For Dinner.*® brand, engaged more than 50 nutrition

professionals in a "Tasting in the Dark" experience led by Dr. Hoby Wedler, a sensory expert who has been blind since birth. Attendees, including representatives from Stanford School of Medicine and Aramark, sampled various beef-inclusive dishes blindfolded, focusing on non-visual senses to better understand flavor profiles.

The event aimed to demonstrate how beef can enhance fruit, vegetable, and whole grain consumption, emphasizing the importance of sensory literacy in nutrition. The workshop also included a keynote session, "Raising the Steaks—Exploring Beef's Versatility," which provided practical tips on utilizing beef in healthy and sustainable diets.

PROMOTING BEEF



The CBC ran four major marketing campaigns in 2023. New to the CBC's marketing efforts was "Together We Bring More," a dynamic marketing campaign

in partnership with E.&J. Gallo/Franciscan Estate wines, diverging from traditional fall tailgating themes to focus on celebrating life's moments with beef. Running in the fall for six weeks, the campaign showcased autumn activities in California through listener data-driven radio spots, geo-targeted digital ads, and a dedicated website offering cash-back on beef, a Napa getaway sweepstakes, influencer content, and recipes. Collaborative promotions like CBC's Checkout 51 and Franciscan Estate's wine offer boosted consumer engagement

and optimized Beef Checkoff funds, while an inMarket ad campaign, and Chicory e-commerce initiative enhanced online visibility and sales through targeted recipe placements. All marketing efforts combined for this campaign generated over 15.6 million impressions, and more than 73,600 tracked store visits. The cash-back rebate for beef had over 20,000 consumers engage with the offer by adding beef to their shopping list, 8,545 redeemed the offer, yielding a \$5.41 return on investment (ROI) for beef producers.



To conclude its 2023 integrated marketing efforts, the CBC launched a holiday campaign in collaboration with Hearst Media's The

Story Studio, featuring four interactive native content stories and a mini-podcast series. The campaign included a cash-back offer through Checkout 51 and digital ads via inMarket, providing practical tips and significant savings to California consumers. The native stories, which appeared on platforms like SFGate and KCRA, amassed over 26 million impressions and engaged readers for an average of over three minutes. The podcast series, featuring food blogger Whitney Bond, garnered over 6,300 downloads, while the Checkout 51 offer saw a 43% redemption rate. InMarket ads achieved over 2.5 million impressions, demonstrating the campaign's widespread reach and effectiveness in promoting beef during the holiday season.

2023 EXECUTIVE COMMITTEE

Steven Maxey, Chair	John Moiola
Jarred Mello, Vice Chair	Frank Nunes
Sarah Albin	Mike Williams
Bill Brandenburg	Cindy Tews, Ex Officio

CALIFORNIA BEEF COUNCIL FINANCIAL REPORT FISCAL YEAR ENDED DECEMBER 31, 2023

PROGRAMS

Consumer Information	\$901,410
Promotion	\$584,939
Producer Communications	\$209,456
General Program development	\$199,180
National Program Investment	\$23,000
Total programs	\$1,917,985

SUPPORTING SERVICES

Administration	\$192,448
Collections	\$30,388
USDA Oversight	\$39,909
Total Supporting Services	\$262,745
Total Expenses	\$2,180,730

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

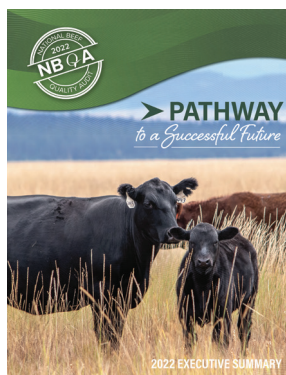


Following a successful health professional mailing highlighting Beef in the Early Years in 2022, two additional toolkits were sent out to provide health professionals with science-based information about

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.

BROUGHT TO YOU BY THE FEDERATION OF STATE BEEF COUNCILS.

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.