

## BEEF: FUEL FOR THE FINISH



MBC was active in stadiums, gyms, fields, weight rooms and on the airwaves this year through several partnerships that featured beef as the premier protein for student athletes.

The MSU Women's Basketball team is proudly sporting new drawstring packs filled with beef

nutrition information, meal plans, recipes, and swag to help them play at their best. #BeefHasYourBack

And in Class C Basketball, a beefy nutrition message canvased the airwaves during 40 regular season games, 15 District 8 C games, and 15 Northern C Divisional Games. Our message was played during games from Augusta to Winnett and Heart Butte to Judith Gap.

MBC also partnered with the Montana High School Association to support high school sports, student athletes, coaches and parents. We were featured online and in-person at the annual conference and tradeshow to meet with administrators and coaches about the power of beef's nutrition. MBC also produced a monthly beef nutrition article that was distributed to all 182-member high schools, reaching over 4,000 coaches and over 500 administrators. Lastly, for the second year in a row, MBC participated in the annual Montana Coaches Clinic and tradeshow where we showcased beef as a nutrition powerhouse to 581 coaches from across the state.

Across Montana and beyond, the Bobcat and Grizzly Nations were beefed up when MBC partnered with both universities for a football promotion. During the season, fans received tailgating recipes and tips as well as a chance to win tickets to the famous Brawl of the Wild game to culminate the season. MBC also served up nearly 800 sliders, in a matter of hours, while hosting a tailgate spot at one game in each city. #BobcatsLoveBeef #MontanaLovesBeef



## BEEF EXPERIENTIAL LEARNING TOUR



MBC hosted nearly 30 soon-to-be Registered Dietitians and their professors from Montana State University for a two-day immersion experience in the beef community. Through this first-hand look at the care that goes into raising beef cattle and meeting some of the industry's leading experts, these future influencers gained valuable knowledge to impact their beef nutrition recommendations for future patients and clients.

The attendees were from across the country, making for a diverse background. Ranch expert speakers included the Feddes family with a tour of their Manhattan ranching operation and their local butcher shop as well as the Pierson family with a tour of their Livingston ranching operation and their one-of-a-kind non-profit processing facility. Industry speakers included National Cattlemen's Beef Association Registered Dietitian Riley Peterson and Texas A&M Beef Sustainability Researcher and Professor Tryon Wickersham, as well as Executive Chef Ben Jones from Sage Lodge.

## FINAL RULING

On June 27, 2022, the U.S. Supreme Court denied a petition from R-CALF USA asking the justices to hear its legal challenge to the Beef Checkoff. The Supreme Court's denial to hear the case brings the case to a close and the final decision of the Ninth Circuit remains in place. The case began with the original complaint filed by R-CALF on May 2, 2016.

## BEEFING UP FLOOD RELIEF EFFORTS

After historic flooding occurred in Southeast Montana, many communities were suddenly without many everyday necessities. Volunteers and frontline workers turned out in force to help with cleanup efforts and more. MBC gathered 3,271 pounds of meat in just five days, which was then delivered to the communities in need to serve volunteer crews and help locals restock their freezers. Visit Montana Beef Council on Facebook to watch the full video interview.



## THE NEXT GENERATION OF BEEF SHOPPERS



Education is key to promoting healthy eating at an early age. MBC invested in a children's immersive play grocery store at the Wise Wonder's Children's Museum, specifically focusing on the meat market display. The display includes high end cuts of (display) beef, a meat counter, and a scale. There are also interactive teaching boards utilizing

a beef cuts chart magnetic board and posters depicting popular cattle breeds and help understanding grocery store labels.

Attendees are encouraged to create a grocery list and shop for products from a balanced diet that includes beef. Additional signage about beef's nutritional benefits and beef preparation techniques are also present to educate parents while the family is in the immersive environment. The butcher counter also offers the opportunity for children to don an apron and serve beef to the customers.



The target audience is three to eight years old, and the museum currently hosts 2,200-2,500 visitors per month. Through this activity, MCB is helping youngsters bring beef to the table.

## 2022 MONTANA BEEF COUNCIL STAFF

Chaley Harney, Executive Director  
Sue Broyles, Business Manager  
Tammy Bridges, Director of Collections and Compliance  
Al Koenig, Field Representative

MONTANA  
**BEEF**  
COUNCIL

 Funded By Montana Farmers & Ranchers

[MONTANABEEFCOUNCIL.ORG](http://MONTANABEEFCOUNCIL.ORG)

## 2022 MONTANA BEEF COUNCIL BOARD OF DIRECTORS



\*The board is comprised of 12 appointed volunteers, representing various segments of the beef industry.

**Top Row (L to R):** Brett Dailey (President), Andy Kellom (Vice President), Heather Fryer, Travis Choat.

**Middle Row:** Corey Schultz, Andy Tuss, Ken Morris, Wes Jensen.

**Bottom Row:** Jake Callantine, Shane Flowers, Bill Cok, Kiley Martinell.

## MONTANA BEEF COUNCIL FINANCIALS

**Audited financial statement: September 30, 2022**

### REVENUE

Checkoff Assessment	\$1,739,187
MT Cattle Sold in Other States	\$179,649
Less Cattlemen's Beef Board Remittance	(\$971,408)
Less Other State's Cattle Sold in MT	(\$19,913)
Net Assessments	\$927,515
Interest Income (Loss)	(\$4,381)
<b>Net In-State Revenue</b>	<b>\$923,134</b>

### EXPENSES

Promotion	\$229,015
Consumer Information	\$64,376
Industry Information	\$33,401
International Marketing	\$142,560
Domestic Marketing	\$154,683
Producer Communications	\$80,079
Collections	\$122,134
Administration*	\$140,783
<b>Total Expenses</b>	<b>\$967,031</b>
<b>Change in Net Assets</b>	<b>(\$43,897)</b>

\*Administration includes: USDA oversight, insurance, office lease, equipment, office supplies, postage, telephone, board expenses, travel, salaries and payroll taxes.

Dear Fellow Producers,

For decades, state beef councils have partnered with the national Beef Checkoff to drive the demand for beef with remarkable success. By working together and sharing a unified voice, we develop creative and innovative ways to reach consumers even as their buying behaviors change.

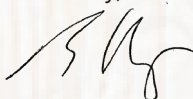
Despite changes in how families make their grocery purchases, they still love beef! Recent research shows that 69% of consumers eat beef at least weekly. Research like this serves as the foundation of all Checkoff programs, and the Federation of State Beef Councils continues to support product quality, nutrition, beef safety, sustainability and market research to strengthen beef's promotional efforts.

For more than 35 years, the Beef Checkoff has been using funds wisely and effectively and the Supreme Court recently confirmed that USDA has appropriate and adequate oversight to ensure that Checkoff funds are being spent in compliance with the Beef Promotion and Research Act. As Checkoff dollars are budgeted for projects, the Federation of State Beef Councils is at the table with producer input guiding decisions through a grassroots process.

This annual report touches on some of the programs that producers help direct. From research and promotion to consumer and industry outreach, these efforts demonstrate the positive impact that national programs have when extended at the state level. These success stories confirm that we are better and stronger when we work together!

As we look forward to 2023 when the Federation of State Beef Councils commemorates its 60th anniversary, let's take time to celebrate our accomplishments, plan for the future and continue to work together to drive beef demand.

Sincerely,



Brad Hastings  
Amarillo, Texas  
Chair, Federation of State Beef Councils



## BETTER AND STRONGER TOGETHER

The Federation of State Beef Councils (FSBC) 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 FSBC each year, and more than 50% of those contributions supplement 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 2022, the FSBC contributed \$4.5 million to supplement the approximately \$40 million national plan funded by the BPOC for promotion, research, industry information, consumer information, and producer communications. Specific programs made possible by SBC contributions include but are not limited to the following.

### RESEARCH \$745,000

- Product Quality
- Human Nutrition
- Market Research
- Beef Safety
- Beef Sustainability

### PROMOTION \$1,165,000

- Celebrity athlete Tony Romo served as the new spokesperson for *Beef. It's What's For Dinner.* and was utilized across multiple campaigns throughout the year.
- For the second year, the FSBC sponsored the *Beef. It's What's for Dinner. 300*, the 41st season-opening race for the NASCAR Xfinity Series, at Daytona International Speedway in February 2022.
- Beef was the star of the holidays with 125 ads airing during the holiday season on the Hallmark Channel: including during Thanksgiving weekend with a sponsorship of a movie premiere.

### INDUSTRY INFORMATION \$150,000

- The Masters of Beef Advocacy (MBA) Program reached 20,000 graduates.
- The Trailblazers program, a yearlong training program was developed to prepare a new generation of advocates to protect the reputation of the beef industry.

### CONSUMER INFORMATION \$2,439,000

- Conducted e-commerce projects with nationwide retailers encouraging consumers to add beef to their online carts.
- Distributed more than 3,000 Pediatric Health Professional In-Office Educational Toolkits in 32 states to highlight the importance of beef as a complementary food for infants and toddlers.



## PROMOTING BEEF TO THE NEXT GENERATION OF CONSUMERS

Kids are influencing their family's buying behaviors and are more engaged with social issues than ever before. NCBA, a contractor to the Beef Checkoff, and state beef councils recognized the importance of

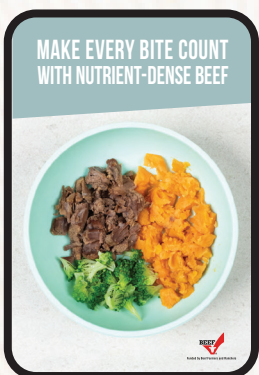
educating America's youth about beef's positive sustainability story and created fun and exciting ways to reach the next generation of consumers.

As part of reputation management initiatives around sustainability, NCBA partnered with kid-focused media outlets, such as The Week Jr. and ScoutLife. Through these partnerships, kids and parents alike were directed to the newly created Beef Sustainability for Kids page on the Beef Checkoff-funded *Beef. It's What's For Dinner.* website. An important aspect of the online content was kids sharing their stories of life on the ranch with their urban neighbors, helping bridge the gap between pasture and plate.

## STATES EXTEND E-COMMERCE EFFORTS

In November and December 2021, a nationwide club store promoted beef and the *Beef. It's What's For Dinner.* brand during the holidays on the retailer's digital properties. Holiday beef digital ads were placed on the retailer's website and app directing consumers to a page where they could add beef to their shopping cart. Almost 40,000 consumers interacted with the ads, and those ads drove more than \$8 million in beef sales with 8.6 percent new buyers to the beef category. The return on ad spend for the campaign was \$41.72, which means that for every Checkoff dollar spent on the project, nearly \$42 was returned in beef sales. In addition, the effort was supported by 14 state beef council partners which helped increase the overall reach and impressions and brought additional beef sales to individual states.

## EARLY BITES WITH BEEF



The Early Bites with Beef campaign continued in 2022 to advance awareness and increase health professional recommendations that beef can (and should) be a safe complementary first food for babies starting at around six months of age and continuing throughout childhood. Campaign efforts also provided consumers with information about how to effectively and safely feed babies beef.

Funding from the Federation and individual state beef councils extended outreach efforts to health professionals nationwide. More than 3,000 toolkits, complete with

posters, fact sheets and newsletters, were distributed to pediatric health care offices in 32 states. Health professional response to toolkits was very positive with nearly 9 in 10 professionals recommending or intending to recommend beef to parents and caregivers. In addition, 75% of respondents reported being more knowledgeable about beef as an early complementary food after receiving the information. On the consumer side, half of respondents reported that receiving the information from their pediatric professional made them more likely to feed beef to their child.

## BEEF ADVOCATES BLAZE NEW TRAILS

The new Trailblazers program takes advocacy to an unprecedented level by giving participants the tools and training they need to promote beef to new audiences while addressing and correcting myths. Ten Trailblazers from across the country attended a multi-day training, which provided them with the resources, information, and engaging activities they need to become expert communicators, excel in media interviews and understand how to build confidence in beef related practices when talking to consumers.



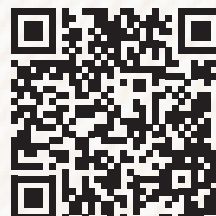
*Trailblazers Shaye Koester and Jaclyn Wilson of Nebraska plate their beef dish during a social media and culinary challenge.*

## NEW SPOKESPERSON SCORES POINTS FOR BEEF



Beef scored points this summer with new spokesperson, Tony Romo. The former professional football quarterback and current sports commentator shared his family's passion for beef with consumers,

and promoted beef nationwide through digital and social media, outdoor advertising, on ESPN.com and through broadcast television ads on the Food Network, HGTV and the Magnolia Network. State beef councils extended this national programming through billboards, displays, advertising and other promotional efforts. Tony Romo's Playbook on *BeefItsWhatsForDinner.com* also highlighted new recipes and valuable information about beef's taste, nutrition, versatility and sustainability.



Scan QR code for the 2022 Federation of State Beef Councils Investor Report.