

## INTERNATIONAL MARKETING

A major project this past year has been supporting the U.S. Meat Export Federation's (USMEF) U.S. beef promotion efforts in Asia. Due to COVID-19 travel restrictions, Minnesota Beef Council representatives were not able to travel on a trade visit to Japan. Instead, USMEF staff strategically executed the Minnesota Beef Council investment in expanding U.S beef acceptance in the Japanese market. Particular focus was placed on promoting U.S. beef in the convenience store retail sector as well as food service markets through creative, digital and influencer marketing tactics.

## TWIN CITIES LIVE



MBC makes a monthly appearance on Twin Cities Live, an afternoon program that airs daily on KSTP. In addition, MBC participated in the Twin Cities Live 12 Days of Grilling campaign, featuring various beef

grilling recipes. Our goal is to build consumer confidence when it comes to preparing different beef cuts and with different cooking methods. Each segment is posted on our Facebook and Instagram pages, YouTube channel, and website after it airs.

## BEEF QUALITY ASSURANCE

In 2021-22, the MBC partnered with the University of Minnesota, businesses, and various local associations to certify 2,383 producers around the state. In Minnesota, more than 4,800 farmers and ranchers have an active BQA certificate. This illustrates their dedication to doing the right things in raising cattle because they know it is the only way.

## ADVOCACY TRAINING



The Minnesota Beef Council "Top of the Class" program had another great class of participants. Together, they learned to advocate for and become better spokespeople for the

beef industry. Throughout three learning sessions, including the immersive trip to Denver in January to finish out their year of training, the class participated in many beef industry topics. A highlight of the Denver trip is always to see a 100,000-head feedlot and to hear from USMEF (U.S. Meat Export Federation) about how important exports are to the beef industry. They learned the history and overview of the Beef Checkoff and received an update on *Beef, It's What's for Dinner* brand marketing campaigns, plus Checkoff updates about sustainability and research efforts. The mission of this program is to develop the skills of Minnesota's beef industry leaders.

## RESEARCH

Checkoff funds are allocated to various research projects related to beef product enhancement, beef nutrition, beef safety and beef sustainability.

## MBC BOARD OF DIRECTORS

District 1.....Patricia Erickson, Greg Hilgeman  
Districts 2&3 .....Tom Olson  
District 4.....Jared Flower, Davis Wulf  
District 5.....David Gleissing, Dave Marquardt, John Schafer  
District 6.....Duane Munsterteiger  
District 7.....Neil Johnson, Hilary Paplow, Travis Reith  
District 8.....Lori Beckel, Jeri Hanson  
District 9.....Tim Sanborn, LeeAnn Waugh

## MBC STAFF



From left to right: Heather DeLong, Business Manager • Jon Dilworth, Director of Industry Relations • Kaitlyn Root, BQA Coordinator • Kelly Schmidt, CEO • Ashley Kraemer, Communications Director

### Keep up to date with the Minnesota Beef Council activities

ON AIR Linder Network — Mondays at 12:45 p.m.  
RRFN — Wednesdays at 12:35 p.m.  
KASM — Mondays at 12:20 p.m.  
KDHL — Tuesdays at 6:00 a.m.  
WNAX — Wednesdays at 8:30 a.m.

ONLINE [mnbeef.org](http://mnbeef.org)

SOCIAL    

## MINNESOTA BEEF COUNCIL INCOME STATEMENT FROM 7/1/2021 TO 6/30/2022

|                                  |           |                 |
|----------------------------------|-----------|-----------------|
| <b>CHECKOFF REVENUES</b>         |           |                 |
| MN Beef Checkoff Received        | \$        | 744,349         |
| Late Payment Fees Collected      | \$        | 2,775           |
| Interest Income                  | \$        | 417             |
| <b>Total Checkoff Revenues</b>   | <b>\$</b> | <b>747,541</b>  |
| <b>Contracts and Grants</b>      | <b>\$</b> | <b>-</b>        |
| <b>Misc Revenue</b>              | <b>\$</b> | <b>228</b>      |
| <b>Total Revenues</b>            | <b>\$</b> | <b>747,769</b>  |
| <b>CHECKOFF EXPENSES</b>         |           |                 |
| Consumer Information             | \$        | 193,880         |
| Industry Information             | \$        | 100,709         |
| Producer Communication           | \$        | 81,550          |
| Promotion                        | \$        | 274,550         |
| Research                         | \$        | 25,426          |
| Administration                   | \$        | 125,496         |
| <b>Total Checkoff Expenses</b>   | <b>\$</b> | <b>801,611</b>  |
| <b>Contracted Expenses</b>       | <b>\$</b> | <b>1,836</b>    |
| <b>Total Expenses</b>            | <b>\$</b> | <b>803,447</b>  |
| <b>USE of Strategic Reserves</b> | <b>\$</b> | <b>(55,678)</b> |



A summary of state and national beef education, promotion and research programs funded by the \$1 per head national Beef Checkoff program.

## STATE FAIR



MBC was glad to be at the Minnesota State Fair again in 2022! Over the 12 days, more than 1.8 million people attended the fair. The theme was centered around the production of beef in Minnesota, featuring both cow-calf and feedlot production. The booth featured a Plinko board with corresponding trivia questions that, if answered, allowed individuals to receive a giveaway. MBC's presence gained greater attention through influencer Jason DeRusha who visited the booth twice during the fair and recorded WCCO radio segments. A Twin Cities Live segment was also recorded right at the booth and featured a Minnesota beef producer.

## DIGITAL ADVERTISING MONTHLY

Each month, new creative content is designed for digital ads that are on-trend, seasonal, and click-bait worthy. As a result, we overall increased traffic and session duration on our website and social media platforms. Our ongoing strategy all year long has been very beneficial in reaching a wider consumer audience across several platforms and devices.

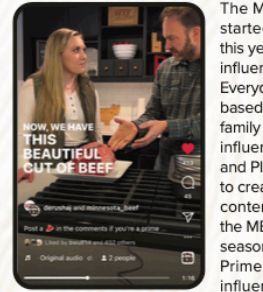
## BUILD YOUR BASE



The Minnesota Beef Council launched and executed a new promotion project this year called *Build Your Base*. It is a comprehensive sports nutrition program that utilizes beef as its

premier protein. It strives to prepare athletes and their families for a successful sports season through ready-to-use materials, best-in-class sports nutrition education, and high-quality protein to support optimal performance. We have this program working in three high schools in Minnesota with plans to expand the program next year. Visit [buildyourbase.org](http://buildyourbase.org) to learn more about the program.

## INFLUENCER ENGAGEMENT



The Minnesota Beef Council started a few new partnerships this year working with social media influencers. Emily Dingmann, My Everyday Table, created nutrition-based food videos geared towards family meals. MBC also paired with influencers Real Food Dietitians and Plays Well With Butter (PWWB) to create various recipes for social content. Jason DeRusha visited the MBC office during the holiday season to film a video on cooking Prime Rib. Overall, social media influencers together reached approximately 716,000 people.

## CULINARY EDUCATION

The Minnesota Beef Council joined the Performance Food Group Food Center Show in their "Center of the Plate" booth. Chefs, food service professionals and influencers were able to access resources and education regarding beef. This food show was a fantastic opportunity to highlight beef as the premier protein at the center of the plate.

## RETAIL PARTNERSHIPS

Again this year, we partnered with multiple retailers in promoting beef including Coborns/Cashwise and HyVee stores with in-store and digital marketing campaigns. New this year, we did an in-store digital display promotion with Kwik Trip stores. A video showing beef cuts and beef preparation played 1,411,961 different times at stores across Minnesota.

## ADVERTISING CAMPAIGNS

Minnesota Beef Council (MBC) makes every attempt to ensure beef is the top protein choice by consumers. We utilize the *Beef, It's What's for Dinner* brand to connect with Metropolitan millennial consumers through digital marketing and paid media. Advertising strategies include digital radio, online search, social media, and digital display advertisements.

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

### 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

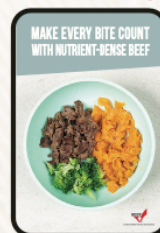
Kids are influencing their family's buying behaviors and are more engaged with social issues than ever before. NCBA, a contractor to the Beef Checkoff, and state beef councils recognized the importance of educating America's youth about beef's positive sustainability story and created fun and exciting 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 BeefIt'sWhatsForDinner.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.