

For the first time, MBC partnered with *Beef. It's What's for Dinner.* on a Target winter e-commerce campaign. The overall goal of this campaign was to position beef as the #1 protein and drive purchase intent and sales of beef in the Target App and on Bullseye Display. The audience was in-market shoppers for beef, competitive proteins and complimentary recipes/products, and the return on ad spend was \$28.47.

### Twin Cities Live



MBC makes a monthly appearance on Twin Cities Live, an afternoon program that airs daily on KSTP. 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 the MBC Facebook page, YouTube channel and website after it airs. In 2021, we had more than 1 million household viewer impressions.

### Advertising Campaigns

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.

### 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, MBC representatives were not able to travel on the planned trade visit to Japan. Instead, USMEF staff strategically executed the MBC 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.

### Beef Quality Assurance

In 2021, MBC partnered with the University of Minnesota, businesses, and various local associations to certify 2,016 producers around the state. In Minnesota, more than 4,800 farmers and ranchers have an active BQA certificate.

### Advocacy Training

MBC celebrated the graduation of the third group of Minnesota Top of Class advocates who learned to be spokespeople on behalf of the Minnesota beef industry. A highlight of the training was a trip to Denver to see a 100,000 head feedlot and visit USMEF to learn about the importance of exports to the beef industry. They also learned the history of the Beef Checkoff and received an update on the *Beef. It's What's for Dinner.* website and other 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 so they may maximize their impact and effectiveness in local, state, national and international arenas.

### MBC Board of Directors

District 1: Patricia Erickson, Greg Hilgeman  
 District 2&3: Tom Olson  
 District 4: Kami Schoenfeld, Davis Wulf  
 District 5: David Glessing, John Schafer, Mark Hecht  
 District 6: Duane Munsterteiger  
 District 7: Travis Reith, Neil Johnson, Lee Winkelmann  
 District 8: Lori Beckel, Jeri Hanson  
 District 9: Katie Brenny, Tim Sanborn

### MBC Staff



Kelly Schmidt, CEO  
 Allison VanDerWal, BQA Coordinator  
 Royalee Rhoads, Director of Industry Relations  
 Heather DeLong, Business Manager  
 Ashley Kraemer, Communications Director

### Keep up to date with MBC

**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.) and WNAX (Wednesdays at 8:30 a.m.)  
**Online:** www.mnbeef.org



## Minnesota Beef Council

Income Statement  
 From 7/1/2021 To 6/30/2022

CHECKOFF REVENUES	
MN Beef Checkoff Received	\$718,020
Late Payment Fees Collected	\$423
Interest Income	\$1,967
<b>Total Checkoff Revenues</b>	<b>\$720,410</b>
<b>Contracts and Grants</b>	
	\$247
<b>Misc Income</b>	<b>\$3,614</b>
<b>Total Revenues</b>	<b>\$724,271</b>
CHECKOFF EXPENSES	
Consumer Information	\$165,052
Industry Information	\$104,057
Producer Communication	\$67,507
Promotion	\$247,538
Research	\$46,979
Administration	\$124,317
<b>Total Checkoff Expenses</b>	<b>\$755,450</b>
<b>Contracted Expenses</b>	<b>\$52</b>
<b>Total Expenses</b>	<b>\$755,502</b>
<b>Use of Strategic Reserves</b>	<b>\$(31,231)</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

Minnesota Beef Council (MBC) was glad to be back at the Minnesota State Fair in-person in 2021, where more than 1.3 million people attended over 12 days! With a theme of "Farm to Gym Workout" consumers spun a wheel to complete a farm-related exercise and received a free giveaway. Lots of individuals enjoyed participating and learning more about the nutritious benefits of beef.

### Workout & Meal Plan Challenge



For the second year, MBC partnered with the Real Food Dietitians and Nourish Move Love, a millennial mom and full-time fitness instructor in the Twin Cities, to create a 4-week workout and meal plan. MBC created two new workout videos, each featuring a beef farmer. The partnership garnered more than 2 million impressions, and the videos and 4-week plan can be found on the MBC website and social pages.

### Consumer Education

MBC participated in an in-person consumer event, Grillfest, partnering with the University of Minnesota Meat Lab team to serve burger samples to attendees. Attendees commented that the No Name Steak Seasoned Burger samples were the best burgers at the event.

MBC also partnered with MN AARP to promote beef to their members. Held virtually, Dr. Ryan Cox from the University of Minnesota talked about beef cuts and grilling and shared new ideas for lesser-known cuts to cook on the grill.

### May is Beef Month

For beef month, MBC focused on sustainability and all that beef farmers do to take care of the land. This message was primarily promoted through Facebook and Instagram in the form of pictures, videos, and graphics.

### 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, overall traffic and session duration on the MBC website and social media platforms has increased. This year-long strategy has been very beneficial in reaching a wider consumer audience across several platforms and devices.

### Influencer Engagement

Minnesota Beef Council started a new partnership this year working with famous author and chef, Amalia Moreno-Damgaard who is based in the Twin Cities and is focused on creating Latin cuisine. MBC created three separate beef recipe videos and promoted them on the website and social media platforms.



### Culinary Education

As a way to influence the next generation of chefs, Dr. Ryan Cox with the University of Minnesota Meat lab visited South Central College in Mankato and conducted a beef cutting demo for the culinary and agriculture students. The culinary students prepared the beef in their classroom kitchen to eat.

### Retail Partnerships

MBC had another successful year partnering with Coborn's registered dietitians for a promotion about beef and wine pairings during the holiday season with an ad, e-commerce banner and on Facebook. MBC also supplied Hy-Vee with updated holiday prime rib and summer grilling recipe brochures. Within their respective states, Hy-Vee locations had a steak recipe for their state and a unique QR code for customers to learn more about beef farmers in each state.

## 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

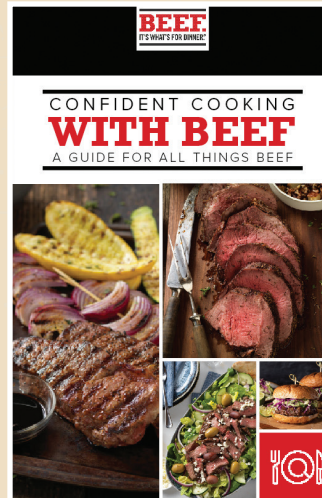


The Federation of State Beef Councils, on behalf of the Beef Checkoff, partnered with Daytona International Speedway to sponsor the *Beef. It's What's For Dinner. 300.* in February 2021. The race served as a unique opportunity to engage with consumers through social media, television advertising, public 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.

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## 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

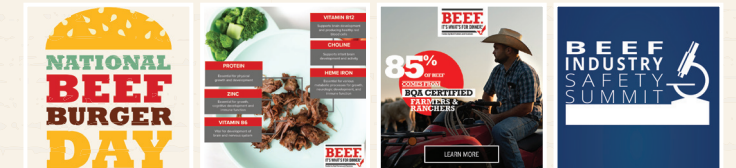
- Developed the Beef in the Early Years campaign after the American Academy of Pediatrics, the Women Infants and Children's Program (WIC), and for the first time ever, the Dietary Guidelines for Americans recommended beef for infants and toddlers.

### 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.