

## PROMOTION

■ **STATE FAIR:** The Minnesota Beef Council (MBC) made an appearance once again at the 2023 Great Minnesota Get-Together! Throughout the 12 days of the fair, more than 1.8 million people were in attendance. The MBC booth educated fairgoers about beef production in Minnesota, featuring cow-calf and feedlot production. A large portion of the booth's success can be attributed to the help of the MBC summer intern, Bailee Schiefelbein.



■ **INFLUENCER ENGAGEMENT:** The Minnesota Beef Council partners with influencers to generate greater reach and engagement across social media platforms. MBC worked with The Real Food Dietitians, Nourish Move Love, Plays Well With Butter, and Jason DeRusha, who all created content around beef recipes along with workout/meal plans. Specifically, the 4-week workout and meal plan generated nearly 2 million impressions!

■ **DIGITAL ADVERTISING CAMPAIGNS:** The Minnesota Beef Council makes every attempt to ensure beef is the consumer's top protein choice by advertising at the state and national level, especially reaching metropolitan millennial consumers. Through digital radio, online search ads, social media, and digital display advertisements, we have seen overall increased traffic and session duration on our website and social media platforms.

*\*Other promotion programs & events: Going to the Meat Market videos, BBQ Spring Training, UMN Celebrate Food & Ag Day, Minnesota State FFA Convention, Local Producer Promotion & Classroom Education grant program*

## MBC BOARD OF DIRECTORS

District 1: Patricia Erickson, Lois Rydeen  
 District 2&3: Tom Olson (Chair)  
 District 4: Jared Flower, Natasha Mortenson  
 District 5: David Glessing, 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 - Jon Dilworth, Director of Industry Relations  
 Heather DeLong, Business Manager  
 Kelly Schmidt, CEO  
 Kaitlyn Root, BQA Coordinator  
 Ashley Wulf, Communications Director

## TO 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)



## MINNESOTA BEEF COUNCIL INCOME STATEMENT FROM 7.1.22 – 6.30.23

|                                  |                    |
|----------------------------------|--------------------|
| <b>Checkoff Revenues</b>         |                    |
| MN Beef Checkoff Received        | \$734,751          |
| Late Payment Fees Collected      | \$827              |
| Interest Income                  | \$2,943            |
| <b>Total Checkoff Revenues</b>   | <b>\$738,521</b>   |
| Contracts and Grants             | \$0                |
| Misc Income                      | \$237              |
| <b>Total Revenues</b>            | <b>\$738,758</b>   |
| <b>Checkoff Expenses</b>         |                    |
| Consumer Information             | \$213,601          |
| Industry Information             | \$126,186          |
| Producer Communication           | \$62,884           |
| Promotion                        | \$299,745          |
| Research                         | \$64,871           |
| Administration                   | \$91,497           |
| <b>Total Checkoff Expenses</b>   | <b>\$858,784</b>   |
| Contracted Expenses              | \$(1,082)          |
| <b>Total Expenses</b>            | <b>\$857,702</b>   |
| <b>Use of Strategic Reserves</b> | <b>\$(118,944)</b> |



# MINNESOTA BEEF COUNCIL 2023 ANNUAL REPORT

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

## CONSUMER INFORMATION

■ **BUILD YOUR BASE:** The Minnesota Beef Council (MBC) continued with the Build Your Base program, a comprehensive sports nutrition program with beef as its premier protein. It strives to prepare athletes and their families for a successful sports season through ready-to-use materials, nutrition education, and high-quality protein to support optimal performance. The MBC plans to continue expanding the program across various Minnesota high schools and colleges. *To learn more, visit [buildyourbase.org](http://buildyourbase.org).*



■ **TWIN CITIES LIVE:** MBC makes monthly appearances on Twin Cities Live (TCL), an afternoon program that airs daily at 3 pm CST on KSTP, Channel 5 Eyewitness News. In addition, MBC participated in the TCL 12 Days of Grilling campaign and went live at the Minnesota State Fair. Our goal with TCL is to build consumer confidence when preparing different beef cuts and with different cooking methods. Each segment is posted on our Facebook page and website after it airs.



■ **ADVOCACY TRAINING:** The Minnesota Beef Council "Top of the Class" program takes advocacy to a new level by giving participants the tools and training they need to promote beef to new audiences while addressing and correcting myths. This group from across the state attended multi-day trainings, which provided them with resources, information, and engaging activities to become expert communicators for the beef industry. Participants visited a 100,000-head feedlot and toured a Cargill processing facility among other engaging activities.

*\*Other consumer programs & events: Minnesota Academy of Nutrition & Dietetics conference, Smoke-Out event, Heritage Fire Tour event*

## INDUSTRY INFORMATION

■ **RETAIL PARTNERSHIPS:** Again this year, the MBC partnered with multiple retailers to promote beef, including Coborns/Cashwise with in-store and digital marketing campaigns. Also this year, MBC participated in an in-store digital display promotion with KwikTrip stores. A video showing beef cuts and beef preparation played 1,411,961 different times at stores across Minnesota.

■ **INTERNATIONAL MARKETING:** In 2023, the Minnesota Beef Council invested in beef promotion projects with the U.S. Meat Export Federation (USMEF), specifically in the Asian markets. Minnesota Beef Council representatives were able to travel on trade visits to South Korea and Japan. Particular focus was placed on promoting U.S. beef in the retail sector as well as food service markets through creative, digital, and influencer marketing tactics.

■ **BEEF QUALITY ASSURANCE:** In 2023, the MBC partnered with the University of Minnesota, businesses, and various local associations to certify 1,255 producers around the state. In Minnesota, over 5,000 farmers and ranchers have an active BQA certificate. This illustrates their dedication to raising cattle the right way because they know it is the only way.

*\*Other industry programs & events: Minnesota State Cattlemen's Summer Tour, American Culinary Federation - Minnesota Chapter, Minnesota Association of Meat Processors (MAMP) Convention*

## RESEARCH

■ **RESEARCH:** Each year, Checkoff funds are allocated to various research projects related to beef product enhancement, beef nutrition, beef safety, and beef sustainability. In 2023, the MBC funded a research project with AURI looking at sustainable packaging options for ground beef, including shelf-life color and quality.

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## 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.

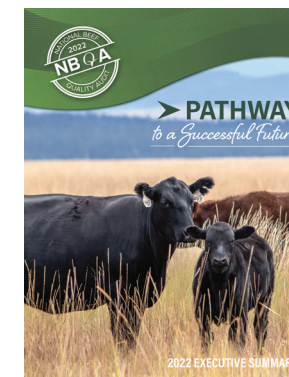
## CONSUMER INFORMATION

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.

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](http://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.

## 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.