

State Fair



The Minnesota Beef Council made an appearance once again at the 2024 Great Minnesota Get-Together! Throughout the 12 days of the fair, more than 1.9 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, Baleigh Peterson.

Influencer Engagement

Influencers are a popular way for brands and organizations to promote their product and educate consumers. In 2024, we partnered with influencer Plays Well With Butter to create mouth-watering beef recipes, shared across social media and her website. Additionally, a two-week workout and meal plan were created by The Real Food Dietitians and Nourish Move Love, a full-time fitness instructor in the Twin Cities, to promote nutritious recipes and workouts fueled by beef. This two-week plan generated over 1.5 million impressions!

Local Producer Promotion

MBC contributed nearly \$11,000 through the Local Producer Promotion Program to local organizations promoting beef to consumers. This is a great way to extend our efforts to local communities throughout the state of Minnesota.

*\*Other promotion programs & events: Farmer Feature videos, Going to the Meat Market videos, Minnesota State FFA Convention, & Beef in the Classroom grant program*

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, Lois Rydeen
- Districts 2 & 3: Tom Olson (Chair)
- District 4: Jared Flower, Natasha Mortenson
- District 5: David Glessing, Dave Marquardt, John Schafer (Research Chair)
- District 6: Duane Munsterteiger (Treasurer)
- District 7: Neil Johnson (Vice-Chair), Hilary Paplow (Promotion Chair), Mike Landuyt
- District 8: Jeri Hanson (Secretary), Amanda Armstrong
- District 9: LeeAnn Waugh, Steve Neil



MBC STAFF »



from left to right  
Ashley Wulf, Communications Director  
Heather DeLong, Business Manager  
Kelly Schmidt, CEO  
Kaitlyn Root, BQA Coordinator

TO KEEP UP TO DATE WITH 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

www.mnbeef.org

Social



MINNESOTA BEEF COUNCIL	
INCOME STATEMENT FROM 7.1.23 – 6.30.24	
Checkoff Revenues	
MN Beef Checkoff Received	\$746,061
Late Payment Fees Collected	\$1,253
Interest Income	\$6,439
Total Checkoff Revenues	\$753,753
Contracts and Grants	\$-
Misc Income	\$187
Total Revenues	\$753,940
Checkoff Expenses	
Consumer Information	\$206,661
Industry Information	\$143,094
Producer Communication	\$91,971
Promotion	\$247,190
Research	\$3,750
Administration	\$72,621
Total Checkoff Expenses	\$765,287
Contracted Expenses	\$559
Total Expenses	\$765,846
Use of Strategic Reserves	\$(11,906)



CONSUMER INFORMATION »

Twin Cities Live



Minnesota Beef Council (MBC) makes monthly appearances on Twin Cities Live, an afternoon program that airs daily at 3 p.m. CST on KSTP, Channel 5 Eyewitness News. The goal is to build consumer confidence when preparing different beef cuts and with different cooking methods while providing beef education. Each segment is posted on our Facebook page and website after it airs.

Build Your Base



We continue to implement 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. In Minnesota, the program is currently being utilized across various high schools and colleges. Build Your Base high school, Elk River, claimed the title of 2024 State Class 5A Football Champions. To learn more, visit buildyourbase.org.

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 and knowledge to share with fellow producers. This group from across the state attended multi-day training courses, which provided them with resources, information, and engaging activities to become expert communicators for the beef industry. On their immersive trip to Colorado, they toured Five Rivers Cattle Feeding and a Cargill processing plant.

Health & Nutrition Professionals

Beef has many nutritional benefits for all stages of life. In 2024, the MBC attended conferences including Minnesota Academy of Nutrition Dietetics and Minnesota Consultant Dietitians to engage directly with these health professionals to share and encourage beef’s role in a healthy dietary pattern.

*\*Other consumer programs & events: GrillFest, Burger Bracket*

MINNESOTA BEEF COUNCIL  
2024 Annual Report

INDUSTRY INFORMATION »

Retail Partnerships

Again this year, we partnered with multiple retailers to promote beef, including Coborn’s/Cashwise with in-store and digital marketing campaigns. Also this year, we did an in-store digital display promotion with KwikTrip stores. A video showing beef cuts and beef preparation played 6,140,595 different times at stores across Minnesota.

International Marketing

Minnesota Beef Council finds great value in supporting the U.S. Meat Export Federation’s, U.S. beef promotion efforts in Asia. MBC invested in promotion projects with particular focus 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 2024, the MBC partnered with the University of Minnesota, businesses, and various local associations to certify 1,721 producers around the state. In Minnesota, nearly 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 Association Summer Tour, American Culinary Federation - Minnesota Chapter, Minnesota Association of Meat Processors Convention*

PROMOTION »

Local Beef Directory

Hearing a desire from consumers, the MBC added a new feature to their website, a local beef directory. This helps individuals find farms and ranches selling beef directly within their county. If you sell beef products directly off your operation and would like to add your business to the listings, visit mnbeef.org and navigate to the “Local Beef Directory” tab to fill out the designated form.

Digital Advertising Campaigns

The Minnesota Beef Council makes every attempt to ensure beef is consumers’ top protein choice by advertising, especially reaching Metropolitan millennial consumers. Through 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.





**Dear Fellow Producers,**  
For more than 60 years, producers have engaged at the grassroots level to drive the demand for beef through the Federation of State Beef Councils. States voluntarily invest in the Federation to build beef demand by inspiring, unifying

and supporting an effective and coordinated state and national Checkoff partnership. Ultimately, it is cattle producers, like you, who direct the Federation’s work. Thank you for being one of the “Faces of the Federation.”

We continue to share your stories and the work of the Federation to demonstrate the power of building connections. When state beef councils and industry stakeholders come together, we accomplish so much more. The dollars we pool together as the Federation make a tremendous impact on the consumption of beef and ultimately beef demand, from the work we support in research and industry outreach to promotions directed toward consumers.

Consumers want our product not only because it tastes good, but also because they see it as a nutritious and safe product to feed their families. Changing purchasing behaviors doesn’t happen overnight. The investments we’ve made over the last six decades have helped to create the product that consumers desire.

This “State of the Federation” provides an overview of Federation-supported programs that producers have helped to direct over the past year. From research and promotion to consumer and industry outreach, these efforts demonstrate how the many faces of the Federation work together to drive demand for beef. Thanks for making an investment in the future.

Sincerely,

Dan Gattis  
Chair, Federation of State Beef Councils  
Georgetown, Texas



Funded by the Beef Checkoff

## FACES OF THE FEDERATION

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. More than 50% of the Federation’s annual budget supplements tactics within Authorization Requests (ARs) approved by the Beef Promotion Operating Committee (BPOC) and executed by NCBA, home of the Federation of State Beef Councils. Supplementing these tactics helps the national Checkoff program have a larger impact on consumer demand.

In 2024, with input from SBC staff, the Federation Executive Committee approved more than \$3.3 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: \$814,400**

» The Federation supports *Beef. It’s What’s For Dinner.* marketing and advertising efforts to educate and inspire consumers. The Federation investment supplements media buys for the summer grilling season including potential placements on broadcast television, connected TV, audio, digital and paid search advertising.

» Influencers are also utilized on *Beef. It’s What’s For Dinner.* media channels to drive brand affinity, increase credibility and attract new consumers.

## RESEARCH

**State Beef Councils Supplement: \$1,059,197**

» State investments in the Federation fund foundational research projects in the areas of product quality, beef safety, human nutrition, beef sustainability and market research.

## CONSUMER INFORMATION

**State Beef Councils Supplement: \$1,099,300**

» The Federation advances consumer information efforts including e-commerce campaigns; thought leader engagement; nutrition, health and medical expert outreach; and public relations, including the development and distribution of “Cattle Calling” episodes.

» Examples include developing a co-branded campaign to increase beef sales through retail, distributor and foodservice channels; creating educational opportunities for influencer partners to learn more about the beef industry; sending beef and heart health toolkits to physicians and health professionals; and pitching beef stories to national media.

## INDUSTRY INFORMATION

**State Beef Councils Supplement: \$327,700**

» Providing information and resources to the industry remains a critical component of the Federation budget, with funding elevating the Masters of Beef Advocacy and Trailblazers programs; supporting Beef Quality Assurance training, awards program and promotion; and disseminating results from the National Beef Quality Audit.

## WORKING TOGETHER TO BUILD CONNECTIONS

### BRIDGING THE GAP BETWEEN FARM AND FORK



Today’s consumers are generations removed from any connection to a farm and ranch, yet they yearn for a relationship with those who produce their food. Market research continues to show that consumers want to hear from farmers and ranchers about how cattle are raised. The “Cattle Calling” docuseries was created to help bridge the gap between farm and fork. Each episode provides an in-depth look at how cattle are cared for and invites viewers to follow along to see how families across the country adapt to their environments to ensure their legacies continue.

“Cattle Calling” continues the Beef Checkoff’s ongoing emphasis on connecting with consumers and sharing the stories of beef producers. The docuseries aims to build relationships and trust between consumers and the cattlemen and women raising food for the family dinner table. For more information and to watch the series, visit [CattleCalling.org](http://CattleCalling.org).

## STRENGTHENING BEEF’S ROLE IN A HEALTHY BALANCED DIET

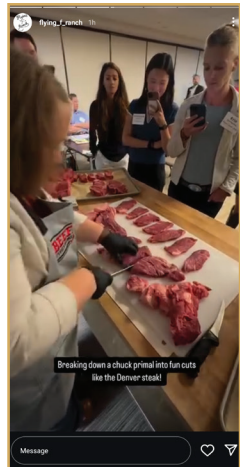


A heart health mailer was sent to registered dietitians, researchers and other health professionals, with a goal to encourage excitement and provide education on the ways

in which current and prospective Beef Aficionados can access and use beef nutrition resources to support their practice. The package included a *Beef. It’s What’s For Dinner.* cast iron skillet, American Heart Association Heart-Check recipes, a personalized card, and a fact sheet with suggestions to activate on beef nutrition education during Heart Health Month.

More than 750 heart health toolkits were also mailed to healthcare providers, including cardiologists and family physicians, across the contiguous United States. Each professional received a 12-page research booklet outlining recent studies supporting beef consumption for cardiometabolic health, a collection of heart-healthy recipe cards, a lean beef cuts magnet, and 100 educational tear sheets to share with patients.

## BUILDING BEEF ADVOCACY THROUGH PRIME PARTNERS SUMMIT



This summer in Colorado, 28 Trailblazers, food content creators and nutrition influencers came together for a Beef Checkoff-funded three-day immersive event designed to educate and encourage collaboration among three unique and influential groups to promote beef. Following a series of educational sessions including information on today’s beef consumer, attendees watched a cutting demo, learned about beef’s role in a healthy lifestyle and engaged with producers through networking and tours.

With a social media following of more than three million people, attending influencers have posted 250 Instagram stories about their beef experience. According to post-event surveys, 94% of attendees said their perception of the beef industry improved or was very positive and the same number said the information provided was extremely helpful.

FOR MORE INFORMATION, VISIT [ncba.org/federation](http://ncba.org/federation).