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

Promotion

State Fair



The Minnesota Beef Council (MBC) made an appearance once again at the 2025 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, Ella DeFrang.

Digital Advertising Campaigns

The Minnesota Beef Council makes every attempt to ensure beef is consumer's 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.

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 for us to extend our efforts to local communities throughout the state of Minnesota.

*Other promotion programs & events
Minnesota State FFA Convention, Beef in the Classroom grant program, Trust in Beef

Research

Checkoff funds are allocated to various research projects related to beef product enhancement, beef nutrition, beef safety, and beef sustainability. The MBC did a request for proposals from university and research institutions seeking research projects that will have a positive impact on beef demand.

MBC Staff



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

MBC Board of Directors



District 1: Patricia Erickson, Lois Rydeen
District 2 & 3: Tom Olson (Chair)
District 4: Natasha Mortenson, Citty Cole
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: Steve Neil, Kathy Sheehan

MINNESOTA BEEF COUNCIL
INCOME STATEMENT
FROM 7/1/2024 TO 6/30/2025

CHECKOFF REVENUES	
MN Beef Checkoff Received	$739,211
Late Payment Fees Collected	$475
Interest Income	$5,520
Total Checkoff Revenues	$745,206
Contracts and Grants	$–
Misc Income	$673
Total Revenues	$745,879
CHECKOFF EXPENSES	
Consumer Information	$164,299
Industry Information	$113,303
Producer Communication	$57,874
Promotion	$220,828
Research	$79,138
Administration	$90,783
Total Checkoff Expenses	$726,225
Contracted Expenses	$991
Total Expenses	$727,216
Net Income(Loss)	$18,663

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.

mnbeef.org



Consumer Information

Twin Cities Live



The Minnesota Beef Council (MBC) makes monthly appearances on Twin Cities Live (TCL), an afternoon program that airs daily at 3 p.m. CST on KSTP Channel 5 Eyewitness News. These unique monthly segments included a November visit to Petty Brothers Meat Market in Annandale, where they highlighted the wide variety of beef products they offer, as well as an August segment broadcast live from the Minnesota State Fair showcasing a few beef dishes found throughout the fair. In addition to these regular segments, MBC participated in the 12 Days of Grilling campaign in July, which featured a variety of chefs and a Minnesota rancher sharing beef grilling recipes. The goal of these TCL segments is to build consumer confidence in preparing different beef cuts using a variety of cooking methods while reinforcing beef education. Each segment is shared on MBC's Facebook page and website after it airs.

Build Your Base



The MBC continues to implement Build Your Base, 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. This includes beef served at team meals in addition to providing beef jerky product for athletic performance and recovery. In Minnesota, the program is currently being utilized across various high schools and colleges. One of the Build Your Base teams, Osakis Track & Field, had great success in their 2025 spring season with both the boys and girls teams placing first as Conference Champions. The program impacted approximately 2,300 athletes across these various schools in the 2024-2025 school year. 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 a large feedlot and a Cargill processing plant.

Health & Nutrition Professionals

As a nutrient-dense protein providing 10 essential vitamins and minerals, beef plays an important role in supporting health across the lifespan. In 2025, the MBC attended conferences including Minnesota Academy of Nutrition Dietetics (MAND) and Minnesota Consultant Dietitians (MCD) to engage directly with these health professionals to share and encourage beef's role in a healthy dietary pattern.

*Other consumer programs & events
Academy For Sciences & Agriculture (AFSA) High School Ag Night, Family and Consumer Sciences (FACS) to the Max workshop, Forest Lake Ag Day, Urban Ag Day, GrillFest, Minnesota Street Rod Association (MSRA) Back to the 50's Ladies Showcase, Ag in Action event, Passport to Ag event

Industry Information

International Marketing

Minnesota Beef Council finds great value in supporting the U.S. Meat Export Federation's (USMEF) U.S. beef promotion efforts in South Korea and Japan. MBC invested in promotion projects with particular focus on promoting U.S. beef in the retail sector as well as foodservice markets through creative, digital, and influencer marketing tactics.

Beef Quality Assurance

In 2025, the MBC partnered with the University of Minnesota, businesses and various local associations to certify 1,689 producers around the state. In Minnesota, there are nearly 5,000 active BQA certificates. This illustrates the dedication to raising cattle the right way because it is the only way.



Dear Fellow Producers,

The Federation of State Beef Councils is the perfect example of how working together delivers so much more, and it all starts with you. Cattle producers from across the country share their ideas and expertise to build beef demand by inspiring, unifying and supporting an effective and coordinated state and national Checkoff partnership.

The Federation plays a critical role because we have states that have more cows than people. And then we have other states where their human population is greater. By pooling our money and resources, we can accomplish more to educate people from coast to coast about beef's taste, versatility and nutritional value. Your investment continues to drive demand for beef, and our industry is growing. According to the USDA, beef (cattle and calves) is the top agricultural commodity in the United States.[1]

As a volunteer-led organization, we work hard to be effective stewards of the money. The Federation funds research, promotion and outreach that individual producers and states may not be able to do on their own.

This "State of the Federation" demonstrates how producers have come together to direct Federation-supported programs. State beef council investments in the Federation fund research, promotion, consumer and industry outreach, as well as state services and human resources. Your investment truly makes a difference, so thank you for your commitment to this work. You have helped to make beef the number one agricultural commodity in America,[1] and through the Federation, we work to make it consumers' first choice.

Sincerely,

Nancy Jackson

Eupora, Mississippi
Chair, Federation of State Beef Councils

United Through 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 2025, with input from SBC staff, the Federation Executive Committee approved more than $3.1 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: $898,600

The Federation supports *Beef. It's What's For Dinner.* marketing and advertising efforts to educate and inspire consumers nationally. The Federation investment supplements media buys including cable television advertising and content partnerships focused on nutrition and wellness. Content is developed using trusted influencers and chefs and is used on *BeefItsWhatsForDinner.com* and across media channels to drive brand affinity, increase credibility and attract new consumers.

RESEARCH
State Beef Councils Supplement: $1,048,036

Through the partnership of national funding and state investments in the Federation and to specific projects, the foundation of research provides insights for other Checkoff programs and contractors as well as insights for industry action. Research is conducted in the areas of product quality, beef safety, human nutrition, sustainability and market research.

CONSUMER INFORMATION
State Beef Councils Supplement: $787,000

The Federation advances consumer information efforts including thought leader engagement; nutrition, health and medical expert outreach; and public relations, including the development and distribution of "Cattle Calling" documentary episodes, and other educational content. Examples include supporting states by placing speakers at annual dietetics meetings through the Nutrition Seminar Program; sending beef toolkits to physicians and health professionals; creating content partnerships with food-focused digital media outlets that utilize influencers and pitching beef stories to national media.

INDUSTRY INFORMATION
State Beef Councils Supplement: $394,000

Providing information and resources to the industry remains a critical component of the Federation budget, with funding elevating the Trailblazers advocacy program and supporting the Beef Quality Assurance program with training, advertising, and updating materials.

A Modern Take on Recipe Photography



Beef. It's What's For Dinner. recipe imagery is regularly updated to meet changing consumer trends and tastes. When considering beef imagery in need of updating, old and outdated pictures are prioritized based on popularity and content on *BeefItsWhatsForDinner.com.* While the recipes themselves may not change how they look and the stylized elements around the entrée do. Beef is showcased by modernizing the environment, colors, props and including appropriate colorful garnishes. Another trend in recipe photography is including step-by-step photos in addition to the final dish.

Nutrition is also a focus when highlighting beef in recipes. Current recipe images often feature a full meal, with beef in the center of the plate accompanied by a variety of colorful fruits and vegetables highlighting beef's role in a healthy diet.

Beef Quality Assurance Journey Made Easier With New Resources



For more than 30 years the Beef Checkoff-funded Beef Quality Assurance (BQA) program has been driving continuous improvement using science-based production practices that assure cattle well-being, beef quality and safety. The program continues to adapt and develop new resources to guide producers on their BQA journey. Resources area available at *bqa.org.*

Continuing Education Credits Available for Recertification

Those who are BQA certified through in-person or online training are required to recertify every three years. Instead of going through the same foundational training, the BQA program has developed continuing education courses to create a new educational experience for those who need to recertify.

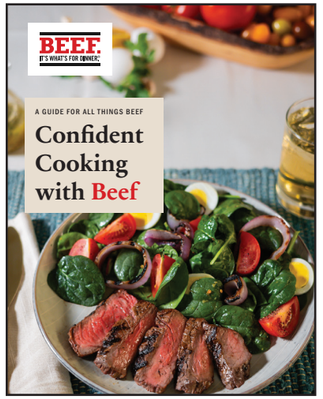
Spanish Language Materials

In response to producer feedback and requests, all BQA materials are in the process of being translated from English to Spanish, with additional Spanish video content to be used for training opportunities.

Updated National Manual & Field Guide

The updated BQA National Manual serves as a resource for science-based cattle production information and is available for free. It was developed to set production standards for beef quality and safety that are appropriate to an operation and that producers can realistically meet or exceed. An abbreviated "Field Guide" version of the manual is also available for cattle producers and on-farm/ranch workers.

The Federation is at Your Service



In addition to the funds invested which supplement the integrated state/national plan, state beef council investments provide services for states and support the governance of the Federation. A variety of services are available at no additional cost to state beef councils, including creative and design services, communications assistance, IT and website support, human resources facilitation, as well as staff and leadership development, training and education.

Health Professional Toolkits



One project that exemplifies the state-national partnership is the health professional toolkits. These toolkits, sent directly to doctors' offices help correct outdated notions/perceptions and empower medical health professionals to confidently recommend beef. In 2025, 26 states invested more than $160,000 to supplement national Checkoff dollars. These additional funds lowered the cost per reach and expanded national impact, which enabled the program to reach more than 5,000 health professionals and more than 500,000 consumers.

1. United States Department of Agriculture Economic Research Service, https://data.ers.usda.gov/reports.aspx?ID=4052

For more information, visit ncba.org/federation

BEEF
Funded by the Beef Checkoff