**PROMOTION**

**Sports:** Last year’s Iowa High School Sports Network partnership and state collegiate sports collaborations are all notable examples of successful initiatives. Partnerships with local sports networks are an important conduit to reaching young athletes and promoting the benefits of beef in a balanced diet. Iowa Beef was represented during Hawkeye, Cyclone, UNI and Drake University fall sporting events. The reach of these digital campaigns totaled more than 3.7 million views among consumers. Encouraging athletes and fans to refuel with beef is a win in the beef promotion playbook.

**Influencers:** The Iowa State Beef Checkoff partnered with various food bloggers to leverage beef recipes and cooking tips with their highly engaged social media followings. This past year’s partnership with two Iowa food bloggers garnered more than 248K impressions showcasing family-friendly recipes, how-to tips, and trendy beef dishes and cuts.

**Health Professionals:** New parents turn to trusted advisors, like physicians, to guide decision-making for toddlers’ nutritional needs. The Beef Checkoff provided informational toolkits to health professionals on the nutritional benefits of beef and teach how it can be implemented as a viable “first complementary food” for infants. This outreach resulted in 9 out of 10 participating health professionals in Iowa indicating they have or intend to recommend beef to parents because of the toolkits provided.

**Foodservice:** Foodservice outreach is centered on highlighting beef’s menu power and providing positive eating experiences through restaurant partnerships. One of our most notable promotions from this past year was the 2022 Iowa’s Best Burger Contest. A total of more than 5,400 votes were collected from 265 cities across Iowa. The Flying Elbow in Marshalltown was named the 2022 winner. The digital reach of this contest is hard to quantify but we do know the footprint travels far beyond our state borders.

**Paid Promotion:** The objective of our nationwide digital media campaign was a very cost-effective way to inspire consumers to choose beef – often costing less than a penny per ad view/impression across YouTube, Spotify and Google Search.

- In summary, ads across platforms were shown in Iowa more than 1.1 million times
- At $.02 cost per video view, this is an efficient and affordable tactic to speak to consumers

Online media allows the Checkoff to craft content to keep pace with trending topics via engaging recipes, ads, blog posts, e-commerce promotions, etc., which drives consumer searches to beef content. In 2022, Checkoff campaigns garnered more than 47 million impressions because of state and national digital marketing campaigns.

**Retail:** Thirty eight percent more consumers report cooking more meals at home to save money. Inspiring customers at point of purchase with new beef recipes is paramount. IBIC partnered with Fareway to utilize in-store monitors to display beef recipes which generated more than 72 million...
views across store locations. Checkoff dollars funded a portion of a Hy-Vee TV Cooking Segment featuring beef which yielded 19 million views in 8 Midwest states including these metro areas: Des Moines, Omaha, Minneapolis, Kansas City, Madison, Cedar Rapids and Quad Cities.

**RESEARCH**

Production research funded by the State Checkoff continues to be a top priority for IBIC. The council is committed to prioritizing applied research that can help Iowa beef producers and their operations. With the guidance of Dr. Dan Thomson, we are confident on the future of production research and the information we can deliver to producers.

**OUTREACH**

**Grants:** Empowering county cattlemen and teachers with Checkoff funding is an absolute must, an opportunity to build goodwill in local communities and bring beef promotions close to home. We do this by offering funding assistance to teachers, literacy programs and through collaboration with county cattlemen. Funding impacted 68 classrooms, 9,000 students and totaled more than $25,000 to Iowa teachers for beef education. Local cattlemen organizations received over $59,000 of Checkoff grant funds to run local beef promotion programs.

**Industry Support:** IBIC provides financial assistance to beef industry related organizations who offer producers direct access to program services and beef industry image support. These organizations included: Iowa Farm Animal Care, and Coalition to Support IA's Farmers, Iowa Ag Literacy Foundation, Iowa Food and Family Project.

**Beyond the Stateline:** Farm tours, social media engagement, dietitian training, classroom outreach, etc. with other Beef Councils to broaden the reach of the Checkoff dollars. Cows outnumber consumers in Iowa, so it is logical to allocate resources to target high population centers where there is ample opportunity to influence consumer buying habits.

**FOREIGN MARKETING**

Product promotion in emerging markets is paramount for whole carcass utilization and bolstering total carcass value. IBIC investment in USMEF helps deliver beef to protein hungry consumers with increasing disposable income in emerging markets. U.S. beef export value equated to a record $407.22 per head of fed slaughter in 2021.

**IOWA BEEF INDUSTRY COUNCIL**

**COMBINED FINANCIAL REPORT**

Fiscal Year ended September 30, 2022

**Revenues**

- Total State & National Checkoff Assessments 5,030,639
- Less:
  - Remittances of National checkoff to Beef Board (1,671,977)
  - Refunds of State checkoff (10,718)
- Investment Income and other 24,171
- Total Revenues $3,275,415

**Expenses**

- Total Expenses $3,441,930

**Expenses Percentage Breakdown**

- Federation of State Beef Councils 16%
- National Program Investments 13%
- U.S. Meat Export Federation 10%
- Consumer Information 15%
- Retail / Food Service 6%
- Industry Information 4%
- Promotion / Advertising 14%
- International Promotions 1%
- Research 8%
- Beef Quality Assurance 2%
- Producer Communication 6%
- Collections and 2%
- Administration 3%

Of every National dollar collected in the state, by law, 50 cents is remitted to the Cattlemen’s Beef Board for funding of national and international checkoff programs. The chart above shows IBIC’s investment of the remaining 50 cents (National program) and the entire 50 cents of the Iowa State Beef Checkoff.
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

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**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). Supplemetting 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
- Human Nutrition
- Market Research
- Beef Safety
- Beef Sustainability

**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.

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 BeefItsWhatsForDinner.com also highlighted new recipes and valuable information about beef’s taste, nutrition, versatility and sustainability.