

Iowa Beef Industry Council

ANNUAL REPORT 2025





2025 was a year defined by collaboration, innovation and a shared commitment to telling beef's story from pasture to plate. There are so many wins to celebrate and programs that connect our industry with consumers worldwide. Here are a few highlights to share with you:

- **Family and Consumer Science Beef Grants** helped us reach nearly 13,000 students, building trust in beef through nutrition education and investing in our next generation of consumers.
- The 43rd **Iowa Governor's Charity Steer Show** raised \$569,000 for Iowa Ronald McDonald House Charities—a proud reminder of our ability to come together to make a far-reaching impact.
- Influential consumers experienced Iowa's agricultural heritage firsthand at **The Heartland Event**, a unique blend of farm-to-table dining, country music and mental health advocacy.
- **Iowa's Best Burger Contest** once again drew record-breaking participation, showcasing the creativity and passion that make beef a favorite all across Iowa.



Jenni Birker
Chair, Iowa Beef Industry Council

Looking ahead to 2026, there are great things on the horizon for Iowa Beef. Your Checkoff investment drives the mission forward and keeps the beef brand strong in an ever-evolving consumer landscape.



Mike Anderson
Executive Director, Iowa Beef Industry Council

The Iowa Beef Industry Council has continued to deliver outstanding results this year, strengthening demand for beef through innovative promotion, producer engagement and strategic partnerships. Looking ahead, we remain focused on ensuring consumer confidence and positioning Iowa's beef community for long-term success in a rapidly evolving industry.



Casey Anderson
Director of Industry Relations



Kylie Peterson
Director of Communications & Marketing



Erin Good
Director of Nutrition and Health Promotions



Sharon Blood
Director of Administration & Business

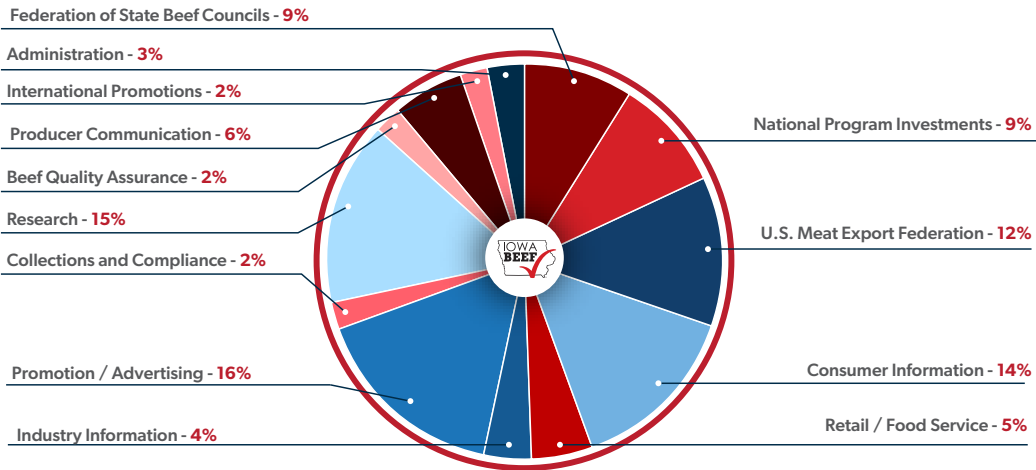


Amy Eckard
Receptionist/Administrative Assistant

Iowa Beef Industry Council Combined Financial Report

Fiscal Year ended September 30, 2025

REVENUES	
Total State & National Checkoff Assessments	4,943,857
Less:	
Remittances of National checkoff to Beef Board	(1,541,583)
Refunds of State checkoff	(101,040)
	3,301,234
Investment Income and other	77,231
TOTAL REVENUES	\$3,378,465
	-
Total Expenses	\$3,741,448



Program Funding Distribution

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.

Beef Quality Assurance Certification

As consumer expectations and industry standards continue to evolve, Beef Quality Assurance (BQA) certification and its affiliate program, Beef Quality Assurance Transportation (BQAT), have become essential. BQA and BQAT complement the high standards producers already uphold by offering one unified, industry-recognized framework that streamlines certification and reinforces to customers that the entire beef community stands together in its commitment to food safety, animal welfare and a high-quality product.



#2 Iowa's Ranking for Total BQA Certifications



#1 Iowa's Ranking for Total BQAT Certifications



**Online and in-person
courses are
NOW AVAILABLE!**

To become BQA certified or renew your status, scan the code or call 515-296-2305.

CONSUMER OUTREACH



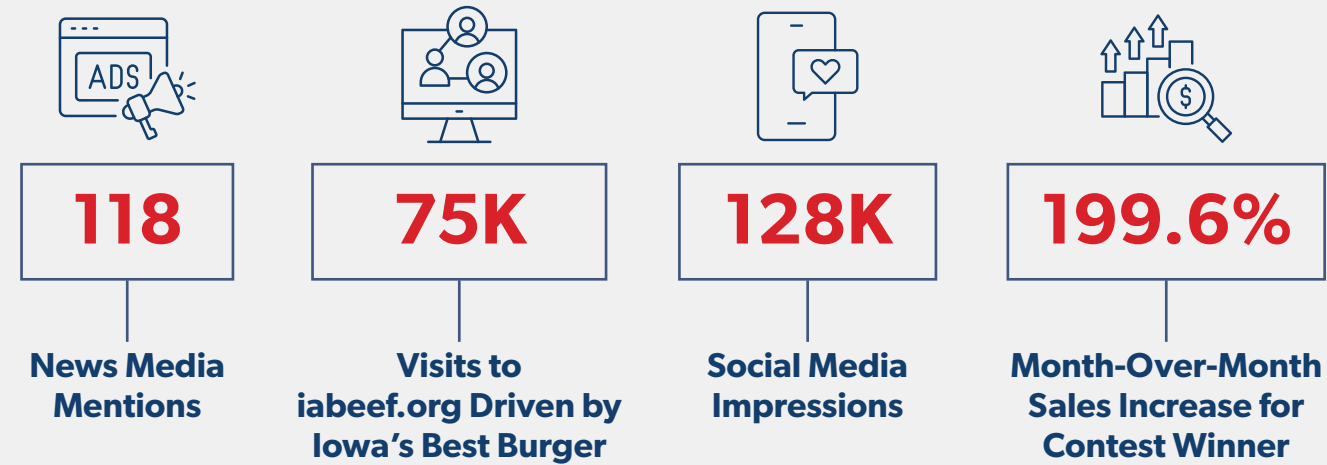
2025 Best Burger Contest

The quest to serve up the best burger in Iowa was a huge win for everyone involved. This year's contest saw entries from more than 400 restaurants statewide, garnering over 6,000 votes and reminding Iowans why they love beef so much.

Halftime Bar & Grill (Pleasantville) took top honors, receiving Iowa's Best Burger designation from the Iowa Beef Industry Council and Iowa Cattlemen's Association.

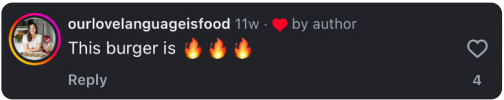


By The Numbers

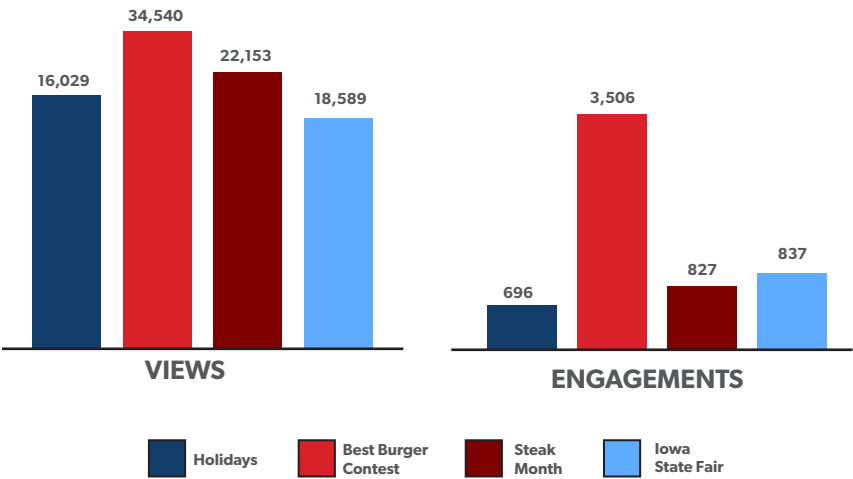


Influencer Campaigns

In today's social media landscape, paid influencer content can have an outsized impact on consumer spending, nutritional choices and more. We worked with Hummingbirds, a leading influencer marketing platform, and food bloggers to leverage content creators who shared beef-related content to their online followers.



Hummingbirds Social Media Campaign Results



Have you seen our **BEEF BRIEFS?**

We launched a new series on social media, Beef Briefs, to engage and educate consumers about how beef cattle are raised, market trends, the role beef plays in our state's economy and more. Visit the Iowa Beef Industry Council Facebook page (www.facebook.com/iowabeefcouncil) to check it out today!

Outdoor & Digital Marketing Campaigns

We used a blend of traditional outdoor billboards, digital advertising and paid social media marketing to keep beef top of mind for consumers.

15M+ Digital Ad Views

24M+ Billboard Views

\$64K Earned Value

2.78M Social Media Views

246K Social Media Engagements (e.g., likes, comments, retweets, etc.)

EDUCATION

Today’s youth experience a concerning disconnect with life on a farm, perhaps more so than ever before. That is why we sponsor several initiatives to build greater awareness and foster meaningful relationships between consumers and the people who raise their food. We do this primarily through the Iowa Ag Literacy Foundation and partnerships with other Ag in the Classroom organizations.



Iowa Ag Literacy Foundation

IALF provides ready-to-use lessons, grants and programs – from Read Across Iowa to Teacher Supplement grants – that make agriculture accessible, meaningful and fun. Hands-on workshops and farm tours equip teachers with the tools and inspiration to spark curiosity and confidence around agriculture in every classroom.

Support for the Iowa Ag Literacy Foundation equips more than 1,000 classrooms across the state with curriculum kits, books and other resources for teaching students about agriculture.

In total, this initiative reaches well over 10,000 elementary-aged students each year.



“ Teaching about agriculture helps students make real-world connections between science, food and the environment. When we have ready-to-use, standards-aligned materials, it makes it easier to bring these important topics into the classroom in a fun, meaningful way. Resources like these help students see how agriculture impacts their daily lives and inspires curiosity about where their food comes from.

- Kerri Bell, Second-Grade Teacher
Mid-Prairie East Elementary School (Kalona)

“There’s A Cow in My Classroom”

Elementary school students also have the opportunity to participate in a special “There’s A Cow in My Classroom” initiative, facilitated by the Farmer In My Classroom organization. Classrooms “adopt” a cow for the year and learn about beef production through virtual farm visits, interactive lessons and connections with real farmers.



Family and Consumer Science Educator Grants

Iowa educators can apply for a Family and Consumer Science Grant of up to \$750 to purchase beef for use in classroom instruction. This IBIC-facilitated program has grown significantly since its inception, now reaching nearly 13,000 middle and high school students across the state.



85
Schools



12,975
Students



\$60,704
Awarded



30% Increase in
Total Paid Out YOY



43rd Annual Governor’s Charity Steer Show

The Governor’s Charity Steer Show at the 2025 Iowa State Fair raised over \$569,000 for Ronald McDonald House Charities (RMHC) of Iowa, demonstrating the compassion and care of Iowa beef producers for communities across the state and beyond. RMHC has served 55,000 families across three Iowa locations, and the steer show has generated more than \$6 million to support its mission since 1983.

“ The Governor’s Charity Steer Show has become such an important tradition at the Iowa State Fair. I’m incredibly grateful to the young showmen who worked so hard to be part of this event and support the Ronald McDonald Charities. I also want to thank the Iowa Cattlemen’s Association, the Iowa Beef Industry Council, Iowa’s cattle producers and the sponsors for their strong commitment to the show each year. What a difference it’s made for so many deserving families.

- Governor Kim Reynolds



HEALTH & NUTRITION

Iowa Beef Industry Council has identified several opportunities to assert the value of beef as a high-quality source of protein, with far-reaching implications for our industry — not to mention the health and well-being of our fellow Iowans.



Sports Nutrition

Build Your Base with Beef

Build Your Base is a nationally recognized sports nutrition program that works with coaches and student athletes to provide free educational resources, recipes for training, recovery and gameday performance. We have secured partnerships with the University of Northern Iowa, Drake University, Simpson College and the Iowa Barnstormers arena football team.

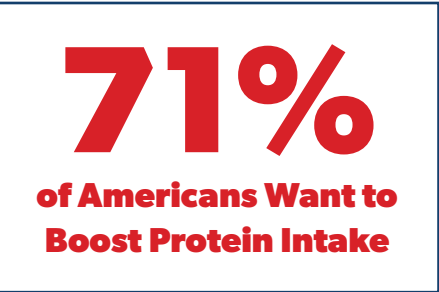


Want to get your local school involved?

Share the Build Your Base online application with your coach or athletic director.

Health Provider Outreach

We distributed 208 toolkits to Advanced Registered Nurse Practitioners and Physician Assistants across Iowa. Prompted by increased focus on high-protein diets — research suggests that 71 percent of Americans are seeking to increase protein intake — these toolkits contained science-backed materials on the foundational role beef plays in satisfying nutritional requirements and enjoyable eating experiences at every stage of life.



Retail

e-Commerce Strategy

As more and more households purchase their groceries online, we’ve evolved our advertising strategy to meet those shoppers precisely when they’re filling their carts. Targeted ads within popular grocery apps ensure that beef products are top of mind during the e-commerce experience — yielding a \$448 return for every dollar spent.



Beef 101 Workshops

This year, we hosted workshops designed to provide future culinary and foodservice professionals with a greater understanding of how to utilize beef. Following a workshop for Indian Hills Community College students hosted at the ISU Meat Lab, 86 percent of attendees rated the event as “highly valuable” or “valuable,” while gains were demonstrated in overall knowledge of beef, beef cuts and grass-fed vs. grain-fed beef cattle.



PRODUCTION RESEARCH

Our investment in production research aims at tailored, actionable results for Iowa operations. Specific research areas are identified based on everyday challenges and opportunities on the production side of our industry, working alongside leading researchers to address animal nutrition, herd health, cow-calf production and more.

Since 2018

36
Projects

\$2,326,182
Total Investment



Beef x Dairy



Reproduction & Genetics



Gain & Performance



Cow-Calf



Carcass Quality



Herd Health



Hairy Heel Wart



TAKE A CLOSER LOOK
at the research projects your
checkoff dollars have supported.



Producer Support

Iowa Cattlemen's Leadership Program

IBIC prioritizes investing in leadership development for the next generation of leaders. Our increased contribution to the 2025 program made it possible for a trip to the National Cattlemen's Beef Association headquarters where they met staff working on the Beef.It'sWhat'sForDinner. brand strategy, learned about consumer polling, beef export strategy and Beef Quality Assurance, and a tour of the Five Rivers Kurer Feedyard. Other highlights included media training, a carcass fabrication at Iowa State University, and interactions with top chefs and the Iowa Restaurant Association.



I have a better understanding of the value and importance of the checkoff after this trip. I didn't realize all the programs, marketing and research it funds.

- ICLP Participant

Iowa State Fair

We sponsored a display at the Iowa State Fair in a prominent location beside the fairgrounds' iconic Butter Cow sculpture, promoting beef recipes and other byproducts — including distributing 3,500 crayon sets to spark conversation on how beef byproducts are found in everyday items.

5,000+

Beef-Inspired Recipe Cards
Distributed To Fairgoers

1,025,778

Views of Fairgrounds
Billboards Promoting
CBQ Restaurant

25,000

Pounds of Beef Served at
Cattlemen's Beef Quarters

Tailgate of the Game

The Cyclone, Hawkeye and Panther faithful can agree on one thing: Iowa beef is central to any worthwhile tailgate experience. Our Tailgate of the Game promotion was a winner again this year, highlighting fans who know how to pre-game with beef — whether on the grill, in the slow cooker or on a sandwich with all the fixings.



Heartland Event

We served as a sponsor for the inaugural **Backstage Access Presents: Heartland**, an exclusive country music event aimed at influential consumers. The multi-day event was designed to promote Iowa's proud farming and ranching traditions and values while raising mental health awareness in the agricultural community.

[Photo Credit: Ryan Waneka]

FEDERATION OF STATE BEEF COUNCILS INVESTMENT AT WORK

"Working Together: State Beef Councils Unite to Make Beef America's #1 Agricultural Commodity"

Where Your Investment Goes

The Federation is funded in part by state beef councils. It is a component of the National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

Consumer Information

\$787,000 powers nutrition outreach, "Cattle Calling" documentary and media partnerships.

Industry Information

\$394,000 elevates Trailblazers advocacy and Beef Quality Assurance programs.

Research

\$1,048,036 drives insights on product quality, nutrition, sustainability and market trends.

Promotion

\$898,600 supplements Beef.It'sWhat'sForDinner. campaigns, advertising and influencer content.

\$3.1M+

invested by State Beef Councils to supplement national efforts

50%+

of federation budget supports national checkoff tactics

5,000+

health professionals reached through partnership programs

26 States

collaborated on a health professional toolkit initiative

International Trade & Exports

We continue to invest in securing strong international demand and healthy trade relationships, promoting Iowa beef as a superior product on the global market in collaboration with the U.S. Meat Export Federation.

**Export Value
\$404/Head
Jan-July 2025**



Iowa Beef Industry Council
2055 Ironwood Ct, Ames, IA 50014
515.296.2305 | www.iabeef.org