

## INFLUENCER EVENTS & FARM TOURS



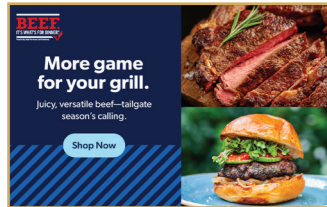
Increasing influencer outreach, the Wisconsin Beef Council collaborated with Chef Jeff Igel from Fox Valley Technical College to host a Beef & BBQ event at Riveredge Farms near Chilton. The day included a farm tour as well as a tasting and cooking demonstration. WBC gained great social media traction and established lasting relationships with this group of website bloggers and social media content creators. The event attracted over 15 participants with a collective follower base of more than 48,000. Attendees shared their experiences on social media throughout the day, resulting in multiple reels and static posts that generated additional positive publicity.



On-farm outreach also included a tour with Aldi's sustainability team members as well as spring farm tours for more than 45 culinary students from Milwaukee Area Technical College and Waukesha County Technical College to

showcase local farmers and share the story of beef from gate to plate.

## ECOMMERCE CAMPAIGN



Checkoff dollars were strategically invested in an e-commerce campaign targeting February's Heart Health Month and March's Nutrition Month. Ads ran on retailer online stores and

popular consumer platforms, including influencer, cooking, and lifestyle sites.



The campaign in Wisconsin generated 1,438,142 impressions, resulting in \$914,646 in traceable beef sales—which are purchases made within 14 days of

seeing the ads. This translates to an impressive return on investment: for every \$1 spent on advertising, \$91.46 worth of beef was sold.

Following the success of the spring campaign, WBC invested in a fall tailgating e-commerce effort. The return on investment was \$178.72 attributable beef sales. In total, there were \$920,195.84 spent by those who saw the ads in Wisconsin and purchased beef within 14 days.

## EXPORT MARKET DEMAND

The Wisconsin Beef Council has long invested Beef Checkoff dollars into growing international demand for beef. This year, we expanded those efforts through a grant from the Wisconsin Department of Agriculture, Trade, and Consumer Protection's 'Ag Export Initiative,' in partnership with the U.S. Meat Export Federation.



Part of the 2024 project included having two Wisconsin beef producers and WBC Board members join 13 other industry representatives on a USMEF trade mission to Japan and South Korea. They showcased Wisconsin's beef industry and export-ready products while meeting with importers and other potential buyers in both countries. From

January to October 2024, the national average beef export value reached \$411.03 per head, a 4% increase over last year. Since WBC's increased focus on Japan, three companies have begun sourcing Wisconsin beef.

## INSIGHTS INTO WISCONSIN CONSUMERS

In 2024, the Wisconsin Beef Council participated in a dashboard survey. The objective of the survey is to provide a directional view of how consumers within the state compare to the total U.S. in areas such as consumption, perceptions, consideration factors, and agreement. The key findings in Wisconsin include:

- Consumers may be encouraged to increase their consumption through beef recipe inspiration, especially those promoting simple or wholesome meals.
- When choosing proteins for meals, taste is a top priority, followed by budget and value for the money.
- 79% of Wisconsin consumers have a positive perception of beef overall. In fact, 87% say it is great tasting, and 84% say it is a great source of protein.
- Wisconsin consumers say they have limited knowledge of cattle production. 57% of consumers believe beef farmers and ranchers embrace innovation that helps improve quality, safety, and animal well-being. Regarding beef and sustainability, animal welfare and affordability are key topics to discuss.

The Wisconsin Beef Council will leverage these insights to more strategically drive demand for beef in the state.

## WISCONSIN BEEF COUNCIL FINANCIALS

### FY2024 INCOME AND EXPENSE STATEMENT

OCTOBER 1, 2023 – SEPTEMBER 30, 2024

Revenues	
Wisconsin Checkoff Assessments	\$1,446,216
Less Cattlemen's Beef Board \$.50	(\$722,948)
<b>Wisconsin's \$.50 (net checkoff revenue)</b>	<b>\$723,268</b>
Other income (interest, misc.)	\$20,282
Stockmanship & Stewardship	\$21,650
WI Dept. of Ag - Export Grant income	\$61,734
<b>Total Revenues</b>	<b>\$826,934</b>
Expenses	
National investments	\$26,000
Foreign marketing	\$109,067
Promotion	\$121,576
Consumer Information	\$216,618
Industry information/research	\$72,980
Producer communications	\$90,044
Administration/collections compliance	\$182,891
<b>Total Expenses</b>	<b>\$819,176</b>



Wisconsin  
BEEF COUNCIL

# WISCONSIN BEEF COUNCIL 2024 Annual Report

beeftips.com

## GREETINGS TO WISCONSIN BEEF AND DAIRY PRODUCERS,



As I reflect on this past year through my involvement in the Checkoff, I want to count our blessings. I continue to be amazed by the demand from our consumers for beef, especially high-quality beef, despite some of the economic headwinds. We continue to produce the highest-quality beef year after year in the United States.

How did we get to where we are today in the beef industry? I think the Checkoff has been an instrumental part of this success. The Checkoff funded the initial Beef Quality Audit which helped quantify the areas of improvement in the industry. This led to the Beef Quality Assurance program which brought awareness and education to producers to help them produce a safer, higher-quality beef supply. Over the past 20 years, producers in the industry implemented improved genetics, nutrition, and management practices on their farms to contribute to this outcome.

Every five years the national Beef Checkoff program is required to conduct a return on investment study, and the results of this study were released this summer for 2019-2023. For every dollar invested in the program, the total financial impact is \$13.41 back to producers and importers who pay into the program. Note that the \$13.41 does not reflect the impacts of the Beef Checkoff program dollars invested at the state level. If we did not have the Checkoff, the steer price during this period would have been 7.8% lower, and domestic demand would have been 8.5% lower.

As I represent the Wisconsin Beef Council at the national level, I have been able to learn more about the Checkoff's investment in the United States Meat Export Federation and the impact this is having beyond our borders to create additional demand for U.S. Beef. Domestically, the Checkoff has worked through many programs to help drive demand as well. This report is only a snapshot of what your investment in the Checkoff is doing in Wisconsin and nationally to contribute to strong beef demand.

I am grateful for all those associated with contributing to the success of the Checkoff and look forward to seeing those investments continue to build on this success.

Amy Radunz

*Amy Radunz*  
WBC Board President

## BEST BURGER CONTEST



The Wisconsin Beef Council (WBC) hosted the inaugural 'Wisconsin's Best Burger Contest,' and it was a resounding success! During the one-month nomination period, WBC received nearly 5,000 entries. From there, the top eight nominees were selected based on the highest number of entries, and three secret judges conducted evaluations of each burger.



Hazelhurst, saw a staggering 530% increase in weekly burger sales from April 1 to June 1.





**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

**A JOB. A DUTY.** **CATTLE CALLING** **A WAY OF LIFE.** 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 [nca.org/federation](http://nca.org/federation).