

DRIVING STRONG
DEMAND
35
BEEF
YEARS
EST. 1986
BEEF CHECKOFF



Funded by the Beef Checkoff.

BUILT TO LAST

CATTLEMEN'S BEEF BOARD
2021 ANNUAL REPORT



Funded by the Beef Checkoff.

Cattlemen's Beef Board

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BeefBoard.org/AnnualReport

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ABOUT THE CATTLEMEN'S BEEF BOARD (CBB)

**THROUGH PROMOTION,
RESEARCH & EDUCATION,
THE CATTLEMEN'S
BEEF BOARD IS
KEEPING BEEF WHERE IT BELONGS:
CENTER PLATE.**

The Cattlemen's Beef Promotion and Research Board (aka, the Cattlemen's Beef Board or CBB), along with the U.S. Department of Agriculture (USDA), oversees the Beef Checkoff, a program brainstormed and developed by cattle producers and formally established by Congress in the 1985 Farm Bill's Beef Promotion and Research Act. Through it, beef, dairy and veal producers pay a dollar for every head of cattle sold; importers pay the same for an equal amount of beef or beef products. In return, those Checkoff dollars support a state/national partnership focused on promotion, research and education to increase demand for beef.

The all-volunteer CBB shepherds the program and is responsible for approving the annual budget for national Checkoff-funded programs. The Board is currently comprised of 101 producers and importers from around the country. However, its composition fluctuates based on the country's cattle population numbers. Members are nominated by certified nominating organizations and appointed by the Secretary of Agriculture to serve non-paid, three-year terms.

Board members serve on one of six Checkoff program committees (Consumer Trust, Domestic Marketing, International Marketing, Nutrition & Health, Safety & Product Innovation or Stakeholder Engagement), and also have the opportunity to serve on administrative committees, the Evaluation Committee and the Beef Promotion Operating Committee (BPOC). Members from the Federation of State Beef Councils hold an equal number of positions on the program committees, Evaluation Committee and BPOC.

Established national, nonprofit, industry-governed organizations vie annually to become Checkoff contractors. Proposals that are reviewed, approved and funded by the Beef Checkoff must work to increase demand for beef and beef products. This can happen through beef promotion and advertising to consumers; research to improve beef quality, practices or sustainability; marketing partnerships; product innovation; or through education of consumers, teachers, foodservice and retail personnel, medical/nutrition experts and other influencers.

By law, Checkoff funds cannot be used to influence government policy or support lobbying.

The Beef Checkoff does not own cattle, packing plants or retail outlets, and it cannot control prices or single-handedly turn around a bad market.



LETTER FROM THE CHAIR



BUILT TO LAST

A lot of folks think cattle producers wear cowboy boots because they're comfortable...or to protect our feet from all the muck we walk through...or maybe as some kind of fashion statement. But as chair of the Cattlemen's Beef Board, I know the truth of the matter. Producers wear boots to keep us from getting caught flat-footed.

Just when we thought we'd seen it all in 2020, 2021 came along and proved it, too, had surprises to throw our way. But through *more* pandemic, *more* fires and *more* drought, shortages of every variety, and the virtual breakdown of the world's supply chain, the beef industry stayed tough. And not just tough...formidable.

As farmers and ranchers worked hard to provide a consistently top-notch, safe and delicious protein to the country, the producer and importer-led Beef Checkoff worked equally hard to keep that protein at the center of breakfast, lunch and dinner plates. Many Checkoff-funded programs were able to relaunch the in-person aspect of their events in 2021 — and they did so with fervor. Creative marketing efforts kept consumers engaged with more of the recipes they learned to crave during the height of the pandemic, and they returned again and again for beef-related content on social media as well.

The Checkoff also helped move our product into previously unknown territory when in August, exports of U.S.-produced beef topped *a billion dollars* for the first time in history. The Checkoff was out there leading the charge, actively promoting our beef in 80 countries worldwide. Beef also made its NASCAR debut with the *Beef. It's What's For Dinner.* 300 race at Daytona, an event with massive international viewership. A result of the Checkoff's many research, promotion and education initiatives was that beef demand climbed higher than ever.

At the same time, a petition drive was underway that would have triggered a referendum on the program's very existence. It gave producers a chance to pause, though, and really look at their program, spend some time debating its merits and shortcomings and decide whether it still serves their needs. Turns out, the producers who assembled the Beef Checkoff knew what they were doing. By allowing scrutiny and honest discussion, they kept things healthy and evolving.

Beef has faced, and will continue to face challenges, but producers across the country, the men and women who volunteer their time on the CBB and the fine Checkoff contractors who tell beef's story well, will continue to rise to the occasion with a product and program built to last.

HUGH SANBURG

2021 Cattlemen's Beef Board Chair
Eckert, Colorado



CONTRACTORS KEY

CONTRACTORS:

AFBFA

American Farm
Bureau Foundation
for Agriculture

MICA

Meat Import
Council of America

NIAA

National Institute for
Animal Agriculture

CBB

Cattlemen's Beef Board

NAMI

North American
Meat Institute

USCA

United States
Cattlemen's Association

FMPRE

Foundation for Meat
and Poultry Research
and Education

NCBA

National Cattlemen's
Beef Association

USMEF

United States Meat
Export Federation

SUBCONTRACTORS:

KSU

Kansas State University

NEBPI

Northeast Beef
Promotion Initiative

NYBC

New York Beef Council



BOARD MEMBERS

 Anne Ilse Anderson <i>Texas</i>	 Bill Baldwin <i>Nebraska</i>	 Tammy Bartholomew <i>Missouri</i>	 Danny Bentley <i>Georgia</i>	 Andy Bishop <i>Kentucky</i>	 Amy Langvardt <i>Kansas</i>	 Byron Lehman <i>Kansas</i>	 Torri Lienemann <i>Nebraska</i>	 William "Bill" Lipscomb <i>Alabama</i>	 Brian Malaer <i>Texas</i>
 Celeste Blackburn <i>Tennessee</i>	 William "Aubrey" Blackmon <i>Arkansas</i>	 Ken Blight <i>Michigan</i>	 April Bonds <i>Texas</i>	 Rich Brown <i>New York</i>	 William "Bill" McDonald <i>Virginia</i>	 Kristina McKee <i>Tennessee</i>	 Bill McLaren <i>Missouri</i>	 Melvin Medeiros <i>California</i>	 Angie Meyer <i>Oklahoma</i>
 Katharine Bruce <i>Oregon</i>	 David Bruene <i>Iowa</i>	 Sarah Childs <i>Florida</i>	 Katie Cooper <i>Montana</i>	 Robert Crabb, Jr. <i>North Carolina</i>	 Sallie Miller <i>Colorado</i>	 Bob Mitchell <i>Wisconsin</i>	 Ryan Moorhouse <i>Texas</i>	 Ernie Morales <i>Texas</i>	 Jack Parent <i>Vermont</i>
 Kimberly D'Anella <i>New Jersey</i>	 Melissa Daniels <i>California</i>	 Randall Debler <i>Kansas</i>	 Bree DeNaeyer <i>Nebraska</i>	 Seth Denbow <i>Texas</i>	 Philip Perry <i>Kansas</i>	 Jenni Peters <i>Iowa</i>	 Irv Petsch <i>Wyoming</i>	 Rocky Pinheiro <i>California</i>	 Caleb Plyler <i>Arizona</i>
 Cheryl DeVuyst <i>Oklahoma</i>	 Trish Dowton <i>Idaho</i>	 Stephanie Dykshorn <i>Iowa</i>	 Mike Echeverria <i>California</i>	 D.J. Edwards <i>Kansas</i>	 Charlie Price <i>Texas</i>	 Trista Priest <i>Kansas</i>	 Terry Quam <i>Wisconsin</i>	 Justin Rahn <i>Illinois</i>	 Herbert Rhodes, Jr. <i>Nebraska</i>
 Dana Ehrlich <i>Massachusetts</i>	 Cory Eich <i>South Dakota</i>	 Raymond Erbele <i>North Dakota</i>	 Debbie Gill <i>Texas</i>	 Lynda Grande <i>Montana</i>	 Mary Jo Rideout <i>Arizona</i>	 Jody Rogers <i>Colorado</i>	 Hugh Sanburg <i>Colorado</i>	 Kathy Sautter <i>Ohio</i>	 Wally Schulthess <i>Utah</i>
 Mary Graner <i>North Dakota</i>	 David Hamilton <i>Nebraska</i>	 Jeri Hanson <i>Minnesota</i>	 Ross Havens <i>Iowa</i>	 Jason Hitch <i>Oklahoma</i>	 C.W. Senn, Jr. <i>South Carolina</i>	 Tucker Shaw <i>Idaho</i>	 William "Bill" Slovek <i>South Dakota</i>	 Don Smith <i>Texas</i>	 Fred Sorbello <i>New Jersey</i>
 Steve Hobbs <i>Montana</i>	 Daphne Holterman <i>Wisconsin</i>	 Diane Hoover <i>Pennsylvania</i>	 Gina Hudson <i>Nebraska</i>	 David Hutsell <i>Missouri</i>	 Stephen Sothmann <i>Washington DC</i>	 Steven Springer <i>Wisconsin</i>	 Marty Stingley <i>Washington</i>	 Turk Stovall <i>Montana</i>	 Eric Sumption <i>South Dakota</i>
 Jeff Isenmann <i>Michigan</i>	 Leon James <i>Missouri</i>	 Cathy Jauch <i>California</i>	 Larry Jefcoat <i>Mississippi</i>	 Bilynn Johnson <i>Texas</i>	 Mark Sustaire <i>Texas</i>	 Jimmy Taylor <i>Oklahoma</i>	 Vaughn Thorstenson <i>South Dakota</i>	 Ruby Uhart <i>Nevada</i>	 Norman Voyles, Jr. <i>Indiana</i>
 Dwain Johnson, Ph.D. <i>Florida</i>	 Amelia Kent <i>Louisiana</i>	 Bill King <i>New Mexico</i>	 Daniel Kniffen <i>Pennsylvania</i>	 Jean Lam <i>Oklahoma</i>	 Michael White <i>Texas</i>	 Rob Williams <i>Washington DC</i>	 Shane Wiseman <i>Kentucky</i>	 Steve Wolfe <i>Nebraska</i>	 Claudia Scott Wright <i>Texas</i>
					 Penny Zimmerman <i>Minnesota</i>	 Immediate Past Chair Jared Brackett <i>Idaho</i>			



PROMOTION

Promotion enables the Beef Checkoff to connect with consumers in meaningful ways so they can feel confident purchasing beef, veal and beef products.

Efforts convey beef's incredible taste and nutritional benefits while saluting the hard-working men and women who raise and provide beef for the world.

2100-P NAMI

BEEFSHI BITES THE BIG APPLE

The Beef Checkoff introduced Beefshi to chefs and decision makers by engaging with key NYC restaurant industry leaders. A partnership with Chef David Bouhadana resulted in Beefshi appearing on his Moonrise Izakaya menu. In July, NYC residents could have home delivery of Beefshi via DoorDash, Uber Eats, Grub Hub, Seamless and other delivery services.

RESULTS:

At Moonrise Izakaya, orders rolled in for 53 Sarge's Kabuki Rolls and 204 Pastrami Bao, while a robust Beefshi social media campaign reached more than 76,000 chefs and restaurant decision makers and 260,000 consumers.



DELI & NUTRITION

In March, National Deli Meat Month converged with National Nutrition Month. Teaming up with the National Pork Board and International Dairy Deli Bakery Association, NAMI provided tools to consumers, retailers, health professionals and manufacturers to encourage them to enjoy their favorite deli meat and remember the nutritional benefits of popular cuts.

RESULTS:

The month-long programming efforts reached more than 341,294,441 individuals.

BEEF IN THE LIMELIGHT

NAMI worked with media personality Jimmy Fallon to beef up his monologue with reminders about prepared beef.

RESULTS:

Fallon's segment reached more than 1.3 million viewers.



2101-P NAMI VEAL

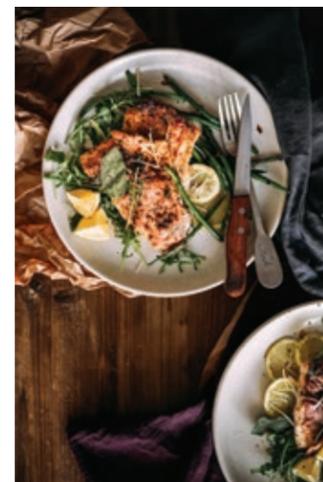
TAKING VEAL TO THE NEXT LEVEL

The Checkoff continued its campaign to educate consumers about veal as another protein of choice, as it simultaneously challenged foodservice to start thinking about veal in some new ways.

Utilizing e-commerce platforms to educate about veal as a delicious protein option, remind consumers about humane practices and showcase veal recipes through a partnership with Chicory, the Beef Checkoff reached consumers with a variety of content across multiple channels.

RESULTS:

This campaign succeeded on two levels: through partnerships with state beef councils and processors, and with a brand-enhancement product, Victoria's Pasta Sauce, which extended the promotion length and engagement opportunities.



Although distributors traditionally sell veal to high-end and Italian restaurants, the Checkoff reinvented veal as small-plate appetizers and on limited-time menus and set its sights on non-traditional venues. First, NAMI educated the sales team about veal and how to position it outside a traditional setting. Then, the sales force sold the concept through new merchandising efforts that included the creation of small plate "sample" recipes to help create the visual change.

RESULTS:

This year's incentive was successful as the sales force brought on new non-traditional buyers of veal with month-to-month success.





2102-P NCBA

FURTHER EVOLUTION OF BEEF. IT'S WHAT'S FOR DINNER.

Beef. It's What's For Dinner. unveiled the next iteration of its successful consumer-directed advertising with the launch of four new campaigns, utilizing a robust array of proven, efficient advertising platforms such as Google Search, YouTube, Spotify, Sirius XM, Facebook/Instagram, Nativo and Connected TV. Through additional advertising media buys, more than 30 state beef councils also contributed funds to further extend the campaigns in their states and other regions.

RESULTS:

This effort allowed the Checkoff to drive more than 127 million video ad views, 46 million audio/radio ad listens, 10.1 million *Beef. It's What's For Dinner.* website visits and more.



BEEF IN THE EARLY YEARS

Unlike other *Beef. It's What's For Dinner.* campaigns, the "Early Years" campaign messaging focused on educating a niche audience: expectant parents and new parents of infants and toddlers and the folks to whom they look for advice. Two advertising platforms, WebMD.com and Nativo native advertising, were highly effective at delivering this new messaging to a highly targeted audience. WebMD was able to reach our campaign's target audience while they were looking for relevant parenting information on a trusted site. Similarly, Nativo native advertising provided a way for "Early Years" ads and articles to fit in within well-known sites, increasing perceived trustworthiness of the messaging.

RESULTS:

The "Early Years" campaign generated more than 15 million video views, and nearly 40,000 users clicked on the articles in WebMD and Nativo.





RESEARCH

Research provides science-based information in beef nutrition, beef safety and pathogen resistance. It grows consumer confidence in beef through strong and effective communication, and is used to respond to industry, media and regulatory inquiries, as well as influencer and consumer concerns.

2110-R FMPRE

NEW STUDIES BEGIN AROUND *SALMONELLA* CONTROL

The expedited beef safety RFP was a key accomplishment to address the data gaps in *Salmonella* control. The Foundation for Meat and Poultry Research and Education worked collaboratively with fellow Checkoff contractor National Cattlemen's Beef Association, and were able to solicit *Salmonella* research proposals across the pre- and post-harvest safety continuum.

RESULTS:

The request generated three high-priority, post-harvest research projects that are expected to provide great insights for *Salmonella* control and risk. These projects were also showcased at the Meat Industry Food Safety Conference, which was sponsored by the Beef Checkoff. The presentations on the three projects were unplanned and outside the scope of the sponsorship making this event more impactful than expected.





2111-R NCBA

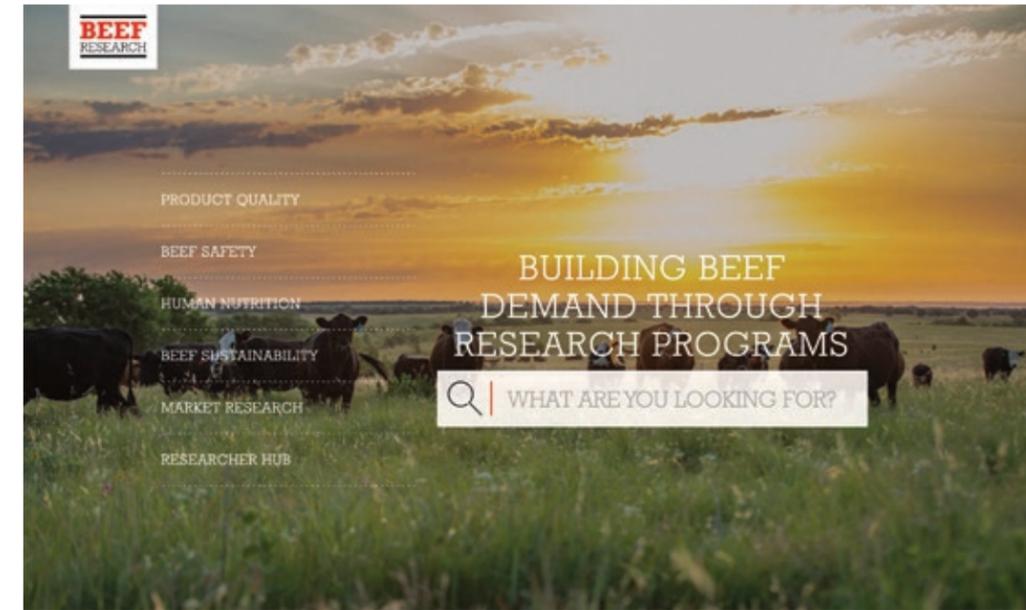


CHECKOFF-FUNDED BEEF INDUSTRY SAFETY SUMMIT GOES VIRTUAL

This past year, the 19th annual Beef Industry Safety Summit was held virtually due to COVID-19 restrictions. However, this event attracted even more first-time attendees than events in recent history — ensuring the transfer of beef safety insights to the next generation of industry safety decision makers.

RESULTS:

The Beef Industry Safety Summit gathered more than 240 beef safety industry professionals and research scientists, 10 research abstracts and 11 sessions which shared insights into Salmonella and other pathogen challenges. As well, one research project has been accepted for peer-reviewed publication in Journal of Food Protection, entitled, "A Comparative Quantitative Assessment of Human Exposure to Various Antimicrobial-Resistant Bacteria among U.S. Ground Beef Consumers."

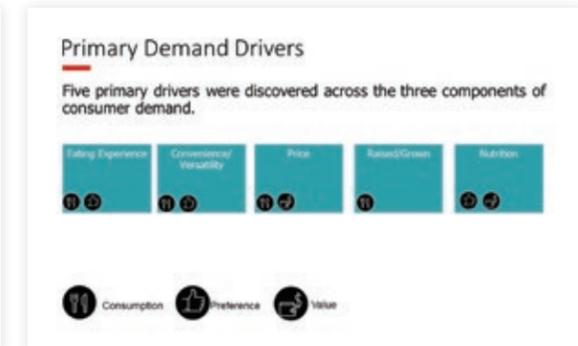
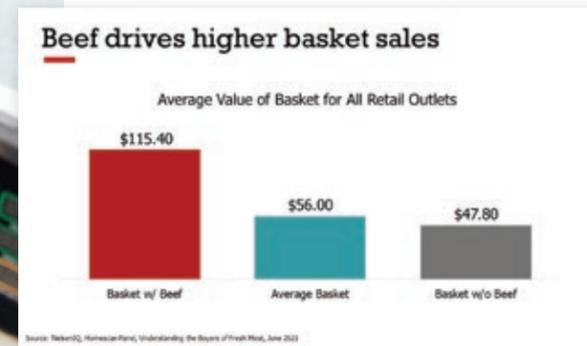


TRACKING CONSUMER BEHAVIORS AND BEEF PURCHASE INTENT

The Beef Checkoff commissions an annual demand-driver analysis to understand which consumer attributes are driving the most influence across the three key performance indicators for consumers: consumption, protein preference and good value. The market research team then uses these indicators to effectively monitor consumer behaviors and beef purchase intent throughout the year. This information is then shared with state beef council partners, key beef industry stakeholders and other Checkoff program managers to help ensure priority decisions in Checkoff dollar allocation in program areas are data driven.

RESULTS:

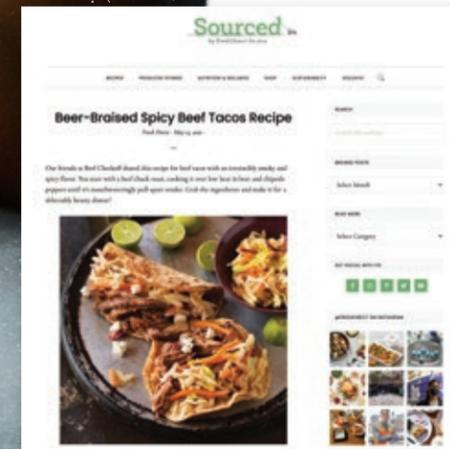
Dissemination of this information to these partners included posting on relevant websites (such as BeefResearch.org) and presentations of key findings (both through webinars and in-person meetings). In addition, monthly state-specific dashboards of consumer preferences were shared with state beef councils.





CONSUMER INFORMATION

Data and information go a long way toward helping consumers and others form opinions and make decisions about their beef purchase, preparation and consumption. Efforts here include consumer education, as well as information for health professionals, food and nutrition communicators, retailers and foodservice professionals.



2120-CI MICA/NEBPI

FRESHDIRECT PARTNERSHIP

As consumer adoption of online grocery buying swelled, NEBPI partnered with online retailer FreshDirect to drive beef sales and increase beef awareness leading up to the Memorial Day holiday. During the May campaign, which reached the NYC, Philadelphia and Washington DC metro areas, FreshDirect featured a seasonal Beer-Braised Beef Chuck Tacos recipe promoting a beef cut that is typically slow moving in the summer months.

RESULTS:

The recipe helped FreshDirect sell nearly 3,000 pounds of chuck roll, tripling previous sales during this timeframe. The recipe was featured again on their home page June 17-23, and chuck roll sales doubled.

RAISING THE STEAKS

A "Raising the Steaks" video series gave consumers an up-close look at how today's beef is raised in the Northeast. It showcased segments of the beef lifecycle and guided consumers through three Pennsylvania cattle operations. A comprehensive digital campaign accompanied the effort, reaching targeted urban audiences with positive beef messages.

RESULTS:

In funding partnership with Kentucky Beef Council, the campaign generated more than 750,000 impressions and over 4,300 clicks to the NortheastBeef.org website.





2121-CI AFBFA

This Checkoff program builds the community of educational influencers and teachers using beef-science curriculum materials — especially those middle and high school teachers in densely populated communities where exposure to beef cattle production is limited.

A GROWING LIST OF PARTNERS

In FY21, expansion of its collaborative efforts with more state beef councils included Washington, New York, Oklahoma and Colorado. These growing relationships increased the reach and impact of these educational efforts. Partnerships continued to strengthen the NextGenScience team at WestEd, the team responsible for overseeing state-level implementation of the Next Generation Science Standards (NGSS). At the university level, a network of guest speakers, reviewers and collaborators also grew in 2021. Delivery of the professional learning experiences outlined in the FY21 Authorization Request continued, as did connection with several universities including Cornell University, University of Tennessee-Martin, University of California-Davis, University of Nebraska-Lincoln, California State University-Chico and the University of Florida.

RESULTS:

Through outreach and partnerships, key areas for expansion have been identified, as have connections to State Departments of Education.



2122-CI NCBA



INFLUENCING HOLIDAY MEAL CHOICES

In FY21, this program worked with 15 food and culinary influencers to showcase how beef makes a holiday meal special. Some of the most popular recipes included a Low and Slow Prime Rib Roast from Chef Jet Tila, and a Pepper-Crusted Beef Tenderloin Roast — also including a recipe for leftovers to be used for Monte Cristo breakfast sandwiches — from The Daley Plate.

RESULTS:

Combined, holiday influencer content reached 6.2 million consumers and generated 255,210 engagements.



FEEDING BEEF IN THE EARLY YEARS OF LIFE

This summer, comprehensive educational toolkits, providing authoritative guidance on feeding beef in the early years to support healthy growth and development, were delivered to over 2,300 pediatrician offices and childbirth centers in more than 20 states across the country. The toolkits included a research brief detailing beef as a complementary first food, along with a new consumer brochure, which highlights the beneficial role of beef's nutrients in the early years.

RESULTS:

In addition to the physician toolkits, an advertorial was created and placed in top medical publications, reaching over 350,000 physicians and pediatric professionals.



RETAIL PARTNERS DURING SUMMER GRILLING SEASON

This Checkoff program worked with four major national retailers to support online retail beef sales for the 2021 summer grilling season by exposing them to inspirational beef messaging and imagery at the digital point-of-purchase using the *Beef. It's What's for Dinner.* brand. The Checkoff worked with these retailers to strategically target message placement to those who are already shopping for beef and to those shopping for other proteins and complimentary products, like hamburger buns or condiments. Those partners included Walmart, Target, Kroger and Sam's Club.

RESULTS:

The Sam's Club Partnership was able to achieve more than four million impressions, more than 1.5 million in incremental sales and a return on ad spend of \$34.36. Thirteen percent of ad-exposed buyers were new to the beef category.



SATELLITE MEDIA TOURS BRING BEEF TO CONSUMERS

An opportunity to partner with the Produce for Better Health Foundation (PBH) resulted in a Satellite Media Tour (SMT) and Facebook Live beef cook-along, inspiring individuals to "beef up" their real beef burgers with fruits and vegetables.

RESULTS:

The cook-along performed more than two times better than other PBH Facebook posts, generating nearly twice the reactions and five times more comments. The social media promotions performed exceptionally well on Facebook, Instagram and Twitter, generating more than 634,000 impressions, well above the 100,000 typically seen for similar promotions. The SMT reached nearly 29.5 million individuals throughout the country across TV, radio and web placements.



2130-II NAMI VQA

VEAL ADVOCACY WORKSHOP

A 90-minute Veal Advocacy Workshop was held in April to help participants learn how to effectively talk about veal online and in-person. The speaker lineup represented great collaboration with the Checkoff's Masters of Beef Advocacy program and the National Dairy Checkoff. Presenters included: calf veterinarian Marissa Hake, DVM; Tricia Sheehan, DMI; Natasha Mortenson, Wulf Cattle/Riverview LLP; veal grower Chris Landwehr; Ashley Russell, NY Beef Council/Veal Marketing; Paula Jones, bell' alimento; and Donna Moening, Veal Industry Information.

RESULTS:

A follow-up survey showed 88 percent of participants planned to use the new materials created to explain veal production, including a Veal Journey PowerPoint, infographic, handout and four social media graphics; 76 percent found the webinar very effective; and 63 percent planned to communicate about veal because of the webinar.



ANTIBIOTIC STEWARDSHIP IN VEAL

The Ohio State University (OSU) conducted research specifically on dairy/veal calves with funding from the Centers for Disease Control and Prevention. OSU veterinary epidemiologist Dr. Greg Having, who specializes in dairy production systems and epidemiology addressing "One Health" problems, shared his research at the 10th Annual Symposium in November 2020. Given his expertise in the field of antibiotic stewardship and specifically, veal calves, the Antibiotic Stewardship educational materials created for veal and funded by the Beef Checkoff, stem from this research and sound animal husbandry practices for preventing resistance. Dr. Having and others at OSU provided the technical insight to develop the program's content, featured in a webinar held in partnership with the Dairy Calf & Heifer Association.

RESULTS:

Major veal production companies, veterinarians, industry field representatives and those who work directly with veal growers were represented. The webinar received 124 registrations, and everyone who registered received a recording of the webinar and a link to the materials.

INDUSTRY INFORMATION

Having an accurate understanding of the beef industry helps its participants promote a positive cattle and beef climate. These efforts work to develop new markets and marketing strategies, and increase efficiency and activities through programs focused on issues, management, public relations and beef and veal quality assurance.



2131-II NIAA

HEALTHY HUMANS, HEALTHY ANIMALS

The Beef Checkoff supports the beef industry's commitment to "One Health" — healthy humans, healthy animals. This includes hosting the annual Antibiotic Symposium, which focuses on continued knowledge about responsible antibiotic use and the primary efforts aimed at combating antimicrobial resistance. The continued interest in the event and proactive outreach by members and partners are expanding.

RESULTS:

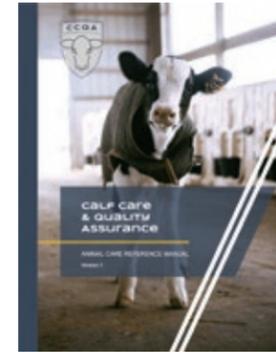
Due to the virtual format and the subject matter lineup, the annual event saw a 47 percent increase in participation. There was great media pick-up of the Symposium, along with messages and information shared by speakers.



2132-II NCBA

BEEF QUALITY ASSURANCE (BQA) COLLABORATES WITH VEAL AND DAIRY

The BQA program collaborated with the Dairy Calf & Heifer Association, Veal Quality Assurance and the Dairy FARM program to create the Calf Care & Quality Assurance program so other programs can align with and build upon it, ensuring calf raisers have relevant training, certification and implementation resources.



RESULTS:

The full launch of the printed manuals is planned for FY22, including distribution of materials by all parties. The release of online modules for this program in Fall 2022 will allow for further certifications of producers around the country.

UPDATED MODULES FOR BEEF ADVOCACY TRAINING AND ENGAGEMENT

This year the program completed the extensive process of updating the Masters of Beef Advocacy (MBA) modules, MBA teacher toolkit and moving the modules to a new, more user-friendly learning management platform to encourage more beef producers and advocates to engage consumers about all things beef.



RESULTS:

Working more closely with BQA, as well as other programs that also utilize the same online learning management system (LMS) platform, a main LMS landing page has been created. This page links to all LMS platforms, helping to leverage and elevate MBA to other program areas like BQA, Beef U and the Beef Education Nutrition hub audiences, and vice versa.

THE CHECKOFF TAKES ON CLIMATE WEEK

This Checkoff program shared the beef industry's perspective as part of the official Climate Week schedule during the September 2021 event. The virtual session entitled "Can Beef Be Sustainable? Cattle's Role in the Climate Solution," was moderated by nutritionist Nicole Rodriguez, RD, NASM-CPT. The session also featured a panel of speakers including Jessica Gilreath, Ph.D., postdoctoral research associate at Texas A&M University; Jen Johnson Livsey, cattle producer at Flying Diamond Ranch in Kit Carson, Colo.; and Lamar Moore, celebrity chef and winner of Food Network's *Vegas Chef Prizefight*.



RESULTS:

The event was listed on the official Climate Week NYC schedule, and was attended by more than 300 people and even garnered additional positive media coverage.





FOREIGN MARKETING

Through international marketing efforts, the Beef Checkoff maximizes U.S.-produced beef's access to foreign markets by expanding market penetration in existing locations, entering new and emerging markets and improving global consumers' perceptions and trust in the product.

2140-FM USMEF

THE WORLD WANTS U.S. BEEF

U.S. beef exports have been outstanding through the second half of 2021, especially considering the COVID-related challenges still impacting global foodservice, general economic headwinds, as well as persistent obstacles in shipping and logistics. At the same time, retail demand continues to be tremendous, and international buyers in all channels remain committed to the quality and consistency delivered by U.S. beef. The U.S. industry has also gone to great lengths to keep product moving.

RESULTS:

U.S. beef exports soared to another new value record in August, topping the \$1 billion mark for the first time. August beef exports totaled 132,577 metric tons (mt), up 21 percent from a year ago and the second largest volume this year, while export value climbed 55 percent to \$1.04 billion. From January through August, beef exports increased 18 percent from a year ago to 955,407 mt, with value up 34 percent to \$6.62 billion. Exports were also six percent higher in volume and up 20 percent in value compared to the record pace established in 2018. Through August, exports accounted for 15 percent of total beef production (up from 13.3 percent) and 12.8 percent for muscle cuts (up from 11.1 percent). Through August, export value was \$381.91 per head, up 28 percent.



CHINA

The Beef Checkoff succeeded in marketing U.S. beef through new sales channels such as e-commerce, live streaming and indirect sales through group buying. The marketing environment has grown much more complex as consumers are immersing themselves in e-commerce “experiences” to buy products, leading to the rise in livestreaming and gamification and viable new sales channels. A recent live commerce broadcast in partnership with key account, Mr. Meat, collaborated with one of the most famous “live-streamers” in China (and the world), Austin Li.

RESULTS:

Li reached an audience of 6.5 million viewers, resulting in more than \$1 million of beef sold in under an hour.



JAPAN

The Checkoff expanded U.S. beef's presence to more Japanese regional chains, targeting competitor-supplied outlets. In June, USMEF targeted four leading regional retailers in the Kanto Region strongly committed to U.S. beef and promotional partnerships for a monthlong sweepstakes campaign. This unique endeavor combined leveraged funding with the reach of multiple mid-sized retailers — Maruetsu (30 outlets), Comodi Iida (84), Tokyu Store (84) and Fuji Citio (50) — in a very focused area to maximize impact.

RESULTS:

Ultimately, more than 2,300 people were entered to win by month's end with sales of U.S. beef through participating stores reaching nearly 200 mt.



KOREA

Pairing in-store promotions with social media to broaden the reach, the Beef Checkoff and Korean retailer Lotte Mart (third-largest hypermarket with 111 stores) launched a campaign in early April to boost U.S. beef sales while also sending eco-friendly messages about sustainability and the U.S. beef industry.

RESULTS:

The campaign's social media reach approached 200,000 people, while a USMEF news release about the unique discount promotion resulted in media coverage and social media shares through new and traditional media platforms. Lotte Mart's U.S. beef sales during the weeklong promotion were 228 mt, valued at \$7.13 million — 920 percent higher than the previous week and four percent up from the same period in 2020. U.S. beef's share of total imported beef sales during the period also increased to 79.1 percent.

STRONG MARKETS CONTINUE OVERSEAS

With strong performance from key destinations China, Japan and Korea, growing demand in diversified regions like Central/South America and the ASEAN, as well as further momentum expected as foodservice restrictions ease, the U.S. beef industry is on track to have two \$2-billion export markets for the first time in 2021.



PRODUCER COMMUNICATIONS

Producer Communications work establishes a direct and ongoing line of communication with the producers and importers who pay the Beef Checkoff. It reports how their Checkoff dollars are invested, shares program successes and results, and builds understanding about Checkoff roles, responsibilities and processes.

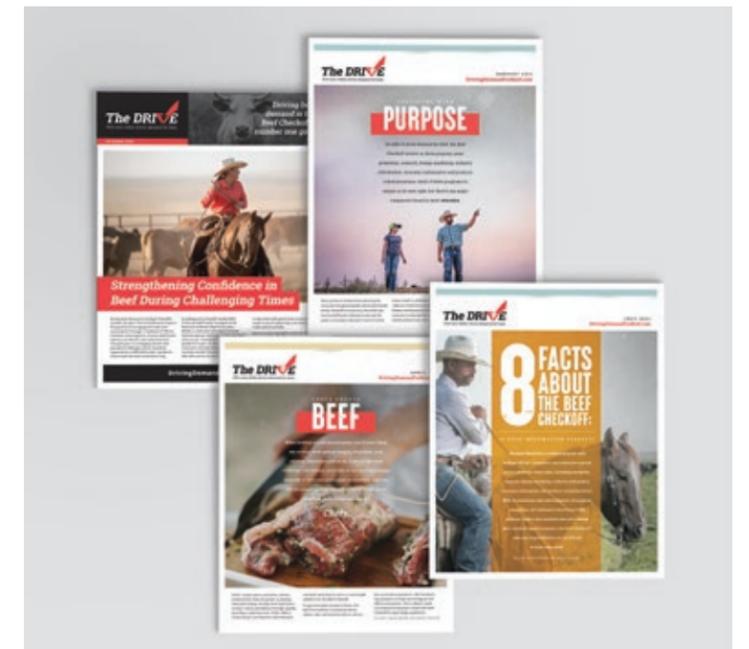
2150-PC CBB

THE DRIVE PLATFORM REACHES MORE PRODUCERS

Through extended producer-focused multi-media campaigns in ag trade media, broadcast, radio, website pop-ups, social media ads and producer surveys, interest in *The Drive* continued among producers seeking information and education surrounding the Beef Checkoff and its current programs and projects.

RESULTS:

The reach of the Beef Checkoff's publishing platform, *The Drive* (both in print and online) saw a tremendous 27.8 percent increase in FY21 over previous years.



AG TRADE MEDIA KITS GARNER MORE REGIONAL COVERAGE

This year, the Producer Communications team launched quarterly Media Kits, a resource for ag trade media that provided a "deep dive" into a particular Checkoff program, complete with prewritten articles, images, interview sources, copies of the printed newsletter *The Drive* and local connection (when pitched to regional media).

RESULTS:

Capitalizing on media pick-ups and distribution data from earlier kits, the team was able to tailor the kits for more widespread media release in Q3 and Q4, garnering nearly 150 media hits and more than six million impressions.



FY2021 FINANCIALS

CATTLEMEN'S BEEF PROMOTION AND RESEARCH BOARD

Statement of Assets, Liabilities and Net Assets
Sept. 30, 2021 and Sept. 30, 2020

ASSETS	2021	2020
Cash and cash equivalents	\$21,812,035	\$15,281,812
Short-term Investments	\$2,500,000	\$5,500,000
Long-term Investments	—	\$2,500,000
Capital Assets, net of accumulated depreciation of \$42,746 and \$39,170	\$17,523	\$21,228
Other	\$1,471	\$9,240
Total Assets	\$24,331,029	\$23,312,280

LIABILITIES & NET ASSETS	2021	2020
Due to state beef councils & other	\$9,719	\$27,007
NET ASSETS, WITHOUT DONOR RESTRICTION:		
Designated for future expenses	\$17,978,063	\$17,497,459
Designated – Board reserve	\$4,350,000	\$4,350,000
Undesignated	\$1,993,247	\$1,437,814
Total Liabilities & Net Assets, Without Donor Restriction	\$24,331,029	\$23,312,280

REVENUES	2021	2020
Assessments	\$42,627,123	\$41,541,515
Interest	\$98,086	\$293,224
Other	\$86,921	\$46,255
Total Revenues	\$42,812,130	\$41,880,994

EXPENSES	2021	2020
PROGRAM EXPENSES:		
Promotion	\$8,641,332	\$10,206,858
Research	\$8,838,176	\$8,349,734
Consumer Information	\$8,160,511	\$7,260,148
Industry Information	\$3,138,923	\$3,392,835
Foreign Marketing	\$8,479,193	\$6,933,262
Checkoff Communications	\$171,679	—
Producer Communications	\$1,568,937	\$1,553,796
Program Evaluation	\$263,087	\$202,046
Program Development	\$316,474	\$388,847
Total Program Expenses	\$39,578,312	\$38,287,526
SUPPORTING SERVICES:		
USDA Oversight*	\$695,634	\$761,214
Administration	\$1,502,147	\$1,505,256
Total Expenses	\$41,776,093	\$40,553,996

* Included in the USDA Oversight amount is approximately \$599,000 and \$600,000 paid by the Cattlemen's Beef Board to USDA for oversight fees during fiscal years 2021 and 2020, respectively. The remaining \$96,000 and \$161,000 is related to cost incurred by the Cattlemen's Beef Board for litigation, meetings with USDA, Freedom of Information Act requests, settlement requests and authorization requests during fiscal years 2021 and 2020, respectively.

ASSESSMENT REVENUES	2021
QUALIFIED STATE BEEF COUNCILS:	
Alabama	\$338,191
Arizona	\$361,959
Arkansas	\$427,695
California	\$1,854,538
Colorado	\$1,591,426
Delaware	\$3,440
Florida	\$312,993
Georgia	\$275,766
Hawaii	\$13,671
Idaho	\$880,301
Illinois	\$301,767
Indiana	\$211,654
Iowa	\$1,672,474
Kansas	\$4,020,915
Kentucky	\$632,845
Louisiana	\$152,592
Maryland	\$38,373
Michigan	\$266,979
Minnesota	\$739,326
Mississippi	\$282,835
Missouri	\$1,299,552
Montana	\$998,654
Nebraska	\$3,564,063
Nevada	\$142,766
New Jersey	\$3,259
New Mexico	\$622,141
New York	\$325,998
North Carolina	\$147,326
North Dakota	\$636,926
Ohio	\$332,299
Oklahoma	\$1,866,006
Oregon	\$455,852
Pennsylvania	\$331,748
South Carolina	\$69,420
South Dakota	\$1,573,338
Tennessee	\$387,115
Texas	\$5,260,853
Utah	\$311,503
Vermont	\$40,015
Virginia	\$377,710
Washington	\$584,136
West Virginia	\$74,477
Wisconsin	\$688,691
Wyoming	\$554,182
Total Qualified State Beef Councils	\$35,027,770
STATES WITHOUT QUALIFIED STATE BEEF COUNCILS:	
Alaska	\$292
Connecticut	\$9,804
Massachusetts	\$19,561
Maine	\$18,292
New Hampshire	\$7,900
Rhode Island	\$532
Total States Without Qualified State Beef Councils	\$56,381
Importers	\$7,542,972
Total Assessment Revenues	\$42,627,123