



NEVADA BEEF COUNCIL 2023 ANNUAL REPORT

DEAR FELLOW NEVADA BEEF PRODUCERS,



Driving beef demand is the Beef Checkoff's number one goal. The Nevada Beef Council supports and works toward that goal by responsibly and transparently investing your Beef Checkoff dollars in programs designed to reach and engage the modern consumer. These programs include promotion, research, industry information, consumer information, foreign marketing, and producer communication. They are all aimed at affecting consumer preference and driving beef demand. The board and staff of the Nevada Beef Council work hard to ensure the success of these programs in achieving these goals.

This annual report of Nevada Beef Council activities is intended to provide you with a better view into what your Beef Checkoff investment does in Nevada to drive beef demand. We have seen short cattle supplies for some time now nationally, and Nevada has been no exception. This has led to steep budget cuts for our programs here in Nevada as well as our investment in national programs. Doing more with less is what the board and staff work toward year-round to make the best investments of your Beef Checkoff dollars. For more information about the Nevada Beef Council or Beef Checkoff, I encourage you to visit www.nevadabeef.org or www.beefboard.org.

Sincerely,
Jay Dalton, Chair
Nevada Beef Council

PROMOTING BEEF



The Nevada Beef Council (NBC) partnered with Camarena Tequila and the California Milk Advisory Board's Real California Hispanic cheese and crema to put beef and Tequila at the center of Nevada's Cinco de Mayo celebrations with Tacos,

Tequila y Más. This multi-partner, multi-platform campaign included in-store point-of-sale, Over the Top (OTT) TV spots geo-targeted to homes within a 5-mile radius of retailers, drive-time broadcast weather reports, geo-targeted digital ads, and a dedicated website offering cash-back on beef, promotional partner offers, recipes, and other engaging content. All marketing efforts combined for this campaign generated 2.2 million impressions, and more than 30,000 tracked store visits. Consumers earned \$3 cash-back when they purchased \$10 or more of fresh beef from nearly any of the state's big box retailers, large and small chain supermarkets, independent grocery stores, and local meat markets.

RETAIL E-COMMERCE CAMPAIGN

The NBC, in collaboration with the National Cattlemen's Beef Association (NCBA) as a contractor to the Beef Checkoff and manager of the *Beef. It's What's For Dinner.*® brand, launched a back-to-school e-commerce campaign with a major national retailer for six weeks in the fall of 2023. The nationwide campaign was supported by additional funding from NBC to increase advertisement exposure to Nevada consumers through onsite and offsite digital ads featuring *Beef. It's What's For Dinner.*® branding. Onsite ads were placed directly on the retailer's website, facilitating online shopping at Nevada's 43 in-state locations, while offsite ads on various websites directed consumers to the retailer's website with a "shop now" option. The campaign which highlighted beef as a versatile and nutritious meal option during the back-to-school season had 1,031,485 digital ad impressions in Nevada. The Nevada stores included in this campaign saw over \$1.88 million in beef sales, resulting in \$187.54 return on ad spend (ROAS). That means for every Beef Checkoff dollar invested by Nevada in this campaign on advertising, \$187.54 was traced back to Nevada beef sales!

BEEF ON THE RADIO



To celebrate Family Meals Month, the NBC launched a radio advertising campaign in Las Vegas emphasizing the role of beef in bringing families together while supporting a healthy diet

and lifestyle. The campaign featured radio ads that were strategically aired during peak drive times from Monday through Friday over a span of four weeks. These ads were broadcast across four stations, resulting in an estimated 309,600 gross impressions. Additionally, these ads reached an estimated 145,484 listeners.

ANNUAL MEAT CONFERENCE



The NBC staff participated in the Annual Meat Conference (AMC) held in Dallas, Texas. Organized by the Food Marketing Institute (FMI) and North American Meat Institute (NAMI), in collaboration with the Beef Checkoff, the event returned to an in-person format after a hiatus since 2020. The event served as a pivotal

gathering for meat professionals to explore current trends and consumer insights in meat retail. Attendees, including an NBC representative, engaged in informative sessions such as The Power of Meat 2023, featuring insights from Anne-Marie Roerink of 210 Analytics, and discussions on topics like Case Ready Meat and the 2023 Market Outlook for Meat and Poultry led by industry experts. The conference also included a tradeshow showcasing new products and innovations in meat industry packaging and labeling. NBC staff utilized the conference to foster industry relationships, gain valuable education, and collaborate with stakeholders to enhance support for retailers in the beef sector.

2023 NEVADA BEEF COUNCIL BOARD

Jay Dalton, Wells, Chair
 John Jackson, Tuscarora, Vice Chair
 Keri Pommerening, Smith Valley, Secretary/Treasurer
 Annalyn Settlemeyer, Gardnerville
 Bernard Petersen, Ely
 Lucy Rechel, Yerington

LEARN MORE



The NBC has created a 2023 update video that provides more detailed program summaries. To learn more about how the NBC put your dollar to work in 2023, watch the program update video by scanning the QR code with your smartphone above.

RENO ACES PARTNERSHIP



The NBC teamed up with the Reno Aces Minor League Baseball team to spotlight cattle ranchers and beef producers through a promotional campaign at Greater Nevada Field during a record-breaking May to September 2023 season. This initiative emphasized the nutritional benefits of beef and highlighted ranchers' dedication to sustainability and animal welfare. Baseball fans at the concourse concession stands watched a 20-second closed-captioned video featuring 2022 Environmental Stewardship Award winner Fulstone Ranch. The video, which emphasized

the ranch's environmental work, played on twelve concourse TV screens as part of a continuous 9-minute loop airing throughout all home games. Beef's nutritional benefits were in the spotlight on four digital kiosk screens in the park's heavily trafficked outfield section. A performance-focused beef protein graphic appeared for 20 seconds on a continuous 9-minute loop throughout all home games. 2023 was a great year for the Aces, with the highest total attendance since 2015 and a new record in wins (88) on the field. More than 370,000 fans attended home games, with more than 200,000 of them exposed to NBC messaging.



**Nevada
 Beef
 Council**

NEVADA BEEF COUNCIL FINANCIAL REPORT FISCAL YEAR ENDED DECEMBER 31, 2023

PROGRAMS

Consumer Information	\$77,012
Promotions	\$44,271
Producer Communications	\$4,019
Total Programs	\$125,302

SUPPORTING SERVICES

Collection and Compliance	\$24,110
Administrative Expenses	\$25,033
National Program Investment	\$12,000
Total Supporting Services	\$61,143

Total Expenses **\$186,445**

DEAR FELLOW PRODUCERS,

Since 1963, the Federation of State Beef Councils has been committed to building beef demand by inspiring, unifying and supporting an effective and coordinated state and national Checkoff partnership. During the 2023 Cattle Industry Convention in New Orleans, the Federation reaffirmed this vision along with the following Statement of Beliefs.



- We believe in the power of a strong state and national partnership resulting in increased consumer demand for beef.
- We believe in producer control of Checkoff funds through the Qualified State Beef Councils, which are the foundation of the Beef Checkoff.
- We believe greater knowledge about the Checkoff results in greater support for the Checkoff.
- We believe in the industry Long Range Plan as a guidepost for the Beef Checkoff and the principle of “one vision – one plan – one unified voice.”

Only one word was added to these beliefs, but it was a powerful one: unified. The Federation believes in one vision, one plan and one UNIFIED voice. It is the strong state and national partnership that unifies the Federation to speak with one voice and drive beef demand.

While how we drive that demand has certainly changed over the years, one thing remains constant and that is the industry’s dedication to continuous improvement. Whether it is adapting practices to improve animal well-being and conserve natural resources at the ranch or finding new ways to effectively reach consumers, we are stronger when we work together.

This “State of the Federation” provides an overview of Federation-funded programs that producers have helped to direct over the past year. From research and promotion to consumer and industry outreach, these efforts demonstrate the power of unity.

Sincerely,

Clark Price
Hensler, North Dakota
Chair, Federation of State Beef Councils



THE POWER OF PARTNERSHIPS

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, and more than 50% of the Federation’s annual budget supplements tactics within Authorization Requests (ARs) approved by the Beef Promotion Operating Committee (BPOC). Supplementing these tactics helps the national Checkoff program have a larger impact on consumer demand.

In 2023, with input from SBC staff, the Federation Executive Committee approved nearly \$3.8 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: \$1,318,000

- ▶ Celebrity athlete Tony Romo was the spokesperson for *Beef. It's What's For Dinner.*, promoting beef across multiple campaigns including winter holiday content.
- ▶ With support from the Federation, content was created to showcase the *Beef. It's What's For Dinner.* brand focusing on moments throughout the year when families and friends gather together to enjoy beef.
- ▶ The Federation supported efforts to promote beef during the third annual *Beef. It's What's for Dinner. 300*, the 42nd season-opening race for the NASCAR Xfinity Series, at Daytona International Speedway in February 2023.

RESEARCH

STATE BEEF COUNCILS SUPPLEMENT: \$1,000,000

- ▶ **Product Quality:** Research is designed to improve beef quality, consistency, value and demand. Current projects include the study of new packaging technologies and the effects of freezing on beef quality and palatability.
- ▶ **Beef Safety:** Research focuses on cattle-borne pathogens and/or their resistance, such as a current project studying the impact of water and environmental management on Salmonella.
- ▶ **Human Nutrition:** Beef farmers and ranchers continue to support nutrition research to advance the understanding of beef’s role in a balanced and healthy diet. A current project is studying the effects of beef consumption on skeletal muscle protein.

BEEF FEATURED IN NATIONAL PUBLICATIONS



The Federation supported efforts to place positive stories showcasing producers and the benefits of beef in national publications as well as lifestyle and news publications in major metropolitan areas, such as *Sports Illustrated*, *Texas Monthly*, *Seattle Times*, and *Atlanta Magazine*. Combined, these stories have, so far, reached more than 130 million consumers across the country.

INFLUENCING INFLUENCERS

Working with food, culinary and agricultural influencers provides a way to amplify beef messages and to interact with consumer audiences through credible third parties. Influencers share their personal beef stories, recipes and tips to educate and inspire their peers and consumers. The program creates compelling consumer content collaboratively and provides educational opportunities for influencers to tell the beef story in a knowledgeable and authentic manner in their own voice but armed with relevant information. So far, 23 influencers have created 75 posts sharing beef recipes, meals and stories from the ranch, reaching more than 15 million consumers and generating 1.3 million engagements.

REACHING HEALTH PROFESSIONALS

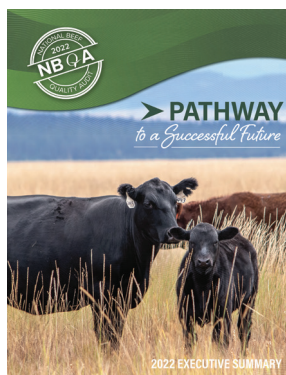


Following a successful health professional mailing highlighting Beef in the Early Years in 2022, two additional toolkits were sent out to provide health professionals with science-based information about

beef's role in a healthy lifestyle. The kits aimed to equip healthcare professionals with valuable education, tools and resources they could then share with their patients and clients.

As part of the effort, more than 3,300 Strong Minds, Strong Bodies toolkits were mailed to pediatric and family physician offices to showcase how beef can contribute to healthy growth and development for school-age children and teens. In addition, more than 850 Beef Nutrition and Heart Health cookbooks were sent to cardiologists and physicians, along with a cover letter from the author, relevant research and heart health consumer content.

NATIONAL AUDIT SHOWS EFFICIENCY IMPROVEMENTS



Since 1991, the Beef Checkoff-funded National Beef Quality Audit (NBQA) has delivered a set of guideposts and measurements for cattle producers and other stakeholders to help determine quality conformance of the U.S. beef supply. Results from the 2022 NBQA indicate that the beef cattle industry is producing a high-quality product that consumers want more efficiently and the industry's primary focus across the supply chain remains food safety.

The NBQA, conducted approximately every five years, is foundational research that provides an understanding of what quality means to the various industry sectors, and the value of those quality attributes. This research helps the industry make modifications necessary to increase the value of its products. The efforts of the findings from the 2022 NBQA serve to improve quality, minimize economic loss, and aid in advancements in producer education for the U.S. beef industry. For more information about the 2022 National Beef Quality Audit, visit www.bqa.org.



Scan QR code for the 2023 Federation of State Beef Councils Investor Report.

BROUGHT TO YOU BY THE FEDERATION OF STATE BEEF COUNCILS.

CONSUMER INFORMATION

STATE BEEF COUNCILS SUPPLEMENT: \$995,000

- ▶ E-commerce efforts put beef in online carts, and partnerships with retailers, foodservice operators and state beef councils generated significant beef sales. A partnership with a national mass merchandiser promoted beef through digital ads, both on the retailer's website as well as on popular consumer lifestyle sites that led back to the retailer's beef landing page.
- ▶ The nearly two-month promotion resulted in \$11.6 million in incremental beef sales, 30.5 million ad impressions and a return on ad spend of \$49.

INDUSTRY INFORMATION

STATE BEEF COUNCILS SUPPLEMENT: \$485,000

- ▶ This past year, Masters of Beef Advocacy (MBA) sustainability content was updated and Texas cattle producer, Tucker Brown, was recognized as the 2022 Advocate of the Year.
- ▶ Ten Trailblazers from eight states were selected for the second cohort of beef community spokespeople, beginning the year-long program which includes in-person and virtual training opportunities to prepare the next generation of advocates who will help protect the reputation of the beef industry.