

Nutrition Outreach

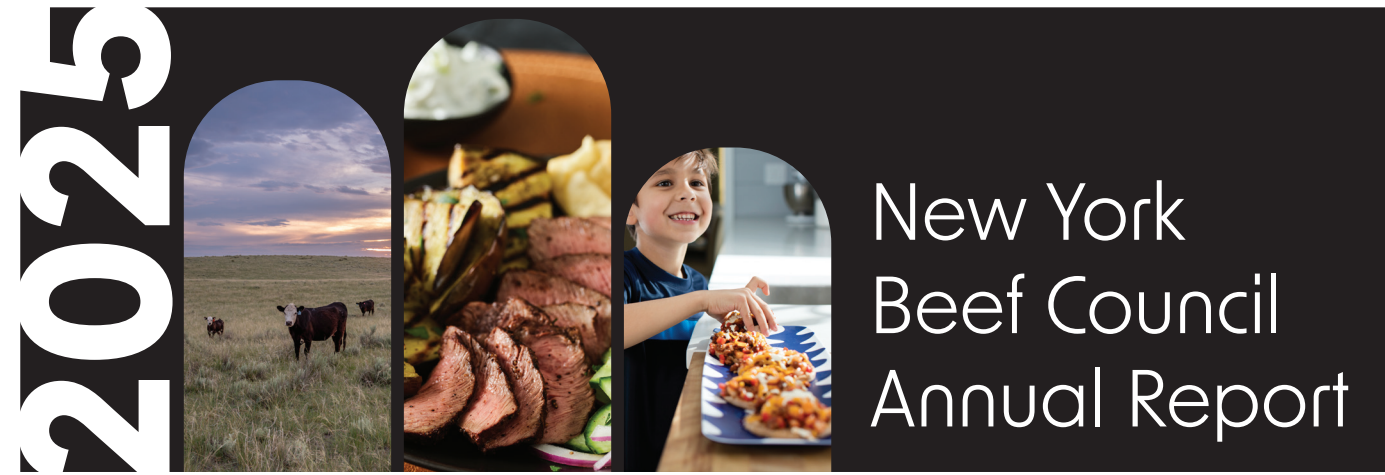
Connecting Beef Farms, Food Professionals, and Consumers



NYBC expanded nutrition outreach by connecting beef producers, foodservice professionals, and consumers through education, hands-on experiences, and media engagement. Educational farm tours engaged school foodservice directors and dietetic interns in exploring animal care, farm management, and culinary challenges.



The **Beef Brief: Flavor, Farming, and Facts** program offered registered dietitians an immersive experience combining farm tours with culinary and butchery demonstrations at the Culinary Institute of America. NYBC also showcased student-friendly, nutritious beef meals at the New York School Nutrition Innovation Conference and leveraged broadcast and digital media featuring dietitians to reach millions statewide. These initiatives ensure science-based beef nutrition information reaches classrooms, cafeterias, and homes across New York.



NEW YORK BEEF INDUSTRY COUNCIL, INC.

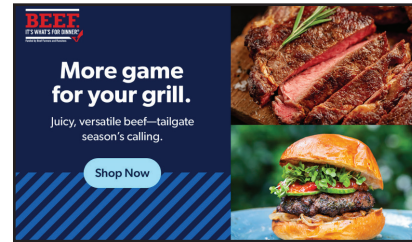
STATEMENTS OF ACTIVITIES

FOR THE YEARS ENDED
SEPTEMBER 30, 2025 AND 2024

	2025	2024
Revenues		
Check-off Assessments	\$ 665,905	\$ 664,857
Less: Remittances to States of Origin	28,915	46,552
Remittances to Beef Board	<u>318,606</u>	<u>309,182</u>
Net Assessments	318,384	309,123
Interest	16,305	16,242
Gain on Sale of Building	—	76,109
Other	<u>382,776</u>	<u>430,467</u>
Total Revenues	<u>717,465</u>	<u>831,941</u>
Expenses		
Program Services		
Promotion	471,615	536,746
Consumer Information	6,172	44,347
Industry Information	44,268	26,151
Producer Communications	43,049	36,217
Collection and Compliance	<u>40,901</u>	<u>32,384</u>
Total Program Services	606,005	675,845
Supporting Services		
Administrative Expenses	<u>69,765</u>	<u>82,180</u>
Total Allocated Expenses	675,770	758,025
Unallocated National Program Expenses		
Federation of State Beef Councils -		
Beef and Veal	14,000	15,416
Federation of State Beef Councils -		
Director Travel	<u>4,657</u>	<u>4,647</u>
Total National Program Expenses	<u>18,657</u>	<u>20,063</u>
Total Expenses	<u>694,427</u>	<u>778,088</u>
Change in Net Assets	<u>23,038</u>	<u>53,853</u>
Net Assets, Beginning of Year	<u>598,399</u>	<u>544,546</u>
Net Assets, End of Year	<u>\$621,437</u>	<u>\$598,399</u>

E-Commerce

Data-Driven Retail Marketing



Through a national club store partnership, NYBC's tailgating-themed campaign ran August–September, driving measurable beef sales during peak demand. Nationally, the campaign generated 52.4 million impressions, reached 8.2 million households, and drove \$10.9 million in incremental sales, yielding \$34.67 return per advertising dollar. Targeted New York messaging, supported by the Iowa Beef Council, delivered over 1 million impressions and \$1.07 million in attributable sales, demonstrating strong ROI and the value of strategic, data-driven marketing.

Producer Communications

Education and Beef Quality Assurance



NYBC prioritized direct engagement with producers through education, BQA participation, and promoting Beef Checkoff value. The Stockmanship & Stewardship event in Hamburg brought 124 producers together for hands-on sessions on animal welfare, pasture management, and beef-on-dairy opportunities, with all participants earning BQA certification.



The "From Pasture to Profit" marketing workshop engaged 50 producers in direct-to-consumer strategies, branding, and consumer insights. Farm tours, expert presentations, and the Beef Checkoff Academy provided actionable tools to strengthen operations and reinforce understanding of how Checkoff investments support demand for New York beef.

Consumer Information Promotions

Recap Consumer Outreach

Best NY Burger

The Annual Best NY Burger competition continues to highlight New York's beef culinary scene while engaging consumers statewide. In 2025, The Butcher's Son earned the title for their Ghost Burger, showcased during the May Beef Month Proclamation at the State Capitol. Public voting identified Top Ten finalists, and anonymous judging ensured fairness and credibility.

The FY25 campaign generated 353,040 impressions, reached 128,990 consumers, and drove 15,635 clicks at \$0.13 per click, demonstrating measurable impact for restaurants, consumers, and beef producers alike.

Summer DOOH Campaign



NYBC extended the national Beef. It's What's For Dinner. campaign into New York City with a summer Digital-Out-of-Home initiative. Running May–August, ads appeared in grocery stores, transit, and outdoor digital panels, generating over 1.56 million impressions with a \$12.79 CPM and 660 QR-code engagements linking to recipes, nutrition resources, and beef education. The campaign leveraged New York-specific Raised & Grown messaging to connect urban consumers with local farmers, supported through a partnership with the Iowa Beef Industry Council.

Athletic Partnerships



Through collaborations with collegiate and high school athletics, NYBC promoted beef as a high-quality protein for athletes, coaches, and fans. Partnerships included Syracuse Athletics, in-stadium signage, game-day promotions, and

fan engagement contests. NYBC also shared science-based nutrition resources with the New York State Public High School Athletic Association and the Football Coaches Association, reinforcing beef's role in performance, recovery, and healthy diets.

Classroom Outreach

Engaging Educators in Beef Sustainability

NYBC hosted a professional development workshop for over 70 agriculture teachers at the NYAAE Annual Teacher Conference. Educators explored STEM Beef Readers, participated in hands-on activities like the Carbon Cycle Lab, and completed the "Do You Know Your Moo?" challenge. The program, supported through a partnership with the Iowa Beef Industry Council, equips teachers with practical resources to bring beef sustainability into science and STEM classrooms.

Building the Next Generation of Beef Advocates



At the 100th Annual New York State FFA Convention, NYBC engaged nearly 300 FFA members and 22 advisors with hands-on workshops and interactive activities. Students learned Beef 101 and advocacy skills,

while peer-to-peer social media activities amplified positive messaging. Advisors received beef sustainability resources for classroom use. Led in partnership with the Kentucky Beef Council, these efforts develop informed, engaged leaders representing the future of New York agriculture.