

Media impressions from the event totaled more than 34,000 with a reach of almost 31,000 with over 4,550 engagements, plus 11 new finger steak recipes that can be shared by all!

#BeefTogether
Blogger Immersion Event



New York Beef Council (NYBC) summoned 14 social influencers to a two-day jam-packed highly interactive virtual beef event in August 2021.

Due to COVID restrictions that would allow an in-person event, NYBC focused on the “Beef Safety” part of the industry versus the beef lifecycle since a farm tour was not an option. Consumers rarely see the hard work and effort focused on the safety of our product from farm to fork. Facilitated pre-recorded videos depicting farm safety, slaughter procedures, and meat processing and fabrication for foodservice and retail were viewed by participants allowing for questions and full insight into animal welfare and human safety protocols.

Participants learned how to smoke a brisket, grind cuts of beef, and make beef German and Italian sausage utilizing the beef chuck roast. All food created during the event was used during a virtual interactive cooking demo that created dinner later in the evening. Attendees also interacted with a hands-on tastebud-induced Flavor Immersion Dive, led by Chef Alex Reitz of NCBA, contractor to the Beef Checkoff, and managers of Beef. It’s What’s for Dinner. Chef Alex had participants tasting, smelling, brainstorming, and dreaming about flavors and tastes. He then detailed how Beef. It’s What’s for Dinner recipes are created for the website and what flavor trends they are working on for the next year. In a unique approach, foodie bloggers were taught nutrition messaging and how to incorporate nutrition messages and diet connections like Paleo, Low Carb, and Keto in their blog posts to help increase their SEO and extend beef’s nutrition message. After the event, bloggers were challenged to create a new recipe utilizing the brisket, sausage, or change a pre-existing recipe that utilized another protein into a beef recipe.

Participants rated the event 4.9 out of 5 stars and stated they would 100% recommend the experience to their colleagues! This promotion was made possible through the NYBC’s partnership with the Iowa Beef Industry Council and South Dakota Beef Industry Council.

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Steven Walker, Vice Chairman, Northeast Dairy Producers Association
Jennifer Hammond, Treasurer, New York Beef Producers
Ken Krutz, NCBA Director, At Large/ Livestock Markets
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New York Beef Council
NY Beef Checkoff

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New York Beef Council

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New York Beef Quality Assurance



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New York Beef Industry Council, Inc.

Statements of Activities
For the Years Ended September 30, 2021 and 2020

Revenues	
Check-off Assessments	\$679,169
Less: Remittances to States of Origin	32,251
Remittances to Beef Board	319,994
Net Assessments	326,924
Interest	201
Other	450,271
Total Revenues	777,396
Expenses	
Program Services	
Promotion	526,084
Consumer Information	74,160
Industry Information	17,264
Producer Communications	58,901
Collection and Compliance	18,772
Total Program Services	695,181
Supporting Services	
Administrative Expenses	51,997
Total Allocated Expenses	747,178
Unallocated National Program Expenses	
Federation of State Beef Councils - Beef and Veal	17,000
Federation of State Beef Councils - Director Travel	1,993
Total National Program Expenses	18,993
Total Expenses	766,171



New York Beef Industry Council Annual Report

2021

STEM Educator Virtual Immersion Tour



Due to continued restrictions in New York, the 2021 STEM Educator Tour was successfully conducted virtually in August. NYBC partnered with New York Agriculture in the Classroom (NYAIC) to develop and execute the event, to offer a hands-on, interactive educational experience with actual activities to capitalize on learning and help encourage understanding and connection. Nearly 50 STEM teachers engaged in the three-day event which covered animal handling, grazing, genetics, and food/animal safety at harvest. Educators participated on the last day in a burger creation and marketing competition. A cooking demonstration followed by a presentation covering the “Science of Flavor and Taste” rounded out the third day. Feedback from post surveys showed a 51% increase in the educator’s knowledge level of the beef lifecycle, familiarity with our food safety system, and were empowered in their knowledge to explain how beef is produced to family/friend/consumer. One educator commented. “This has to be one of the most organized educational events I have ever done. Thank you! It is obvious a lot of time and planning goes into this! 97% of the educators stated they would incorporate agriculture/beef into this year’s lesson plans! This promotion was made possible through the NYBC’s partnership with the South Dakota Beef Industry Council.

Watkins Glen International Engagement



In June and July of 2021, the NYBC kicked off a major promotion that would end up being the theme of our entire summer.

When it was announced that NCBA was partnering with NASCAR at Daytona, NYBC extended the national efforts to support the Beef. It’s What’s for Dinner 300 at Watkins Glen International (WGI). Watkins Glen International (WGI) and NYBC created co-branded social media posts, that generated a reach of 46,151 with 582 engagements!

Our WGI promotion led to a partnership with WGI sponsor Sahlen’s Hot Dogs and two NASCAR drivers: Max McLaughlin and Ron Hornaday Jr. The North American Meat Institute (NAMI) partnership was also created to capitalize on their Beef Checkoff supported #WienerWednesday campaign. NYBC created the opportunity for a few lucky consumers to “Drive the Glen” and earn some Sahlen’s Hot Dogs and beef swag. The #WienerWednesday outreach resulted in 7,736 video views, 14,297 engagements, and a reach of 52,683! Not to mention the formation of successful partnerships that we’ll build on in FY22.

NY Beef Checkoff Connects Bloggers to Tastes from Idaho



In 2021, NYBC partnered with the Idaho Beef Council to promote their highly popular and eclectic Finger Steaks.! The collaborative effort brought 11 social influencers on a guided virtual tour of an Idaho Ranch, owned by the Prescott Family and Finger Steak cook-a-long utilizing a family recipe.

Participants of the event received an Idaho Gift Basket full of Idaho flavors, ranching history, and inspiration of Idaho Finger Steaks. Bloggers were provided infographics with information about NY and ID along with information about Finger Steaks, the Prescott’s, and “Grandma Phyllis’ Idaho Finger Steak Recipe!”

After the event, the bloggers were tasked with creating their own Finger Steak recipe. The recipe had to have either a unique Northeast or global theme which could apply to the seasoning, breeding, or dipping sauce!

One of the bloggers stated: “What a unique opportunity to learn directly from a farmer how to make her family’s treasured finger steak recipe! I love how this preparation democratizes steak, taking an inexpensive cut and transforming it into a crave-worthy finger food. I’m a fan!”

Dear Fellow Producers,



Even after a tumultuous couple of years, we have a lot to be thankful for. We celebrated the 35th anniversary of the Beef Checkoff in 2021, we managed to hold in-person and virtual events without skipping a beat, and on a personal note, I'm thrilled to see my daughters get more involved in the industry.

Families like mine across the country provide the grassroots producer and state support that continues to be the driving force of the Beef Checkoff. Our Federation of State Beef Councils exists to build beef demand by inspiring, unifying and supporting an effective state and national Checkoff partnership.

I think the well-known phrase "a rising tide lifts all boats" accurately describes what the Federation is all about. States have a common goal of increasing beef demand through education, research and promotion. When we work together, we all succeed.

In addition to having a common goal, we also have a roadmap to help us achieve it through the Beef Industry Long Range Plan (LRP). In 2021 we launched a new five-year plan that outlines the vision, mission, objectives and initiatives to unite us in our efforts. Work funded through new Authorization Requests ties directly to the LRP.

This annual report touches on some of the national programs that producers help direct. During fiscal year 2021 a total audience of more than 530 million was reached through campaigns. I think these efforts truly demonstrate the value of the strong partnership between state beef councils and the national Beef Checkoff. Together we do make a difference, and we all benefit.

Sincerely,

Clay Burtrum
Stillwater, Oklahoma
Chair, Federation of State Beef Councils

BEEF

Funded by Beef Farmers and Ranchers

Beef Enters Victory Lane

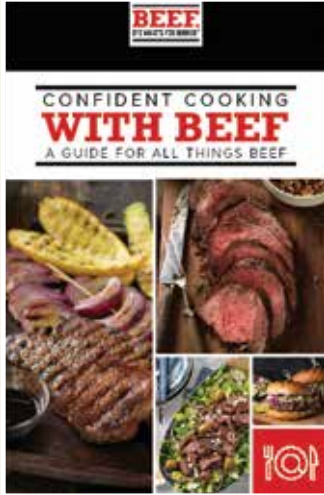


The Federation of State Beef Councils, on behalf of the Beef Checkoff, partnered with Daytona International Speedway to sponsor the Beef. It's What's for Dinner. 300. in February 2021. The race served as a unique opportunity to engage with consumers through social media, television advertising, public relations and event promotions. When the checkered flag dropped, driver Austin Cindric in the number 22 Team Penske Ford claimed victory and celebrated with the *Beef. It's What's For Dinner. 300* trophy and a cooler full of Tomahawk Steaks.

Summer Sizzles

To keep beef's rightful position as king of the grill, the summer grilling campaign ran from National Beef Burger Day in May through Labor Day utilizing a variety of platforms to connect with consumers. Whether it was native advertising, social media, television or radio, shoppers knew the right cuts to select for their BBQ and the best way to cook them for backyard success. An interactive map on the *BeefItsWhatsForDinner.com* website also featured beef grilling favorites and producer stories from across all 50 states.

Confident Cooking with Beef



Confident Cooking with Beef is a comprehensive guide to selecting, preparing and cooking beef. Created by beef professionals for beef enthusiasts, this resource gives consumers added confidence when working with beef and sharing beef content. Originally published in the 1990s, and updated over the years, the brochure was recently revised, and more than 120,000 copies were printed at the request of SBCs to educate consumers on the benefits of beef. With tips and tricks, comprehensive cooking lessons and timing charts, the publication provides the tools necessary to ensure beef success every time. The brochure also provides educational information about the value of beef's nutrition and the industry's positive impact on environmental stewardship, social responsibility and economic viability.

FEDERATION FUNDED PROJECTS

The Federation of State Beef Councils builds a larger, more impactful, coordinated plan that can be executed as a partnership between the Federation and individual State Beef Councils (SBCs). Over 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 2021, the Federation contributed \$6 million toward projects that supplement the approximately \$40 million national plan funded by the BPOC for promotion, research, consumer information and industry information. Specific programs made possible by SBC contributions to the Federation include, but are not limited to:

PROMOTION – \$3,354,000

- Conducted Beef Substitutes 2.0 which worked with celebrity chefs during seasonal moments to rework iconic dishes into beef dishes, such as Beef Parmesan.
- Launched a sustainability campaign highlighting how beef farmers and ranchers around the country are implementing land-conserving, award-winning environmental efforts, as well as an interactive map on *BeefItsWhatsForDinner.com* featuring the sustainability work of producers in each state.
- Kicked off summer grilling with National Beef Burger Day; hosted a Summer of Giveaways and highlighted grilling recipes from across the country on an interactive map.
- Sponsored the first *Beef. It's What's For Dinner. 300* at Daytona International Speedway as part of the NASCAR Xfinity Series.

CONSUMER INFORMATION – \$900,000

- Developed the Beef in the Early Years campaign after the American Academy of Pediatrics, the Women Infants and Children's Program (WIC), and for the first time ever, the Dietary Guidelines for Americans recommended beef for infants and toddlers.

INDUSTRY INFORMATION – \$800,000

- The Beef Quality Assurance (BQA) program developed a Daily Biosecurity Plan for Disease Prevention template which helps cattle producers implement daily biosecurity measures on their operations and began work on the National Beef Quality Audit, which occurs every five years.

RESEARCH – \$775,000

- Safety – focused on Salmonella contamination in lymph nodes and efforts to reduce food safety concerns in beef.
- Nutrition – focused on understanding beef preferences during infant complementary feeding.
- Product Quality – focused on sensory and chemical characterization of ground beef and plant-based alternative proteins, plus understanding the influence of beef x dairy cross on sub-primal yields and muscle shape.



Pediatrician Outreach
Extends Early Years Content



The American Academy of Pediatrics, the Women Infants and Children's Program and now for the first time ever, the Dietary Guidelines for Americans recommend introducing solid foods, like beef, to infants and toddlers, in order to pack in every bite with protein, iron, zinc and choline. Yet, many physicians lack awareness of the latest science, and many parents still need practical tips for how to introduce beef safely and nutritiously into their young child's diet.

The Beef in the Early Years campaign focused on educating physicians and other health professionals on the importance of feeding beef to babies as an early complementary food and providing them with tools to support parents with the introduction of beef. With support from the Federation of State Beef Councils and several individual state beef councils, educational toolkits and parent resources were provided to a nationwide network of pediatrician offices and childbirth centers.

Cattlemen's Beef Board
Fiscal Year 2021 Expenditures

Promotion	\$8,641,332
Research	\$8,838,176
Consumer Information.	\$8,160,511
Industry Information.	\$3,138,923
Foreign Marketing	\$8,479,193
Checkoff Communications.	\$171,679
Producer Communications.	\$1,568,937
Program Evaluation	\$263,087
Program Development	\$316,474
USDA Oversight*	\$695,634
Administration.	\$1,502,147
TOTAL EXPENSES.	\$41,776,093

Unaudited numbers
*Included in the USDA Oversight amount is approximately \$599,000 paid by the Cattlemen's Beef Board to USDA for oversight fees during the year. The remaining \$96,634 is related to cost incurred by Cattlemen's Beef Board for litigation, meetings with USDA, freedom of information act requests, settlement requests, and authorization requests.