

their knowledge about beef nutrition in heart health has improved. Meat case tours allow NYBC to provide localized and personalize learning experiences for influencers. With the help of local retail partners, NYBC staff and grocery store butchers can demystify the meat case and increase understanding of labelling and cuts. Support for nutrition education in NY comes from Kansas and Nebraska State Beef Councils.

Beef Corp/Top of the Class



Over the last year NYBC has worked to equip beef producers throughout the state to be better advocates and to share their stories. With funding from the Federation of State Beef Councils the first ever Beef Corp and New York Top of the Class trainings were hosted

in NYS. Twenty-eight beef, dairy, and industry representatives attended the one-day Beef Corp training, which served as an introductory course in both online and in-person advocacy efforts. Following the training, 93% of attendees would recommend Beef Corp to fellow beef producers. NYBC and National Cattlemen's Beef Association (NCBA), a contractor to the beef checkoff, also partnered to offer advanced advocacy training through Top of the Class, designed to equip attendees with the tools and experiences to effectively engage consumers. During the Top of the Class training, Ryan Goodman, Director of Grassroots Advocacy and Spokesperson Training for NCBA, led several sessions that helped participants better understand the importance of industry outreach, honing advocacy efforts and refining their responses to the tough question they may receive. In addition, NYBC's Chan-Phillips provided in-depth training on the nutritional advantages of including lean beef in a balanced diet and how to communicate those benefits to consumers. Top of the Class participants set individual advocacy goals for the next year and have been asked to support NYBC outreach efforts. An overwhelming majority of attendees reported the training was a priceless experience!

Culinary Students Learn about Beef from Pasture to Plate



NYBC hosted two virtual field trips providing 250 high school culinary students the opportunity to "visit" a farm and learn about beef production from farm to fork. The 45 minute virtual tours included an overview of the beef life cycle, including an up close look at a

young calf and mother cow. The tour also included an introduction to sustainability practices and land management utilized on the farm, a demonstration of animal handling and discussion on antibiotic use and oversight, as well as an in-depth discussion of what beef cattle eat and the finishing process. Students from all corners of NYS joined the trips, including classrooms streaming in from Long Island, Staten Island, Brooklyn, the Southern Tier, Central New York, and Western New York. When asked to assess the trip, 100% of participating instructors indicated they would be very willing to both participate in another virtual field trip and recommend this virtual field trip to other teachers. ProStart classrooms were also encouraged to incorporate the Beef U training into their classroom teaching with an opportunity to earn an additional beef teaching tool

for their classroom if over 15 students participated. Eight schools participated with a total of 174 students and instructors completing the four program modules. Beef U is a national resource aimed at food service and retail influencers. This initiative was funded by the Iowa Beef Industry Council.

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Funded by Beef Farmers and Ranchers

FY 2018 INCOME & EXPENSE STATEMENT OCTOBER 1, 2017 - SEPTEMBER 30, 2018

REVENUES

Check-off assessments	\$683,786
Less Remittances to state of origin.....	28,162
Less Remittances to Beef Board.....	327,812
Net assessments	327,812
Interest	528
Other	206,860
Total revenue.....	535,200

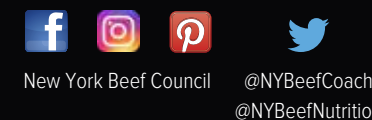
EXPENSES

Promotion	220,050
Consumer information.....	175,873
Industry information.....	28,784
Producer communications.....	32,421
Collection and compliance.....	23,192
Total program services.....	480,320
Administrative expenses	41,932
Total expenses.....	542,963



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Stay Up-To-Date on NYBC activities, subscribe to our monthly e-newsletter at nybeef.org



Best New York Burger



In April, the New York Beef Council (NYBC) relaunched a favorite of "New York Favorites" and asked New York burger enthusiasts, what restaurant has the best burger? After 400 nominations and over 6,025 votes, it was decided that Syracuse's appropriately named Ale 'n Angus Pub's "Power Play Burger" was the Best Burger in New York State!

Burger nominations were received from all corners of the state, with the Top 10 winners spanning from Buffalo to the Hudson Valley. It was NYBC's most popular social media promotion, reaching 98% of our Facebook followers. The contest engaged over 19,200 people with total media and social media impressions hitting over 2 million. The top 10 winners were featured in New York State's "I Heart NY" website as places to dine while traveling in NYS; we encourage you to do the same. Check out locations of New York's top 10, found on the recipe section of our website, and sink your teeth into the state's best burgers of 2018. This promotion was funded by the Iowa Beef Industry Council.

Beef Creatively Incorporated into Classrooms



The first annual Top Cut Beef Contest for middle and high school students was hosted by New York Agriculture in the Classroom and the NYBC, and sponsored by Kansas and Nebraska State Beef Councils. With over 30 entries, students and teachers in grades six through twelve were exposed to beef production and beef nutrition. Throughout this experiential learning competition students were challenged to develop a marketing strategy for

a beef product of their choice and design. Every classroom was equipped with a True Beef: From Pasture to Plate DVD, the True Beef Educator Guide, lesson plans, and consumer guides to better understand the many cuts of beef and their best uses. Schools were paired with a local beef producer to mentor the students about the process of beef production or supplied the beef necessary for the project. In this hands-on experience, students were exposed to careers in the beef industry and learned about safe food handling practices. Participants created beef-centric recipes they made and tested with their target audience. Students demonstrated their creativity by filming their own commercials and designing websites to market their products. NYBC also supported the utilization of beef through the Beef for the Classroom program, funded by the Iowa Beef Industry Council. This year 30 teachers received reimbursement for beef purchases. In 2018, 13 of the 30 schools who participated were new to the program, allowing 3,426 students to cook with beef.

Increasing Confidence in the Meat Case

NYBC found new success this year educating influencers who toured the local grocery store meat case with a beef expert. Jean O'Toole, NYBC Executive Director, hosted tours in Albany and Rochester with a select handful of social influencers interested in taking a deep dive into the meat case. Topics discussed included beef labels, beef cuts, and cooking with beef. Influencers shared lessons learned with their followers on multiple social media outlets, the three posts shared reached over 410,00 consumers. These tours were made possible through funding from the Federation of State Beef Councils. Cindy Chan-Phillips, RD, NYBC Director of Nutrition Education, offered ShopRite and Hannaford supermarket Registered Dietitians and members of the Central New York Dietetic Association (CNDYDA) the opportunity to participate in these educational tours. Over 50 registered dietitians are now better equipped to make educated recommendations on beef cuts and have resources and recipes to share with clients and grocery store customers. Following the CNDYDA meat case tour, 62% of attendees said they will more likely recommend beef as a source of protein, and of all RDs surveyed 100 percent said



Dear Fellow Producers:

Surveys show beef consumers are interested in knowing more about the beef they eat. They still want it to be tasty, tender, convenient and provide value, of course. But today they also want to know that the animal was raised with care and in an environment that is wholesome and environmentally sound.

That desire led the Beef Checkoff Program to include a “Rethink the Ranch” element to its *Beef. It’s What’s For Dinner.* relaunch. The component gives consumers – the majority of whom have very little connection to agriculture, let alone the beef they buy – a chance to see how beef producers are combining good husbandry and production practices with new technology to assure the best possible results in terms of care and products.

The promotion’s added direction compliments the broader messages within the *Beef. It’s What’s For Dinner.* brand and campaign. Those messages highlight the most critical aspects of what consumers expect from the beef they buy, taste being the most important. Recipes, nutrition and cut information and more is available on the industry’s upgraded website and is being broadly promoted digitally. Let’s face it: Beef will always be among the preferred meats because it tastes so good.

The relaunched national campaign features opportunities for state beef councils to join in outreach and messaging to consumers and marketers at the state level. This creates a state/national team with which our industry is having a real impact on demand for our products.

You can read all about it in this report. Thanks for your support and engagement in continuing to make beef what’s for dinner.

Yours truly,

Dawn Caldwell

Dawn Caldwell
Edgar, Nebraska
Chairman, Federation of State Beef Councils



Rethinking the Ranch

In October 2017 the Beef Checkoff Program relaunched its iconic *Beef. It’s What’s For Dinner.* campaign, with exceptional results. The campaign sought to drive more consumers to the checkoff’s *BeefItsWhatsForDinner.com* website, where information on all things beef could be obtained.

Created 25 years ago, *Beef. It’s What’s For Dinner.* was introduced with promotion that included television and print advertising that captured the imagination and taste buds of consumers. Times change, however, and while the concept is still strong, the ways consumers get their information is different than it was in the early 1990s. Social and digital media have become the key ways information is delivered to consumers today.

Through the refocused and strengthened campaign, visitors to the website over the past year have totaled more than 8 million – compared to about 3 million the year before. The primary purpose for visiting for many consumers are the recipes, cut information and nutrition advise found on the site. Increasingly, however, consumers want to know even more about how the beef they eat is raised. A new feature of the campaign called Rethink the Ranch is giving consumers an up-close-and-personal look at the people who make beef possible. The campaign features real ranchers and farmers and their real stories about how they produce beef.

Last summer a camera crew traveled 3,800 miles across the United States, visiting six different cattle operations in four states. They captured more than 100 hours of video, as well as

images and stories about the people who raise beef animals. The images and video they developed have become a big part of the checkoff’s new consumer outreach.

Nationally, the videos have generated more than 765,000 video views, and reached more than 3.5 million consumers. State beef councils have downloaded Rethink the Ranch content for use on their own social media properties and other consumer and thought leader outreach.

It’s the first time *BeefItsWhatsForDinner.com* has promoted both the product and the people who produce it, a story focused on promoting beef’s greatest strengths: unbeatable taste, variety and ease of cooking, nutritional attributes that can’t be matched and the people that make it all possible, caring for the animals and environment with appreciation and respect.

State beef councils are also extending the campaign, exciting their states’ consumers about beef’s many benefits. Of special interest has been the campaign’s Rethink the Ranch anthem video and related video spots showcasing real farmers and ranchers from around the country.

It’s important consumers understand how committed producers are to serving as faithful stewards of the valuable natural resources that have been entrusted to them. That’s part of the Rethink the Ranch message. It’s why the website provides consumer-friendly, easy-to-understand information on how beef producers are being effective stewards of the land and resources, from drones to help observe and manage cattle to solar technology to generate power and help operate water systems, cattle producers are using technology responsibly.

Good and Getting Better

Of course, cattle producers have always prided themselves in their dedication to animal welfare, beef quality, sustainability and community involvement. Recent research shows they are getting better in all four of these areas.

The checkoff-funded Cattlemen’s Stewardship Review gathered data from an independent 2017 telephone survey of beef producers to deliver a comprehensive profile of the U.S. beef community today. The research showed improvements in all four areas, compared to a 2010 checkoff-funded benchmark survey.

It found that the well-being of cattle is the top priority for 95 percent of producers, that 97 percent of cattle farmers and ranchers believe producing safe beef is crucial to the future of the industry, and that 95 percent of producers believe conservation of land is extremely important to them.

Results of the research were shared with key national media.

More Foundation from Research

Checkoff-funded research providing answers to complex questions about beef production is helping create clarity to issues such as beef sustainability. The checkoff-funded sustainability research program has developed a series of 19 fact sheets that explain many benefits of U.S. beef production, such as how the global impact of beef production could likely be dramatically reduced if other countries could achieve the same productivity as U.S. beef – the most efficient beef production system in the world. To see these fact sheets, go to www.beefresearch.org.

BQA Certifications Add to Evidence

Further strengthening the case that cattle producers recognize their societal role is the fact that online certifications in the beef checkoff-funded Beef Quality Assurance program have surpassed 20,000. First available in early 2017, online BQA certifications join those conducted at in-person training events offered by state beef councils, cattlemen’s affiliates, extension programs and other local efforts.

Both in-person and online certifications show how common-sense husbandry techniques can be coupled with accepted scientific knowledge to raise cattle under optimum management and environmental conditions, helping beef producers capture additional value from their market cattle and reflecting a positive public image for the beef industry.

Producers Telling Their Stories

The Raising Beef section of the new *Beef. It’s What’s For Dinner.* website has featured several graduates of the checkoff-funded Masters of Beef Advocacy program. MBA graduates – who now

number nearly 11,500 – are helping people rethink the ranch by sharing their personal stories on the site. The collaboration between programs is an example of how the beef checkoff-funded Beef Advocacy Training and Engagement program works to help members of the beef community leverage their advocacy and spokesperson skills, benefiting many checkoff programs.

Expanding International Beef Demand

Thanks in part to beef checkoff-funded efforts to promote to and educate our international customers, global beef demand was up in 2018, with markets outside of the United States buying a larger share of U.S. beef production at higher prices. According to USDA data compiled by the U.S. Meat Export Federation, through June, U.S. beef and beef variety meat exports set a record pace in both volume (662,875 metric tons) and value (\$4.03 billion). In previous years, export value had never topped the \$4 billion mark before August.

The same data suggests the U.S. has exported 13.5 percent of its total 2018 beef production, up from 12.8 percent last year. Export value per fed steer or heifer slaughtered averaged \$317 – up 18 percent from a year ago.

Noteworthy export markets in 2018’s first half included Japan (\$1.02 billion – up 12 percent from last year’s pace), South Korea (\$802.1 million, up 52 percent), China/Hong Kong (\$510.8 million, up 43 percent) and Taiwan (\$249.7 million, up 39 percent). Also showing strong demand for U.S. beef were Mexico (\$506.7 million, up 10 percent), Central America (\$38.8 million, up 26 percent) and South America (\$63.9 million, up 20 percent).

Cattlemen’s Beef Board Fiscal Year 2018 Expenditures

Promotion	\$9,225,692
Research	\$8,042,093
Consumer Information.	\$7,345,798
Industry Information.	\$3,560,607
Foreign Marketing	\$7,640,567
Producer Communications.	\$1,179,898
Evaluation	\$230,795
Program Development	\$295,075
USDA Oversight.	\$601,681
Administration.	\$1,811,956
TOTAL EXPENSES	\$39,934,162

Unaudited Numbers

An independent survey of beef producers has found 74 percent continue to approve of the Beef Checkoff Program. That’s 5 percent higher than it was a year earlier. The survey found that the more producers know about the program, the more supportive they are.

Seventy eight percent said the checkoff has value, even when the economy is weak, and 71 percent say the checkoff represents their interests. The survey was conducted from December 2017 to mid-January, 2018.