



## NUTRITION OUTREACH

### DIETETIC INTERNS ON THE FARM



The NYBC once again engaged with dietetic interns during their annual in-person farm tours with the help of Michelle Barber, RD, who delivered the Beef Nutrition 101 presentation. More than

30 registered dietetic interns engaged with the tours from two universities in central and western NY. The attendees included dietetic interns from Syracuse University and Buffalo State University. Almost all of the attendees had never visited a beef cattle farm prior to the tour.

## COOKING WITH BALANCE DURING NUTRITION COOKING PARTY

On March 3rd 24 RDs logged in for a 90-minute webinar to learn about beef including basic nutrition, cookery, and how to apply this information via social media for aspiring dietetic bloggers. Michelle Barber, RD, delivered the Beef Nutrition 101 information, and expert social media influencer Christina Hitchcock of @itsakeeper blog, guided attendees in a cook-a-long demonstration.

## EDUCATOR/YOUTH OUTREACH



### STEM OTF

Educators interested in incorporating agriculture into their classrooms were recruited recently for a Beef STEM Experience hosted by the New York Beef Council on behalf

of the Beef Checkoff. Through the continued partnership, this event was made possible with assistance from New York Agriculture in the Classroom (NYAITS), the American Farm Bureau Foundation for Agriculture (AFBFA), and funding from the South Dakota Beef Industry Council. Teachers from several regions of New York and the Northeast were introduced to the beef lifecycle, animal handling, and the importance of soil health during the in-person STEM-focused beef experience.

## NYSRA PROSTART BURGER BATTLE

The New York Beef Council partnered with the New York State Restaurant Association Educational Foundation (NYSRAEF) and New York/Vermont ProStart to sponsor a first-ever in-person Gourmet Burger Battle at the NYSRAEF ProStart Invitational held at the CIA Hyde Park. In March, students from New York and Vermont ProStart were tasked with creating a mind-blowing burger that showcased beef or veal as a main ingredient! Included in the sponsorship were two virtual beef experiences supported by NYBC and a workshop presentation to prepare for the burger battle.

## NATIONAL AGRICULTURE IN THE CLASSROOM CONFERENCE



The New York Beef Council (NYBC) with funding from the Iowa Beef Industry Council recently attended the National Agriculture in the Classroom Conference in support of NYBC's continued partnership with New

York Agriculture in Classroom. The National Agriculture in the Classroom organization works to increase the agricultural literacy of teachers and students by helping them communicate the source and value of agriculture in our lives. This year's national conference was hosted in NY and was the premier professional development event for Pre-K through 12th-grade teachers, volunteers, and professionals in agricultural literacy.

## CULINARY OUTREACH

### CASH COW VIDEO SERIES



The New York Beef Council recently produced a series of beef fabrication videos called the "Cash Cow" which features Mark Elia of Elia's Meat Market in Highland, NY, and former CIA-Hyde Park Chef Instructor. The

videos were developed to be educational and offer insights on ways to optimize the profitability of having beef on restaurant menus. Suggestions for chefs on getting the most out of beef menu items are also offered during the video. All four videos are featured on the New York State Restaurant Association's website where they are offered as free educational material to the food service industry.

## CHEF CAMP

Chef Camp provided a unique opportunity to address sourcing and supply chain needs with chefs, tell the farm-to-table story firsthand, and answer important safety and nutrition questions. The day-and-a-half farm-to-fork immersion included a cow/calf farm tour, wine tasting and application overview, a visit to a food service distributor/processor, and a meat fabrication demonstration, along with a fun, engaging chef cooking event.

## INFLUENCER OUTREACH

### CUT & CARVE RETREAT

On Saturday, November 13th, the New York Beef Council (NYBC), in partnership with the Iowa Beef Council, hosted eight nutrition and social influencers to a Cut & Carve Meat Retreat in Manhattan, NY. This in-person event highlighted beef's versatility to social influencers with options for every taste and budget to aid consumers looking to try something new at the meat case during the holiday season.

### MEAT GRINDING 101 EVENT



On April 1, 2022, the New York Beef Council (NYBC), in partnership with the Iowa Beef Council, hosted six social influencers for a Meat Grinding 101 event in Canandaigua, NY. Chef Patrick Rae led the group in this hands-on grinding event. Participants were given instruction and feedback from Chef Patrick as they explored options for how to grind chuck, brisket, and short ribs together for the ideal beef blend for

burgers. Influencers also learned how to grind beef sausage and utilize the seven different flavor sausage seasoning mixes found on the *Beef. It's What's for Dinner.* website.

### BEST NY BURGER



The NYBC launched its fifth annual "Best NY Burger" Contest this April by soliciting online nominations from NY consumers as to what restaurant served the best burger. The Top 10 nominated burgers were identified

and put to a vote vying for "Final Four" honors. The "Final Four" burgers were then judged through a blind taste test by a panel of judges, which judged the burgers on taste, presentation, creativity, and service. The 2022 "Best NY Burger" Winner is Syracuse's Ale 'n Angus Pub, with their "Holy Smokers Burger"! More than 6,000 consumers visited the NYBC website this year to participate in voting for this year's competition.

# NEW YORK BEEF COUNCIL STATEMENTS OF ACTIVITIES

FOR THE YEARS ENDED

SEPTEMBER 30, 2022

## REVENUES

Check-off Assessments	\$	666,479
Less: Remittances to States of Origin		34,958
Remittances to Beef Board		<u>308,093</u>
Net Assessments		323,428
Interest		101
Other		<u>615,963</u>
Total Revenues		<u>939</u>

## EXPENSES

Program Services		
Promotion		659,383
Consumer Information		76,263
Industry Information		21,215
Producer Communications		64,843
Collection and Compliance		<u>20,304</u>
Total Program Services		842,008
Supporting Services		
Administrative Expenses		<u>54,386</u>
Total Allocated Expenses		896,394

Unallocated National Program Expenses		
Federation of State Beef Councils - Beef and Veal		18,417
Federation of State Beef Councils - Director Travel		1,941
Total National Program Expenses		<u>20,358</u>
Total Expenses		<u>916,752</u>

Change in Net Assets		<u>22,740</u>
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Net Assets, Beginning of Year		453,715
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Prior Period Adjustment		<u>61,980</u>
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Net Assets, Beginning of Year, Restated		<u>515,695</u>
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Net Assets, End of Year, Restated	\$	538,435
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New York Beef Council  
NY Beef Checkoff



@NYBeefCouncil



New York Beef Council



New York Beef  
Council



New York Beef Council

New York Beef  
Quality Assurance

Dear Fellow Producers,

For decades, state beef councils have partnered with the national Beef Checkoff to drive the demand for beef with remarkable success. By working together and sharing a unified voice, we develop creative and innovative ways to reach consumers even as their buying behaviors change.

Despite changes in how families make their grocery purchases, they still love beef! Recent research shows that 69% of consumers eat beef at least weekly. Research like this serves as the foundation of all Checkoff programs, and the Federation of State Beef Councils continues to support product quality, nutrition, beef safety, sustainability and market research to strengthen beef's promotional efforts.

For more than 35 years, the Beef Checkoff has been using funds wisely and effectively and the Supreme Court recently confirmed that USDA has appropriate and adequate oversight to ensure that Checkoff funds are being spent in compliance with the Beef Promotion and Research Act. As Checkoff dollars are budgeted for projects, the Federation of State Beef Councils is at the table with producer input guiding decisions through a grassroots process.



This annual report touches on some of the programs that producers help direct. From research and promotion to consumer and industry outreach, these efforts demonstrate the positive impact that national programs have when extended at the state level. These success stories confirm that we are better and stronger when we work together!

As we look forward to 2023 when the Federation of State Beef Councils commemorates its 60th anniversary, let's take time to celebrate our accomplishments, plan for the future and continue to work together to drive beef demand.

Sincerely,

Brad Hastings  
Amarillo, Texas  
Chair, Federation of State Beef Councils

## BETTER AND STRONGER TOGETHER

The Federation of State Beef Councils (FSBC) 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 FSBC each year, and more than 50% of those contributions supplement 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 2022, the FSBC contributed \$4.5 million to supplement the approximately \$40 million national plan funded by the BPOC for promotion, research, industry information, consumer information, and producer communications. Specific programs made possible by SBC contributions include but are not limited to the following.

### RESEARCH \$745,000

- Product Quality
- Human Nutrition
- Market Research
- Beef Safety
- Beef Sustainability

### PROMOTION \$1,165,000

- Celebrity athlete Tony Romo served as the new spokesperson for *Beef. It's What's For Dinner.* and was utilized across multiple campaigns throughout the year.
- For the second year, the FSBC sponsored the *Beef. It's What's for Dinner. 300*, the 41st season-opening race for the NASCAR Xfinity Series, at Daytona International Speedway in February 2022.
- Beef was the star of the holidays with 125 ads airing during the holiday season on the Hallmark Channel: including during Thanksgiving weekend with a sponsorship of a movie premiere.

### INDUSTRY INFORMATION \$150,000

- The Masters of Beef Advocacy (MBA) Program reached 20,000 graduates.
- The Trailblazers program, a yearlong training program was developed to prepare a new generation of advocates to protect the reputation of the beef industry.

### CONSUMER INFORMATION \$2,439,000

- Conducted e-commerce projects with nationwide retailers encouraging consumers to add beef to their online carts.
- Distributed more than 3,000 Pediatric Health Professional In-Office Educational Toolkits in 32 states to highlight the importance of beef as a complementary food for infants and toddlers.



## PROMOTING BEEF TO THE NEXT GENERATION OF CONSUMERS

Kids are influencing their family's buying behaviors and are more engaged with social issues than ever before. NCBA, a contractor to the Beef Checkoff, and state beef councils recognized the importance of

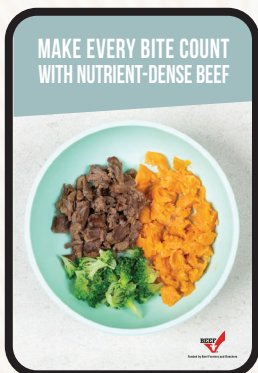
educating America's youth about beef's positive sustainability story and created fun and exciting ways to reach the next generation of consumers.

As part of reputation management initiatives around sustainability, NCBA partnered with kid-focused media outlets, such as The Week Jr. and ScoutLife. Through these partnerships, kids and parents alike were directed to the newly created Beef Sustainability for Kids page on the Beef Checkoff-funded *Beef. It's What's For Dinner.* website. An important aspect of the online content was kids sharing their stories of life on the ranch with their urban neighbors, helping bridge the gap between pasture and plate.

## STATES EXTEND E-COMMERCE EFFORTS

In November and December 2021, a nationwide club store promoted beef and the *Beef. It's What's For Dinner.* brand during the holidays on the retailer's digital properties. Holiday beef digital ads were placed on the retailer's website and app directing consumers to a page where they could add beef to their shopping cart. Almost 40,000 consumers interacted with the ads, and those ads drove more than \$8 million in beef sales with 8.6 percent new buyers to the beef category. The return on ad spend for the campaign was \$41.72, which means that for every Checkoff dollar spent on the project, nearly \$42 was returned in beef sales. In addition, the effort was supported by 14 state beef council partners which helped increase the overall reach and impressions and brought additional beef sales to individual states.

## EARLY BITES WITH BEEF



The Early Bites with Beef campaign continued in 2022 to advance awareness and increase health professional recommendations that beef can (and should) be a safe complementary first food for babies starting at around six months of age and continuing throughout childhood. Campaign efforts also provided consumers with information about how to effectively and safely feed babies beef.

Funding from the Federation and individual state beef councils extended outreach efforts to health professionals nationwide. More than 3,000 toolkits, complete with

posters, fact sheets and newsletters, were distributed to pediatric health care offices in 32 states. Health professional response to toolkits was very positive with nearly 9 in 10 professionals recommending or intending to recommend beef to parents and caregivers. In addition, 75% of respondents reported being more knowledgeable about beef as an early complementary food after receiving the information. On the consumer side, half of respondents reported that receiving the information from their pediatric professional made them more likely to feed beef to their child.

## BEEF ADVOCATES BLAZE NEW TRAILS

The new Trailblazers program takes advocacy to an unprecedented level by giving participants the tools and training they need to promote beef to new audiences while addressing and correcting myths. Ten Trailblazers from across the country attended a multi-day training, which provided them with the resources, information, and engaging activities they need to become expert communicators, excel in media interviews and understand how to build confidence in beef related practices when talking to consumers.



*Trailblazers Shaye Koester and Jaclyn Wilson of Nebraska plate their beef dish during a social media and culinary challenge.*

## NEW SPOKESPERSON SCORES POINTS FOR BEEF



Beef scored points this summer with new spokesperson, Tony Romo. The former professional football quarterback and current sports commentator shared his family's passion for beef with consumers,

and promoted beef nationwide through digital and social media, outdoor advertising, on ESPN.com and through broadcast television ads on the Food Network, HGTV and the Magnolia Network. State beef councils extended this national programming through billboards, displays, advertising and other promotional efforts. Tony Romo's Playbook on *BeefItsWhatsForDinner.com* also highlighted new recipes and valuable information about beef's taste, nutrition, versatility and sustainability.



Scan QR code for the 2022 Federation of State Beef Councils Investor Report.