



NEBRASKA BEEF COUNCIL

2024 Annual Report

nebeef.org

MESSAGE FROM THE CHAIRMAN

The NBC Board strives to make the best decisions each year with our Checkoff funding, and we take the task very seriously. The contractors and staff who develop programs, promotions and research projects do an excellent job on our behalf to create and stimulate beef demand for consumers across the globe. - Jeff Rudolph, NBC Chairman, Gothenburg

ADVERTISING AND MARKETING »

NEBRASKA'S ROADMAP TO GREAT BEEF



The 4th annual Nebraska Beef Passport showcased over 50 locations across the state where consumers could enjoy great tasting beef featuring 19 meat processors and 32 restaurants. The top prize winners were BettyLou Lang from Lincoln and Sharron Chard from Columbus each receiving a \$250 beef bundle. Additional highlights:

- » More than 1,300 digital passports activated
- » Participation in 140+ Nebraska communities
- » Nearly 2,000 check-ins (beef purchases) recorded
- » Over 140 individual prizes awarded
- » 18 individuals achieved Hall of Fame status with 30+ check-ins

CONNECTING WITH CONSUMERS THROUGH CONNECTED TV



Nebraska's Connected TV (CTV) campaign reached streaming television viewers with messages targeting general beef consumers, live sports audiences, and consumers interested in food production. The goal of this

strategy was to reach engaged consumers with relevant and motivating ads designed to encourage beef purchases while they are watching streamed content on their favorite platforms.

CTV ads ran across a variety of premium networks including ESPN, Hulu, Max (HBO), Peacock, Disney+, Fox and more. The five-month campaign achieved over 464K video views at a completion rate of 98%.

EXPANDING GLOBAL HORIZONS & MARKETS »



Nebraska Beef Council board members June Loseke, Mark Goes, Doug Temme and Michele Cutler represented the U.S. beef industry in separate international trade missions in 2024, spotlighting beef in key foreign markets. Through partnerships with the U.S. Meat Export Federation (USMEF), these producers visited markets in

South Korea, Japan, Indonesia and Mexico to promote U.S. beef and strengthen trade relationships.

Loseke, representing District 7, observed changing dietary trends in Seoul and Tokyo and highlighted U.S. beef's growing role in local supermarkets.

"It was interesting to see a culture shift toward a meat-based diet," Loseke noted. Her visit included promotional events and meetings with U.S. Embassy USDA representatives, providing insight into consumer preferences.

Goes and Temme explored opportunities in Japan and Indonesia, respectively. Goes emphasized Japan's interest in unique cuts, like beef tongue, while Temme saw potential in Indonesia despite existing trade barriers.

"Indonesia's favorable view of U.S. products is encouraging for future growth," Temme said.

Cutler attended Mexico's first Red Meat Symposium, gaining insights into the country's retail and wet markets.

"It was eye-opening to see how thoroughly every part of the animal is utilized," Cutler observed.

All four board members returned eager to share their experiences, underscoring the importance of expanding U.S. beef's presence worldwide and enhancing Nebraska's impact on global food security.

EDUCATORS & STUDENTS GAIN INSIGHTS INTO BEEF PRODUCTION



Two immersive beef farm tours in 2024 offered valuable insights into the beef industry for Family and Consumer Science and Agricultural teachers, as well as dietetic intern students. These tours provided participants with a deeper understanding of cattle care, beef production, and the agricultural systems that contribute to a sustainable food supply.

The first tour, specifically designed for FCS and Ag teachers, was a collaborative effort between Nebraska Ag in the Classroom and Nebraska Beef Council. The tour included a visit to the Eastern Nebraska Research, Extension and Education Center, where beef system experts discussed the unique ability of ruminants to “upcycle” grass into high-quality, complete protein. After the farm tour, teachers created a hands-on lesson plan, designed to help them bring these concepts back to their classrooms.

A second farm tour, specifically for dietetic intern students, was organized in collaboration with Midwest Dairy and featured 18 dietetic interns and staff from the University of Nebraska–Lincoln (UNL). This group visited Briggs Feedyard in Seward, Nebraska, where the students explored feed components, animal handling facilities, and discussed the importance of cattle care, showcasing how animal comfort and welfare are prioritized in modern beef production systems.

Throughout both tours, there was a genuine interest in understanding how cattle are responsibly raised for food production. These immersive experiences allow students and teachers to gain a deeper appreciation for agriculture and also to develop an understanding of the food systems that support the nutrition and health of communities.

BUILDING TOMORROW’S AG LEADERS THROUGH HANDS-ON PROGRAMS »



In 2024, the Nebraska Beef Council sponsored several impactful youth outreach programs to foster agricultural education and leadership. The second annual Nebraska Beef Leadership Experience provided six University of Nebraska-Lincoln animal science students with hands-on exposure to the entire beef supply chain, from touring feedlots to shopping grocery

shelves, preparing them for future careers in the industry.

The Nebraska Youth Beef Leadership Symposium (NYBLS), long supported by the Beef Council, continues to be essential in recruiting and educating students about beef. Additionally, the Ag in the Classroom and Ag Sack Lunch programs reached thousands of elementary students statewide. The Nebraska

Agricultural Youth Institute (NAYI) offered a weeklong immersive experience for high school juniors and seniors to explore agricultural career opportunities and participate in workshops. Collectively, these programs demonstrate the Nebraska Beef Council’s commitment to cultivating the next generation of agricultural and beef industry leaders.

NEBRASKA BEEF COUNCIL CONTRACTORS »

Nebraska Cattlewomen
Nebraska Farm Bureau – Ag in the Classroom
Ag Sack Lunch Program
Nebraska LEAD
Nebraska BQA
Nebraska Youth Beef Leadership Symposium
Nebraska Agriculture Youth Institute
University of Nebraska-Lincoln
Nebraska Department of Agriculture
CA, NV, NY, AZ, TN Beef Council Dietitian Programs

NBC BOARD OF DIRECTORS »

Ivan Rush - Scottsbluff
Rosemary Vinton-Anderson - Whitman
Doug Temme - Wayne
Jim Ramm - Atkinson
George Cooksley - Anselmo
Michele Cutler - Elsie
June Loseke - Columbus
Mark Goes - Odell
Jeff Rudolph – Gothenburg

NEBRASKA BEEF COUNCIL FINANCIAL STATEMENT FISCAL YEAR 2023/2024

Total Collections	\$9,803,134
State of Origin	\$2,828,402
Cattlemen’s Beef Board	\$3,487,725
NE \$.50	\$3,487,007
Domestic & Foreign Investments	\$2,052,985
Promotion	\$301,312
Consumer Information	\$321,807
Industry Information	\$95,739
Producer Communications	\$82,224
Research	\$188,725
Foreign Marketing	\$64,805
Collections	\$108,635
Administration	\$205,277



Dear Fellow Producers,

For more than 60 years, producers have engaged at the grassroots level to drive the demand for beef through the Federation of State Beef Councils. States voluntarily invest in the Federation to build beef demand by inspiring, unifying

and supporting an effective and coordinated state and national Checkoff partnership. Ultimately, it is cattle producers, like you, who direct the Federation's work. Thank you for being one of the "Faces of the Federation."

We continue to share your stories and the work of the Federation to demonstrate the power of building connections. When state beef councils and industry stakeholders come together, we accomplish so much more. The dollars we pool together as the Federation make a tremendous impact on the consumption of beef and ultimately beef demand, from the work we support in research and industry outreach to promotions directed toward consumers.

Consumers want our product not only because it tastes good, but also because they see it as a nutritious and safe product to feed their families. Changing purchasing behaviors doesn't happen overnight. The investments we've made over the last six decades have helped to create the product that consumers desire.

This "State of the Federation" provides an overview of Federation-supported programs that producers have helped to direct over the past year. From research and promotion to consumer and industry outreach, these efforts demonstrate how the many faces of the Federation work together to drive demand for beef. Thanks for making an investment in the future.

Sincerely,

Dan Gattis
Chair, Federation of State Beef Councils
Georgetown, Texas



Funded by the Beef Checkoff

FACES OF THE FEDERATION

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

In 2024, with input from SBC staff, the Federation Executive Committee approved more than \$3.3 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: \$814,400

- » The Federation supports *Beef. It's What's For Dinner.* marketing and advertising efforts to educate and inspire consumers. The Federation investment supplements media buys for the summer grilling season including potential placements on broadcast television, connected TV, audio, digital and paid search advertising.
- » Influencers are also utilized on *Beef. It's What's For Dinner.* media channels to drive brand affinity, increase credibility and attract new consumers.

RESEARCH

State Beef Councils Supplement: \$1,059,197

- » State investments in the Federation fund foundational research projects in the areas of product quality, beef safety, human nutrition, beef sustainability and market research.

CONSUMER INFORMATION

State Beef Councils Supplement: \$1,099,300

- » The Federation advances consumer information efforts including e-commerce campaigns; thought leader engagement; nutrition, health and medical expert outreach; and public relations, including the development and distribution of “Cattle Calling” episodes.
- » Examples include developing a co-branded campaign to increase beef sales through retail, distributor and foodservice channels; creating educational opportunities for influencer partners to learn more about the beef industry; sending beef and heart health toolkits to physicians and health professionals; and pitching beef stories to national media.

INDUSTRY INFORMATION

State Beef Councils Supplement: \$327,700

- » Providing information and resources to the industry remains a critical component of the Federation budget, with funding elevating the Masters of Beef Advocacy and Trailblazers programs; supporting Beef Quality Assurance training, awards program and promotion; and disseminating results from the National Beef Quality Audit.

WORKING TOGETHER TO BUILD CONNECTIONS

BRIDGING THE GAP BETWEEN FARM AND FORK



Today's consumers are generations removed from any connection to a farm and ranch, yet they yearn for a relationship

with those who produce their food. Market research continues to show that consumers want to hear from farmers and ranchers about how cattle are raised. The “Cattle Calling” docuseries was created to help bridge the gap between farm and fork. Each episode provides an in-depth look at how cattle are cared for and invites viewers to follow along to see how families across the country adapt to their environments to ensure their legacies continue.

“Cattle Calling” continues the Beef Checkoff’s ongoing emphasis on connecting with consumers and sharing the stories of beef producers. The docuseries aims to build relationships and trust between consumers and the cattlemen and women raising food for the family dinner table. For more information and to watch the series, visit CattleCalling.org.

STRENGTHENING BEEF’S ROLE IN A HEALTHY BALANCED DIET



A heart health mailer was sent to registered dietitians, researchers and other health professionals, with a goal to encourage excitement and provide education on the ways

in which current and prospective Beef Aficionados can access and use beef nutrition resources to support their practice. The package included a *Beef. It's What's For Dinner.* cast iron skillet, American Heart Association Heart-Check recipes, a personalized card, and a fact sheet with suggestions to activate on beef nutrition education during Heart Health Month.

More than 750 heart health toolkits were also mailed to healthcare providers, including cardiologists and family physicians, across the contiguous United States. Each professional received a 12-page research booklet outlining recent studies supporting beef consumption for cardiometabolic health, a collection of heart-healthy recipe cards, a lean beef cuts magnet, and 100 educational tear sheets to share with patients.

BUILDING BEEF ADVOCACY THROUGH PRIME PARTNERS SUMMIT



This summer in Colorado, 28 Trailblazers, food content creators and nutrition influencers came together for a Beef Checkoff-funded three-day immersive event designed to educate and encourage collaboration among three unique and influential groups to promote beef. Following a series of educational sessions including information on today’s beef consumer, attendees watched a cutting demo, learned about beef’s role in a healthy lifestyle and engaged with producers through networking and tours.

With a social media following of more than three million people, attending influencers have posted 250 Instagram stories about their beef experience. According to post-event surveys, 94% of attendees said their perception of the beef industry improved or was very positive and the same number said the information provided was extremely helpful.

FOR MORE INFORMATION, VISIT nba.org/federation.