

## DRIVING BEEF SALES THROUGH INNOVATIVE E-COMMERCE AND DIGITAL CAMPAIGNS

One of the standout successes this year came from KBC's digital advertising initiatives, which showcased beef through engaging online content and strategic placement, generating over 60 million views. Separately, KBC's e-commerce campaigns specifically targeted consumers during their online shopping experiences, resulting in more than 2 million views in Kansas alone. A heart-health-focused e-commerce campaign delivered exceptional returns, generating an additional \$1.6 million in incremental beef sales. For every dollar invested in these e-commerce efforts, an impressive \$158 in beef purchases was achieved.

## NUTRITION OUTREACH PROGRAMS

KBC recently hosted two nutrition communications training sessions for students and faculty within the dietetic internship programs at the University of Kansas Medical Center in Kansas City and Kansas State University in Manhattan. These events were designated to enhance the nutrition communication skills of future healthcare professionals while deepening their understanding of protein research. The trainings provided valuable insights on how to effectively communicate the role of protein, including beef, as a part of a balanced diet.

The training not only focused on effective communication techniques, but also provided valuable insights into the science behind beef as a nutrient-rich protein. Abby Heidari, Director of Nutrition for KBC, led the sessions on how to highlight beef's unique nutrient profile using sound bites, visual cues, and other strategies to make complex nutrition information clear and memorable. Students were also fortunate to have Melissa Joy Dobbins, a registered dietitian and communications expert, guide additional sessions on empowering dietitians to combat misinformation with evidence-based, science-backed recommendations.

One of the key interactive elements of the training was the opportunity for students to apply their new skills through real world scenarios. They practiced delivering science-based nutrition advice, participated in breakout discussions, and even recorded a cooking demonstration that highlighted protein recommendations while showcasing a balanced meal featuring a top sirloin filet.

In addition, students had the chance to connect with Kansas cattle ranchers, Arturo and Wrenn Pacheco of Wabaunsee County and Isaac and Jill Carr of Geary County, deepening their understanding of the real-world journey of beef production.

Feedback from attendees demonstrated a 100% positive shift in perceptions of beef, with no neutral or negative responses following the trainings. This marks a

significant success in enhancing understanding of beef's nutritional benefits.

For over a decade, KBC's nutrition outreach has helped dispel myths about beef while supporting future health professionals in promoting science-based, balanced diets. Beef Checkoff programs like this support education and ensure that beef's role in healthy lifestyles is communicated effectively for years to come.

## LOOKING FORWARD: EXPANDING OPPORTUNITIES AND CELEBRATING SUCCESS

Looking ahead to 2025, KBC is excited to expand digital outreach, education, and global market development, ensuring the Beef Checkoff investments bring value to Kansas producers. KBC is also excited to announce a new partnership with Sporting KC to connect with soccer fans and athletes, showcasing beef's vital role in sports nutrition. Thank you for your dedication to raising the highest-quality beef and for making this year's successes possible. Together, we are driving progress and ensuring beef remains the top choice for families, athletes, and consumers across the globe.



Scan this code for more information on what the Beef Checkoff is doing in Kansas!

## KANSAS BEEF COUNCIL 2024 FISCAL YEAR

<b>Kansas Checkoff Receipts</b>	<b>\$9,250,746</b>		
Other Income	\$107,950		
Gross Income	\$9,358,696		
Returned To Other States (State Of Origin)	(\$1,719,296)		
<b>Net Income</b>	<b>\$7,639,401</b>		
		<b>2024</b>	<b>2023</b>
Consumer Advertising & P/R	\$413,655	5.71%	5.68%
Administration	\$129,641	1.79%	1.45%
Industry Communications	\$178,273	2.46%	2.14%
Health Influencers	\$319,995	4.42%	4.77%
Channel Marketing	\$82,525	1.14%	0.87%
Youth & Youth Educators	\$129,432	1.79%	1.68%
Compliance	\$126,852	1.75%	1.46%
National Programs	\$5,863,314	80.94%	81.96%
In State Programs	\$1,380,373	19.06%	18.04%
<b>Total Expenses</b>	<b>\$7,243,686</b>		



# KANSAS BEEF COUNCIL 2024 Annual Report

KansasBeef.org

## WRAPPING UP 2024: BIG WINS FOR BEEF

The Kansas Beef Council (KBC) reflects on a year of significant progress and impactful achievements made possible by Kansas beef producers and their Beef Checkoff investments. Building demand for beef was at the forefront of KBC's efforts in 2024, as they connected with consumers and supported education to keep beef at the center of the plate for families, students, athletes, and health professionals alike—both in Kansas and beyond.

## ENGAGING EDUCATORS AND STUDENTS THROUGH AGRICULTURE AND STEM



KBC launched a new series of STEM booklets to connect students to real-world applications of science through agriculture. These booklets showcase how cattle contribute to sustainability, upcycling nutrients, and carbon sequestration, sparking critical thinking among middle and high school students. Meanwhile, more than 22,000 students across 130 Kansas schools benefited from the Beef Certificate Program, which helps bring beef into Family and consumer sciences classes.

The Kansas Beef Council (KBC) hosted an on-the-Farm STEM training on June 6 in Manhattan, KS, with 15 Kansas STEM teachers in attendance. These teachers were middle school and high school teachers who teach classes ranging from life sciences to horticulture. The group started at the Stanley Stout Center, then toured Downey Ranch and Tiffany Cattle Company. The data from pre- and post-event surveys demonstrates increased trust and understanding among educators, emphasizing the tour's educational value and the industry's commitment to transparency and responsible practices.

## FUELING ATHLETES AND CELEBRATING BEEF AT GAME DAY TAILGATES



Athletes and their families also benefited from KBC's efforts to promote beef as a powerful source of nutrition. Collaborating with Kansas high school coaches, KBC implemented the Sports Nutrition Game Plan, an educational program that highlights beef's role in fueling performance and recovery. The program emphasizes how beef's high-quality protein and essential nutrients support young athletes throughout their busy days, helping them achieve their goals both on and off the field.



The Kansas Beef Council (KBC) and K-State Athletics, for the past three years, have teamed up to highlight K-State Football's favorite tailgate protein – beef! Throughout the season, KBC recognized outstanding tailgaters who showcased beef as the centerpiece of their game day celebrations. Weekly winners included Melissa Wahl, Melissa Irwin, Matt Seirer, Marty Reichenberger, and Grant Kohlmeier. At the season's end, Melissa Wahl earned the title of Tailgater of the Season, taking home a Pit Boss Sportsman 1100 with WiFi and grill cover, along with box seats to the final home game against the University of Cincinnati.



**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](http://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 [ncba.org/federation](http://ncba.org/federation).