

## NDBC 2020 Annual Report Financial Statement Description of Programs

**International promotion:** includes USMEF membership and a \$200,000 USMEF commitment to Japanese retail beef promotions in major chains, also includes travel to two USMEF board meetings by 2-3 directors and two directors participating in the Heartland Trade Mission to Japan hosted by USMEF.

**Promotion:** includes primarily paid advertising and a minimal amount of retail and foodservice programming when there is an opportunity. The advertising program annually includes television and radio advertising during NDSU Bison Football season, TV for the state championship ND High School sports tournaments, BEK TV advertising for local and regional high school sports. Digital advertising is also very powerful and is used across the state all year long and ND funding also was invested as part of a national effort to target consumers in four different campaigns across the country resulting in nearly 37 million consumers engagements for about a penny per engagement.

**Industry Information:** Reaching out with information about the beef checkoff is done through print stories, radio, annual report distribution, convention and organization sponsorships and partnerships, support of the NDSU Beef Quality Assurance program, and new video and website development.

**Research:** Research funding focuses on two priority areas – beef product quality and beef in human health. Twenty-five projects have been funded over the past 5 years. Fourteen have been funded at ND institutions, some with researchers out of state, and more recently through co-funding of nationally vetted beef research projects in the priority areas.

**Consumer Information:** this is split into 4 areas.

**Health** encompasses sponsorships, partnerships and programming for dietitians, nutrition influencers, family physicians, cardiac rehab providers, nutrition webinars, work with the ND Nutrition Council, ND Academy of Nutrition & Dietetics, University and student dietitians, special health and education program development through the NDSU Extension Food & Nutrition agents, and food safety programs.

**Education** covers working with Family & Consumer Science and Ag Education teachers, 4<sup>th</sup> grade students through Ag In The Classroom and Living Ag Classroom programs, 4-H, FFA, NDSU programs like “Eat Smart. Play Hard” and Moos, Ewes & More, and providing thousands of meat thermometers annually for use by teachers and Extension specialists teaching people about food safety and proper meat cookery.

**PR & Media** includes informational radio called Beef Insight, consumer events like Food & Wine holiday events, Banquets In A Field, NDSU Bison Football beef promotions, NDSU BBQ Bootcamp sponsorship, our annual Military Appreciation Picnic partnership with the ND Stockmen’s Association, the ND State Fair, and NDSU Carnivore Catering, and this past fall the new Healthcare Heroes event managed for the NDBC by the ND Stockmen’s Association. All other media outreach and social media is also included.

**ND CattleWomen** are a valued partner and carry out local beef promotion and education programs across the state. From school events to demonstrations and women and home show promotions for beef, the CattleWomen carry the beef message to local consumers and communities for the industry.

**National Program Development:** Contribution to help fund national programs developed by the Federation of State Beef Councils with input from NDBC national directors and staff that participate in committee meetings, board meetings, and various special committees. This state/national partnership allows a consistent beef message across the country as well as providing resources to the states to extend national programs at the state level.



# NORTH DAKOTA BEEF COMMISSION

## Annual Report

# 2020



Funded by Beef Farmers and Ranchers

Enhance Beef Demand By Strengthening Consumer Trust and Exceeding Consumer Expectations

### Fellow Beef Producers,

What a year to discuss. This year, while a struggle, has seen the ND Beef Commission (NDBC) holding true to its mission of “Enhancing beef demand by strengthening consumer trust and exceeding consumer expectations.” We work hard every day to operate by this mission. This past year was unlike any other, and the NDBC adapted ways to operate.

Over the past year, consumer spending habits and choices were turned upside down. The closure or reduced capacity of retail dining led many consumers to in-home cooking and consumption of beef. This paradigm shift in consumer habits opened new doors to promotion and education. The Beef Checkoff was instrumental in empowering consumers to be not just a cook, but a home chef. Websites like [ndbeef.org](http://ndbeef.org) and [beefitswhatsfordinner.com](http://beefitswhatsfordinner.com) are influential in linking grocery store cuts with simple and quick recipes to let consumers understand the type of preparation and ingredients needed to prepare a mouthwatering beef-based meal. Consumers truly trust beef, and it showed through an increase in per capita beef consumption even with COVID-19 this year. Confidence in beef is at an all-time high.

While the pandemic didn't disrupt the daily operations on the ranch, the beef industry forged ahead full steam. The United We Steak promotional campaign was extremely effective. Consumers had the unique ability to meet those dedicated and essential people providing the premier protein for their plate. This also increased trust in their choice of beef.

Continuing to reach and connect with consumers has been a priority for the NDBC this year. An effective way to keep beef on the minds of consumers is through targeted social media promotion and digital advertising. The Beef Checkoff invested dollars aimed at consumers in highly-populated metro areas. We reached millions of consumers and delivered an “Eat Beef” message not only in North Dakota, but throughout the whole country. We teamed up with other state beef councils to effectively target a much larger population of consumers with a larger disconnect to the beef industry.

In addition, beef exports continue to increase as demand for high-quality beef is revered by the world's rapidly-growing, more affluent middle class. The NDBC is committed to promoting U.S. beef around the world. We continue to support the efforts of the U.S. Meat Export Federation and expect more growth in this vital area in 2021.

Educating the next generation is also a top priority of the NDBC. A new program being worked on called **Build Your Base** holds promise in helping student athletes fuel up and improve performance through good nutrition centered around beef. **Build Your Base** will be a game changer in educating the youth about the importance of beef in their diet. The future looks bright!



*Weston Dvorak*

NDBC Chair

### Human Nutrition Research Making an Impact

Human nutrition research is a priority for the NDBC, which has funded several critical nutrition studies adding valuable information about beef's role in healthy diets to scientific literature. The federal government's *2020-2025 Dietary Guidelines for Americans (DGAs)* are a cornerstone for federal food, nutrition and health policies and serve as the basis for nutrition and health experts' recommendations. Keeping beef in the *DGAs* is critical to every beef producer and a priority for the NDBC.

Meat's relationship to human health was part of the process as the *2020-2025 DGAs* were developed, as the role of protein in the diet was an area of concern. The long-term investment into beef research, funded by North Dakota beef producer checkoff dollars, came into play. Published research by ND State University protein researcher Dr. Sherry Stastny and her team led *DGA* committee members to better understand that increasing the ratio of animal-based protein (beef) relative to plant-based protein in the diet may help to mitigate age-related losses of muscle mass and strength, as well as the essential role protein plays in preserving function in older Americans.



Dr. Stastny

The NDBC has also supported research by Dr. Tom Brenna, professor at Dell Medical School in Austin, TX, who served on the 2015 Dietary Guidelines Advisory Committee. Dr. Brenna researched understanding beef as a unique source of healthy branched fats, which are a saturated fat that are part of the healthy newborn gastrointestinal tract. While this research is too novel to be used in the *DGAs*, it is a building block to better understanding saturated fats. Dr. Brenna and other nutrient scientists have advocated for the dietary guidelines to lift limits on saturated fat.

Five additional human nutrition research studies are currently underway, supported by NDBC checkoff funds, covering topics including muscle and heart health, inflammation, Type 2 diabetes remission, and beef's role in gut health.



## USMEF Partnership Brings North Dakota Beef to the World

The NDBC's partnership with the U.S. Meat Export Federation (USMEF) helps bring high-quality beef to the other 96 percent of the world's population. With market development activities in more than 80 countries, the USMEF creates demand for beef through marketing, trade servicing and market access programs. The USMEF is funded through state and national beef checkoff dollars, pork, lamb, and grain checkoff support, associated industries, and federal funds.

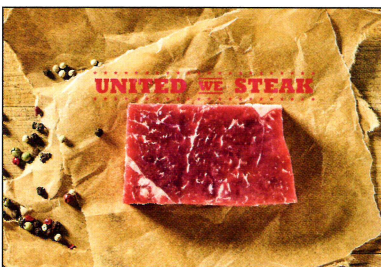


Japan remains the leading volume and value market for U.S. beef and is a critical destination for both muscle cuts and variety meats, especially U.S. beef tongues. This is one of the reasons the NDBC has partnered with USMEF the last four years, investing additional funds in the Japanese market. More than \$1 billion dollars' worth of additional beef product exports adds value to the carcass and helps bring more dollars to U.S. cattle producers. The export market annually adds around \$8 billion dollars to the U.S. beef business and accounts for more than \$300 per head of fed cattle.

## United We Steak

Getting beef on the grill over the summer was the goal of a new multi-pronged state/national partnership beginning in late May through Labor Day. The United We Steak campaign encouraged Americans to unite around a shared love of beef on the grill. The campaign's centerpiece was 50 hand-carved state-shaped steaks, featured in a variety of *Beef. It's What's For Dinner.* content.

The campaign drove users to [BeefItsWhatsForDinner.com](http://BeefItsWhatsForDinner.com) or [UnitedWeSteak.com](http://UnitedWeSteak.com), where each state had a state profile page, complete with state-themed beef recipes, a "meet your state beef producer" section and other fun and informative facts. The campaign was further promoted through radio ads, online influencers and earned media stories.



Beef has long been the number one grilling protein of choice among consumers. Today, 96 percent of consumers eat beef, and more than 70 percent of consumers consume beef at least once a week or more.



## Digital Advertising Reaches ND Consumers

In July 2020, the NDBC began the second year of its digital (online) advertising campaign targeting state consumers through YouTube and Google Search. The target audience of older millennial parents aligns with the national *Beef. It's What's for Dinner.* target audience. The campaign focused on increasing the perception of beef through recipe inspiration, confidence in cooking beef and increasing consumer trust in those who raise beef by driving consumers to [ndbeef.org](http://ndbeef.org) and [BeefItsWhatsForDinner.com](http://BeefItsWhatsForDinner.com).

Since the start of digital advertising, the campaign has generated more than 2.1 million video views and clicks through Google Search and YouTube. The 2019 and 2020 campaigns reached consumers in every county in North Dakota with nearly 4.5 million impressions.

## NDBC Supports National Digital Advertising

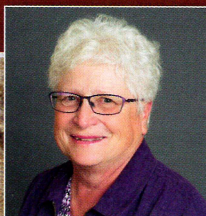
Unlike North Dakota, in many states, people outnumber cattle several times over. Consequently, those state beef councils don't have the budgets to effectively reach all their consumers. To enhance digital marketing in several U.S. population centers during the 2020 summer grilling season, "beef surplus" states like North Dakota joined forces with beef councils in these high population states marketing beef through Google Search and YouTube. This resulted in 36,984,364 engagements with consumers who clicked on a beef ad or viewed a beef video. And all of this at the cost of about a penny per engagement.



## Meet Your Commissioners, National Representatives and Staff



**Weston Dvorak**  
Chair  
Cattle Feeder, Manning



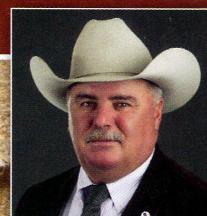
**Gloria Payne**  
Vice Chair  
Beef Producer At-Large  
Elgin



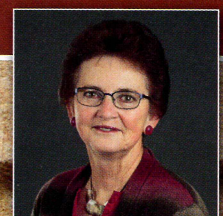
**Travis Maddock**  
Secretary/Treasurer  
Beef Producer, Davenport



**Sharon Kickert-Gerbig**  
Beef Producer At-Large  
Amidon



**Fred Helbling**  
Beef Producer  
Mandan



**Lilah Krebs**  
Dairy Producer  
Gladstone



## Consumer Outreach

The NDBC works throughout the year to promote the state's beef industry to consumers and industry partners through online efforts, feature videos and events.

### Producer Features

Two producer features were completed for the *ndbeef.org* website to highlight cattle men and women. Each producer discussed their role in the beef chain and how they care for the animals and the environment, as well as shared their favorite beef cut or recipe. Producer features will be completed on all NDBC board members in the future.

### Beef Industry Videos

The NDBC produced two videos highlighting the beef industry in North Dakota. The first video provides an overview of feedlots, featuring Alan Heim of Heim Cattle Company, and can be viewed at *ndbeef.org*. The second video, titled "What We Love," is a three-minute feature of the Heim Family exploring why the family works in the beef industry and the future of agriculture and farming. These videos connect the producer to the consumer by providing education on beef production and the care producers take to raise healthy cattle and provide high-quality protein – beef!



## Health Care Heroes Event Recognizes Frontline Workers

Health Care Heroes Appreciation Day was held Sept. 11, in partnership with the ND Stockmen's Association, to thank health care workers on the frontlines of the COVID-19 pandemic. North Dakota beef producers showed their gratitude in the best way they know how – serving beef, a safe, wholesome, nutritious product they are proud to produce. With over 750 pounds of beef prepared, the NDBC and ND Stockmen's Association served approximately 1,100 beef meals to these deserving health care workers in what might have been the state's largest "drive-up" food event held during the pandemic.



## Living Ag Classroom

The NDBC reached more than 4,000 fourth grade students at three Living Ag Classroom events held in Fargo, Bismarck and Minot. The Living Ag Classroom is designed to teach students about the diversity of North Dakota's agriculture industry, and

the key role it plays in bringing food from the farm to the dinner table. To date, this message has been shared with more than 109,000 fourth graders across the state.

## NORTH DAKOTA BEEF COMMISSION

Combined statement of revenues, expenditures and changes in fund balances  
JULY 1, 2019 – JUNE 30, 2020

### Revenue:

Checkoff Assessments .....	\$2,275,536
Less Remittance to States of Origin.....	\$17,443
Less Remittance to Cattlemen's Beef Board .....	(\$563,238)
Less Refunds .....	(\$136,075)
Net Assessment Revenues .....	\$1,558,780

Other revenue- interest & receipts.....	\$19,154
Other revenue- Beef Gift Certificate sales .....	\$0
Total Revenues .....	\$1,577,934

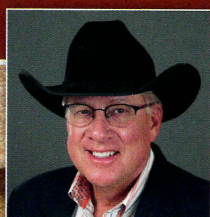
### Expenditures:

International promotion.....	\$245,930
Promotion .....	\$283,376
Domestic/International Special Projects.....	\$0
Industry Information .....	\$84,572
Research .....	\$423,287
Consumer Information .....	\$165,641
National program development .....	\$281,663
Beef gift certificates .....	\$0
Administration/Operations.....	\$400,335
Total Expenditures.....	\$1,884,804

Revenues over (under) expenses .....	(\$306,870)
Fund Balance, July 1, 2019 .....	\$1,793,872
Fund Balance, June 30, 2020 .....	\$1,487,002



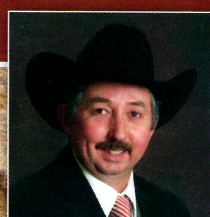
**Matt Lachenmeier**  
Livestock Markets  
Mandan



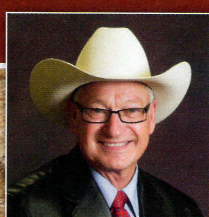
**Mark Voll**  
Beef Producer At-Large  
Sidney, Mont.



**Jason Zahn**  
Beef Producer  
Towner



**Clark Price**  
Ex officio  
Cattle Feeder, Hensler



**Jerry Effertz**  
Ex officio  
Beef Producer, Velva

**FEDERATION OF STATE BEEF COUNCILS NATIONAL DIRECTORS**  
Weston Dvorak, Travis Maddock  
(Executive Committee),  
Gloria Payne, Fred Helbling,  
Mark Voll

**FEDERATION OF STATE BEEF COUNCILS NOMINATING COMMITTEE**  
Jerry Effertz

**BEEF PROMOTION OPERATING COMMITTEE**  
Clark Price



## Nutrition Influencer Partnerships Critical

Long-term partnerships with nutrition influencers have been critical to getting a positive beef nutrition message to the public in North Dakota. Whether it is dietitians, nutrition educators, doctors, school food service directors, extension food specialists, public health professionals, or others, these partnerships are based on trust and beef nutrition facts grounded in strong science.



Barbe

**ND Academy of Nutrition & Dietetics** and **ND Nutrition Council** members enjoyed learning how to polish up their culinary techniques at their state conferences. The NDBC sponsored speaker, Judy Barbe, RD, a nutrition book author and newspaper columnist, went to work teaching them how to maximize flavor and increase the “deliciousness” of foods, including beef.

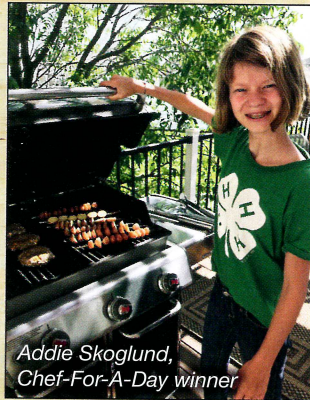
**Fargo Moorhead Academy of Nutrition & Dietetics** members received an in-depth lesson on “Everything Beef” when NDBC Executive Director Nancy Jo Bateman guided them through cooking their own low-fat/low-salt beef breakfast burrito, beef grades, types and brands of beef, selecting cuts of beef, and calibrating a meat thermometer.



Bateman

## Youth Education

Programs in and out of school provide valuable opportunities to teach students about beef. The challenges the COVID-19 pandemic presented to teachers, parents, youth organizations, colleges, and others meant beef education programs had to become much more flexible. As a result, printed materials for classes went online, video became an important teaching tool, Zoom presentations became standard, and even learning to grill went “virtual” with the 4-H “Chef-For-A-Day Grill Off.” Congratulations to our partners including NDSU Extension, 4-H, FFA chapters, family and consumer science and ag education teachers for being so creative and still teaching about beef.



Addie Skoglund,  
Chef-For-A-Day winner



## Power in Partnership – Federation of State Beef Councils

The NDBC has been part of the Federation of State Beef Councils since its start in 1973. By pooling resources, expertise and targeted promotion, research and consumer efforts, the Federation has helped make a unified national beef message possible across the country. Producers representing state beef councils, like the NDBC, are at the reins and set the course for promotion, research and education programs.

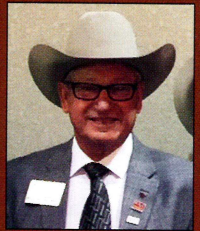
North Dakota is fortunate to provide leadership to the Federation. The NDBC has five national directors on the Federation board. Currently, Travis Maddock has also been selected as the Region 7 (ND, SD, NE, KS) Federation of State Beef Councils vice president and a member of the National Cattleman’s Beef Association Executive Committee. Clark Price, NDBC past chair and ex-officio member, also was elected for his third term as one of the ten state beef council members on the national Beef Promotion Operating Committee. These ten members, along with ten members of the Cattlemen’s Beef Board, determine the national programs that receive national checkoff funding each year. Jerry Effertz, NDBC past chair, Federation chair and Beef Promotion Operating Committee member, also is representing Region 7 as a member of the Federation nominating committee.



Maddock



Price



Effertz



**Nancy Jo Bateman**  
Executive Director



**Joan Hoovestol**  
Collection and  
Compliance Director



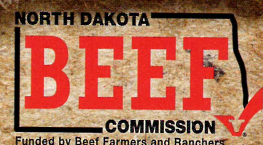
**Robin Berger**  
Office Manager



**Nicole Wardner**  
Consumer Marketing &  
Industry Relations Specialist

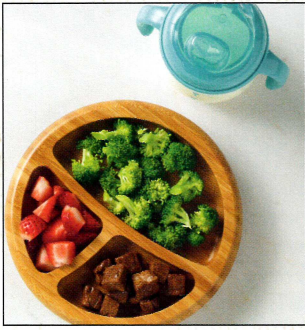
## North Dakota Beef Commission

4023 State Street • Bismarck, ND 58503  
Phone: (701) 328-5120 • [www.NDBeef.org](http://www.NDBeef.org)



Funded by Beef Farmers and Ranchers





## Dietary Guidelines

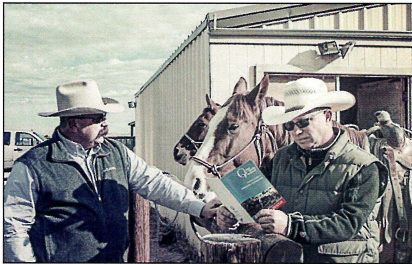
The Beef Checkoff-funded human nutrition team has been engaged throughout the Dietary Guidelines process. In 2019 and 2020 NCBA, as a Beef Checkoff contractor, submitted 21 sets of public comments and more than 100 research studies in support of beef's role in a healthy diet to the Dietary Guidelines Advisory Committee.

DGAs are important because they provide Americans with a roadmap for healthy eating and are the foundation for federal nutrition programs along with school, military, hospital and nursing home menus. They are also the basis for many expert nutrition recommendations.

The 2020 DGAC report included meat in a healthy dietary pattern, highlighting beef's nutrients in the first years of life, but they continued to exclude other high-quality evidence demonstrating beef's role in a healthy diet. The Beef Checkoff's role in providing relevant and science-based research to the process continues to be important.

## BQA Continues Success

The Beef Quality Assurance program continues to grow, with more than 100,000 cattle producers now certified through its online learning system. Since the program was initiated in the



early 1990s hundreds of thousands have become BQA-certified through in-person and online training, with an estimated 85 percent of the U.S. fed beef supply now touched by BQA-certified operations.

The BQA program is also now recognized as an industry-leading animal welfare program. The USDA has reviewed and certified that the BQA program complies with the International Organization for Standardization (ISO) Animal Welfare Management/General Requirements and Guidance for Organizations in the Food Supply Chain. This recognition will mean the BQA program is listed on USDA's Quality Assessment Division website as being compliant with the ISO specification.

## A World View

There is sustained demand for U.S. beef in other countries, thanks in part to efforts of the U.S. Meat Export Federation, a Beef Checkoff subcontractor. From January through May of 2020, most Asian economies experienced significant economic slowdowns. But in countries like South Korea, consumers are still buying red meat, with a 10 percent sales growth at discount retail stores in that country during that period. U.S. beef sales in South Korea recorded an 18 percent sales increase, on average.

## Responding in a Crisis

These COVID-19 times have caused significant hardships for beef farmers and ranchers. These include challenges to the industry's Beef Checkoff-funded promotion, research and

education programs. To address the quickly emerging issues and help maintain energy and continuity, checkoff programs used consumer and market research to adjust to meet changing consumer, influencer, supply chain and media needs.



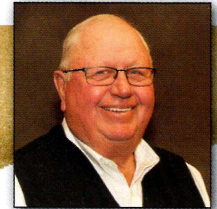
The efforts have been well-directed. As the supply chain started to recover, a checkoff-funded research tracker, managed by NCBA as a Beef Checkoff contractor, showed consumers remained largely positive toward beef. When asked if the current U.S. and global environment has changed their overall perception of beef, nearly 90 percent of consumers said their attitudes have not changed or have gotten even more positive. In fact, the percentage who said they are more positive steadily increased from a low of 12 percent in early April to 26 percent in early May.

NCBA continued to monitor the issue and adjust programming to meet the needs of consumers, stakeholders and state beef council partners throughout the COVID-19 pandemic.

## Cattlemen's Beef Board Directors



Mary Graner,  
Huff



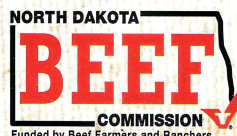
Ray Erbele  
Streeter

## Cattlemen's Beef Board Fiscal Year 2020 Expenditures

Promotion .....	\$10,206,858
Research .....	\$8,349,734
Consumer Information.....	\$7,260,148
Industry Information.....	\$3,392,835
Foreign Marketing .....	\$6,933,262
Producer Communications.....	\$1,553,796
Program Evaluation .....	\$202,046
Program Development .....	\$388,847
USDA Oversight * .....	\$761,214
Administration .....	\$1,505,256
<b>TOTAL EXPENSES .....</b>	<b>\$40,553,996</b>

\* Included in the USDA Oversight amount is approximately \$600,000 paid by the Cattlemen's Beef Board to USDA for oversight fees during the year. The remaining \$161,000 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.

*Audited Numbers*



4023 State Street  
Bismarck, ND 58503  
701-328-5120 • www.ndbeef.org



## Dear Fellow Producers,

When state beef councils in 1963 pushed for a national beef promotion effort through what was then the Beef Industry Council, they created the Federation of State Beef Councils. Since then, the Federation and states have enjoyed a synergistic state/national partnership that combines the strengths of national expertise, unity and coordination with state agility, on-the-ground energy and grassroots producer support.

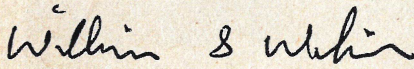
It follows a common theme. When a mandatory national beef checkoff started being discussed in the 1970s and 80s, survey after survey delivered the same producer request: We want a national program that works, but we want state beef councils to retain their independence. After all, some councils had been in operation since the 1950s. I believe our system achieves that aim and continues to build on a strong foundation laid by those forward-thinking volunteers and staff who served before us.

Today, more than 700 producers sit on state beef councils around the country and make decisions for work by their states. States send more than 100 representatives to serve as Federation directors at the national level. This unified effort is one of the reasons yearly producer attitude surveys show continued strong support for the Beef Checkoff. Some of the national and international programs those producers help direct are described in this report.

The United We Steak grilling promotion campaign is another example of state and national cooperation. The campaign allowed states to benefit from national expertise and organization while showcasing an effort that was decidedly state-friendly. This cooperative effort, funded through the Beef Promotion Operating Committee, further demonstrates the value of a strong partnership between state beef councils and the national Beef Checkoff.

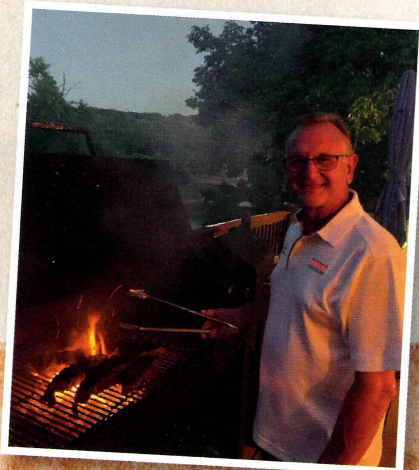
Our approach shows that together, there's little we can't accomplish to increase demand for beef.

Yours truly,



Buck Wehrbein  
Mead, Nebraska

Chairman, Federation  
of State Beef Councils



## United We Steak

Summer wouldn't be summer without steaks on the grill. The Beef. It's What's For Dinner. brand took advantage of that in 2020 with an aggressive United We Steak grilling campaign.

Funded by the Beef Checkoff and managed by NCBA, a Beef Checkoff contractor, the effort encouraged families to unite in their love of beef. The centerpiece of the campaign was 50 hand-carved state-shaped steaks featured in a variety of *Beef. It's What's For Dinner.* content. Still photographs and a new series of videos were served to consumers on social media platforms as well as through Connected TV and YouTube advertising.

Consumers were reminded that the grilling season was brought to them by beef farmers and ranchers, who work day-and-night to ensure that Americans have access to great beef. A video was released on social media to showcase that beef farmers and ranchers are helping keep beef on grills.

The campaign drove users to [BeefItsWhatsForDinner.com](https://www.beefitswhatsfordinner.com) or [UnitedWeSteak.com](https://www.unitedwesteak.com), where they found an interactive map with all 50 state-shaped steaks forming the nation. Each state's profile page had state-themed beef recipes, a "meet your state beef producer" section and fun and informative state facts.

## No Substitute for Beef

While plant-based meat substitutes remain a media darling in some circles, in 2020 the Beef Checkoff made sure beef maintains its position as the consumer protein of choice.

Last year the *Beef. It's What's For Dinner.* brand conducted an online search campaign that served up a *Beef. It's What's For Dinner.* ad to consumers who Googled new plant-based burger options and linked them to *Beef. It's What's For Dinner.com* to give them mouthwatering real beef recipes.

It also conducted a webinar for supply chain professions from the retail, foodservice, manufacturing, distributing and packing industries featuring updates on the regulatory and labeling landscape for meat substitutes, insights on consumer research and facts about beef's nutrition and environmental sustainability.

A fact sheet and infographic were distributed to key audiences showing how ground beef and meat substitutes stack up when it comes to nutrition profile and ingredients. The *Beef. It's What's For Dinner.* brand continues to be active in protecting beef's number one protein position in both traditional and social media.



Funded by Beef Farmers and Ranchers



EDUCATING WITH  
**PURPOSE**

*In order to drive demand for beef, the Beef Checkoff invests in these program areas: promotion, research, foreign marketing, industry information, consumer information and producer communications. Each of these programs is unique in its own right, but there's one major component found in each: **education.***



Many producers believe that educating the consumer and general public about beef should be the Checkoff's first priority. And while, yes, the Checkoff works tirelessly to educate the public on hot topics like beef's environmental

impact, beef's nutritional attributes and how cattle are raised, the Checkoff actually dives deeper, looking beyond the typical American consumer to educate the scientific community, health professionals, educators, communities

abroad and cattle producers on relevant topics. Here are just a few examples of how the Beef Checkoff educates and influences each of these audiences with a purpose.

STORY CONTINUED ON NEXT PAGE ►



# CONSUMERS

*Through a multi-pronged approach, the Beef Checkoff engages and informs consumers on beef – and the cattlemen and women behind beef production.*

## TARGETING NORTHEAST CONSUMERS

The Northeastern U.S. is home to nearly 72 million consumers, which equates to approximately 22 percent of the U.S. population and encompasses four of the top 10 U.S. metropolitan areas: New York City, Boston, Philadelphia and Washington D.C. The Northeast Beef Promotion Initiative, a subcontractor to the Beef Checkoff, engages with consumers through virtual, in-person and digital advertising campaigns.

## “TELLING YOUR ANTIBIOTIC STORY” CAMPAIGN

This video series from the National Livestock Producers Association, a contractor to the Beef Checkoff, and the Kentucky Beef Council, outlines how producers understand the need for careful antibiotic stewardship and work hard to use antibiotics responsibly.

## “NICELY DONE, BEEF” CAMPAIGN

This consumer campaign includes advertisements geared towards social media and online streaming users. It addresses beef misconceptions, highlights beef’s unique attributes and shows sustainability in the beef industry.

## “CHEFS AND PRODUCERS” VIDEO SERIES

To showcase the Beef Quality Assurance program, beef farmers and ranchers are coming together with chefs for a unique video series developed in partnership with Chef’s Roll, a global culinary community.

## “REAL FACTS ABOUT REAL BEEF” CAMPAIGN

To address beef production and nutrition myths, this video series highlights real farmers and ranchers and other beef experts candidly addressing some of the most common misconceptions and questions about cattle and beef.

## “RETHINK THE RANCH” CAMPAIGN

Videos and sponsored online articles focused on the people who produce beef help tell the story of what it takes to get beef from pasture to plate.

## VEALFARM.COM

Through Checkoff-funded VealFarm.com, consumers learn about veal farming today and veal farmers’ commitment to ensuring their calves’ health and well-being while being good environmental stewards.

# SCIENTIFIC COMMUNITY & HEALTH PROFESSIONALS

*The Beef Checkoff continues to examine beef’s role in a healthy diet and has countless ongoing research studies and partnerships with health influencers to educate them about beef.*

## BEEF AND MENTAL HEALTH

Checkoff-supported research demonstrates that meat consumption is positively associated with better mental health. “Meat and mental health: a systematic review of meat abstinence and depression, anxiety, and related phenomena” has been downloaded more than 50,000 times, making it one of the top ten most-downloaded articles published by Taylor & Francis in 2020.

## 2020 VIRTUAL FOOD AND NUTRITION CONFERENCE AND EXPO

More than 10,000 registered dietitian nutritionists, nutrition science researchers, healthcare providers and industry leaders attended this event. The Checkoff supported an educational session that highlighted Beef Checkoff-funded research and emphasized the role high-quality proteins like beef have in optimizing all aspects of human strength.

## “EATING IN THE EARLY YEARS” EVENT

This week-long educational experience for pediatric-focused health professionals increased awareness of beef and recommended it as a nutrient-rich, early food for infants, toddlers and children.

## SCAN AND CPSDA COLLABORATION

Member dietitians with Sports, Cardiovascular and Wellness Nutrition (SCAN) – the largest dietetic practice group of the Academy of Nutrition and Dietetics – and the Collegiate and Professional Sports Dietitians Association received email blasts including strength resources from *Beef. It’s What’s For Dinner.*

**Nicely done, beef.**  
**You’ve proven that meat substitutes are just that. Substitutes.**



Funded by Beef Farmers and Ranchers





## NUTRITION & DIETETICS BEEF COOK-ALONG WEBINAR

The Checkoff partnered with Liz Weiss, MS, RDN, to host an interactive, beef cook-along style webinar for approximately 30 members of the Connecticut Academy of Nutrition & Dietetics.

## PREPARED BEEF NUTRITION RESEARCH

The Foundation for Meat and Poultry Research, a contractor to the Beef Checkoff, established a risk-benefit analysis of the consumption of further processed beef as a healthy lifestyle component and communicated its findings to food and nutrition researchers.

## DIETARY GUIDELINES INVOLVEMENT

*The Dietary Guidelines for Americans* provide a roadmap for healthy eating and serve as the foundation for health experts' recommendations to patients and clients. The Checkoff submitted 21 sets of public comments and more than 100 research studies supporting beef's role in a healthy diet.

# PRODUCER STAKEHOLDERS

*The Beef Checkoff provides opportunities for producer education and advancement.*

## BEEF QUALITY ASSURANCE

BQA is a certification program for producers to learn how to raise cattle under optimum management and environmental conditions. By protecting herd health and incorporating safe and effective management practices, BQA-certified producers provide consumers with high-quality beef they can trust to feed their families.

## VEAL QUALITY ASSURANCE

VQA is a certification program for producers to ensure that veal calves receive quality care through every stage of life and are raised using production standards that result in a safe, wholesome, high-quality product that meets regulatory and customer expectations.

## MASTERS OF BEEF ADVOCACY

The MBA program is a free, self-guided online course that provides farmers, ranchers, service providers, consumers and all beef community members with the tools and resources they need to become beef advocates and answer tough questions about beef and raising cattle.

## ANNUAL ANTIBIOTIC SYMPOSIUM

Producers are encouraged to attend this yearly symposium, funded in part by the Beef Checkoff. At the symposium, they receive updates on global issues affecting U.S. animal and human health and engage in conversations about how to better share information about antibiotic stewardship and antimicrobial resistance with a variety of audiences in and outside of agriculture.

## PRODUCER COMMUNICATIONS PROGRAM

Producers learn about the Beef Checkoff and how Checkoff investments are being put to work to promote beef demand through *The Drive* publishing platform, which consists of traditional, digital and social media platforms, web presence, media relations and campaigns. ■

# EDUCATORS

*To grow a scientifically literate society, the Beef Checkoff implements strategies and tactics to get beef in the classroom.*

## BEEF E-LEARNING COURSES FOR EDUCATORS

Two livestream events engaged by more than 1,000 middle and high school educators discussed how the beef production process provides an excellent context for exploring science.

## ON THE FARM IMMERSION EXPERIENCES

Educators experience beef production firsthand through virtual video tours and learn from U.S. beef producers, researchers, nutritionists and veterinarians about production practices.

## BEEF AND VEAL IN THE CULINARY CLASSROOM PROGRAM

This program provides financial support for the use of fresh beef or veal in Northeastern U.S. schools. This program assists culinary programs with students' knowledge of beef cutting, cooking, nutrition and safety.

## STATE BEEF COUNCIL PROGRAMS

Many State Beef Councils have individual programs to get beef in schools within their state. These programs provide numerous beef resources, from classroom materials to facilitate instruction in beef production courses to virtual learning opportunities for teachers or grant programs to get fresh beef in home education courses. For example, in 2020 the New York Beef Council offered a "Top Cuts" beef contest and a series of webinars, including a virtual farm tour and sessions on beef industry careers, marketing and recipe development opportunities for all teachers.

## SEMINARS/TRAININGS/ CUTTING DEMONSTRATIONS

Education at all levels of the supply chain, from importers/distributors to retail meat department staff, is a key cornerstone of market development. Seminars may include hands-on cutting demonstrations, cooking demonstrations, menu development training, sales force seminars and webinars.

## TRADE TEAMS

Hosting international trade teams here in the U.S. with importers/distributors, decision-makers, targeted foodservice and retail companies and media influencers gives participants a thorough and interactive overview of the U.S. beef industry. These teams learn about U.S. beef production techniques, the range of beef products available, safety and inspection procedures and foodservice/retail trends.

# ABROAD

*U.S. Meat Export Federation, a contractor to the Beef Checkoff, focuses on promoting alternative cuts and variety meat products where culturally appropriate. By educating influential people in other countries about U.S. beef products' unique attributes, the Beef Checkoff influences international buyers to choose U.S. beef.*

## COOKING DEMOS

Whether in person or virtually through social media or online events, USMEF utilizes chefs and influencers to demonstrate U.S. beef cuts' quality and advantages.



*The Beef Checkoff has the research.  
There's no reason for me to dig around on  
Google when I can go to a Checkoff-funded  
website to get the scientifically proven  
information and facts that I need.*

**BRANDI BUZZARD FROBOSE**

*Blogger, cattle rancher and agriculture advocate.*

## **New Veal Promotions Underway**

The New York Beef Council (NYBC) has joined the North American Meat Institute (NAMI) as a subcontracting organization to the Beef Checkoff. NAMI and NYBC will implement new programs and strategies to increase veal demand.

# STRAIGHT- TALK

## **A Producer's Information Source**

*The Beef Checkoff's Producer*

*Communications program explains how  
Checkoff dollars are allocated, shares  
investment results, highlights program  
successes and builds an understanding  
of Checkoff roles, responsibilities  
and processes. One aspect of this  
program is the producer-facing website,  
[DrivingDemandForBeef.com](http://DrivingDemandForBeef.com).*

*Whether you have a question about Checkoff processes,  
need beef facts for your social media posts, or just  
want to stay informed on your Checkoff dollars at work,  
here are just a few things you can expect to find on  
[DrivingDemandForBeef.com](http://DrivingDemandForBeef.com):*

- **Frequently Asked Beef Checkoff Questions.** Find clear and straightforward answers to some of the Checkoff's most-asked questions.
- **Get to Know Your Cattlemen's Beef Board Members.** Learn more about the CBB members in your state, their particular industry segments and the Checkoff committees on which they serve. Have more questions? You can reach out to them directly.
- **Resources.** Fiscal budgets, annual reports, producer attitude surveys, Beef Industry Long Range Plans and links to Checkoff-funded websites can be found on the Resources page.
- **The Drive.** Articles, like you're reading in this printed version of *The Drive*, are all featured and updated monthly on [DrivingDemandForBeef.com](http://DrivingDemandForBeef.com), too.
- **Contractors and Authorization Requests (ARs).** Get to know the nonprofit beef organizations that execute programs and projects on behalf of the Beef Checkoff and the work approved in their annual project briefs called ARs.

*[DrivingDemandForBeef.com](http://DrivingDemandForBeef.com) gives cattlemen and women access to available resources,  
facts and statistics about how their Checkoff dollars are being used to promote beef.*



1986 - 2021

# THE BEEF CHECKOFF

THROUGHOUT THE YEARS

*If the Beef Checkoff never came to fruition, how would the beef industry be different today? What would the effects be on producers' operations?*

*For 35 years, the Beef Checkoff has supported the beef industry. Since its start in 1986, the Checkoff has significantly and positively altered the beef industry's course, providing much-needed funding for promotion and research while also serving as a unifying force to consumers regarding all things beef.*

*The Beef Checkoff has brought producers, industry organizations and stakeholders together with a common purpose – driving demand for beef.*

SEE THE BEEF CHECKOFF VICTORIES, YEAR-BY-YEAR ►

DRIVING STRONG  
DEMAND

35  
BEEF  
YEARS  
EST. 1986  
BEEF CHECKOFF



DRIVING STRONG  
DEMAND

**35**  
BEEF  
**YEARS**  
EST. 1986  
BEEF CHECKOFF

*Here are examples  
of Beef Checkoff  
wins and successes  
throughout the years  
that helped secure  
beef's position as the  
protein of choice.*

**1986**  
THE BEEF CHECKOFF  
WAS ESTABLISHED  
AS PART OF THE  
1985 FARM BILL

*The Beef Checkoff  
launched its first  
advertising campaign,  
"Beef: Real Food for Real  
People." featuring celebrity  
talent Cybill Shepherd and  
Burt Reynolds.*

**1993**  
*Consumer research showed  
that 80 percent of consumers  
were aware of the new Beef.  
It's What's For Dinner.  
campaign, featuring Robert  
Mitchum's voice.*

*Several Checkoff-funded research projects  
identified pathogens like E. coli throughout  
the cattle and beef production system and  
developed control mechanisms.*

*Following a foreign buyers conference  
in California, a Chinese representative  
purchased 41,000 lbs of U.S. beef, marking  
the first sale ever to China.*

*A Checkoff-funded microbial-mapping  
study identified the Critical Entry Points  
(CEP) for pathogens at packing plants;  
high-temperature vacuuming removed  
unwanted contaminants from carcasses,  
a procedure that would become standard  
in the entire packing industry for  
removing unwanted contamination  
from carcasses and save the industry  
an estimated \$200 million in  
hand-trimming costs.*

*Featuring the recognizable  
"Rodeo" music and actor  
Sam Elliot's voiceover,  
network television  
ads highlighted the  
convenience of new,  
heat-and-serve, prepared  
beef items, increasing  
sales by 131 percent.*

**The ground-breaking Muscle  
Profiling Research reinvented  
and added value to portions  
of the beef carcass, the chuck  
and round, that previously  
were underutilized and  
undervalued, thus enhancing  
overall carcass value.**

*The Checkoff continued the Carcass  
Merit Project to validate genetic  
markers for economically important  
carcass and customer satisfaction  
traits, such as marbling, tenderness  
and composition.*

**The Beef Cutout Calculator is  
introduced as an interactive  
web-based tool that provides  
an in-depth view of carcass  
composition and value. The  
Masters of Beef Advocacy (MBA)  
program also began.**

*The Beef in an Optimal Lean Diet study provided  
evidence that the inclusion of lean beef as  
part of a heart-healthy diet is as effective in  
lowering heart disease risk as the DASH (Dietary  
Approaches to Stop Hypertension) diet – the most  
recommended heart-healthy diet of the time.*

**To reach millennials, the  
Checkoff partnered with  
AllRecipes.com to promote  
21 Checkoff-funded recipes,  
beef nutritional information  
and tips on using beef in  
weeknight meals.**

*The Beef Checkoff commissioned  
market research for a  
comprehensive study on how  
millennials define quality and what  
they are looking for in beef when  
dining out, indicating attributes  
such as taste and tenderness are  
their indicators of quality.*

**The Checkoff partnered with  
Amazon to refresh the Beef  
Category page on the Amazon  
Fresh Prime platform, increasing  
beef units sold by 16 percent.**

*The American Heart Association  
certified more than 20 Beef. It's What's  
For Dinner. recipes as heart healthy.*

*Beefshi, a sushi-style treat with beef  
instead of fish, made its debut.*



Beef prices were above their forecasted levels during the three years after the Checkoff began, due in part to successful Checkoff promotion campaigns. Ronald Ward, Ph.D., conducted this research with the University of Florida.

## CHECKOFF-FUNDED RESEARCH & PRODUCT DEVELOPMENT INTRODUCED A NEW, LOW-FAT GROUND BEEF.

*McDonald's rolled out its "McLean Deluxe" burger using the new, low-fat ground beef.*

*The "Big Four" research studies improved beef's safe shelf life by reducing carcass bacteria and improving carcass quality through a national genetic evaluation program. Also, the Beef. It's What's For Dinner. campaign kicked off.*

*SYSCO Corporation, the largest food distribution company in the U.S., rolled out 26 new beef and veal products developed by the Beef Checkoff.*

*The National Beef Cook-Off was the single most widely publicized beef recipe contest ever conducted, reaching a combined media circulation of more than 245 million people.*

*New chuck and round cuts found their way into meat cases nationwide after being revolutionized by the Beef Checkoff.*

*A study by Colorado State University stated 99.99 percent of potentially harmful bacteria is removed or destroyed when Checkoff-developed technology is used while harvesting beef.*

## CHECKOFF-DEVELOPED FLAT IRON STEAK AND PETITE TENDER CUTS OUTSELL THE T-BONE AND PORTERHOUSE STEAKS IN FOODSERVICE.

*Checkoff-funded market research completed the first Beef Consumer Index to identify and communicate with the consumers who have the highest potential to increase beef demand.*

*Capitalizing on its foundational Muscle Profiling research, the Checkoff introduced five new cuts from the chuck roll – the Delmonico Steak, Denver Cut, America's Beef Roast, Boneless Country-Style Beef Chuck Ribs and the Sierra Cut.*

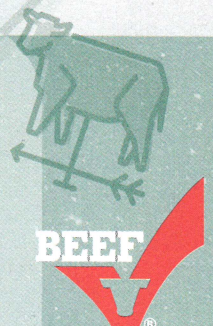
*The Ibotta app encouraged consumers to learn beef-freezing and nutrition facts and watch Checkoff videos for the "Easy Lean Beef Burger" and "DIY Tacos" to earn a rebate on purchases of fresh top sirloin or ground beef.*

**CHECKOFF ADVERTISING DROVE MORE THAN 2.2 MILLION SITE VISITORS TO BEEFITSWHATSfordINNER.COM, A 29-PERCENT INCREASE OVER FY14.**

*New beef production science-based courses are introduced to middle and high school classrooms across the U.S.*

*Beef. It's What's For Dinner. reaches a landmark one billion consumers in one year.*

**THE BEEF. IT'S WHAT'S FOR DINNER. "UNITED WE STEAK" GRILLING CAMPAIGN PROMISED TO BE THE MOST EXTENSIVE AND LONGEST-RUNNING BEEF CAMPAIGN TO DATE.**







FOCUSED ON THE

# FUTURE

*One primary goal for the beef industry is to build consumer trust in both beef and the cattlemen and women who produce it. However, the question is, where's the best place to start? As a part of its efforts to drive beef demand, the Beef Checkoff works diligently to find innovative and effective ways to help consumers understand beef's safety, nutritional value and sustainability. In fact, the Checkoff invests producer dollars to educate tomorrow's consumers today. By connecting with the young minds of U.S. schoolchildren and their teachers through various learning opportunities, the Checkoff can positively influence the way these future consumers think about beef and instill confidence in production practices.*



## Hear from the teachers themselves on their experiences learning and teaching about beef:

### What was your personal experience teaching the pilot program?

*The curriculum was built on a phenomenon-based teaching model. This model requires the teacher to step back and allow students to be curious and question their natural world. The unit then builds off of student questions. This was groundbreaking for me as a teacher. It taught me how to be 'off stage' and allow the students more freedom with their learning. I saw huge growth in student participation and growth in my teaching style.*

**SHELI WAGERS**

Science Teacher, Claggett Creek Middle School  
Keizer, Oregon

### Do you think these courses will help influence the way young people view agriculture and beef products?

*Absolutely! The more we incorporate agriculture into everyday lessons, the better we can show how everything in some shape or form is connected to the industry. Showing a science-based outlook has engaged and captivated many students. There is a scientific process behind every agriculturist, which is what needs to be shown and portrayed in our schools, especially to younger students.*

**GERALD HOSLER**

Agricultural Sciences Teacher, McKay High School  
Salem, Oregon

### How did your students benefit from the beef production curriculum?

*I heard a lot of them mature in their conversations over the time we spent on this unit. 3D learning requires students to have a lot of small group conversations. Students struggle with this. This curriculum, however, was interesting and challenging enough to keep them involved and on task. Students' abilities to have meaningful conversations improved. I think this skill will help them tremendously throughout their lives.*

**PATTI HOWELL**

Biology Teacher, Baconton Community Charter School  
Baconton, Georgia

Through the American Farm Bureau Foundation for Agriculture (AFBFA), a contractor to the Beef Checkoff, beef education and learning opportunities for teachers are now available across the country. Through AFBFA's efforts, educators are able to teach beef production, science-based courses to middle and high school students through two different curriculums. The high school unit is centered around genetics and heredity. Students explore the variety of cattle breeds and discover that cattle are specialized for different purposes and while similar, the "Super Cows" are clearly unique.

### Why should beef farmers and ranchers support Beef Checkoff investments in teacher and student education?

*They should support investments in education because education is going to have the biggest impact on the industry. Exposing students to the industry and its practices can help shape and change the industry in many positive ways. We have a dire need to be innovative and develop more efficient ways to feed our populations while taking care of our land, and to do that, we need younger generations involved.*

**GERALD HOSLER**

Agricultural Sciences Teacher, McKay High School  
Salem, Oregon

*I am so appreciative of the support from beef farmers and ranchers. Their support allowed me to attend AFBFA's learning conference and bring back awareness to my students of how important the beef industry is. The students were so amazed to hear from farmers and ranchers in various parts of the beef production unit through video and reading. The ranchers expressed their years of hard work and how they turned their farms/ranches into productive conservation entities while remaining profitable.*

**SHELI WAGERS**

Science Teacher, Claggett Creek Middle School  
Keizer, Oregon

Students wonder what caused this diversity and specificity which leads to investigations about the role of inheritance, DNA and proteins. The middle school unit covers ecosystem dynamics and interactions. Students learn that ecosystems, animal behavior and symbiosis were developed through the Storyline approach. This unit covers why prairie chickens have a unique dance and the role cows play to help ensure the dance takes place. Using this approach, students engage in science concepts to help ensure the survival of the prairie chicken. These two units were released in a pilot program in 2019 in classrooms in Oregon, Georgia, Arizona, Oklahoma, Texas and Tennessee.

Teachers can also attend virtual educational events and other learning opportunities that demonstrate how the beef production process provides an excellent context for exploring science. ■



# MEET YOUR CATTLEMEN'S BEEF BOARD MEMBERS

*Ninety-nine – that's the total number of members representing every industry sector on the Cattlemen's Beef Board. Every one of those 99 CBB members is deeply rooted and actively involved in the beef industry. Despite running operations and businesses of their own, these producer and importer leaders volunteer their valuable time to represent both the entire beef industry and producers in their states. Here, a handful of CBB members from across the U.S. tell us why they chose to get involved.*

*Visit [BeefBoard.org/Meet-Your-Board](http://BeefBoard.org/Meet-Your-Board) to learn about the board members in your state.*



## IRV PETSCH, WYOMING

Irv owns and operates, along with his two sons and nephew, the Y6 Ranch in Meriden, Wyoming. The ranch has extensive grassland, irrigated farm ground, native hay meadows and a 6,000-head custom feedlot. Irv has been directly involved with the Beef Checkoff since 2001 and currently serves on the Executive and International Marketing Committees.

***The Beef Checkoff is the quarterback of the beef industry team. Because of extensive Checkoff-funded programs, the beef industry had success in the past and is looking toward a bright future on the horizon.***



## BILL KING, NEW MEXICO

Bill has owned the Bill King Ranch for 45 years. It includes a cow-calf operation with Angus, Hereford and Charolais herds, a feedlot operation and 4,000 acres of corn, hay and wheat. Bill has also been active in agricultural organizations and is a past president of both the American Hereford Association and the New Mexico Cattle Growers; a past regional vice president of the National Cattlemen's Beef Association; and a past board member for the Texas Cattle Feeders Association.

***The Beef Checkoff has put beef at the center of the plate for most American households and more families worldwide. The Checkoff is also dedicated to helping every single beef producer in the U.S. – and it has done just that.***





## KATIE COOPER, MONTANA

Katie is a proud fourth-generation rancher working on her family's registered Hereford operation in Willow Creek, Montana. The family's ranch is home to more than 200 head of Line 1 Hereford cows; 150 head of home-raised, cross-bred cows utilized in their embryo transfer program; and a farming operation that produces hay and grain. Every March, the ranch markets close to 100 yearling bulls at its annual production sale, with 2021 marking the sale's 55th anniversary. Katie currently serves as co-chair for the Domestic Marketing Committee, an extension of the Innovation Committee that was part of the Beef Industry's prior five-year Long Range Plan.

***I believe it's important to show up and give back, and the Cattlemen's Beef Board allows me to do just that for the hardworking men and women of our industry. The work performed by the Cattlemen's Beef Board is like no other in the nation and I am honored to play a role in helping drive consumer demand for beef through Checkoff programs.***



## DAPHNE HOLTERMAN, WISCONSIN

For the past 40 years, Daphne and her husband, Lloyd, have owned and operated the farm and dairy operation, Rosy-Lane Holsteins, with their partners Tim Strobel and Jordan Matthews. The team farms 2,000 acres and milks about 950 Holstein cows. The operation ships milk to Saputo, a dairy company, where it's made into cheese. Daphne's responsibilities on the farm include overseeing human resources, farm safety and animal care. She also organizes farm tours and manages the farm's social media outreach. She serves on the Consumer Trust Committee.

***I believe in the power of promotion. I worked in food and ag communications for more than 10 years after college, and I hope to apply that experience to the industry's future challenges. We must work harder and smarter to reach consumers and listen to them more.***



## KRISTINA MCKEE, TENNESSEE

Kristina has been involved in agriculture her entire life. She spent her early years on a dairy, hog and tobacco farm in Watertown, Tennessee. She and her husband, Bill, spent 35 years in the livestock auction market sector. They retired in January 2020 but still run their small background operation. Kristina currently serves on the board of directors for the Tennessee FFA Foundation, the advisory board for the Tennessee Beef Foundation, and she is a member of the Tennessee Livestock Markets Assoc., Wilson County Cattleman's Assoc. and the Farm Animal Care Coalition of Tennessee. She will serve on the CBB's Stakeholder Engagement committee for 2021.

***2020 brought many consumers back to the kitchen. I believe the Checkoff-funded Beef. It's What's For Dinner. brand provides a wealth of solid information about beef and outstanding recipes for families cooking together again.***

## Beef Back on Broadcast TV



For the first time since 2003, Checkoff-funded *Beef. It's What's For Dinner.* was back on broadcast television. "Drool log" advertisements aired during the Hallmark Channel's "Countdown to Christmas" movies. This ad, featuring a Beef Prime Rib Roast slowly cooking over an open flame, encouraged watchers to include beef in their holiday meal plans.

## The Drive to Start Accepting Corporate Sponsors



Today, *The Drive* is mailed out to more than 90,000 beef producers across the U.S. To be more efficient and judicious with producers' Checkoff dollars, the Beef Checkoff plans to partner with third-party companies and organizations to offset this newsletter's production costs.





**Cattlemen's Beef Board**  
7555 E. Hampden Ave.  
Suite 610  
Denver, CO 80231  
(303) 220-9890

## *Schooling the Teachers*

*See what teachers have  
to say about the beef  
production curriculum.*

DRIVING STRONG  
DEMAND

1986 TO 2021

THE BEEF CHECKOFF

**35**  
BEEF  
YEARS

EST. 1986  
BEEF CHECKOFF

**CELEBRATING  
35 YEARS  
OF DRIVING BEEF DEMAND**

FOLLOW THE LEGACY INSIDE

Subscribe to *The Drive* at [DrivingDemandForBeef.com](http://DrivingDemandForBeef.com)

@BeefCheckoff @BeefCheckoff

The advertisement features a background image of a green field with a tractor and a cow. The text is overlaid on the image, with a large "35 YEARS" graphic on the left and a central "CELEBRATING 35 YEARS OF DRIVING BEEF DEMAND" headline. A small orange box at the top right of the image contains the years "1986 TO 2021". The bottom of the advertisement includes a dark grey bar with social media information and a website link.