

BEEF

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Beef Farmers and Ranchers

Michigan Beef Industry Commission Annual Report

2021

## Meet the Michigan Beef Industry Commission



The Michigan Beef Industry Commission is one of 43 Qualified State Beef Councils. It was created in 1972 through Public Act 291 and is composed of nine Commissioners appointed by the Governor with the advice and consent of the Senate. They include:

- **Chairman** – Monte Bordner, an Angus Seedstock Breeder from Sturgis, MI
- **Vice Chairman** – Bret Chapman, a Cattle Feeder from Almont, MI
- **Secretary** – Jon Haindl, a Cow-Calf producer from Cooks, MI
- **Treasurer** – Jill Sears, a Cattle Feeder from Horton, MI
- Leon Knirk, a Cattle Feeder from Quincy, MI
- Jennifer Lewis, a Dairy Producer from Jonesville, MI
- Dave Clark, from Clifford, MI, representing Livestock Markets
- David Neitzel, from Kentwood, MI, representing Retailers
- Travis Schunk, from Clare, MI, representing Meat Packers

**Ex-Officio Members serving on the MBIC include:** Ken Blight, Cattlemen's Beef Board; Gary McDowell, Michigan Department of Agriculture & Rural Development; Dr. Cathy Ernst, Michigan State University

### Mission

Building consumer demand for beef by growing consumer trust and promoting beef's value.

### Strategic Partnerships with Allied Health Organizations

#### Lean Beef Supports A Healthy Heart

Eating for a healthy heart and enjoying one of your favorite foods—these two things don't have to be at odds with one another!



In 2021, the Michigan Beef Industry Commission explored and executed partnerships with health

professionals across the state of Michigan. We shared the latest beef nutrition research and resources with credentialed health professionals who are seen as trusted sources of health and wellness information to their clients. These partnerships included advertorials with the Michigan Academy of Family Physicians, speaker sponsorships with the Michigan Academy of Nutrition and Dietetics, and virtual conference participation with the Michigan Academy of Pediatrics and the Michigan Nurses Association.

### Michigan International Speedway FireKeepers Casino 400



The MBIC partnered with Michigan International Speedway to inspire NASCAR fans to "Get Grilling" with beef while they enjoyed a weekend at the races. The partnership included social media promotion from MIS Facebook, Twitter and Instagram accounts, on-site activation with daily cooking demonstrations and consumer engagement, and a giveaway challenging race-day attendees to "Get Grilling" with a

chance to win tickets to the *Beef. It's What's For Dinner.* 300 in Daytona.

### MI Beef Burger Bootcamp

The Michigan Beef Industry Commission and the National Cattlemen's Beef Association joined forces to help jump-start summer grilling, recruiting Michigan foodies to educate and inspire their very own burger-making skills and burger recipes by hosting a "MI Beef Burger Bootcamp." 12 food and nutrition influencers attended this exclusive, 1-hour virtual event where they learned everything from Michigan-specific industry information to grilling methods and techniques, to an interactive grilling lesson from an industry-expert chef. Attendees were able to get their grilling questions answered from the comfort of their own home, then share that information with their respective audiences.

## Family Meals Month Partnership



September is recognized as Family Meals Month, and MBIC partnered with SpartanNash and the Michigan Bean Commission to provide easy, nutritious weeknight meals that bring families together. Four beef and bean recipes were sent to SpartanNash shoppers along with complementary nutrition messages through several SpartanNash

communication avenues during the month of September:

- Print reach: 13,000 total health and wellness magazines distributed to 120 stores (also distributed to non-profit partners, hospitals and select independent stores)
- Social reach: 2,400-3,337
- Facebook Live: 14,000
- Email with a link to the shoppable recipe with average reach of 600,000

## Beef Up Your Burger & Beef Burger Day Promotions



Nothing says summer quite like the smell and sound of real beef sizzling on the grill, and there's no better time to enjoy a juicy burger than on May 28 for National Beef Burger Day. While beef burgers are always a good idea, the MBIC encouraged Michiganders to celebrate May 28 as National Beef Burger Day and create their own special recipes for

families and friends. The Commission partnered with 10 food and nutrition influencers, encouraging these socially savvy experts to demonstrate unique ways to "beef up" real beef burgers using nutrient-dense, flavorful additions that support a healthy lifestyle, via their Instagram and Facebook channels. These experts educated consumers on simple solutions for elevating their beef burgers, emphasizing nutritional value, non-traditional flavors, convenience, and sharing helpful recipes and resources.

## WILX Michigan Farm to Family Segment & Sponsorship

MBIC participated in a 5-minute TV segment which aired on WILX 10 in Lansing (and on Facebook) highlighting beef farming and ranching here in Michigan. The Bossard Family Farm was featured in the segment, showcasing their farm and general store, as well as cattle care and safety on their operation. Our partnership with WILX included a digital component with pencil ads on WILX.com, a custom website takeover on Beef Burger Day [May 28, 2021], Michigan Farm to Family segment teasers airing before the segment, plus ten additional 15-second commercials during the summer months.

## Get Social with Michigan Beef!

The Michigan Beef Industry Commission is growing our online presence with continuous consumer engagement through Facebook and Instagram. Both social media channels are popular video and photo social networking

services trusted by brands, influencers, and consumers. Our goal is to expand the number of Michigan influencers and consumers following us online, build the Michigan Beef social influence, and promote the sale of beef. You can follow along and support our beef message by "liking" @MiBeef on Instagram and @MichiganBeef on Facebook. Our audience growth has been steady, with daily increases in followers. Two to three times a week a beef nutrition message, recipe, or cooking technique is shared with consumers, extending the *Beef. It's What's for Dinner.* brand messaging.

## YouTube and Spotify Multi-State Summer Grilling Promotion

Twelve Midwest states, including Michigan, invested in two promotional campaigns called the Midwest FY21 Summer Grilling Campaign. The objective of this campaign was to inspire consumers in the Midwest States to choose beef for their outdoor grilling meals. The Checkoff ads were shown more than 10 million times through a combination of video ads and audio/online radio ads. These campaigns were served to consumers on YouTube and Spotify, running between June 3 and September 8, 2021. In total, the ads across both platforms, were seen or heard 10,264,477 times!

## IHeartRadio + Total Traffic and Weather Radio Spots

From May through August, MBIC reached more than 2.5 million Michiganders through a multi-city Total Traffic and Weather Network and IHeartRadio campaign. Summer grilling was top of mind for residents in Detroit, Grand Rapids, and Lansing areas, especially those who listened to the highly popular radio stations 95.5 WKQI in Detroit and 104.5 WSNX in Grand Rapids.

Michigan Beef Industry Commission  
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## MICHIGAN BEEF INDUSTRY COMMISSION

FY 2021 Income and Expenditure Statement  
Year Ended September 30, 2021

<b>Revenues</b>	
Beef Checkoff Assessments	777,373
Interest Income	1,916
Less Assessments:	
To States of Origin	(205,909)
To Cattlemen's Beef Board	(270,129)
<b>Total Revenues</b>	<b>\$303,251</b>
<b>Expenses</b>	
Promotion	119,743
Consumer Information	86,617
Industry Information	22,950
Producer Communication	26,180
Collection/Compliance	17,367
Administration	49,836
Federation of State Beef Councils	32,754
<b>Total Expenses</b>	<b>\$355,447</b>

## Dear Fellow Producers,



Even after a tumultuous couple of years, we have a lot to be thankful for. We celebrated the 35th anniversary of the Beef Checkoff in 2021, we managed to hold in-person and virtual events without skipping a beat, and on a personal note, I'm thrilled to see my daughters get more involved in the industry.

Families like mine across the country provide the grassroots producer and state support that continues to be the driving force of the Beef Checkoff. Our Federation of State Beef Councils exists to build beef demand by inspiring, unifying and supporting an effective state and national Checkoff partnership.

I think the well-known phrase "a rising tide lifts all boats" accurately describes what the Federation is all about. States have a common goal of increasing beef demand through education, research and promotion. When we work together, we all succeed.

In addition to having a common goal, we also have a roadmap to help us achieve it through the Beef Industry Long Range Plan (LRP). In 2021, we launched a new five-year plan that outlines the vision, mission, objectives and initiatives to unite us in our efforts. Work funded through new Authorization Requests ties directly to the LRP.

This annual report touches on some of the national programs that producers help direct. During fiscal year 2021 a total audience of more than 530 million was reached through campaigns. I think these efforts truly demonstrate the value of the strong partnership between state beef councils and the national Beef Checkoff. Together we do make a difference, and we all benefit.

Sincerely,

Clay Burtrum  
Stillwater, Oklahoma  
Chair, Federation of State Beef Councils

**BEEF**

Funded by Beef Farmers and Ranchers

## Beef Enters Victory Lane



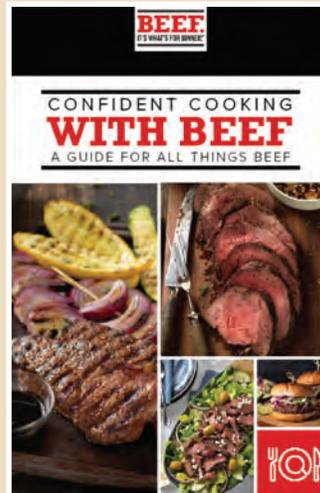
The Federation of State Beef Councils, on behalf of the Beef Checkoff, partnered with Daytona International Speedway to sponsor the *Beef. It's What's For Dinner. 300.* in February 2021. The race served as a unique opportunity to engage

with consumers through social media, television advertising, public relations and event promotions. When the checkered flag dropped, driver Austin Cindric in the number 22 Team Penske Ford claimed victory and celebrated with the *Beef. It's What's For Dinner. 300* trophy and a cooler full of Tomahawk Steaks.

## Summer Sizzles

To keep beef's rightful position as king of the grill, the summer grilling campaign ran from National Beef Burger Day in May through Labor Day utilizing a variety of platforms to connect with consumers. Whether it was native advertising, social media, television or radio, shoppers knew the right cuts to select for their BBQ and the best way to cook them for backyard success. An interactive map on the *BeefItsWhatsForDinner.com* website also featured beef grilling favorites and producer stories from across all 50 states.

## Confident Cooking with Beef



*Confident Cooking with Beef*

is a comprehensive guide to selecting, preparing and cooking beef. Created by beef professionals for beef enthusiasts, this resource gives consumers added confidence when working with beef and sharing beef content. Originally published in the 1990s, and updated over the years, the brochure was recently revised, and more than 120,000 copies were printed at the request of SBCs to educate consumers on the

benefits of beef. With tips and tricks, comprehensive cooking lessons and timing charts, the publication provides the tools necessary to ensure beef success every time. The brochure also provides educational information about the value of beef's nutrition and the industry's positive impact on environmental stewardship, social responsibility and economic viability.

# FEDERATION FUNDED PROJECTS

The Federation of State Beef Councils builds a larger, more impactful, coordinated plan that can be executed as a partnership between the Federation and individual State Beef Councils (SBCs). Over 50% of the Federation's annual budget supplements tactics within Authorization Requests (ARs) approved by the Beef Promotion Operating Committee (BPOC). Supplementing these tactics helps the national Checkoff program have a larger impact on consumer demand.

In 2021, the Federation contributed \$6 million toward projects that supplement the approximately \$40 million national plan funded by the BPOC for promotion, research, consumer information and industry information. Specific programs made possible by SBC contributions to the Federation include, but are not limited to:

## PROMOTION – \$3,354,000

- Conducted Beef Substitutes 2.0 which worked with celebrity chefs during seasonal moments to rework iconic dishes into beef dishes, such as Beef Parmesan.
- Launched a sustainability campaign highlighting how beef farmers and ranchers around the country are implementing land-conserving, award-winning environmental efforts, as well as an interactive map on *BeefItsWhatsForDinner.com* featuring the sustainability work of producers in each state.
- Kicked off summer grilling with National Beef Burger Day; hosted a Summer of Giveaways and highlighted grilling recipes from across the country on an interactive map.
- Sponsored the first *Beef. It's What's For Dinner. 300* at Daytona International Speedway as part of the NASCAR Xfinity Series.

## CONSUMER INFORMATION – \$900,000

- Developed the Beef in the Early Years campaign after the American Academy of Pediatrics, the Women Infants and Children's Program (WIC), and for the first time ever, the Dietary Guidelines for Americans recommended beef for infants and toddlers.

## INDUSTRY INFORMATION – \$800,000

- The Beef Quality Assurance (BQA) program developed a Daily Biosecurity Plan for Disease Prevention template which helps cattle producers implement daily biosecurity measures on their operations and began work on the National Beef Quality Audit, which occurs every five years.

## RESEARCH – \$775,000

- Safety – focused on Salmonella contamination in lymph nodes and efforts to reduce food safety concerns in beef.
- Nutrition – focused on understanding beef preferences during infant complementary feeding.
- Product Quality – focused on sensory and chemical characterization of ground beef and plant-based alternative proteins, plus understanding the influence of beef x dairy cross on sub-primal yields and muscle shape.



## Pediatrician Outreach Extends Early Years Content



The American Academy of Pediatrics, the Women Infants and Children's Program and now for the first time ever, the Dietary Guidelines

for Americans recommend introducing solid foods, like beef, to infants and toddlers, in order to pack in every bite with protein, iron, zinc and choline. Yet, many physicians lack awareness of the latest science, and many parents still need practical tips for how to introduce beef safely and nutritiously into their young child's diet.

The Beef in the Early Years campaign focused on educating physicians and other health professionals on the importance of feeding beef to babies as an early complementary food and providing them with tools to support parents with the introduction of beef. With support from the Federation of State Beef Councils and several individual state beef councils, educational toolkits and parent resources were provided to a nationwide network of pediatrician offices and childbirth centers.

## Cattlemen's Beef Board Fiscal Year 2021 Expenditures

Promotion .....	\$8,641,332
Research .....	\$8,838,176
Consumer Information.....	\$8,160,511
Industry Information.....	\$3,138,923
Foreign Marketing .....	\$8,479,193
Checkoff Communications.....	\$171,679
Producer Communications.....	\$1,568,937
Program Evaluation .....	\$263,087
Program Development .....	\$316,474
USDA Oversight* .....	\$695,634
Administration.....	\$1,502,147
<b>TOTAL EXPENSES .....</b>	<b>\$41,776,093</b>

Unaudited numbers

\*Included in the USDA Oversight amount is approximately \$599,000 paid by the Cattlemen's Beef Board to USDA for oversight fees during the year. The remaining \$96,634 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.