



MICHIGAN BEEF INDUSTRY COMMISSION 2024 Annual Report

MICHIGAN BEEF INDUSTRY COMMISSION MISSION

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

2163 Jolly Road • Okemos, MI 48864
MIBeef.org • (517) 347-0911 • info@mibeef.org

BEEF AT THE BALLPARK



The Michigan Beef Industry Commission (MBIC) inspired beef purchases and reminded consumers of their love for beef by advertising in the Official MLB Yearbook of the Detroit Tigers. Prominently positioned inside the front cover, the ad extended the *Beef. It's What's for Dinner.* brand messaging to approximately 2 million Tigers fans visiting

Comerica Park during the 2024 baseball season.

DIGITAL ADVERTISING MAKES 3.8 MILLION CONNECTIONS



MBIC's digital advertising campaign boosted the awareness and visibility of the *Beef. It's What's for Dinner.* brand, promoting positive associations with local beef farmers and inspiring Michigan

consumers to choose beef for their next meal. In 2024 MBIC invested in a highly diversified advertising approach that featured beef videos on Connected TV; as well as through YouTube, Streaming Audio, Paid Search and Google Display, to touch as many Michigan consumers as possible. The campaign resulted in over 233,000 completed video views and was shown over 3.8 million times across all platforms.

ROADSIDE BILLBOARDS INSPIRE CONSUMERS TO CHOOSE BEEF



combined with the *Great Lakes, Even Better Steaks* slogan and the *Beef. It's What's for Dinner.* logo to communicate a consistent brand message that inspired beef trial and usage. Billboards appeared alongside the busiest summer-travel highways in Michigan and delivered over 5.2 million consumer impressions.

MBIC purchased a flight of roadside billboards to remind consumers that no summer gathering in Michigan is complete without beef. The billboards featured a mouthwatering image of a grilled steak salad,

LABOR DAY BRIDGE RUN & WALK



MBIC was the presenting sponsor of the 2024 Labor Day Bridge Run where runners sampled the "Fresh Coast Beef Kabob" during race packet pick-up; and Build Your Base Beef Jerky was distributed to walkers crossing the Mackinaw Bridge as part of the Labor Day festivities. Over 30,000 people participated in this uniquely Michigan event focused on health and fitness.

BUILD YOUR BASE WITH BEEF



Build Your Base with Beef is a comprehensive sports nutrition and training program that strives to prepare young athletes and

their families for a successful sports season while developing habits that support an overall healthy lifestyle. By partnering with Build Your Base, MBIC can now access ready-to-use nutrition training materials, recipes, meal planning guides and a beef jerky product that we are making available to sports teams across the state.

MICHIGAN CHECKOFF RESTORED

In January of 2024, MBIC restarted the Michigan checkoff, a state-authorized assessment on the sale of Michigan cattle that was paused in the mid-1980s when the National Beef Checkoff went into effect. In doing so, Michigan became the 19th state to implement a state checkoff, a decision that was strongly supported by cattle producers and industry organizations. With a focus on growing consumer trust, improving beef's visibility, and enhancing educational programs, the state checkoff is effectively modernizing MBIC's effort to build beef demand and support Michigan cattle producers.

SHARING MICHIGAN'S BEEF STORY



When consumers are more informed about how beef gets to their plate, they are more confident in choosing beef. That's why MBIC developed a series of four videos featuring the

cow/calf, feedlot, auction market and processing segments of Michigan's beef industry. These videos highlight the community involved in each step of the industry and illustrate the care and respect given to the animals, to the land and to the people within each segment. The videos were promoted through YouTube and social media, with each receiving over 200,000 views on average.

FEDERATION OF STATE BEEF COUNCILS

The Federation of State Beef Councils is a division of the National Cattlemen's Beef Association, which is a national contractor to the Beef Checkoff Program. The Federation provides services like consumer research, advertising expertise and creative design that help state beef councils more effectively reach consumers. MBIC's investment in the Federation also enables Michigan beef producers to direct the use of Checkoff dollars at the national level, helping MBIC extend a unified beef demand-building program. In 2024, MBIC Directors served on the Checkoff's Consumer Trust Committee, Safety & Product Innovation Committee, Stakeholder Engagement Committee, and Nutrition & Health Committee.

MEET THE BEEF COMMISSION



The Michigan Beef Industry Commission was created in 1972 through Public Act 291 and is composed of nine Commissioners appointed by the Governor who serve 3-year terms.

They include:

- Chairman – Monte Bordner, Sturgis
- Vice Chairman – Travis Schunk, Clare
- Secretary – Jennifer Lewis, Jonesville
- Treasurer – Leon Knirk, Quincy
- Tammy Klink, Garden
- Ed Leist, Gaylord
- David Neitzel, Kentwood
- Matt Noggle, Manchester
- Doug Ritchie, Gladwin
- Ex-Officio Members: Dr. Tim Boring, Michigan Department of Agriculture & Rural Development; Dr. Cathy Ernst, Michigan State University

Staff: George Quackenbush, Executive Director; Lindsay Green, Director of Marketing Communications; Sara Horton Flokstra, Administrative Manager.

FINANCIAL REPORT

FY 2024 Income and Expenditure Statement Year Ended September 30, 2024

REVENUES

Federal Checkoff Assessments	779,050
Less:	
Remittances to States of Origin	(223,038)
Remittances to Cattlemen's Beef Board	(311,476)
Net Federal Checkoff Assessments	244,536
State Checkoff Assessments	302,996
Interest Income	8,038
Total Revenues	\$555,570

EXPENENDITURES

Promotion	230,974
Consumer Information	99,558
Industry Information	41,480
Producer Communication	30,971
Collection/Compliance	22,334
Administration	60,972
Federation of State Beef Councils	33,520
Total Expenditures	\$519,809

NET CHANGE IN FUND BALANCE **\$35,761**

FUND BALANCE

Beginning of Period	\$313,587
End of Period	\$349,348

Audited Numbers



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 & FORK



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

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

STRENGTHENING BEEF’S ROLE IN A HEALTHY BALANCED DIET



A heart health mailer was sent to registered dietitians, researchers and other health professionals, with a goal to encourage excitement and

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

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

BUILDING BEEF ADVOCACY THROUGH PRIME PARTNERS SUMMIT

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

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

FOR MORE INFORMATION, VISIT ncba.org/federation.