

2025



Michigan Beef Industry Commission Annual Report

MISSION

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

Educating Consumers



In 2025, MBIC worked to educate consumers by positioning beef as food for strength and demonstrating the nutritional value of beef. These efforts were spearheaded by our

partnership with Build Your Base, a sports nutrition program that promotes beef as a premier protein. The program features a beef jerky product developed specifically for athletes. High school sports teams and organizations were encouraged to apply for jerky grants to fuel their young athletes. Additionally, MBIC sponsored a "Fueled by Beef" basketball tournament hosted by Team Focus youth basketball, reaching hundreds of young people and their families in Michigan and Indiana.

Riverbank Run



MBIC sponsored the 2025 Amway Riverbank Run where over 10,000 people of all ages and abilities compete in a festival of races in downtown Grand Rapids. Beef was front and center at the Amway Junior race for kids, at the Sports & Fitness Expo, and Build Your

Base beef jerky was provided in the race day recovery tent for contestants in the 25K, 10K, & 5K runs, community walks, handcycle & wheelchair events.

AuSable River Canoe Marathon



MBIC was also a Bronze Paddle sponsor of the 2025 AuSable River Canoe Marathon. Dubbed The Greatest Canoe Races on Earth, the marathon attracts professional paddlers from

across the United States and Canada who endure the grueling physical and mental strains that the all-night race demands. In addition to advertising and event signage, Build Your Base beef jerky was provided to each contestant to fuel them toward the finish.

Health Professional Outreach

MBIC reinforced the nutritional value of beef in the diet through partnerships with the Michigan Academy of Nutrition and Dietetics and Michigan's chapter of the American Academy of Pediatrics. Additionally, through a partnership with NCBA, a contractor to the Beef Checkoff, 228 health care professionals in Michigan received a toolkit providing practical, evidence-based information on beef's role in a healthy and balanced diet. 2025 surveys reveal that between 73%-88% of Michigan consumers agree that beef is nutritious, beef is a healthy choice, and beef is a great source of protein.

Building Trust

Showing consumers and those who influence them that beef is responsibly raised is a key component of building trust in beef. In 2025, the percentage of Michigan consumers with a positive opinion of how cattle are raised increased to 39%, a significant lift from just 26% in 2023.

Beef Quality Assurance

Working with Michigan State University Extension and the Michigan Cattlemen's Association, MBIC sponsored Beef Quality Assurance training at eight different locations in 2025, with 219 beef producers earning their BQA certification.

Junior Beef Ambassadors



The first year of the Junior Beef Ambassador Program has been a strong step forward for MBIC, equipping 36 youth with the tools and confidence to share beef's story in their schools and communities. Participants have expanded MBIC's reach through social media engagement, event representation, and peer-to-peer advocacy. The program has proven to be a valuable

asset in building the next generation of informed, passionate beef advocates across Michigan.

Maintaining Stability

Fiscal year 2025 was the first full year MBIC collected both the federally authorized National Beef Checkoff and the state authorized Michigan Beef Checkoff. Modernizing the funding model resulted in nearly half a million additional dollars available to promote beef to Michigan consumers.

New Location

In January 2025, MBIC's office moved from DeWitt to Okemos. By leasing office space from the United Dairy Industry of Michigan, MBIC can make the most effective use of producers' Checkoff investments while creating synergies with our dairy colleagues.

Increasing Beef's Visibility

The goal of increasing beef's visibility is to inspire beef purchases and to remind consumers of their love for beef. Surveys conducted in 2025 revealed that 87% of Michigan consumers agree beef is both great tasting and good for many types of meals, demonstrating an increase of 12-14 percentage points over 2024 levels. Together, these efforts are strengthening brand awareness, driving demand, and positioning beef front and center across Michigan.

Roadside Billboards



Sizzle Means Summer is Here, and Steak on Shore, Burgers on a Boat. Billboards appeared alongside the busiest summer-travel highways in Michigan and delivered over 8.7 million consumer impressions.

MBIC continued a series of summertime roadside billboards in 2025 featuring mouthwatering images paired with uniquely Michigan phrases like Great Lakes, Even Better Steaks, That

MICHIGAN BEEF INDUSTRY COMMISSION FY 2025 INCOME AND EXPENDITURE STATEMENT YEAR ENDED SEPTEMBER 30, 2025

REVENUES

Federal Checkoff Assessments	779,810
Less: Remittances to States of Origin	(211,300)
Remittances to Cattlemen's Beef Board	(284,239)
Net Federal Checkoff Assessments	284,271
State Checkoff Assessments	485,997
Interest Income	8,166
Total Revenues	\$778,434

EXPENDITURES

Promotion	363,366
Consumer Information	156,625
Industry Information	64,078
Producer Communication	45,084
Collection/Compliance	12,670
Administration	74,015
Federation of State Beef Councils	32,319
Total Expenditures	\$748,157

NET CHANGE IN FUND BALANCE **\$30,277**

FUND BALANCE

Beginning of Period	\$349,348
End of Period	\$379,625

Audited Numbers

Digital Advertising

MBIC's 2025 digital advertising campaign extended the Beef. It's What's For Dinner. anthem campaign and disseminated Michigan original content that informed and educated consumers around how beef is raised and grown in Michigan. The campaign ran through the entire fiscal year and included a diverse mix of advertising platforms including Connected TV, YouTube, Display Advertising, Online Audio, Paid Search and Digital Out of Home. During the campaign, ads were shown to consumers across Michigan over 12 million times.

Great Lakes Burger Battle



MBIC launched the inaugural Great Lakes Burger Battle in 2025 to identify Michigan's best burger. Ten "Burger Legend" locations were selected by the public, evaluated by secret judges and visited by influencers tasked with highlighting their dining experience in engaging, original content.

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.

Michigan Beef Industry Commission Strategic Focus Areas

MBIC's program continues to execute against four major focus areas, including:

1. Educating consumers on beef's value, nutrition, versatility and eating experience.
2. Building Trust with consumers, partners and our producer stakeholders.
3. Maintaining Stability in MBIC's finances, operations and staff.
4. Increasing beef's visibility to inspire beef purchases.



Dear Fellow Producers,

The Federation of State Beef Councils is the perfect example of how working together delivers so much more, and it all starts with you. Cattle producers from across the country share their ideas and expertise to build beef demand by inspiring, unifying and supporting an effective and coordinated state and national Checkoff partnership.

The Federation plays a critical role because we have states that have more cows than people. And then we have other states where their human population is greater. By pooling our money and resources, we can accomplish more to educate people from coast to coast about beef's taste, versatility and nutritional value. Your investment continues to drive demand for beef, and our industry is growing. According to the USDA, beef (cattle and calves) is the top agricultural commodity in the United States.¹

As a volunteer-led organization, we work hard to be effective stewards of the money. The Federation funds research, promotion and outreach that individual producers and states may not be able to do on their own.

This "State of the Federation" demonstrates how producers have come together to direct Federation-supported programs. State beef council investments in the Federation fund research, promotion, consumer and industry outreach, as well as state services and human resources. Your investment truly makes a difference, so thank you for your commitment to this work. You have helped to make beef the number one agricultural commodity in America,¹ and through the Federation, we work to make it consumers' first choice.

Sincerely,

Nancy Jackson

Eupora, Mississippi

Chair, Federation of State Beef Councils

United Through 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 2025, with input from SBC staff, the Federation Executive Committee approved more than \$3.1 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: \$898,600

The Federation supports *Beef. It's What's For Dinner.* marketing and advertising efforts to educate and inspire consumers nationally. The Federation investment supplements media buys including cable television advertising and content partnerships focused on nutrition and wellness. Content is developed using trusted influencers and chefs and is used on *BeefItsWhatsForDinner.com* and across media channels to drive brand affinity, increase credibility and attract new consumers.

RESEARCH

State Beef Councils Supplement: \$1,048,036

Through the partnership of national funding and state investments in the Federation and to specific projects, the foundation of research provides insights for other Checkoff programs and contractors as well as insights for industry action. Research is conducted in the areas of product quality, beef safety, human nutrition, sustainability and market research.

CONSUMER INFORMATION

State Beef Councils Supplement: \$787,000

The Federation advances consumer information efforts including thought leader engagement; nutrition, health and medical expert outreach; and public relations, including the development and distribution of "Cattle Calling" documentary episodes, and other educational content. Examples include supporting states by placing speakers at annual dietetics meetings through the Nutrition Seminar Program; sending beef toolkits to physicians and health professionals; creating content partnerships with food-focused digital media outlets that utilize influencers and pitching beef stories to national media.

INDUSTRY INFORMATION

State Beef Councils Supplement: \$394,000

Providing information and resources to the industry remains a critical component of the Federation budget, with funding elevating the Trailblazers advocacy program and supporting the Beef Quality Assurance program with training, advertising, and updating materials.

A Modern Take on Recipe Photography



Beef. It's What's For Dinner. recipe imagery is regularly updated to meet changing consumer trends and tastes. When considering beef imagery in need of updating, old and outdated pictures are prioritized based on popularity and content on *BeefItsWhatsForDinner.com*. While the recipes themselves may not change how they look and the stylized elements around the entrée do. Beef is showcased by modernizing the environment, colors, props and including appropriate colorful garnishes. Another trend in recipe photography is including step-by-step photos in addition to the final dish.

Nutrition is also a focus when highlighting beef in recipes. Current recipe images often feature a full meal, with beef in the center of the plate accompanied by a variety of colorful fruits and vegetables highlighting beef's role in a healthy diet.

Beef Quality Assurance Journey Made Easier With New Resources



For more than 30 years the Beef Checkoff-funded Beef Quality Assurance (BQA) program has been driving continuous improvement using science-based production practices that assure cattle well-being, beef quality and safety. The program continues to adapt and develop new resources to guide producers on

their BQA journey. Resources are available at bqa.org.

Continuing Education Credits Available for Recertification

Those who are BQA certified through in-person or online training are required to recertify every three years. Instead of going through the same foundational training, the BQA program has developed continuing education courses to create a new educational experience for those who need to recertify.

Spanish Language Materials

In response to producer feedback and requests, all BQA materials are in the process of being translated from English to Spanish, with additional Spanish video content to be used for training opportunities.

Updated National Manual & Field Guide

The updated BQA National Manual serves as a resource for science-based cattle production information and is available for free. It was developed to set production standards for beef quality and safety that are appropriate to an operation and that producers can realistically meet or exceed. An abbreviated "Field Guide" version of the manual is also available for cattle producers and on-farm/ranch workers.

The Federation is at Your Service



In addition to the funds invested which supplement the integrated state/national plan, state beef council investments provide services for states and support the governance of the Federation. A variety of services are available at no additional cost to state beef councils, including creative

and design services, communications assistance, IT and website support, human resources facilitation, as well as staff and leadership development, training and education.

Health Professional Toolkits



One project that exemplifies the state-national partnership is the health professional toolkits. These toolkits, sent directly to doctors' offices help correct outdated notions/perceptions and empower medical

health professionals to confidently recommend beef. In 2025, 26 states invested more than \$160,000 to supplement national Checkoff dollars. These additional funds lowered the cost per reach and expanded national impact, which enabled the program to reach more than 5,000 health professionals and more than 500,000 consumers.

1. United States Department of Agriculture Economic Research Service, <https://data.ers.usda.gov/reports.aspx?ID=4052>

For more information,
visit ncba.org/federation

