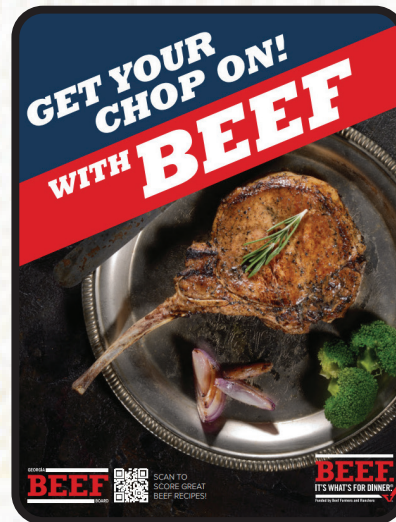


SPORTS PROMOTION



The GBB is taking advantage of new opportunities to market with Georgia sports teams. Atlanta Falcons fans will have some great beef messaging in front of them this season in the annual team yearbook. This ad will be available for the whole season and features a trackable QR code so we can track how many consumers visit our website for beef resources in real time.

Georgia Beef Board also

sponsored a tailgate hosted by Dickey Broadcasting ahead of the SEC Championship game. GBB interacted with football fans from across the southeast in person and provided radio media to reach sports fans listening across Georgia reaching 265,122 people.

GBB BARBEQUE SHOWDOWN



The Georgia Beef Board partnered with Atlanta Motor Speedway and the Georgia Barbecue Association to create the first ever Georgia Beef Board Barbecue Showdown on July 9th. Fifteen teams competed in three categories with the winner taking home a Pit Boss prize pack of a 4 in 1 smoker and grill and VIP passes to next year's NASCAR Cup series race in Atlanta. This was a great promotion for beef from the Beef Checkoff program with media spots leading up to the event and at the track.

GEORGIA NATIONAL FAIR



The Georgia National Fair is one of the largest beef promotion opportunities of the year for the Georgia Beef Board. GBB was on site all 10 days of the fair promoting the nutritional benefits of beef while also highlighting the most important part of the industry – the people. Consumers got a snapshot look at all sectors of our industry and the people that work so hard to bring safe, nutritious, and delicious beef to their plates. Thank you to all our amazing volunteers that helped this year at the Georgia National Fair.

MACON BURGER WEEK



The Georgia Beef Board presented the 4th annual Macon Burger Week in partnership with Visit Macon. Fifteen restaurants participated by creating unique, \$10 burgers that were not already a part of the

restaurant's menu. More than 3,400 burger lovers voted for their favorite of the week and Macon Beer Company took home the People's Choice Champion award for the second year in a row with their High on the Hog burger. They sold 2,088 of their winning burger. Cashman's Pub was awarded the most unique and creative burger week entry by cattle producers from across Georgia. They sold 1,362 Angry Cow burgers during Macon Burger Week. The Most Beef Sales award went to the restaurants that sold the most pounds of beef throughout the week. Macon Beer Company came out on top by selling 1,044 pounds of ground beef. This event is a great beef promotion that brings the community out to enjoy beef and support their local restaurants.

GEORGIA'S BEEF FOR THE CLASSROOM

Teachers across the state have benefited from the Beef for the Classroom program. The Checkoff funds these grants where educators use beef products in their classrooms and focus their lesson plans on the nutritional benefits of this protein and how their beef is raised in Georgia. This year the program was open to ag teachers and family and consumer science teachers.

CALHOUN STOCKYARDS FIELD DAY



GBB Board member Adam Williams, along with his family, opened the Calhoun Stockyards

to over 175 high school agriculture students to educate them about the livestock industry. Subjects that were covered included: animal health, livestock transportation, feeder calf selection, cattle buying and many more. GBB staff was in attendance covering beef quality grading, what to look for when choosing cuts at the grocery store and how animal welfare connects to meat quality.

FAD SAFE

GBB Staff participated in the FAD SAFE (Foreign Animal Disease Southern Agriculture Functional Exercise) conducted by the Georgia Department of Agriculture and USDA to simulate what would happen if we had an outbreak of Foot and Mouth Disease in cattle in Georgia. In addition to our state, several other states participated and provided great insight into how this could affect our industry and what protocols are needed to mitigate the impact of this type of disease.

GEORGIA FARM BUREAU CONVENTION

GCA & GBB staff attended the Georgia Farm Bureau Convention where GBB shared information on how the Checkoff program works on behalf of producers. Additionally, GBB provided koozies and recipe books for all attendees.

MAY BEEF MONTH



For Georgia Beef Month 2022, The GBB capitalized on consumers' desires to find quick, healthy and delicious recipes and learn more about how their food is produced.

GBB partnered with Focus Advertising to place radio, digital and static ads focused on nutrition and sustainability in all major markets and reached over 250,000 consumers in those areas. Beef Month included the second year of the Georgia's Best Burger Contest. We received over 200 nominations of favorite hometown burger joints. Over 150,000 consumers voted during the contest and Booger Bottom Yacht Club was chosen as this year's best burger. We were also happy to see beef promotions organized by our local cattlemen's chapters and GBB assisted by sending over 8,000 promotional pieces out to help in these efforts.

OUTDOOR ADVERTISING PROMOTES BEEF YEAR-ROUND



The Georgia Beef Board (GBB) uses outdoor advertising in urban areas to encourage consumers to choose beef. A new static billboard located in Macon celebrated Beef Month in May. The GBB also advertises on two digital boards in Tifton along the busy I-75 corridor. Messaging on these billboards changes seasonally to keep beef top of mind with consumers year-round.

GEORGIA BEEF BOARD

Detailed Statement of Revenues & Expenses
October 1, 2021 - September 30, 2022

REVENUE

Gross Assessments Collected:	\$665,942
Assesments remitted and due:	
Cattlemen's Beef Board Promotion and Research Board	\$(285,957)
State of Origin Remittance	\$(89,972)
Net Assessments:	\$290,013
Grants and Other Revenues	\$102,598
interest income	\$217

TOTAL REVENUES \$392,828

EXPENSES

Program Services	
Promotion	\$36,162
Consumer Information	\$187,778
Industry Information	\$1,117
Producer Communication	\$32,677
National Programs	\$14,000
Total Program Services:	\$271,734
Support Services:	
Collection and Compliance	\$240
Adminstration	\$66,119
Total Support Services:	\$66,359

TOTAL EXPENSES \$338,093

Net Assests (Sept 30,2020)	\$420,387
Net Assests (October 1,2021)	\$475,122
Increase in New Assets:	\$54,735

Dear Fellow Producers,

For decades, state beef councils have partnered with the national Beef Checkoff to drive the demand for beef with remarkable success. By working together and sharing a unified voice, we develop creative and innovative ways to reach consumers even as their buying behaviors change.

Despite changes in how families make their grocery purchases, they still love beef! Recent research shows that 69% of consumers eat beef at least weekly. Research like this serves as the foundation of all Checkoff programs, and the Federation of State Beef Councils continues to support product quality, nutrition, beef safety, sustainability and market research to strengthen beef's promotional efforts.

For more than 35 years, the Beef Checkoff has been using funds wisely and effectively and the Supreme Court recently confirmed that USDA has appropriate and adequate oversight to ensure that Checkoff funds are being spent in compliance with the Beef Promotion and Research Act. As Checkoff dollars are budgeted for projects, the Federation of State Beef Councils is at the table with producer input guiding decisions through a grassroots process.



This annual report touches on some of the programs that producers help direct. From research and promotion to consumer and industry outreach, these efforts demonstrate the positive impact that national programs have when extended at the state level. These success stories confirm that we are better and stronger when we work together!

As we look forward to 2023 when the Federation of State Beef Councils commemorates its 60th anniversary, let's take time to celebrate our accomplishments, plan for the future and continue to work together to drive beef demand.

Sincerely,

Brad Hastings
Amarillo, Texas
Chair, Federation of State Beef Councils

BETTER AND STRONGER TOGETHER

The Federation of State Beef Councils (FSBC) 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 FSBC each year, and more than 50% of those contributions supplement 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 2022, the FSBC contributed \$4.5 million to supplement the approximately \$40 million national plan funded by the BPOC for promotion, research, industry information, consumer information, and producer communications. Specific programs made possible by SBC contributions include but are not limited to the following.

RESEARCH \$745,000

- Product Quality
- Human Nutrition
- Market Research
- Beef Safety
- Beef Sustainability

PROMOTION \$1,165,000

- Celebrity athlete Tony Romo served as the new spokesperson for *Beef. It's What's For Dinner.* and was utilized across multiple campaigns throughout the year.
- For the second year, the FSBC sponsored the *Beef. It's What's for Dinner.* 300, the 41st season-opening race for the NASCAR Xfinity Series, at Daytona International Speedway in February 2022.
- Beef was the star of the holidays with 125 ads airing during the holiday season on the Hallmark Channel: including during Thanksgiving weekend with a sponsorship of a movie premiere.

INDUSTRY INFORMATION \$150,000

- The Masters of Beef Advocacy (MBA) Program reached 20,000 graduates.
- The Trailblazers program, a yearlong training program was developed to prepare a new generation of advocates to protect the reputation of the beef industry.

CONSUMER INFORMATION \$2,439,000

- Conducted e-commerce projects with nationwide retailers encouraging consumers to add beef to their online carts.
- Distributed more than 3,000 Pediatric Health Professional In-Office Educational Toolkits in 32 states to highlight the importance of beef as a complementary food for infants and toddlers.



PROMOTING BEEF TO THE NEXT GENERATION OF CONSUMERS

Kids are influencing their family's buying behaviors and are more engaged with social issues than ever before. NCBA, a contractor to the Beef Checkoff, and state beef councils recognized the importance of

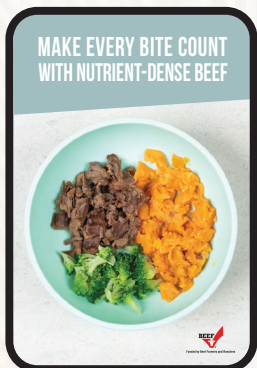
educating America's youth about beef's positive sustainability story and created fun and exciting ways to reach the next generation of consumers.

As part of reputation management initiatives around sustainability, NCBA partnered with kid-focused media outlets, such as The Week Jr. and ScoutLife. Through these partnerships, kids and parents alike were directed to the newly created Beef Sustainability for Kids page on the Beef Checkoff-funded *Beef. It's What's For Dinner.* website. An important aspect of the online content was kids sharing their stories of life on the ranch with their urban neighbors, helping bridge the gap between pasture and plate.

STATES EXTEND E-COMMERCE EFFORTS

In November and December 2021, a nationwide club store promoted beef and the *Beef. It's What's For Dinner.* brand during the holidays on the retailer's digital properties. Holiday beef digital ads were placed on the retailer's website and app directing consumers to a page where they could add beef to their shopping cart. Almost 40,000 consumers interacted with the ads, and those ads drove more than \$8 million in beef sales with 8.6 percent new buyers to the beef category. The return on ad spend for the campaign was \$41.72, which means that for every Checkoff dollar spent on the project, nearly \$42 was returned in beef sales. In addition, the effort was supported by 14 state beef council partners which helped increase the overall reach and impressions and brought additional beef sales to individual states.

EARLY BITES WITH BEEF



The Early Bites with Beef campaign continued in 2022 to advance awareness and increase health professional recommendations that beef can (and should) be a safe complementary first food for babies starting at around six months of age and continuing throughout childhood. Campaign efforts also provided consumers with information about how to effectively and safely feed babies beef.

Funding from the Federation and individual state beef councils extended outreach efforts to health professionals nationwide. More than 3,000 toolkits, complete with

posters, fact sheets and newsletters, were distributed to pediatric health care offices in 32 states. Health professional response to toolkits was very positive with nearly 9 in 10 professionals recommending or intending to recommend beef to parents and caregivers. In addition, 75% of respondents reported being more knowledgeable about beef as an early complementary food after receiving the information. On the consumer side, half of respondents reported that receiving the information from their pediatric professional made them more likely to feed beef to their child.

BEEF ADVOCATES BLAZE NEW TRAILS

The new Trailblazers program takes advocacy to an unprecedented level by giving participants the tools and training they need to promote beef to new audiences while addressing and correcting myths. Ten Trailblazers from across the country attended a multi-day training, which provided them with the resources, information, and engaging activities they need to become expert communicators, excel in media interviews and understand how to build confidence in beef related practices when talking to consumers.



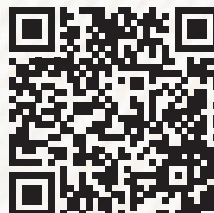
Trailblazers Shaye Koester and Jaclyn Wilson of Nebraska plate their beef dish during a social media and culinary challenge.

NEW SPOKESPERSON SCORES POINTS FOR BEEF



Beef scored points this summer with new spokesperson, Tony Romo. The former professional football quarterback and current sports commentator shared his family's passion for beef with consumers,

and promoted beef nationwide through digital and social media, outdoor advertising, on ESPN.com and through broadcast television ads on the Food Network, HGTV and the Magnolia Network. State beef councils extended this national programming through billboards, displays, advertising and other promotional efforts. Tony Romo's Playbook on *BeefItsWhatsForDinner.com* also highlighted new recipes and valuable information about beef's taste, nutrition, versatility and sustainability.



Scan QR code for the 2022 Federation of State Beef Councils Investor Report.