

SPORTS PROMOTION

The GBB is taking advantage of new opportunities to market with Georgia sports teams. Atlanta Falcons and Braves 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.



GBB STEAK SHOWDOWN

The Georgia Beef Board Steak Showdown was held at the Atlanta Motor Speedway on July 9th in conjunction with the Steak Cookoff Association

in July 2023. Teams from across Georgia came together to showcase their steak cookoff cooking skills, as well as their best burger and creative beef dish. The top three in each category won a prize pack and grill from Pitt Boss Grills and the Grand Champion won a Pitt Boss pellet grill. This great event allowed us to connect with beef grilling experts and made beef the spotlight protein of the race weekend for all the fans.

GEORGIA NATIONAL FAIR

The Georgia National Fair held in Perry from October 5-15, 2023 was an excellent opportunity to celebrate and promote beef with over 400,000 fairgoers. The Beef Booth was located within the Georgia Grown building where we experienced a high volume of foot traffic and were able to have a lot of positive interactions with consumers. Many thanks to all the volunteers that helped with the booth! Their presence and outreach efforts enhanced the Beef Booth experience for consumers by allowing them the opportunity to directly interact with beef producers.



GEORGIA BEEF WEEKS

ATL Chili Week – February 20-25

Only in its second year, ATL Chili Week 2023 brought some spicy competition for the Best Beefy Bowl of Chili to Metro Atlanta and surrounding area chefs! Between in-mail

marketing, programmatic campaigns, and extensive social interaction, 165,00+ consumers saw advertising promoting BEEF! Restaurants reported a high volume of take-out and delivery orders, and social media was steaming with comments on the recipes. Local media and social media influencers boosted the competition and followed the progress of crowning a winner!

Atlanta Burger Week – April 17-23

2023 marked an almost decade-long annual Metro Atlanta Beef Burger Competition known as ATL Burger Week! Beef consumption skyrocketed as local eateries served up their specialty burgers to a record number of customers. Branding for the initiatives reached significant numbers, as well: Over 100,000 Atlantans engaged on ABW social media channels, 56,000+ opened emails for details on the promotion, and banner ad activity was a sizzling 308%. These GEO-targeted metrics along with statewide organic reach on Fox 5 TV, local radio, and numerous media outlets made 2023 the most extensive Beef Burger promotion so far!



Milledgeville Burger Week – April 17-23

The GBB in collaboration with Visit Milledgeville and Milledgeville Main Street/Downtown Development Authority hosted the 2nd Milledgeville Burger Week. Sixteen restaurants participated and overall sold a total of 5,708 burgers, creating an economic impact to local restaurant participants in the amount of at least \$51,372! The winner of the People's Choice Award was the "Velvet Elvis" from Kai Thai who also was awarded "Most Beef Sold"

Macon Burger Week - November 13-19

The response from the middle Georgia community was overwhelming and all the participating restaurants reported record crowds for the 6th Annual Macon Burger Week. By the end of the week almost 15,000 burgers were served, which was a whopping 6,500 pounds of beef! Macon Burger Week recognizes three award winners: People's Choice Award: "Hot Shot" from Grey Goose Players Club; Cleverly Created Award: "Al Pastor Burger" from La Bella Morelia; and Most Beef Sales: Grey Goose Players Club with a grand total of 705 pounds of beef!

Share To Win!

IN CELEBRATION OF GEORGIA BEEF MONTH, THE GEORGIA BEEF BOARD IS GIVING AWAY A GRILL!



SHARE THIS POST FOR A CHANCE TO WIN! DRAWING WILL BE HELD MAY 31ST



BEEF

MAY BEEF MONTH

May Beef Month 2023 was filled with beef promotions to focus beef as the center-of-plate protein heading into the summer grilling season.

Radio spots focusing on sustainable beef production and summer

grilling were heard across the state. GBB partnered with iHeart Radio to broadcast beef nutrition and sustainability messaging. These commercials were broadcasted on 153 Georgia stations throughout the month reaching 2,368,000 people! GBB also brought back the popular Beef Month Grill Giveaway on our social media pages. That promotion reached 5,428 beef consumers and increased our page reach by 49.5 percent.

TASTE OF ATLANTA

The Georgia Beef Board sponsored two Taste of Atlanta Grand Tasting events, the first on July 20th at The Foundry at Puritan Mill in Westside Atlanta and the second on September 7th at the Hotel At Avalon in Alpharetta. Both events featured a Burger Throwdown where local chefs battled it out and presented fantastic beef burgers. Pike County cattle producer Howard Johnson was one of three guest judges that selected burger as the champion. GBB was well represented with an informational booth and giveaways at these exclusive sold-out events where 2,000 foodies flocked to try eclectic bites from local restaurants and eateries.



COLLEGIATE BEEF AMBASSADORS

The GBB funds the Collegiate Beef Ambassador (CBA) program, which is an excellent opportunity for undergraduate

students to assist with beef promotion and outreach events across the state. The CBA's were instrumental in assisting at the Georgia National Fair by helping with the beef booth and serving as GCA Convention Interns. The CBA year follows the school year so there were 12 CBAs that represented their universities, the GBB, and Georgia's 15,000 cattle producers throughout the spring and fall semesters.

WINTER HOLIDAY ADVERTING CAMPAIGN

The GBB's multimedia holiday campaign was an outstanding success, reaching millions of consumers through an engaging promotion on iHeart Radio streaming and billboard signage. The streaming commercial campaign strategically positioned beef as the perfect centerpiece

It's THE MOST FLAVORFUL TIME OF THE YEAR



for holiday meals, emphasizing its versatility and tradition. The prominently placed billboard along I-75 South in Tifton further amplified the message, capturing the attention of travelers and locals alike. The combination of digital and outdoor advertising effectively showcased beef as the ideal choice for festive celebrations, resonating positively with a broad audience during the holiday season.

TEAM BEEF

Georgia's Team Beef is a community of athletes who recognize the nutritional benefits of beef and the vital role high-quality protein plays in their training, performance, endurance, and recovery. This year 71 members of Georgia's Team Beef logged over 400 miles to help spread the positive message of beef as part of a healthy diet while wearing the TEAM BEEF jersey.



GEORGIA BEEF BOARD

FY2023 INCOME AND EXPENSE STATEMENT OCTOBER 1, 2022-SEPTEMBER 30, 2023

REVENUES

Gross Assessments Collected	\$666,477
<i>Assessments Remitted & Due</i>	
Cattlemen's Beef Promotion & Research Board	\$(298,542)
State Of Origin Remittance	\$(66,622)
Net Assessments	\$301,313
Grants And Other Revenues	\$97,928
Interest Income	\$3,493
TOTAL REVENUES	\$402,734

EXPENSES

<i>Program Services</i>	
Promotion	\$101,758
Consumer Information	\$18,647
Industry Information	\$300
Producer Communication	\$22,797
National Programs	\$5,299
Total Program Services	\$148,801
<i>Support Services</i>	
Collection And Compliance	\$13,532
Administration	\$162,368
Total Support Services	\$175,900
Depreciation	\$4,560

TOTAL EXPENSES **\$329,261**

Net Assests (Sept 30,2022)	\$527,606
Net Assests (October 1,2023)	\$583,372
Increase In New Assets	\$55,766

DEAR FELLOW PRODUCERS,

Since 1963, the Federation of State Beef Councils has been committed to building beef demand by inspiring, unifying and supporting an effective and coordinated state and national Checkoff partnership. During the 2023 Cattle Industry Convention in New Orleans, the Federation reaffirmed this vision along with the following Statement of Beliefs.

- We believe in the power of a strong state and national partnership resulting in increased consumer demand for beef.
- We believe in producer control of Checkoff funds through the Qualified State Beef Councils, which are the foundation of the Beef Checkoff.
- We believe greater knowledge about the Checkoff results in greater support for the Checkoff.
- We believe in the industry Long Range Plan as a guidepost for the Beef Checkoff and the principle of “one vision – one plan – one unified voice.”

Only one word was added to these beliefs, but it was a powerful one: unified. The Federation believes in one vision, one plan and one UNIFIED voice. It is the strong state and national partnership that unifies the Federation to speak with one voice and drive beef demand.

While how we drive that demand has certainly changed over the years, one thing remains constant and that is the industry’s dedication to continuous improvement. Whether it is adapting practices to improve animal well-being and conserve natural resources at the ranch or finding new ways to effectively reach consumers, we are stronger when we work together.

This “State of the Federation” provides an overview of Federation-funded programs that producers have helped to direct over the past year. From research and promotion to consumer and industry outreach, these efforts demonstrate the power of unity.

Sincerely,

Clark Price | Hensler, North Dakota
Chair, Federation of State Beef Councils



FEDERATION REPORT 2023



THE POWER OF PARTNERSHIPS

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, and more than 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 2023, with input from SBC staff, the Federation Executive Committee approved nearly \$3.8 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: \$1,318,000

- ▶ Celebrity athlete Tony Romo was the spokesperson for **Beef. It's What's For Dinner.**, promoting beef across multiple campaigns including winter holiday content.
- ▶ With support from the Federation, content was created to showcase the **Beef. It's What's For Dinner.** brand focusing on moments throughout the year when families and friends gather together to enjoy beef.
- ▶ The Federation supported efforts to promote beef during the third annual **Beef. It's What's For Dinner. 300**, the 42nd season-opening race for the NASCAR Xfinity Series, at Daytona International Speedway in February 2023.

RESEARCH

STATE BEEF COUNCILS SUPPLEMENT: \$1,000,000

- ▶ **Product Quality:** Research is designed to improve beef quality, consistency, value and demand. Current projects include the study of new packaging technologies and the effects of freezing on beef quality and palatability.
- ▶ **Beef Safety:** Research focuses on cattle-borne pathogens and/or their resistance, such as a current project studying the impact of water and environmental management on Salmonella.
- ▶ **Human Nutrition:** Beef farmers and ranchers continue to support nutrition research to advance the understanding of beef’s role in a balanced and healthy diet. A current project is studying the effects of beef consumption on skeletal muscle protein.

BEEF FEATURED IN NATIONAL PUBLICATIONS



The Federation supported efforts to place positive stories showcasing producers and the benefits of beef in national publications as well as lifestyle and news publications in major metropolitan areas, such as **Sports Illustrated**, **Texas Monthly**, **Seattle Times**, and **Atlanta Magazine**. Combined, these stories have, so far, reached more than 130 million consumers across the country.

INFLUENCING INFLUENCERS

Working with food, culinary and agricultural influencers provides a way to amplify beef messages and to interact with consumer audiences through credible third parties. Influencers share their personal beef stories, recipes and tips to educate and inspire their peers and consumers. The program creates compelling consumer content collaboratively and provides educational opportunities for influencers to tell the beef story in a knowledgeable and authentic manner in their own voice but armed with relevant information. So far, 23 influencers have created 75 posts sharing beef recipes, meals and stories from the ranch, reaching more than 15 million consumers and generating 1.3 million engagements.

REACHING HEALTH PROFESSIONALS

Following a successful health professional mailing highlighting Beef in the Early Years in 2022, two additional toolkits were sent out to provide health professionals with science-based information about beef's role in a healthy lifestyle. The kits aimed to equip healthcare professionals with valuable education,



tools and resources they could then share with their patients and clients.

As part of the effort, more than 3,300 Strong Minds, Strong Bodies toolkits were mailed to pediatric and family physician offices to showcase how beef can contribute to healthy growth and development for school-age children and teens. In addition, more than 850 Beef Nutrition and Heart Health cookbooks were sent to cardiologists and physicians, along with a cover letter from the author, relevant research and heart health consumer content.

NATIONAL AUDIT SHOWS EFFICIENCY IMPROVEMENTS



Since 1991, the Beef Checkoff-funded National Beef Quality Audit (NBQA) has delivered a set of guideposts and measurements for cattle producers and other stakeholders to help determine quality conformance of the U.S. beef supply. Results from the 2022 NBQA indicate that the beef cattle industry is producing a high-quality product that consumers want more efficiently and the industry's primary focus across the supply chain remains food safety.

The NBQA, conducted approximately every five years, is foundational research that provides an understanding of what quality means to the various industry sectors, and the value of those quality attributes. This research helps the industry make modifications necessary to increase the value of its products. The efforts of the findings from the 2022 NBQA serve to improve quality, minimize economic loss, and aid in advancements in producer education for the U.S. beef industry. For more information about the 2022 National Beef Quality Audit, visit www.bqa.org.



Scan QR code for the 2023 Federation of State Beef Councils Investor Report.

BROUGHT TO YOU BY THE FEDERATION OF STATE BEEF COUNCILS.

CONSUMER INFORMATION

STATE BEEF COUNCILS SUPPLEMENT: \$995,000

- ▶ E-commerce efforts put beef in online carts, and partnerships with retailers, foodservice operators and state beef councils generated significant beef sales. A partnership with a national mass merchandiser promoted beef through digital ads, both on the retailer's website as well as on popular consumer lifestyle sites that led back to the retailer's beef landing page.
- ▶ The nearly two-month promotion resulted in \$11.6 million in incremental beef sales, 30.5 million ad impressions and a return on ad spend of \$49.

INDUSTRY INFORMATION

STATE BEEF COUNCILS SUPPLEMENT: \$485,000

- ▶ This past year, Masters of Beef Advocacy (MBA) sustainability content was updated and Texas cattle producer, Tucker Brown, was recognized as the 2022 Advocate of the Year.
- ▶ Ten Trailblazers from eight states were selected for the second cohort of beef community spokespeople, beginning the year-long program which includes in-person and virtual training opportunities to prepare the next generation of advocates who will help protect the reputation of the beef industry.