

GBB STEAK SHOWDOWN

The Georgia Beef Board Steak Showdown was held at the Atlanta Motor Speedway on September 7, 2024, in conjunction with the Steak Cookoff Association. 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 3-13, 2024, was an excellent opportunity to celebrate and promote beef with more than 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 of the volunteers who 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.

ATLANTA BURGER WEEK – MAY 6-12

2024 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. More than 100,000 Atlantans engaged on ABW social media channels, 56,000-plus opened emails for details on the promotion, and banner ad activity was a sizzling 308 percent. These GEO-targeted metrics – along with statewide organic reach on Fox 5 TV, local radio, and numerous media outlets – made 2024 the most extensive Beef Burger promotion so far!

AUGUSTA BEEF BASH – MAY 11

The GBB collaborated with Beasley Media to host the first-ever Georgia Beef Bash in Augusta. The event took place from 4-7 p.m. at the Evans Market. Each food truck served its original dishes featuring Georgia Beef.

ANNUAL REPORT

MILLEDGEVILLE BURGER WEEK – MAY 17-25

The GBB, in collaboration with Visit Milledgeville and Milledgeville Main Street/Downtown Development Authority, hosted the 3rd Milledgeville Burger Week. More than 15 restaurants participated and, overall, sold a total of more than 5,500 burgers – creating an economic impact to local restaurant participants in the amount of at least \$50,000!

MACON BURGER WEEK – NOVEMBER 1-9

The response from the middle Georgia community was overwhelming; and all the participating restaurants reported record crowds for the 7th 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 recognized two award winners: People's Choice Award: "The Clubhouse Champ" from Grey Goose Player's Club; and the Cleverly Creative Award: "Soul Stacked Burger" from H&H Soul Food!

BQA TRAINING

The Georgia Beef Board worked with Lamar/Upson County ANR Extension to host a Beef Quality Assurance training in conjunction with the Georgia Junior Beef Futurity. More than 60 participants received their BQA certification through this great event!



COLLEGIATE BEEF AMBASSADORS

The GBB funds the Collegiate Beef Ambassadors (CBA) program, which is an excellent opportunity for undergraduate students to assist with beef promotion and outreach events across the state. The CBAs were instrumental in assisting at the Georgia National Fair by helping with the Beef Booth, and serving as some of the GCA Convention Interns.





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 sta , the Federation Executive Committee approved more than \$3.3 million to supplement national efforts. Specific program 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 effort 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 influence 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 AND 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

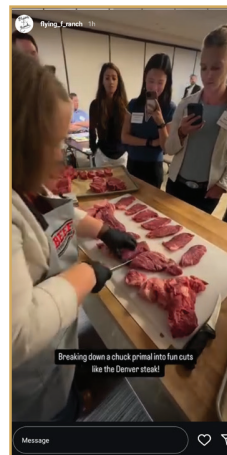


A heart health mailer was sent to registered dietitians, researchers and other health professionals, with a goal to encourage excitement and provide education on the ways

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.