

GEORGIA

BEEF

BOARD

BEEF

Funded by the Beef Checkoff

2025

A Year on the Move: Georgia Beef Board's Impact in 2025

From burger promotions to boots-on-the-ground outreach, GBB delivered for Georgia's cattle producers.

If 2025 proved anything, it's this: The Georgia Beef Board showed up. Not just in advertising. Not just in meetings. But in classrooms, cattle barns, rodeo arenas, radio stations, and communities across all 159 counties. This was a year defined by visibility, relationships, and real-world impact.

BEEF TOOK CENTER STAGE ACROSS GEORGIA

GBB's growing footprint was most visible through its Burger Week promotions, which expanded across key markets – including Atlanta, Athens, Milledgeville, and Warner Robins. These events did more than promote beef; they:

- Drove traffic to local restaurants.
- Created direct consumer engagement.
- Positioned beef as the centerpiece of dining experiences.

Strategic sponsorships and coordination turned these into high-impact demand drivers, backed by strong local partnerships and marketing support. Layered on top of that were creative campaigns such as the Best Steak of Georgia Contest, structured as a March Madness-style bracket that generated consumer excitement and statewide participation.

FROM THE CAPITOL TO THE CLASSROOM

One of the biggest strengths of 2025 was GBB's range of outreach. At the Capitol, initiatives such as "Steak Biscuits at the Capitol" brought beef directly to policymakers – creating conversations and relationships that matter for the industry long-term.

At the same time, the Board leaned heavily into education:

- Beef in the Classroom initiative reaching students statewide.
- Hands-on teaching about nutrition, agriculture, and beef production.
- Direct interaction with the next generation of consumers.

This wasn't passive messaging; this was face-to-face impact.

STATE SHOW WEEK: WHERE BEEF MEETS THE NEXT GENERATION

During State Show Week, GBB was front-and-center supporting youth and families involved in the cattle industry.

Efforts included:

- Partnering with the Dairy Alliance to provide coffee for exhibitors.
- Assisting with steer and heifer check-in.
- Feeding rodeo contestants nightly.
- Running the Georgia Beef Board flag in the grand entry in front of sold-out crowds.

It was a clear example of GBB investing back into the people who drive the industry forward.

BUILDING PARTNERSHIPS THAT EXPAND REACH

2025 was also a year of strategic partnerships. GBB worked alongside organizations such as:

- Dairy Alliance (recipe videos and joint promotions).
- Publix Atlanta Marathon (revitalizing Team Beef and consumer engagement).
- SCORE Atlanta (connecting beef with high school athletics).
- Georgia Farm Bureau and media partners for statewide messaging.

These partnerships extended beef's reach into:

- Health and fitness audiences;
- Youth athletics;
- Nutrition education spaces;
- ...And helped position beef in conversations beyond traditional agriculture.

A STRONG MEDIA AND MARKETING PUSH

Behind every event was a coordinated media effort.

GBB invested heavily in:

- Radio campaigns across Georgia.
- Television placements.



ANNUAL REPORT

- Print advertising, including full-page features.
- Billboard placements in high-traffic areas.

This ensured that beef messaging stayed consistent and visible year-round, with over \$48,000 directed toward media efforts alone. Additionally, ongoing radio segments such as “Beef Minute” helped tell beef’s story in a way that was relatable, consistent, and far-reaching.

SUPPORTING PRODUCERS AT THE LOCAL LEVEL

While consumer outreach expanded, GBB remained grounded in its responsibility to producers.

Support included:

- Local cattlemen’s events and meetings.
- Sponsorship of meals and association programming.
- Continued collaboration with Georgia Cattlemen’s Association efforts.

These investments may not always be flashy – but they are critical to maintaining a strong, connected industry.

TOOLS THAT DRIVE DEMAND

Education remained a priority through:

- Recipe books and cooking resources.
- Consumer-facing promotional materials.
- Hands-on demonstrations and outreach.

These tools helped bridge the gap between producer and consumer by answering one key question:

“How do I cook it?” Because when consumers are confident in the kitchen, demand follows.

BEEF MEETS LIFESTYLE

GBB also leaned into the growing connection between beef and health-conscious consumers.

Through participation in races and events such as:

- Atlanta 10 Miler;
- Peachtree Road Race;
- Regional 5Ks and marathons;

...the Board aligned beef with performance, nutrition, and active lifestyles.

THE BIGGER PICTURE

When you step back, 2025 wasn’t about one event or one campaign. It was about a coordinated effort to meet consumers wherever they are:

- At a restaurant.
- At a football game.
- In a classroom.
- At a race.

- At the Capitol.
- Or at a cattle show.

Every dollar invested, every partnership formed, and every event executed tied back to one goal: Driving demand for beef and delivering value to Georgia’s cattle producers.

LOOKING AHEAD

The groundwork laid in 2025 has positioned the Georgia Beef Board for even greater impact moving forward. With stronger partnerships, proven campaigns, and a growing presence across the state, the focus remains clear: Tell beef’s story. Support producers. Grow demand. Because at the end of the day: Everything the Checkoff does should work back to the producer – and in 2025, it did.

GEORGIA BEEF BOARD

FY2025 INCOME AND EXPENSE STATEMENT
OCTOBER 1, 2024-SEPTEMBER 30, 2025

REVENUES

Gross Assessments Collected	\$604,303
Assessments Remitted & Due	
Cattlemen's Beef Promotion & Research Board	\$(258,190)
State Of Origin Remittance	\$(65,022)
Net Assessments	\$281,091
Grants And Other Revenues	\$94,968
Interest Income	\$10,000
TOTAL REVENUES	\$386,059

EXPENSES

Program Services	
Promotion	\$21,059
Consumer Information	\$126,396
Industry Information	\$3241
Producer Communication	\$6,346
National Programs	\$14,000
Total Program Services	\$168,042
Support Services	
Collection And Compliance	\$ 30,205
Administration	\$39,335
Total Support Services	\$69,540
Depreciation	\$12,734
TOTAL EXPENSES	\$250,316
Net Assets (Sept 30, 2024)	\$613,910
Net Assets (October 1, 2025)	\$749,653
Increase In New Assets	\$135,743



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 states, 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' office 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

