

2025



Arizona Beef Council Annual Report

The Arizona Beef Council board annually builds a market plan for staff to implement beef promotion and education to Arizona consumers. Highlighted in this report are programs executed in the 2025 fiscal year, from July 2024 to June 2025.

MISSION STATEMENT

Beef promotion and education to Arizona consumers and stakeholders.

Promotion

Recipe Videos Inspire Mealtime

On social media and YouTube, 25 easy-to-follow recipe videos were viewed 1.4 million times, inspiring delicious mealtime decisions.

Promoting Beef to Residents and Visitors



Leveraging Arizona's tourism, major sporting events, and growing population, the ABC executed a February–June multi-platform advertising campaign promoting beef. Connected TV ads, YouTube and Google digital ads, and audio ads were viewed over 8 million times, increased brand awareness, and encouraged beef purchases statewide. Outdoor billboards in high-traffic areas delivered an additional 4.4 million impressions.*

Supporting the Beef Supply Chain

ABC assists the beef supply chain to promote beef with cut chart posters and materials. Foodservice distributors, restaurants and retailers distributed 173 pieces across the state.

VISION

To be the trusted source of beef information in Arizona by reinforcing beef's role in a healthy diet and positive environmental impact, while enhancing demand for beef and promoting a sustainable future for Arizona beef producers.

Consumer Information

Beefing Up Classrooms



A session for career and technical education teachers titled “Fancy Steak Dinner – on a Budget!” provided 45 teachers, who reach nearly 5,000 students annually, with a practical lesson plan on the topics of food preparation, cut selection, cooking methods and fine dining table settings.

The “Beef Up the Classroom” grant program helped middle and high school teachers implement beef-focused curriculum in their classrooms, reaching 3,959 students. *Program funded by the Arizona Cattle Industry Foundation.*

In collaboration with fellow agriculture education groups, ABC coordinates the Arizona Agriculture Institute, providing teachers on-the-farm learning and lesson plans.

Beef-Focused Insights for Nutrition & Nursing Experts
ABC participated in the School Nutrition Association of Arizona, Arizona Academy of Nutrition and Dietetics, and the Arizona Nurses Association conferences' high-traffic trade shows, providing speakers, recipes and nutrition materials, keeping beef top of mind for nutrition and health decision makers statewide.*

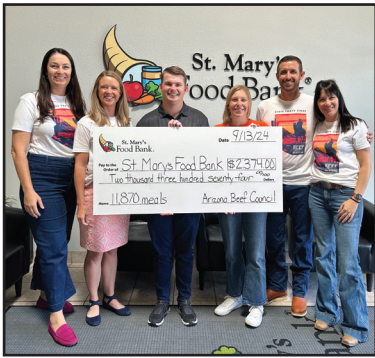
Nutrition & Pre-Med Students Experience Ranch Tours



Nutrition graduate students from the University of Arizona, Arizona State University, Grand Canyon University and Maricopa County Department of Public Health, and pre-med students from GCU, learned

first-hand from Arizona cattlemen and women about cattle production, care, and beef nutrition, providing a foundation from which to consult future clients and patients. Pre- and post-tour surveys showed substantial shifts toward positive perception and knowledge of the beef community and of beef's nutritional benefits.*

Community Good Will During the Holidays



Board members, staff and agriculture volunteers partnered with St. Mary's Food Bank before Thanksgiving, packing 1,350 food boxes. Through hands-on service and fundraising efforts, ABC provided 11,870 meals and high-quality beef to Arizona families in need.

Industry and Producer Information

Inspiring Beef Advocates through FFA



Partnering with the Arizona FFA, ABC hosted the 3rd annual Masters of Beef Advocacy Career and Development Event, building students' knowledge of the beef community while developing confident, informed youth leaders.

Industry Monitoring and Response

ABC served as a trusted source for beef information by participating in news and podcast interviews, providing beef content experts, and tracking beef-related news and trends.

Cattlegirls Partners in Beef Events

Partnering with the Arizona State Cowbelles

In partnership with the ABC, the Arizona State Cowbelles executed an impactful Gate to Plate Tour for nutrition and lifestyle influencers, reaching almost 500,000 followers. The partnership also extends beef information to classrooms, fairs and consumer events across the state.

* These programs are made possible by partnerships with the Iowa, Kansas and Nebraska Beef Councils.

More Information

For more in-depth reports about Arizona Beef Council programs, visit the News Center on ArizonaBeef.org.

Follow ABC on [Facebook](#) [Instagram](#) @ArizonaBeef

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Board of Directors

- Arie Van Hofwegen, Dairyman, Chairman
- Tim Cooley, Cattle Feeder
- Dean Fish, Range Cattle
- Clint Gladden, Dairyman
- P. Andy Groseta, Range Cattle
- Mary Jo Rideout, Cattle Feeder
- James Webb, Range Cattle

Arizona Federation Director

- Dean Fish, Nogales, AZ

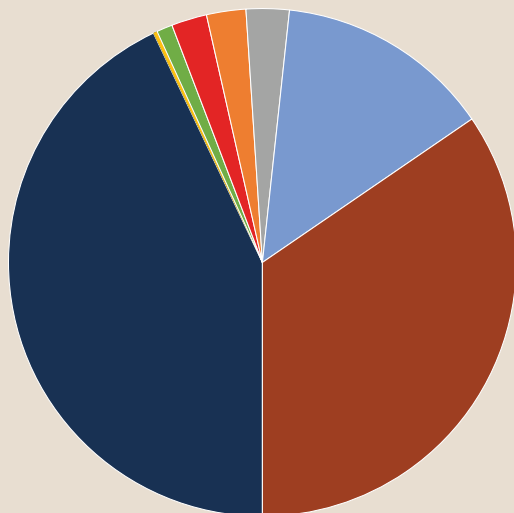
Cattlemen's Beef Board Member

- Sine Kerr (2022-2025), Buckeye, AZ

Staff

- Lauren Maehling, Executive Director
- Tiffany Selchow, Director of Social Marketing and Consumer Outreach
- Maria Cadena, Executive Administrative Assistant

ARIZONA BEEF COUNCIL FY 2024-2025 Audited Financials



REVENUE

Assessment Revenue	\$626,883
Grants Received	\$92,731

EXPENSES

National Programs via Cattlemen's Beef Board	\$313,442
Beef Supply Chain	\$1,833
Arizona Cowbelle Programs	\$7,388
Producer Communication	\$16,488
Department of Ag Fees	\$18,269
Federation of State Beef Councils	\$20,000
Operating Expenses & Compliance	\$100,292
Consumer Information & Promotion	\$252,218
Total	\$729,930



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

