



Arizona Beef Council 2020 Annual Report

The Arizona Beef Council board of directors and staff annually build a market plan to implement beef promotion and education to Arizona consumers. Highlighted in this report are programs executed in the 2020 fiscal year, from July 2019 to June 2020. Special recognition is given to funding provided by the Iowa Beef Industry Council and the Arizona Cattle Industry Research and Education Foundation.

■ Beef Information Viewed by Almost 3 Million Arizona Consumers

A seven-month spring and summer advertising campaign promoting beef's great taste and thoughtful animal care generated 2,859,864 video views, website clicks and audio listens among Arizona consumers. Via YouTube video, Google search and Spotify music streaming, beef messages reached Arizonans 3,987,659 times as they searched for information about beef and how cattle are raised.*

■ Beef in the Classroom

In its ninth year, the Beef Up the Classroom grant program allows teachers the opportunity to use beef in their culinary or agriculture classes. Inventive teachers use this program to teach students about cuts of beef, beef's nutrition benefits, and to encourage more cooking at home with their families. In the 2019-2020 school year, 788 students and teachers were reached and the grants have been extended into the 2020-2021 academic year. As classrooms turned to remote learning in the spring of 2020, ABC continued to serve as a trusted resource for Arizona teachers by providing free downloadable lesson plans and email reminders about beef information.**

■ Arizona Nutrition Professionals Learn About Beef

Engaging with Arizona's largest annual gathering of nutrition professionals, the ABC sponsored the Arizona Academy of Nutrition and Dietetics' (AZAND) virtual conference. The sponsorship included hosting session speaker Carolyn Williams, PhD, RD, who presented "Anti-Inflammatory Diet 101: What is it and why does it matter?" to 80 participants. Via video greeting, ABC staff shared online beef and nutrition resources available for nutrition professionals to share with clients. Additionally, AZAND shared beef messages and resources on social media and in the association's monthly e-newsletter.*

■ Blog Posts

The Arizona Beef blog is an evergreen resource for consumers to learn more about the Arizona beef community. Blog posts feature Arizona ranchers**, cooking how-tos, recipes from foodie influencers, and more. The blog was viewed a total of 12,000 times.

■ Gate to Plate Tours

ABC hosted Gate to Plate tours for key influencer audiences. Building relationships with Arizona's dietetic intern programs at the University of Arizona, Arizona State University and Maricopa County, in-person tours were completed before the COVID pandemic began. The tours offered an intensive first-hand experience of how cattle are raised in Arizona and the nutritional benefits of beef.*

■ Beef Supply Chain

ABC assists Arizona beef supply chain partners to promote beef to their customers by providing beef cut charts, education, sales materials, and beef production tours to chefs and restaurateurs. Through the COVID pandemic, the beef checkoff continued to keep in touch with foodservice and retail partners by providing informational webinars and resources in the changing and challenging times.

■ QR Codes Elevate Beef Shopping Experience

To amplify beef information to customers as they shop, the Arizona Beef Council and the National Cattlemen's Beef Association, a contractor to the Beef Checkoff, developed point of sale and education materials for use in all US Foods Chef's Store. Helping shoppers learn about the 21 beef cuts that are available in-store, new signage includes a beef image, carcass location diagram, cooking method suggestions and applications along with a custom QR code that takes shoppers to the cut page on BeefItsWhatsForDinner.com.

■ Issues Management

ABC served as a trusted source for beef information, especially during the COVID pandemic, partaking in news interviews, providing supply chain partners with up-to-date information, and tracking beef-related news and trends.

■ Summer Ag Institute

In June, the annual in-person Summer Ag Institute (SAI) went remote for the 2020 Virtual Academy. Typically, a maximum of 30 teachers attend the week-long tour. This year five days of virtual tours and presentations replaced the bus trip, and 218 educators participated in the event, with an average daily attendance of up to 200. The event is a coordinated effort between Arizona's agriculture education groups, including the University of Arizona Cooperative Extension and Maricopa Agriculture Center, Arizona Beef Council, Arizona Farm Bureau Federation, Arizona Milk Producers, Arizona State Cowbellés, and the Arizona Departments of Education and Agriculture. Support is also provided by the Arizona Foundation for Agriculture Literacy.

■ Top Advocate Training

The Arizona Top Advocate Training equipped those in the beef community who are already out talking about beef to increase their effectiveness in communicating with consumers. Attendees from across the beef industry participated in a day of learning with spokesperson and nutrition workshops.**

■ Social Media Social with Beef

Arizona's millennial consumers engaged with ABC's Facebook and Instagram pages, resulting in 774,216 impressions.

■ Arizona State Cowbellés

In partnership with, and funded by the ABC, the Cowbellés coordinated the Arizona Beef Ambassador Program, hosted local beef promotion efforts, and distributed beef information to students.

*Funded by the Iowa Beef Industry Foundation

**Funded by the Arizona Cattle Industry Research and Education Foundation

■ ABC Board of Directors 2019-2020

Mary Jo Rideout, Cattle Feeder, Chairman
Linda Brake, Range Cattle
Tim Cooley, Cattle Feeder
Harvey Dietrich, Range Cattle
Clint Gladden, Dairyman
Norman Hinz, Cattle Feeder
Wesley Kerr, Dairyman
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■ Arizona Federation Director

Tim Cooley

■ Cattlemen's Beef Board Member

Mary Jo Rideout

■ Staff

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

■ Follow ABC on Social Media



@ArizonaBeef #AZbeef

www.arizonabeef.org

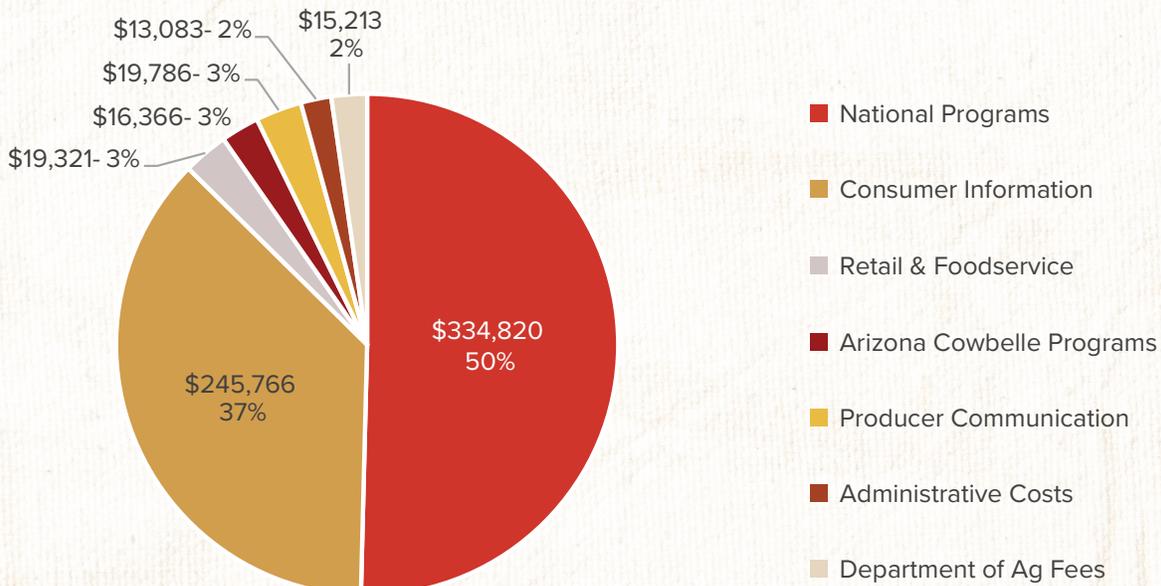
Arizona Beef Council

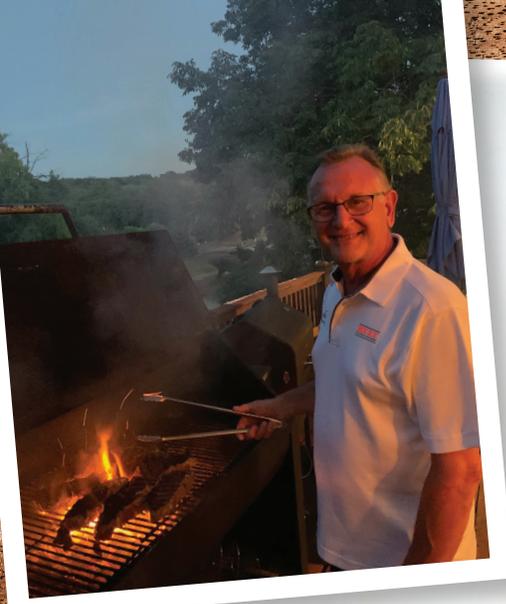
916 West Adams Street

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Arizona Beef Council Fiscal Year 2020 Expenditures by Category – Total Expenses: \$644,355
Based on annual fiscal audit





Dear Fellow Producers,

When state beef councils in 1963 pushed for a national beef promotion effort through what was then the Beef Industry Council, they created the Federation of State Beef Councils. Since then, the Federation and states have enjoyed a synergistic state/national partnership that combines the strengths of national expertise, unity and coordination with state agility, on-the-ground energy and grassroots producer support.

It follows a common theme. When a mandatory national beef checkoff started being discussed in the 1970s and 80s, survey after survey delivered the same producer request: We want a national program that works, but we want state beef councils to retain their independence. After all, some councils had been in operation since the 1950s. I believe our system achieves that aim and continues to build on a strong foundation laid by those forward-thinking volunteers and staff who served before us.

Today more than 700 producers sit on state beef councils around the country and make decisions for work by their states. States send more than 100 representatives to serve as Federation directors at the national level. This unified effort is one of the reasons yearly producer attitude surveys show continued strong support for the Beef Checkoff. Some of the national and international programs those producers help direct are described in this report.

The United We Steak grilling promotion campaign is another example of state and national cooperation. The campaign allowed states to benefit from national expertise and organization while showcasing an effort that was decidedly state-friendly. This cooperative effort, funded through the Beef Promotion Operating Committee, further demonstrates the value of a strong partnership between state beef councils and the national Beef Checkoff.

Our approach shows that together, there's little we can't accomplish to increase demand for beef.

Yours truly,

Buck Wehrbein
Mead, Nebraska
Chairman, Federation of State Beef Councils



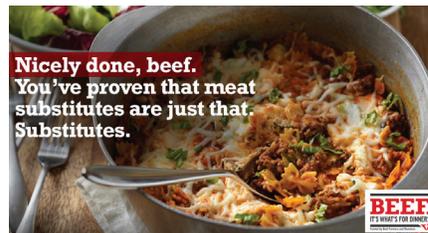
United We Steak

Summer wouldn't be summer without steaks on the grill. The *Beef. It's What's For Dinner.* brand took advantage of that in 2020 with an aggressive United We Steak grilling campaign.

Funded by the Beef Checkoff and managed by NCBA, a contractor to the Beef Checkoff, the effort encouraged families to unite in their love of beef. Consumers were reminded that the grilling season was brought to them by beef farmers and ranchers, who work day-and-night to ensure that Americans have access to great beef. A video was released on social media as well as through Connected TV and YouTube to showcase that beef farmers and ranchers keep beef on grills.

The campaign drove users to BeefItsWhatsForDinner.com or UnitedWeSteak.com, where they found a profile page for each state with state-themed beef recipes, a "meet your state beef producer" section and fun and informative state facts. The successful campaign generated more than 338 million impressions, including almost 90 million video views.

No Substitute for Beef



While plant-based meat substitutes remain a media darling in some circles, in 2020 the Beef Checkoff made sure beef maintains its position as the consumer protein of choice.

Last year the *Beef. It's What's For Dinner.* brand conducted an online search campaign that served up a *Beef. It's What's For Dinner.* ad to consumers who Googled new plant-based burger options and linked them to BeefItsWhatsForDinner.com to give them mouthwatering real beef recipes.

It also conducted a webinar for supply chain professionals from the retail, foodservice, manufacturing, distributing and packing industries featuring updates on the regulatory and labeling landscape for meat substitutes, insights on consumer research and facts about beef's nutrition and environmental sustainability.

A fact sheet and infographic were distributed to key audiences showing how ground beef and meat substitutes stack up when it comes to nutrition profile and ingredients. The *Beef. It's What's For Dinner.* brand continues to be active in protecting beef's number one protein position in both traditional and social media.

Dietary Guidelines



The Beef Checkoff-funded human nutrition team has been engaged throughout the Dietary Guidelines process. In 2019 and 2020 NCBA, as a Beef Checkoff contractor, submitted 21 sets of public comments and more than 100 research studies in support of beef's role in a healthy diet to the Dietary Guidelines Advisory Committee.

DGAs are important because they provide Americans with a roadmap for healthy eating and are the foundation for federal nutrition programs along with school, military, hospital and nursing home menus. They are also the basis for many expert nutrition recommendations.

The 2020 DGAC report included meat in a healthy dietary pattern, highlighting beef's nutrients in the first years of life, but they continued to exclude other high-quality evidence demonstrating beef's role in a healthy diet. The Beef Checkoff's role in providing relevant and science-based research to the process continues to be important.

BQA Continues Success



The Beef Quality Assurance program continues to grow, with more than 100,000 cattle producers now certified through its online learning system. Since the program was initiated in the early

1990s hundreds of thousands have become BQA-certified through in-person and online training, with an estimated 85 percent of the U.S. fed beef supply now touched by BQA-certified operations.

The BQA program is also now recognized as an industry-leading animal welfare program. The USDA has reviewed and certified that the BQA program complies with the International Organization for Standardization (ISO) Animal Welfare Management/General Requirements and Guidance for Organizations in the Food Supply Chain. This recognition will mean the BQA program is listed on USDA's Quality Assessment Division website as being compliant with the ISO specification.

A World View

There is sustained demand for U.S. beef in other countries, thanks in part to efforts of the U.S. Meat Export Federation, a Beef Checkoff subcontractor. From January through May of 2020, most Asian economies experienced significant economic slowdowns. But in countries like South Korea, consumers are still buying red meat, with a 10 percent sales growth at discount retail stores in that country during that period. U.S. beef sales in South Korea recorded an 18 percent sales increase, on average.

Responding in a Crisis



These COVID-19 times have caused significant hardships for beef farmers and ranchers. These include challenges to the industry's Beef Checkoff-funded promotion, research and education programs. To address

the quickly emerging issues and help maintain energy and continuity, checkoff programs used consumer and market research to adjust to meet changing consumer, influencer, supply chain and media needs.

The efforts have been well-directed. As the supply chain started to recover, a checkoff-funded research tracker, managed by NCBA as a Beef Checkoff contractor, showed consumers remained largely positive toward beef. When asked if the current U.S. and global environment has changed their overall perception of beef, nearly 90 percent of consumers said their attitudes have not changed or have gotten even more positive. In fact, the percentage who said they are more positive steadily increased from a low of 12 percent in early April to 26 percent in early May.

NCBA continued to monitor the issue and adjust programming to meet the needs of consumers, stakeholders and state beef council partners throughout the COVID-19 pandemic.



Funded by Beef Farmers and Ranchers

Cattlemen's Beef Board Fiscal Year 2020 Expenditures

Promotion	\$10,206,858
Research	\$8,349,734
Consumer Information	\$7,260,148
Industry Information	\$3,392,835
Foreign Marketing	\$6,933,262
Producer Communications	\$1,553,796
Program Evaluation	\$202,046
Program Development	\$388,847
USDA Oversight*	\$761,214
Administration	\$1,505,256
TOTAL EXPENSES	\$40,553,996

*Included in the USDA Oversight amount is approximately \$600,000 paid by the Cattlemen's Beef Board to USDA for oversight fees during the year. The remaining \$161,000 is related to cost incurred by Cattlemen's Beef Board for litigation, meetings with USDA, freedom of information act requests, settlement requests, and authorization requests.

Unaudited Numbers