

# 2024

## DESIGNED TO DRIVE BEEF DEMAND

Before the Beef Checkoff became law, producer dollars for national promotional efforts flowed primarily from the state level. Today, states continue to ground the program. It's where the \$1 per-head Checkoff assessment is collected, and it's where the decision-making process begins for this grassroots, producer-driven program that markets beef around the world.

Established in 1963, the Federation of State Beef Councils represents the 43 Qualified State Beef Councils. State beef councils voluntarily invest in the Federation to enhance the national Checkoff and leverage producer dollars through a coordinated partnership. Housed at the National Cattlemen's Beef Association, a contractor to the Beef Checkoff, the Federation is a grassroots organization run by producers across the country.

For more information, visit [www.ncba.org/federation](http://www.ncba.org/federation).

### **VISION:**

To build beef demand by inspiring, unifying and supporting an effective and coordinated state and national Checkoff partnership.

### **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."

### **2024 FEDERATION LEADERSHIP:**

The State Beef Councils elect their Region Vice Presidents, their state revenue seats and one state executive to chair the Federation Advisory Council. These individuals, along with the **Federation Chair, Dan Gattis, TX, and Vice Chair, Nancy Jackson, MS, form the Federation Executive Committee:**

Region I - Jeff Sherfield, IN  
Region II - Russ Uselton, TN  
Region III - Janine Moore, IA  
Region IV - Brandi Richards, TX  
Region V - Andy Kellom, MT  
Region VI - Michael Smith, CA  
Region VII - Gary Deering, SD

### **BEEF COUNCIL REVENUE SEATS:**

Randall Debler, Kansas Beef Council  
Michele Cutler, Nebraska Beef Council  
Pat Shields, Texas Beef Council

### **2024 BEEF PROMOTION OPERATING COMMITTEE:**

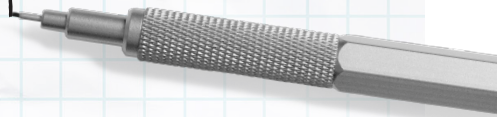
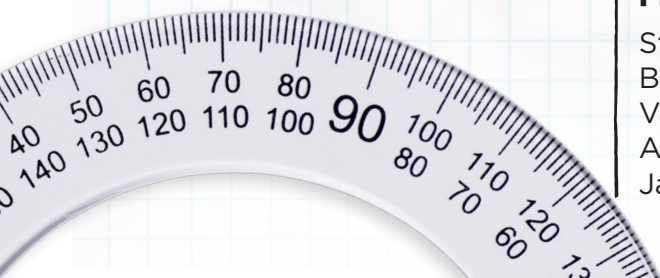
The Federation board of directors elects a chair and vice chair plus eight more members to the Beef Promotion Operating Committee:

**Dan Gattis, TX - Chair**  
**Nancy Jackson, MS - Vice Chair**

Chuck Coffey, OK  
Mark Goes, NE  
Dan Hanrahan, IA  
Andy Kellom, MT  
Al Lyman, IL  
Travis Maddock, ND  
John Scanga, CO  
Shannon Treichel, TX

### **FEDERATION ADVISORY COUNCIL:**

Stephanie Weiss, VA, Chair	Molly McAdams, TX
Brent Tanner, UT, Vice Chair	Josh St. Peters, IL
Valerie Bass, TN	Scott Stebner, KS
Ann Marie Bosshamer, NE	Tammy Vaassen, WI
Jackie Madill, WA	



## 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 those contributions supplement tactics within Authorization Requests (ARs) approved by the Beef Promotion Operating Committee (BPOC). The remaining investment funds services to support SBCs.
- ✓ Supplementing these tactics helps the national Checkoff program have a larger impact on consumer demand.
- ✓ In 2024, the Federation of State Beef Councils is supporting the following activities:
  - *Beef. It's What's For Dinner.* advertising and social media.
  - Partner with agriculture, culinary and thought leader influencers to educate and inspire consumers about beef.
  - Health professional outreach including toolkit mailings and educational events.
  - Placing positive beef stories and advertorials in large regional media outlets.
  - Promoting beef through national media outlets.
  - Developing new episodes of the "Cattle Calling" docuseries featuring beef producers.
  - Placing content to reach a younger audience with information about beef's nutritional content and its role in sustainability.
  - Executing e-commerce campaigns with foodservice and retail partners.
  - Supporting Masters of Beef Advocacy and Trailblazers advocacy programs.
  - Supporting Beef Quality Assurance program.
  - Supporting consumer market research efforts.

## AT YOUR SERVICE

- In addition to the funds invested which supplement the integrated state/national plan, state beef council investments also provide services for states and support the governance of the Federation.
- A variety of services are available at no cost to state beef councils, including creative and design services, communications assistance, IT and website help, human resources facilitation, staff and leadership development and training and education.
- Here are a few examples of how state beef councils have utilized some of these services during the last year.

## ○ FARM TO SCHOOL RESOURCE

- The Wisconsin Beef Council (WBC) worked with the Creative Services team to design a resource guide that helps school foodservice staff utilize beef more often and in different ways on their lunch trays.
- The resource guide encompasses beef's nutritional benefits for adolescents, utilizing various cuts of beef in recipes, ways to source local beef, safety tips and tricks when working with raw product, and a variety of recipes.
- This resource guide is available to all state beef councils on the new K-12 Nutrition page of [www.BeefItsWhatsForDinner.com](http://www.BeefItsWhatsForDinner.com).

## ○ STREAMING CULINARY DEMOS

- The Federation's in-house video team assisted several state beef councils, including those in Arizona, Michigan, New York and Pennsylvania with streaming culinary demos.
- These live cooking demos elevated beef in consumer homes by sharing information about beef's taste, nutrition and versatility in a hands-on and engaging way.

## ○ NUTRITION SEMINAR PROGRAM

- The Nutrition Seminar Program, funded by the Federation, works in collaboration with SBCs to provide influential, credentialed health and nutrition experts to speak on cutting-edge issues at State Academy of Nutrition and Dietetics meetings, as well as other statewide meetings and conferences whose audiences include credentialed health professionals. Topics and speakers are tailored to meet each state's needs.
- Nearly 30 states utilize this popular program every year.



Funded by the Beef Checkoff