

# United in the **FEDERATION**



Established in 1963, the Federation of State Beef Councils represents the 43 Qualified State Beef Councils, which collectively include more than 700 state board members who represent a wide range of industry organizations and every segment of the beef industry. The Federation is a grassroots organization run by producers across the country and is housed at the National Cattlemen's Beef Association (NCBA), a contractor to the Beef Checkoff.

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."

## 2026 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 and Vice Chair form the **Federation Executive Committee**:

- Travis Maddock, ND, Federation Chair
- Dan Hanrahan, IA, Federation Vice Chair
- Region I - Jeff Sherfield, IN
- Region II - Clint Richardson, FL
- Region III - Amy Radunz, WI
- Region IV - Brandi Richards, TX
- Region V - Timmery Hellyer, WY
- Region VI - Kimberly Stone, NM
- Region VII - Mark Goes, NE

## Beef Council Revenue Seats:

- Randall Debler, Kansas Beef Council
- Michele Cutler, Nebraska Beef Council
- Shannon Treichel, Texas Beef Council

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

- Travis Maddock, ND, Federation Chair
- Dan Hanrahan, IA, Federation Vice Chair
- Brian Amundson, ND
- Randall Debler, KS
- John Ferry, UT
- Justin Iverson, MT
- Scott Lake, WY
- Peter Lehning, NY
- June Loseke, NE
- John Schroeder, NE

## Federation Advisory Council:

- Jackie Madill, WA, Chair
- Scott Stebner, KS, Vice Chair
- Mike Anderson, IA
- Valerie Bass, TN
- Chaley Harney, MT
- Nichole Hockenberry, PA
- Sydney Long, MO
- George Quackenbush, MI
- Brent Tanner, UT



## UNITED IN THE FEDERATION

In keeping with a long history of pooling Checkoff dollars from state beef councils to promote beef “where the consumers are,” states invest in the Federation to enhance the national Checkoff and leverage producer dollars through a coordinated partnership.

Of the funds state beef councils voluntarily invest in the Federation, 50% of those contributions supplement tactics within Authorization Requests (ARs) approved by the Beef Promotion Operating Committee (BPOC), and the remainder funds services to support SBCs.

In 2026, the Federation of State Beef Councils is supporting the following activities:

- Educating and inspiring consumers to utilize beef through *Beef. It's What's For Dinner.* marketing and advertising.
- Outreach to nutrition, health and medical experts about beef's nutritional value.
- Public relations efforts to promote beef in major national outlets.
- Supporting Beef Quality Assurance trainings and resources.
- Continuing beef research in the areas of human nutrition, beef safety, sustainability, market research and product quality.

## 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 additional 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.

## E-COMMERCE

To ensure that beef's positive message is reaching existing as well as new online buyers, NCBA and the Beef Checkoff partner with national grocery retailers to promote beef through e-commerce. Ads inspire consumers to purchase beef throughout the year, capturing attention through compelling messages and delicious beef imagery that showcase seasonally relevant cuts along with the *Beef. It's What's For Dinner.* logo. The ads are featured on the retailer's website

and app, as well as on popular lifestyle sites, and occasionally the retailer's social platforms such as Pinterest.

E-commerce promotions go beyond national campaigns. State beef councils also have the opportunity to increase digital ad placements within their states or in major media markets. More than 20 states have contributed funds to participate in retail e-commerce efforts over the past year. Overall, e-commerce promotions with national supermarket chains, mass merchandisers and club stores resulted in more than \$34 million in incremental beef sales in the past year and for every \$1 invested, more than \$59 of beef was sold.

## IN-HOUSE ADVERTISING AGENCY

- NCBA's advertising experts worked with **36 state beef councils** in the past year, serving as an in-house advertising agency, and helping stretch Checkoff dollars to their maximum potential.
- From digital audio and video ads to display ads and even outdoor billboards, almost **248 million beef ad impressions** were served on behalf of state beef councils.
- States are not charged for this service, saving state beef councils at least 20% in agency fees, which totaled **\$780,000 in savings in FY25.**

## HEALTH PROFESSIONAL TOOLKITS

- NCBA directly engages with doctors and their patients with educational materials highlighting beef's role in health.
- These toolkits, sent directly to doctors' offices help correct outdated notions/perceptions and empower medical health professionals to confidently recommend beef.
- Post-program evaluations consistently indicate that doctors are more likely to recommend beef after receiving toolkits.
- In 2025, 26 states invested more than \$160,000 to supplement national Checkoff dollars. These additional funds lowered the costs per reach and expanded national impact, which enabled the program to reach more than **5,000 health professionals** and more than **500,000 consumers.**



Funded by the Beef Checkoff

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