



State & National  
**Partnership**  
The Federation of State Beef Councils

**YEAR IN REVIEW**  
**2015**





# 2015 Federation Division Board of Directors



Houston, Jennifer B.	Chair (Tennessee)	Hinz, Norman	Arizona Beef Council
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Anderson, Rod	Oregon Beef Council	Jones, Scott	South Dakota Beef Industry Council
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Beyer, Jason	Texas Beef Council	Lastovica, Steven	Texas Beef Council
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Bohn, Jerry	Kansas Beef Council	Lyman, Alan	Illinois Beef Association – Beef Council
Brake, Linda	Region VI (Arizona)	Martin, Nathan	Missouri Beef Industry Council
Brenny, Katie	Minnesota Beef Council	Martinell, Kiley	Montana Beef Council
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Brownback, Kyra	Kansas Beef Council	McKee, Kristina	Tennessee Beef Industry Council
Burkholder, Anne	Nebraska Beef Council	Meyer, Angie	Oklahoma Beef Council
Burtrum, Clay	Oklahoma Beef Council	Miller, Sallie	Colorado Beef Council
Caldwell, Dawn	Region VII (Nebraska)	Moorhouse, Ryan	Texas Beef Council
Carlson, Jodi	North Dakota Beef Commission	Murgoitio, Lou	Idaho Beef Council
Carstensen, Terri	Iowa Beef Industry Council	Niess, Scott	Iowa Beef Industry Council
Carter, Darren	South Carolina Beef Council	Nissley, Darwin	Pennsylvania Beef Council
Church, Larry	Tennessee Beef Industry Council	Oeschger, Dale	Michigan Beef Industry Commission
Coddington, Cliff	Florida Beef Council	Para, Liz	Washington State Beef Commission
Cook, Dan	Iowa Beef Industry Council	Payne, Glenn	Oklahoma Beef Council
Creighton-Smith, Kathy	Montana Beef Council	Pazour, Karla	South Dakota Beef Industry Council
Curtis, Donna Jo	Region II (Alabama)	Pendleton, Mark	North Carolina Beef Council
Danner, Myron	Nebraska Beef Council	Price, Clark	North Dakota Beef Commission
Deering, Gary	South Dakota Beef Industry Council	Rechel, Lucy	Nevada Beef Council
Downey, Barb	Kansas Beef Council	Roe, Beverly	Ohio Beef Council
Dunning, Steve	Kentucky Beef Council	Schrunk, Richard	Nebraska Beef Council
Effertz, Jerry S.	North Dakota Beef Commission	Scott, Brad	California Beef Council
Evans, Morgan	Idaho Beef Council	Sexten, Bill	Region I (Ohio)
Fahsholtz, Wayne	Wyoming Beef Council	Shelton, Dan	Texas Beef Council
Farr, R D	Oklahoma Beef Council	Sherron, Dick	Texas Beef Council Revenue Seat
Ferguson, Jon	Kansas Beef Council	Swanz, Linda	Montana Beef Council
Fleming, Tod	Region III (Wisconsin)	Swenson, Steve	Texas Beef Council
Forester, Bryan	Texas Beef Council	Taylor, Glenn	New York Beef Industry Council
Galimba, Michelle	Hawaii Beef Industry Council	Treat, Bernarr	New Mexico Beef Council
Graham, Jamie	Ohio Beef Council	Walth, Becky	South Dakota Beef Industry Council
Gray, Rodney	Nebraska Beef Council	Waters, Glen	Missouri Beef Industry Council
Gwin, Mark	Virginia Beef Industry Council	Wehrbein, Buck	Nebraska Beef Council Revenue Seat
Harms, Mark D.	Kansas Beef Council Revenue Seat	Weltmer, Philip	Kansas Beef Council
Harper, Frank	Kansas Beef Council	Wiley, Garry	Michigan Beef Industry Commission
Hauck, Dana R.	Kansas Beef Council	Wright, Thomas	Wyoming Beef Council
Hinman, Dan	Region V (Idaho)	Wynn, Weldon	Region IV (Arkansas)
Hinman, Judy	Idaho Beef Council	Yeoman, Bryon	Oklahoma Beef Council



Research shows that consuming protein in balanced amounts at each meal is beneficial to improving overall health. One of the benefits of distributing protein throughout the day includes feeling satisfied after a meal or snack that features protein, which helps reduce mindless eating. Also, meals with high-quality protein help build muscle and reduce body fat.

But because Americans consume two-thirds of their total daily protein intake at dinner, not much room is left for protein at other meals or snacks. That's why the checkoff introduced the 30 day Protein Challenge April 1. The challenge is a step-by-step way to get optimal amounts of protein throughout the day.

The concept was to encourage consumers to work their way up to eating 30 grams of protein at every meal, allowing them to feel the difference. It was a way for consumers to take control of their appetite and kick-start the benefits from balancing protein consumption.

Consumers who signed up for the challenge received daily inspirational e-mails, tools to help them succeed and beefy recipes with plenty of protein. Although the challenge was officially kicked off April 1, consumers could start at any date and receive the same 30-day plan. During the plan's introduction more than 10,500 consumers were active in the program, with the program's website landing page becoming the most visited page on the *www.beefitswhatsfordinner.com* website, with more than 70,000 visits over the first month, thanks to state and national efforts to promote it. 🍖

# STATE OF THE FEDERATION

## Checkoff Introduces the Protein Challenge

# Nutrition Experts Get More Exposure to Protein Science

Nutrition experts received extensive information about the value of protein in the diet throughout the year, thanks to the Beef Checkoff Program. For instance, checkoff-funded protein research was shared with the Sports, Cardiovascular and Wellness Nutrition Dietetic Practice Group at their annual symposium in Colorado Springs, Colo., in May. More than 430 Registered Dietitians attended.

Over the course of a 2-hour

session at the event, researchers investigating the value of protein had a chance to answer questions and address misconceptions about protein intake and quality; focus on optimizing protein across the adult lifespan with a focus on interactions with exercise; and review the overall role of dietary protein for optimal gut function. After the presentations, three protein group sponsors (including the Beef Checkoff Program) hosted a special, invitation-only reception for leading

health professionals to provide networking opportunities directly with the keynote protein research panelists.

Following the event, one attendee reported that she was encouraged to learn that “sarcopenia and aging are problems that can be offset by exercise and protein.” Another said she has been “recommending higher protein intake for quite some time now and it was great to get that validated!” 🍴

## WHAT IS PROTEIN?

The basic building blocks of protein are amino acids. The human body uses amino acids to make proteins to help the body perform many functions including growth, transport and storage of nutrients, repair of body tissues (especially in the muscles, bones, skin and hair), as well as the removal of all kinds of waste deposits. Amino acids are also a source of energy for the body.

The essential amino acids (EAA) cannot be synthesized in the body, and must be supplied from the diet. Animal proteins contain all nine essential amino acids and are considered a complete, high-quality protein source.

While protein can be found in both plant and animal foods, animal-based proteins (meat) have been shown to be more bioavailable and, therefore, are more readily useable by the body than the plant proteins. In addition protein from plants are often in a less digestible, thus less useable, form.

Considering the challenge of meeting all nutrient needs within the calorie allowance allotted by age, gender, and activity level, animal proteins are an efficient way to meet protein needs. For example, a 3-ounce serving of lean beef provides 25 grams of protein in just 154 calories. It would take 6 tablespoons of peanut butter (564 calories), 1¾ cups of black beans (382 calories), or 3 cups of quinoa (666 calories) to provide the same amount of protein.

The Recommended Dietary Allowance (RDA) for protein for healthy individuals, 0.8 g/kg of body weight (0.36 grams per pound of body weight) per day, is derived by estimating the amount of protein needed to maintain nitrogen balance for the average adult. The RDA has remained unchanged for 70 years. 🍴



**Dear Fellow Beef Producers,**

When you pick up a newspaper or log onto your computer these days, it's easy to come to one unmistakable conclusion: Many Americans have become afraid of the food they eat.

Headlines and subject lines admonish consumers to avoid fat. Newscasters gravely announce findings from the latest study about one food ingredient or another. Bloggers rant about everything even remotely connected to food – pesticides, hormones, antibiotics or their favorite zany diet, no doubt obtained on the internet or a discussion over coffee at their neighbor's or best friend's house.

Beef? It and other good, basic, wholesome foods have often fallen from the discussions – at least the ones that present our products, and our industries, accurately.

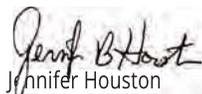
It seems to be an insurmountable problem. However, through your Beef Checkoff Program a tremendous amount of work is being done to increase understanding of beef, and present positive impressions of beef producers.

The staff and leadership at NCBA are proud of the role we play as a contractor in those beef checkoff efforts. Not only do we provide expertise, coordination and legwork to make many national checkoff-funded efforts successful, we also work as a conduit with state beef councils to make sure our state/national partnership is as effective and efficient as it can be.

The information on the following pages isn't a complete account of our efforts, but it will give you an idea of the progress we have helped make on your behalf with consumers. As you will see, we are having success in building more demand for what we produce and trust in how we produce it.

Your state beef council will have more information on beef checkoff efforts, as does the Cattlemen's Beef Board at [www.mybeefcheckoff.org](http://www.mybeefcheckoff.org). Please be assured that I and other beef producers on state and national voluntary boards helping direct these efforts always have your interests – our interests – at heart.

Yours truly,



Jennifer Houston  
Chairman, Federation of State Beef Councils



**Federation Executive Committee:**

Chair	Jennifer Houston, Tennessee
Vice-Chair	Steve Hanson, Nebraska
Region I	Bill Sexton, Ohio
Region II	Donna Jo Curtis, Alabama
Region III	Tod Fleming, Wisconsin
Region IV	Weldon Wynn, Arkansas
Region V	Dan Hinman, Idaho
Region VI	Linda Brake, Arizona
Region VII	Dawn Caldwell, Nebraska
Rev. Seat	Mark Harms, Kansas
Rev. Seat	Buck Wehrbein, Nebraska
Rev. Seat	Dick Sherron, Texas

**Federation Advisory Council:**

Valerie Bass, Tennessee, Chair
Patti Brumbach, Washington, Vice-Chair
Heather Buckmaster, Oklahoma, Past Chair
Nancy Jo Bateman, North Dakota
Bridget Bingham, Pennsylvania
Ann Marie Bosshammer, Nebraska
Chaley Harney, Montana
Nancy Degner, Iowa
Brent Tanner, Utah
George Quackenbush, Michigan



Federation members of the Beef Promotion Operating Committee for 2015 are (from left): Scott McGregor (Iowa); Austin Brown, III (Texas); Clay Burtrum (Oklahoma); Steve Hanson (Nebraska); Cevin Jones (Idaho); Terri Carstensen (Iowa); Jennifer Houston (BPOC vice chair, Tennessee); Kristin Larson (Montana); Dawn Caldwell (Nebraska); and Jerry Effertz (North Dakota).

# Checkoff, Beef Councils Work to Increase Beef Knowledge

Working in collaboration with state beef councils, the national Beef Checkoff Program is helping to increase knowledge about good nutrition among health professionals – and future health professionals.

The Nutrition Seminar Program, managed by the National Cattlemen's Beef Association as a contractor to the Beef Checkoff Program, provides leading experts to speak on cutting-edge issues at state health association meetings, such as the Academy of Nutrition and Dietetics Annual Conference.

For fiscal year 2015, 36 presentations were given across the country, utilizing 18 experts from the speakers bureau. A wide range of topics and speakers were tailored to meet each state's individual needs. For instance, over the last fiscal year the following presentations were given in the identified states:

- **Nutrition in the News: Science Fact or Science Fiction?** — Melissa Joy Dobbins, MS, RDN, CDE (*Minnesota*)

- **No Food Fights, Making a Case for Agricultural Coexistence** — Mary Lee Chin, MS, RDN (*North Carolina*)
- **Nutrition Detective: An Epidemiologist's Investigation into Diet and Chronic Disease** — Dominik Alexander, PhD, MSPH (*New Mexico*)
- **Hunger Games: Exploring the benefits of increased dietary protein for improved appetite control, satiety and weight management** — Heather Leidy, PhD (*New York*)
- **Shaking up Food Labeling: From New Daily Values to Front of Package Icons — What You Can Expect** — Sarah-Jane Bedwell, RD (*Michigan*)

Meanwhile, another nutrition outreach program involves media training for dietetic interns in various states. The Missouri and Kansas Beef Councils in September collaborated on such trainings, with two-day events for interns that

included both media training and farm tours. Also featured were beef nutrition presentations, overviews of production and sustainability and live cooking segments, where students could practice their techniques.

Over the past year Daren Williams, senior executive director of communications for NCBA, a beef checkoff contractor, has assisted with a dozen dietetic intern media trainings. 🍷



Daren Williams helps media train nutrition interns all across the country.

## Protein Sometimes a Nutritional Afterthought

When it came to dietary recommendations, protein seemed to be an afterthought through much of the last quarter of the 20th century. A growing body of evidence over the last two decades, however, demonstrates that more focus on protein is needed, and increasing intake in some instances may be beneficial to health. Much of this evidence has been made possible through nutrition research funded by the Beef Checkoff Program.

Even before the mandatory Beef Checkoff Program was created in 1985, of course, the meat industry was weighing in on the topic. Meat as a protein food constituted a large part of National Live Stock and Meat Board-funded research

starting in the early 1920s. Over its first 60 years, the Meat Board had funded almost 60 studies focused on protein and/or amino acids, out of a total of 293 studies.

Focus on protein has picked up especially over the past decade.

Protein Summit 2007: Exploring the Impact of High-Quality Protein on Optimal Health, was an international scientific effort with more than 50 international protein researchers participating. The consensus was that research reinforced the importance of higher protein intakes to various health outcomes, such as weight management, diabetes, and cardiovascular disease. Proceedings from the Summit were

published in a supplement in the May 2008 issue of the American Journal of Clinical Nutrition.

Protein Summit 2.0 was held in 2013, co-sponsored by the Beef Checkoff Program. It assessed advances in protein research since the 2007 Summit and determined further research needs to better understand dietary protein's impact on human health. More than 50 international nutrition scientists, health experts and nutrition educators joined the eight-member steering committee to discuss protein's dietary role.

It was noted in the introduction to the second summit that the proceedings from the first event had been downloaded more than

70,000 times. Proceedings from the second Summit were published in a supplement consisting of seven papers in the June 2015 issue of the American Journal of Clinical Nutrition.

For more than 90 years, the industry has invested in critical research to increase knowledge about the nutrition properties of beef and the benefits it provides to the diet. Much of the progress made in understanding the benefits of dietary protein is directly attributable to the research funded by beef producers through their Beef Checkoff Program.

Nutrition research also provides a foundation for beef checkoff-funded education and information programs. But the future of the beef industry depends on a continuing commitment to accurately determine the value of beef products to human health. With a topic as multifaceted as optimal human nutrition, the questions surrounding the role of protein continue to outweigh the answers, thus making the investment in nutrition research as critical as ever.

*For the full article from which this piece was excerpted, with citations, go to [www.beefresearch.org](http://www.beefresearch.org).* 🐾



## PRODUCERS STEP UP IN-STATE EFFORTS

### States with Checkoffs Above \$1-per-head Federal Act & Order

State	Additional Checkoff Amount
Alabama	\$1.00
Georgia	\$1.00
Idaho	\$0.50
Illinois	\$0.50
Kentucky	\$1.00
North Dakota	\$1.00
Ohio	\$1.00
Oregon	\$0.50
South Carolina	\$0.50
Tennessee	\$0.50
Texas	\$1.00
Utah	\$0.50
Washington	\$0.50

*North Carolina has an extra \$1 per head assessment.*

*Additional amounts collected are completely controlled by in-state boards, and have no connection to the \$1-per-head national Beef Checkoff Program.*



Farm tours make a difference: “For many individuals, this was a first-time farm experience,” says Angie Horkan, director of marketing for the Wisconsin Beef Council. “And it’s one they will never forget. The tours go a long way to enhance consumer trust in our product as well as our production practices. They have also developed terrific relationships we will be able to utilize down the road.”

## Federation, States Embrace Partnership Concept

The state element of the state/national partnership is key to Federation focus and outreach. The Partnerships in Action conference, for instance, is an opportunity for state council managers to come together and assure that all checkoff efforts are operating as a team. The conference allows states to become better acquainted with national checkoff programs and gives council managers and staff a chance to weigh in on the best

ways national programs can be rolled out or extended within states.

An orientation for new state beef council directors is held in the spring to bring volunteer leaders at the state level up to speed on both the process for checkoff program development and the programs being conducted at the national level.

Finally, a Partners in Planning

conference was instituted in 2014 to give state beef council staff an early start on the next fiscal year’s checkoff planning. At these events states can provide input into program development for efforts in the upcoming fiscal year. As with the Partnerships in Action conference, Partners in Planning provides a preview of how state programs might benefit from, supplement and/or extend the national plan. 🐾

# Federation Continues Effort to Encourage More Promotion in More Populated Areas

As part of its mission, the Federation of State Beef Councils looks for ways to help producers in beef producing states boost beef promotion and education in parts of the country that have more people than cattle. Through grants from the Federation Initiative Fund, more

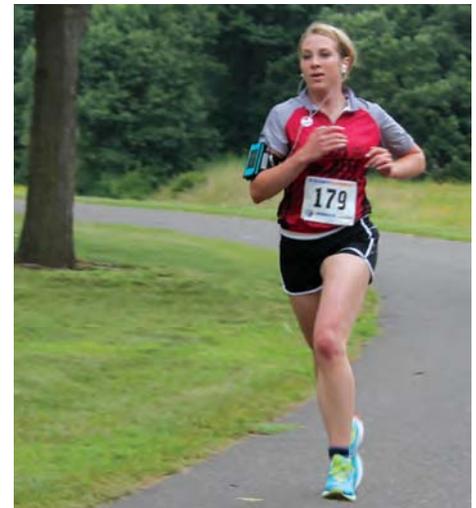
than \$2.3 million has been awarded to 22 state beef councils conducting almost 200 programs since 2006.

Eleven states received grants for 13 projects from the fund in 2015. These grants supplemented funding by state councils to conduct

programs that enhanced beef's image or marketability among key audiences for the product. The grants are reviewed and recommended by the Federation Executive Committee, and voted on by the entire Federation at its Annual and Summer meetings. 🐮

## Federation Initiative Fund

State	Program	Grant Amount
Arizona Beef Council	Gate-to-Plate Tour Series	\$7,600
California Beef Council	Customer-focused Mobile App Development	\$14,000
Florida Beef Council	Nutrition Farm-to-Fork Tour	\$11,000
Georgia Beef Board	Culinary Student Farm Tours	\$2,100
Hawaii Beef Council	Beef Fusion Recipes and Stories for Hawaii Moms	\$5,600
Indiana Beef Council	Fort Wayne's Best Beef Chili	\$4,000
	American Culinary Federation Tour	\$2,000
	Indiana Team BEEF	\$2,050
Michigan Beef Industry Commission	Fitness Influencer Education	\$9,050
New York Beef Council	Get Fit with the Protein Challenge	\$18,000
Ohio Beef Council	Team BEEF Prime Cuts Program	\$7,000
Pennsylvania Beef Council	Millennial 2 Millennial (M2M) 2.0	\$5,000
Wisconsin Beef Council	Farm-to-Fork Tour	\$3,750



As part of its 2014 grants program, the Federation invested funds into the Minnesota Beef Council's Team BEEF program, which helped the MBC increase its partnerships with health and fitness enthusiasts and influencers. Eighty-five percent of Team BEEF Minnesota team members are actively engaged in social media through the group's Facebook page to communicate the value of beef to an optimal diet.



In conjunction with the Indianapolis chapter of the American Culinary Federation, the Indiana Beef Council conducted a tour for nearly 60 culinary professionals at a beef farm in north central Indiana. Nine beef producers from various operations provided information at the June 22 event, which helped educate these current and future beef users and influencers about the industry.

# New Advertising Strategy Sees Increased Success

The digital “Beef. It’s What’s for Dinner” advertising effort, begun more than a year ago and managed by staff at NCBA, as a contractor to the Beef Checkoff Program, is having tremendous success in a competitive marketplace.

The numbers are impressive: The program has had a nearly 700 percent increase in the acquisition rate of new Facebook fans to “Beef. It’s What’s For Dinner,” which is considered a hub for beef lovers everywhere. There are more than 925,000 “fans” of the page, who enjoy sharing and finding beef tips, pictures and recipes.

The *BIWFD.com* website traffic levels are at an all-time high, with more than 3.7 million visits in FY2015. This was 71 percent higher than the total from FY2014.

During the year and over the past several months the campaign reached consumers in a variety of ways, across different platforms:

- **Website:** *BeefItsWhatsForDinner.com* served as the go-to resource for recipes and meal inspirations,

cooking tips and techniques, as well as nutrition information. Also launched was a new landing page supporting the grilling season – a season in which consumers were more likely to grill beef burgers than other proteins, according to research.

- **New videos:** Three new “No-Recipe Recipe” advertising videos were created to inspire meal ideas and cooking techniques, while showing how beef could help bring a delicious and nutritious meal to life. More consumers are watching these online video commercials than ever before, with these latest videos racking up more than 23.3 million video views in the fiscal year, compared with five million views in FY2014. Six new videos were added to the “No-Recipe Recipe” library of beef checkoff videos during the year.
- **Social media, Banners and Search Advertising:** These components were used throughout the year to drive traffic to the website and various content assets throughout the year, such as recipe collections, videos and the grilling

season landing page. The beef checkoff’s presence on social media has seen a significant rise over the previous year, as the number of consumer engagements with the “Beef. It’s What’s For Dinner” Facebook, Twitter, YouTube and Pinterest pages have all seen dramatically more interactions compared to the past year. In FY2015 there have been almost 2.9 million consumer “likes,” “comments,” “shares,” and “repins” among consumers, which represent a 99 percent increase over FY2014 engagement numbers.

- **Protein Challenge:** The challenge (see related story) generated more than 137,000 page visits on *BeefItsWhatsForDinner.com*, making it the most popular page on the website.

In addition, beef councils in Utah, Missouri, Iowa, Nebraska, Kansas, Kentucky, Illinois and Oklahoma are coordinating with the national program to extend digital reach through the national digital marketing agency, R/GA, not only in their own states but in neighboring states as well. 🍖

## NCBA IT Team Helps States Revitalize Websites



State beef councils across the country are turning to the NCBA IT team for creating contemporary connections to consumers and producers in their states through new and revitalized websites. This past year dozens of state beef councils have reached out to the team for assistance on their websites.

For example, when they were looking

to upgrade their *txbeef.org* website this past year, the Texas Beef Council worked with R/GA, the Beef Checkoff Program ad agency, to help design the site, and NCBA IT, to make it all come to life. The new, dynamic site focuses heavily on recipes, but also has health and nutrition information, as well as stories highlighting Texas producers, beef team members and beef restaurants. Featured on the site are downloadable pdfs that contain health and nutrition information, along with webinars and PowerPoint presentations.

The TBC has also launched a fully-responsive online resource for producers, media and beef industry stakeholders. The *texasbeefcheckoff.com* website allows full access to the most up-to-date checkoff information and tools.

The new producer website highlights the research and education efforts checkoff dollars fund, as well as quantifies beef promotion efforts for the 149,000 beef producers in Texas. Through a joint effort with the consumer-facing *txbeef.org* website, it allows access to the same beef recipes and nutritional information available to consumers, while allowing producers to find compliance resources such as online remittance forms and collection forms.

While the updated consumer-facing site directly excites consumers about the wonderful taste, nutrition, convenience and value of beef, the checkoff-funded industry outreach effort equips Texas beef producers with information on both the state and national Beef Checkoff Programs. 🍖

# Committee Structure Reflects New Long Range Plan

After adoption of the new 2016-2020 Beef Industry Long Range Plan last summer, the national Beef Checkoff Program transitioned its committee structure to reflect the consumer demand drivers critical to the success of that long range plan.

“Checkoff committee deliberations are a key element in how programs are identified,” according to Federation Chairman Jennifer Houston, “and this new blueprint for our committee structure will go a long way toward focusing our checkoff efforts.”

The five new checkoff committees, which include both members of the Beef Board and the Federation who will help recommend programs for funding with the Beef Board budget, include:

**Safety Committee** – Beef safety research and communication at all levels will be the focus of this committee, including how producers

improve the safety of their product and how to best share safety information with beef community stakeholders, consumers and influencers.

**Nutrition and Health Committee** – This committee will focus on beef nutrition and health research and communication, including how producers might improve and share beef’s nutrition and health benefits with beef community stakeholders, consumers and influencers.

**Innovation Committee** – This committee will focus on innovation in both beef products and beef product marketing in the channels. That is based on the fact that consumers, processors, retailers, foodservice operators, and other beef community stakeholders want new, fresh ideas for beef in the retail meat case and on consumers’ plates.

**Export Growth Committee** – Given that export markets offer

opportunity for unparalleled growth for U.S. beef, this committee will focus on growing value and volume of exports through management of access issues originating within the market itself, as well as aggressive and effective in-country product marketing in those countries offering excellent opportunity for U.S. beef.

**Social Responsibility Committee** – With a great story to tell, this committee will focus on building and maintaining consumer trust by using research to pursue continual improvement, with an eye toward long-term sustainable and profitable beef production, and better consumer communications.

In addition to the five committees, the two organizations voted for continuation of the checkoff’s Market Research Working Group and Investor Relations Working Group (formerly the Producer Communications Working Group). ❏

# Federation Provides Variety of Design Services

Let’s face it: Ad agencies and independent graphic artists can be expensive, and it takes time to get them to understand the cattle and beef industry. The NCBA Design Services team provides the same services to participating state councils at no charge, however, with an understanding of the cattle industry and incorporating images, concepts and graphics that are consistent with current national programs.

The huge variety of materials provided by the team includes everything from brochures to large event banners, from posters to unique logos for special events. The team has years of graphics experience, and is familiar with the cattle industry and programs being conducted in other areas.

Not only do state councils save on the designs themselves, they can usually save on print orders – especially on those that can be done in the NCBA offices, such as posters, banners and signs. In addition to work for state beef councils, NCBA Design Services also assists with internal NCBA projects needing graphics, such as *National Cattlemen* newspaper, *Directions* magazine and the registration and promotion materials for the Annual Convention and Summer Conference. Services provided to these other NCBA teams are charged to the appropriate program areas. ❏



# SUMMARY OF STATE BEEF COUNCIL INVESTMENTS

## For the year ending 09/30/15



State	Beef	USMEF Prioritized	USMEF Earmarked	NCBA Earmarked	Total SBC Revenue	Federation Initiative	Grand Total
Alabama	46,000	0	0	0	46,000	0	46,000
Arizona	17,000	0	0	0	17,000	0	17,000
Arkansas	26,000	0	8,600	0	34,600	0	34,600
California	23,000	0	8,600	0	31,600	0	31,600
Colorado	58,000	0	8,600	0	66,600	0	66,600
Florida	40,000	0	0	0	40,000	0	40,000
Georgia	14,000	0	0	0	14,000	0	14,000
Hawaii	814	0	0	0	814	0	814
Idaho	314,000	103,600	0	0	417,600	50,000	467,600
Illinois	14,000	0	0	10,000	24,000	0	24,000
Indiana	14,000	0	0	0	14,000	0	14,000
Iowa	500,000	100,000	8,600	25,000	633,600	25,000	658,600
Kansas	2,193,436	31,400	8,600	29,082	2,262,518	0	2,262,518
Kentucky	23,000	0	8,600	0	31,600	0	31,600
Louisiana	17,000	0	0	0	17,000	0	17,000
Michigan	28,000	0	0	0	28,000	0	28,000
Minnesota	26,000	0	8,600	15,000	49,600	0	49,600
Mississippi	23,000	0	6,000	8,000	37,000	0	37,000
Missouri	203,052	0	17,200	15,000	235,252	0	235,252
Montana	255,000	100,000	8,600	0	363,600	0	363,600
Nebraska	1,555,250	426,400	8,600	55,000	2,045,250	0	2,045,250
Nevada	13,642	0	0	0	13,642	0	13,642
New Mexico	29,000	0	8,600	0	37,600	0	37,600
New York	14,000	0	0	0	14,000	0	14,000
North Carolina	14,000	0	0	0	14,000	0	14,000
North Dakota	125,706	0	17,200	0	142,906	0	142,906
Ohio	14,000	14,000	0	50,000	78,000	0	78,000
Oklahoma	354,000	190,000	0	90,000	634,000	0	634,000
Oregon	20,000	3,000	0	0	23,000	0	23,000
Pennsylvania	17,000	0	0	10,000	27,000	0	27,000
South Carolina	3,646	0	0	0	3,646	0	3,646
South Dakota	219,529	100,000	17,200	10,000	346,729	0	346,729
Tennessee	46,000	0	0	0	46,000	0	46,000
Texas	1,099,999	391,400	8,600	0	1,499,999	0	1,499,999
Utah	26,000	0	0	0	26,000	0	26,000
Virginia	17,000	8,600	0	0	25,600	0	25,600
Washington	20,000	0	6,450	0	26,450	0	26,450
Wisconsin	26,000	0	8,600	0	34,600	0	34,600
Wyoming	150,000	0	43,000	0	193,000	0	193,000
	<b>7,600,074</b>	<b>1,468,400</b>	<b>210,250</b>	<b>317,082</b>	<b>9,595,806</b>	<b>75,000</b>	<b>9,670,806</b>
Net deferred investments adjustment (261,685)		12,385	0	137,221	(112,079)	(3,903)	(115,982)
	<b>7,338,389</b>	<b>1,480,785</b>	<b>210,250</b>	<b>454,303</b>	<b>9,483,727</b>	<b>71,097</b>	<b>9,554,824</b>





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