

Celebrating 60 Years! Federation of State Beef Councils

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. Collectively, these QSBCs represent more than 700 state board members. Each state board is unique in their composition and appointment process; however, a common aspect to all state councils is their inclusiveness of industry organizations and all segments of the beef value chain.

The Federation of State Beef Councils is a division of the National Cattlemen's Beef Association (NCBA), which is a contractor to the Beef Checkoff Program. The program is administered by the Cattlemen's Beef Board, with oversight provided by the U.S. Department of Agriculture.



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."

2023 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:

Clark Price, ND, Federation Chair

Dan Gattis, TX, Federation Vice Chair

Region I - Allan Robison, OH

Region II - Russ Uselton, TN

Region III - Janine Moore, IA

Region IV - Jess Kane, OK

Region V - Andy Kellom, MT

Region VI - Michael Smith, CA

Region VII - Gary Deering, SD

Federation Advisory Council:

Todd Inglee, CO, Chair
Stephanie Weiss, VA, Vice-Chair
Ann Marie Bosshamer, NE
Molly McAdams, TX
Dale Sandlin, GA
Josh St. Peters, IL
Brent Tanner, UT
Tammy Vaassen, WI

Beef Council Revenue Seats:

Dan Hanrahan, Iowa Beef Industry Council
Larry Jones, Kansas Beef Council
Jim Ramm, Nebraska Beef Council
Pat Shields, Texas Beef Council

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

Clark Price, ND, Federation Chair
Dan Gattis, TX, Federation Vice Chair
Larry Barthle, FL
Jenni Birker, IA
Barb Downey, KS
Nancy Jackson, MS
Chris Jeffcoat, PA
Scott Lake, WY
Al Lyman, IL
Travis Maddock, ND



Funded by the Beef Checkoff.

Paving the Road to a Successful Partnership!

- In 1963, the Federation of State Beef Councils was established as the Beef Industry Council (BIC) of the National Live Stock and Meat Board.
- With a small budget, partnerships were essential, and the BIC joined with the American Dairy Association for a “Buttered Barbecued Steak” promotion and with the American National CowBelles in promoting “Beef for Father’s Day.”
- The Federation’s inaugural year also brought the first television advertising campaign.

- After several failed attempts, the Cattlemen’s Beef Promotion and Research Act was passed and approved by producer vote, creating the national Beef Checkoff.
 - The goal for newly acquired funds was to focus beef advertising and promotions in top markets in the United States.
- By the late 80s, the BIC launched major campaigns including “Beef. Real Food for Real People.” and declared that “Beef is Back.”

- Checkoff-funded muscle profiling research reinvented and added value to the chuck and round, which were previously underutilized and undervalued, by developing “new” cuts including the Flat Iron Steak and Petite Tender.
- Television ads featuring composer Aaron Copland’s iconic “Hoe Down” music and Sam Elliott’s voice promoted beef nationwide.
- Following the discovery of BSE in the U.S., the beef industry worked with food safety experts to reassure consumers about beef’s safety.

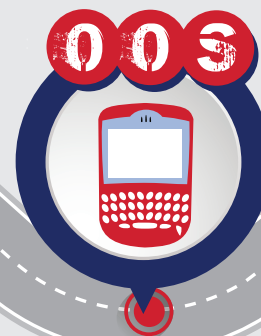
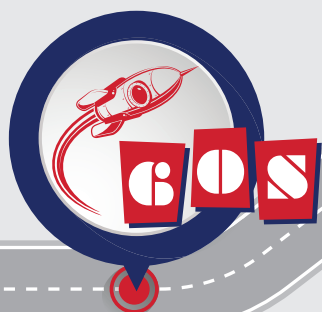
20s

For the first time ever, the Dietary Guidelines for Americans made recommendations for infants to include nutrient-rich foods, like beef, starting around six months of age.

In response, NCBA, on behalf of the Beef Checkoff, created the “Beef in the Early Years” campaign to educate health professionals and parents incorporating beef as an early complementary food. Through the Federation, state beef councils extended the campaign locally.

Beef. It’s What’s For Dinner. returned to broadcast television with ads airing during Hallmark Channel’s popular “Countdown to Christmas” movies.

The popular “Drool Log” made mouths water and reminded consumers that beef is the star of the holiday meal.



- In 1973, with a grant from the Texas Cattle Feeders Association, the BIC stepped-up public relations with advertising in major city newspapers in the East.
- The “Bicentennial Beef Cookbook” featured great beef dishes from America’s first 200 years and reached 100,000 consumers.

- Industry consolidation took place in 1996, with the Beef Industry Council merging with the National Cattlemen’s Association, forming the National Cattlemen’s Beef Association (NCBA).
 - NCBA assumed the duties of the former BIC, including becoming home to the Federation of State Beef Councils.
- A 1991 study showed that the Checkoff had accounted for a 2.24 percent increase in demand, and a report later in the decade showed that more than 80 percent of cattlemen approved of the Checkoff.
- The well-known brand, *Beef. It’s What’s For Dinner.*, was born, launching one of the most successful campaigns ever.
- The Checkoff began funding Beef Quality Assurance (BQA) programs in states, and the first National Beef Quality Audit began in 1991.

- Beef promotions extended to digital and social media to reach consumers where they find information and make buying decisions.
- To better connect consumers with producers, several beef-related websites were consolidated into a single site.
- The Checkoff-funded Beef in an Optimal Lean Diet (BOLD) study provided evidence that the inclusion of lean beef as part of a heart-healthy diet is as effective in lowering heart disease risk as the Dietary Approaches to Stop Hypertension (DASH) diet.

State & National
Partnership
 The Federation of State Beef Councils
ncba.org/federation