As the Federation of State Beef Councils celebrates its 60th anniversary this year, let’s step back in time and look at successful projects that have created a strong state/national partnership through the decades. This month, we travel to the groovy ’60s when bell bottoms and tie-dye were all the rage, and the Federation was born.

Before the Beginning
Before we enter the ’60s we need to go a little further back into history to understand how the Federation of State Beef Councils developed. In 1922, 14 organizations united to create the National Live Stock and Meat Board whose goal was to promote all red meats including beef, lamb and pork. The Meat Board brought together all segments of the value chain to improve consumer perception of meat. Funded by a voluntary 5 cents per carload assessment on train cars of animals sent to harvest, with an additional 5 cents requested from packers, it was agriculture’s first “checkoff” program.

Power of Partnerships
With a limited initial 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 (precursor to American National CattleWomen) in promoting “Beef for Father’s Day.” Through cooperation of state beef councils and state cattlemen’s groups, outdoor billboard and bumper sticker campaigns also encouraged consumers to “Enjoy Beef Every Day.”

As television sets were introduced into more homes, the BIC tested the power of television as a marketing medium. In 1964, the first television advertising campaign promoting beef occurred, with ten television commercials reaching more than 35% of all U.S. homes. The BIC also recognized early on Americans’ love of cookouts, and the first summer grilling campaign began. In 1966, BIC partnered with states to create and distribute 250,000 color brochures about grilling beef.

State Investments at Work
State beef councils recognized the importance of national programs and invested funds into the BIC. SBCs and BIC worked together to utilize each other’s expertise and leverage funding. By 1969, state beef councils raised nearly $2 million and were responsible for $800,000 of the Meat Board’s $1.4 million in revenue that year.

This investment structure was the beginning of the state-national partnership that still exists today. Sixty years later, the successful grassroots program continues, with the Federation relying on state beef councils for funding and input, and states relying on the Federation for support, advice and guidance on extending national programs locally.

Birth of the Federation
In the 1950s, states began organizing promotional campaigns and establishing groups dedicated to beef promotion. California started this trend in 1954, instituting a voluntary checkoff of 10 cents per head, 2 cents of which was forwarded to the Meat Board. Other states including Alabama, Montana and Florida also implemented state beef councils around the same time. Success of state programs spurred the development of the National Beef Council (NBC) in 1955 to solely promote beef at the national level.

For a state like Washington, we’re a beef deficit state and that means we have more consumers than we have beef. He really was a limited checkoff budget. And so we benefit greatly from the investments that the largest beef cattle states have put into our national programs that we can then implement in our state successfully.

--Patti Brumbach, Executive Director, Washington State Beef Commission (Established 1969)
Beef consumption rose 33% between 1963 and 1976, and even though consumers were eating more beef, they were buying it at lower prices and producers struggled to remain profitable. Nutritionists also started warning consumers about eating too much red meat, and the government began making recommendations to consume less beef and eat more chicken and fish. Producers recognized the need to increase beef demand nationally and protect the industry’s image.

In 1972, the Beef Industry Council (BIC) placed full-color, full-page ads in women’s magazines with the theme “Nothing Beats Beef.” This type of campaign was a first for BIC, and several state beef councils contributed funding to extend the message locally. In addition to the colorful magazine ads, full-color in-store displays were made available to retailers and press releases and scripts for radio commercials were sent to food editors.

During the 1976 National Beef Promotion Workshop, the first “Sizzler Award” competition took place with state beef promotion programs competing for bragging rights. States submitted their most effective campaigns, which were judged on originality and effectiveness. The Oregon Beef Council’s “Beef Gift Certificate” campaign received the first top “Sizzler” nod.

Educating both consumers and health professionals about beef’s nutritional profile also started to take center stage. Full-page advertisements in professional journals brought the beef nutrition message to physicians, nutritionists, dietitians and home economists. In addition, consumers were reached through ads in magazines such as Reader’s Digest, Time, Newsweek and Better Homes and Gardens. Focusing on beef’s positive nutritional attributes, the ads reassured consumers that beef is the food they’re “right to like.”

Later in the decade there was a drive to initiate the first national Beef Checkoff assessment. While 56% of producers voted in favor of the measure, in a 1977 referendum it failed to earn the required two-thirds approval to pass. A second referendum also failed, by a more significant margin, with only 35% voting in favor of the program. It would take nearly 10 more years before the national Beef Checkoff came to fruition, but that’s a story for next month.

It’s very important to the New Mexico Beef Council that we’re involved in the Federation because collectively we’re stronger as beef councils and the federal program. We not only are able to plan programs together, but we’re able to leverage our money.

--Dina Chacon-Reitzel, Executive Director, New Mexico Beef Council (Established 1979)
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The Federation of State Beef Councils was formed. And the way that we look at our investment in the Federation is we believe we’re better together.”

—Molly McAdams, Executive Vice President, Texas Beef Council (Established 1986)

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The cost of a postage stamp was 24 cents.
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Throughout the decade, research played a critical role in guiding educational and promotional efforts. Product development; marketing; and research that focused on nutrition, diet and health built the foundation to support every program. Research conducted in the ’80s helped prove that beef is leaner and lower in calories and cholesterol than many consumers believed and identified new markets and new products for beef producers. Studies on iron absorption and bioavailability also led to the creation of advertising that took the message of beef and iron directly to physicians and dietitians.

One of the first promotional campaigns following the implementation of the Beef Checkoff was “Beef. Real Food For Real People.” featuring entertainment personalities James Garner and Cybill Shepherd. The campaign’s goal was to position beef as a great-tasting, convenient, nutritious food that fits into active lifestyles. Television, print and radio ads promoted the theme for several years, and it was considered a remarkable success.

Utilizing market research gathered early in the decade, the BIC and state groups focused on promoting beef’s nutritional role in the diet. In 1983, the new theme of “Beef Gives Strength” linked beef to an active, healthy and contemporary lifestyle. New television ads appeared on national network programs, print ads ran in national consumer magazines, and radio and outdoor billboards rounded out the campaign, with cooperating state beef councils extending the effort at the local level.

The Beef Promotion and Research Act to be included in the 1985 Farm Bill. The Farm Bill passed, putting another referendum in motion. In 1986, the Cattlemen’s Promotion and Research Board was approved by the U.S. Secretary of Agriculture and the Beef Board began coordinating with national industry organizations to conduct research, promotion and education efforts with more than $370 million in Checkoff collections.

Producers were able to see the new program in action and came out in full force to vote in the 1988 national referendum. With 79% of producers voting in favor of the national Beef Checkoff, the industry secured an ongoing funding source for programs to drive demand for beef.

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Industry Council and other industry organizations decided to survey cattle producers across the country to determine industry attitudes about beef promotion. The survey found 84% supported an industry-funded research, education and promotion program and half of those surveyed favored an assessment of $1 per head or more. The results also enforced the importance of a state/national partnership and a more unified beef industry.

Following several more years of meetings, planning and industry surveys, language was crafted for The Beef Promotion and Research Act to be included in the 1985 Farm Bill. The Farm Bill passed, putting another referendum in motion. In 1986, the Cattlemen’s Promotion and Research Board was approved by the U.S. Secretary of Agriculture and the Beef Board began coordinating with national industry organizations to conduct research, promotion and education efforts with more than $370 million in Checkoff collections.

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Even before the national Checkoff was in place, the Beef Industry Council continued its successful promotion campaigns, including “Make Ends Meat — With the Great Taste of Beef.” The effort promoted money-saving ideas and featured new and exciting recipes that utilized cost-effective cuts of beef. Point-of-purchase materials were distributed to more than 21,000 stores nationwide and television, newspaper and radio advertising supplemented in-store efforts in many cities.

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CDs outsold vinyl records for the first time.
Doppler radar was invented.
Table tennis became an Olympic sport.

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After two national Checkoff referendum attempts failed, the Beef Industry Council and other industry organizations decided to survey cattle producers across the country to determine industry attitudes about beef promotion. The survey found 84% supported an industry-funded research, education and promotion program and half of those surveyed favored an assessment of $1 per head or more. The results also enforced the importance of a state/national partnership and a more unified beef industry.

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Improving efficiency became a theme to help the industry as a whole, and that also led to the idea of organization consolidation. Leaders of the National Cattlemen’s Association (NCA), Beef Industry Council (BIC), U.S. Meat Export Federation (USMEF) and Cattlemen’s Beef Board (CBB) established a task force to study how the industry could achieve excellence and maximize resources. The task force’s discussions led to a paradigm shift transforming the industry from production-driven to consumer-driven with goals to focus on strategic areas such as product quality and consistency, domestic marketing, foreign marketing, public relations, issues management and production efficiency.

Improving product quality was a critical part of producer profitability and success, and in the early ’90s, the Checkoff began funding Beef Quality Assurance (BQA) programs in states. BQA was developed to raise consumer confidence by offering proper management techniques and a commitment to quality within every segment of the beef industry. One of the early successes of the National Beef Quality Audit and BQA was the significant reduction of injection-site lesions.

The task force also suggested consolidation was in the best interest of all involved and would save about $3.6 million a year. While the CBB remained autonomous to oversee its responsibilities of the Beef Checkoff, and USMEF voted to remain independent, the Meat Board agreed to merge with NCA. Following dozens of planning meetings, the merger was finalized in 1996 creating the National Cattlemen’s Beef Association, which assumed the duties of the former BIC, including becoming home to the Federation of State Beef Councils.

Throughout the decade, research continued to serve as the foundation for all Beef Checkoff-funded programs. Nutrition, marketing and product-development research drove the expansion of consumer and industry-facing campaigns. Advertisements aimed at physicians and dietitians provided updates on nutrient data for beef, and a 1991 study showed physicians had more positive attitudes about beef as part of a heart-healthy diet when they were exposed to information about beef. Dietitians also found this information helpful when talking to clients about adding beef to healthy meal plans.

Launched in 1992, the well-known Beef. It’s What’s For Dinner. brand targeted active beef consumers and stressed the taste and versatility of beef. Television and print advertising were cornerstones of the campaign early on, and “30 Meals in 30 Minutes” brochures were used extensively by state beef councils. By August 1992, 79% of U.S. consumers were aware of beef advertising compared to 57% in March that same year. Retail, foodservice, healthcare education and school education materials also promoted beef throughout the decade.

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THE FEDERATION OF STATE BEEF COUNCILS

As the Federation of State Beef Councils celebrates its 60th anniversary this year, let’s step back in time and look at successful projects which have created a strong state/national partnership through the decades. Uncertainty ruled the first decade of the new millennium for both producers and consumers. The fear of a Y2K technological meltdown had everyone on edge as the calendar flipped from 1999 to 2000. The arrival of an animal disease crippled the industry, but stakeholders rallied to keep beef on consumer plates.

In December 2003, bovine spongiform encephalopathy (BSE) was discovered in a cow in Washington and immediately the industry’s crisis management plan, which was developed in the ’90s, was activated with the beef industry working with food safety experts to reassure consumers about beef’s safety. Consumer confidence in U.S. beef actually increased from 89% in December 2003 to 91% by February 2004. Throughout the crisis, the Federation provided state beef councils with staff support, expertise and resources to share information with consumers and producers locally.

In 2009, the Checkoff-funded Masters of Beef Advocacy (MBA) program was created to develop strong beef advocates by offering a free, self-guided online course for farmers, ranchers, service providers, consumers, and other members of the beef community. The online lessons address environmental sustainability, beef nutrition, animal welfare and beef safety while taking advocates through the beef lifecycle, from pasture to plate. Upon completion of five interactive online lessons, advocates become equipped with the communication skills and information to be confident in sharing beef stories on social media and in communities to help others better understand how cattle are raised and how beef can be part of healthy, sustainable diets.

Checkoff-funded programs during the decade included consumer market and human nutrition research, iconic promotional campaigns, the introduction of a variety of valuable new cuts, and the creation of new recipes. 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. Foodservice outlets sold 47 million pounds of Flat Iron Steaks in 2005, with 106 million pounds of Beef Value Cut steaks sold in total that year.

Composer Aaron Copland’s iconic “Rodeo” music and the Beef. It’s What’s For Dinner brand became synonymous, and Sam Elliott’s distinctive voice brought beef’s message to homes nationwide.

The Beef Industry Safety Summit was established in 2003 as an opportunity “to bring industry safety leaders and scientists together to hear the latest research results, learn about advancements in food safety monitoring and testing methodology, and openly converse with competitors seeking solutions that benefit the entire industry.”

“"To me, the Federation means collaboration and efficiency with the dollars we are utilizing; it means we’re making the most of what we have and being as efficient as possible for the producers, so that we are as accessible as possible.”
—Heather Buckmaster, Executive Director, Oklahoma Beef Council (Established 1975)

These programs and others provided state beef messaging within their own states. Federation support from voluntary state contributions also supplemented the national Checkoff budget and helped the Federation enhance state services. States supported each other as well. In 2006, the Federation Initiative Fund was created to provide beef councils with additional dollars for beef promotion and education campaigns in high-population states with few Checkoff collections.

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The Federation Through the Decades

**2010s**

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Research continued to be the foundation for Federation-funded programs, and nutrition research especially helped drive the beef narrative during the 2010s. 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. Enthusiastic states joined national efforts to roll out the results, which suggested lean beef improves cholesterol levels, even when eaten daily as part of a heart-healthy lifestyle.

Digital advertising came of age in the 2010s with consumers “liking,” “tweeting” and “pinning” beef. To reach consumers where they were finding information and making buying decisions, Beef It’s What’s For Dinner advertising transitioned to promoting beef through social media platforms, as well as through online audio and video advertisements. Another shift was the consolidation of several beef-related websites into a convenient www.BeefItsWhatsForDinner.com website to better connect consumers with producers.

The Beef Store opened for business in 2010 giving state beef councils, retailers, foodservice professionals, teachers and health educators the opportunity to order Beef It’s What’s For Dinner materials day or night. In 2013, Beef Checkoff-funded recipe development and product enhancement got a boost when the Culinary Innovation Center received an expansion, providing an updated facility where a team of culinary professionals created recipes highlighting the best ways to utilize beef.

A new “Nicely done, beef” slogan differentiated beef from other protein options by highlighting beef’s taste and nutrition. Creative campaign assets were used extensively by state beef councils, going as far as to promote a cowboy ninja. In 2018, Idaho cattle producer and American Ninja Warrior, Lance Pekus, became a brand ambassador for beef, sharing how beef’s nutrients played a role in his strength training. Pekus was a natural draw for state beef councils as well and their local extension resulted in more consumers reached through social media.

The decade ended with the introduction of Chuck Knows Beef, powered by Google Artificial Intelligence. Chuck Knows Beef guided consumers to all things beef — recipes, cooking tips, cut information, production background — helping source its customized responses from content found on the BeefItsWhatsForDinner.com website. With a simple voice command to Google and Alexa devices, consumers could access everything they wanted to know about selecting and preparing beef.

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**2013**

The Oxford English Dictionary selected “selfie” as the word of the year.

Wal-Mart was the United States’ largest employer.

Star Wars was dubbed in Navajo, the first major Hollywood film to be translated into a Native American language.

The average price of a new house was $289,500.

The cost of a postage stamp was 46 cents.

The world population was 7.2 billion.

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March marked one year into the COVID-19 pandemic. SpaceX launched the first all-civilian spacecraft. 3D printing became more mainstream. The average price of a new house was $340,000. The cost of a postage stamp was 55 cents. The world population was 7.9 billion.

When the pandemic struck in March 2020, restaurants immediately faced declining sales, however, consumers’ “stocking-up” behavior drove increased beef sales in value and volume at the retail level. As the world continued to recover from disruptions, there was plenty of good news for beef.

Driving the demand for beef starts at the grassroots level with a strong network of advocates willing to share beef’s positive message. A new beef advocacy program was developed in 2021 called Trailblazers, taking advocacy to the next level by giving participants the tools and training they need to promote beef to new audiences while addressing and correcting myths. The first group of 10 Trailblazers completed the year-long training program and began sharing their stories from coast to coast, and the next cohort has been announced with their training underway.

For the first time ever, the Dietary Guidelines for Americans recommended introducing solid foods, like beef, to infants and toddlers in order to pack in every bite with protein, iron, zinc and choline. This guidance led to the development of the “Beef in the Early Years” campaign that focused on educating physicians and other health professionals on the importance of feeding beef to babies as an early complementary food and providing them with tools to support parents with the introduction of beef. With support from the Federation of State Beef Councils and several state beef councils, educational toolkits complete with parent resources were sent to a nationwide network of pediatrician offices and childbirth centers.

Beef cruised into victory lane with the Beef. It’s What’s For Dinner. 300 race at Daytona International Speedway.

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