



2020-2021 ANNUAL REPORT

BEEF COMMISSION LEADERSHIP

Kale McGuinness, Chair,
Livestock Market, Spokane

Will Derting, Vice-Chair,
Cattle Feeder, Ephrata

Dave Stiner, Treasurer,
Packer, Toppenish

**Kyler Beard, Cow/Calf
producer, Ellensburg**

**Brett Tonne, Cow/Calf
Producer, Ephrata**

**Hannah Gamble, Cattle
Feeder, Connell**

Austin Allred, Dairy Farmer,
Royal City

Roy Osborn, Dairy Farmer,
Chehalis

**Dr. Ben Smith, Washington
State Department of
Agriculture, Olympia**

**Marty Stingley, Cattlemen's
Beef Board Representative,
Ellensburg**

Dear Washington Beef Producers,

Beef has a lot going for it. It is delicious, versatile, nutritious – basically beef is “impossible” to imitate. Beef also has its share of challenges. Some say that beef production has the greatest impact on the environment of any food and that to save the planet, we should stop eating beef. Sure, cattle emit greenhouse gases, but they also sequester carbon in the soil and upcycle food byproducts keeping them out of landfills, all while helping prevent forest fires, naturally fertilizing and tilling the soil, and feeding people.

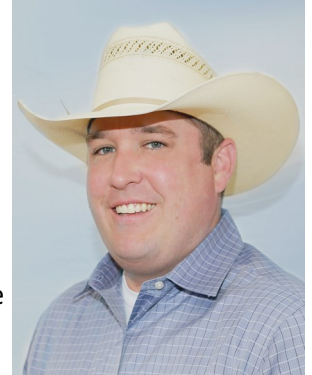
If the Washington State Beef Commission has anything to say about it, Washington consumers will increasingly understand that the humble cow is an important solution to our environmental concerns, not the source of them.

We have made impressive strides in telling the positive beef story via social media and digital advertising achieving over 39 million impressions, 10 million video views and 86,000 clicks to Beef Checkoff websites in Washington last year alone. We are proud to be in the business of changing hearts and minds on behalf of Washington's Beef Producers.

As we look forward to the coming year, our priorities have shifted slightly to focus more on the kind of reputation management work that protects and defends

your ability to sustain your business. Our strategic priorities for the next few years include:

1. Improve the business climate for beef by implementing reputation management strategies that protect and defend our producers' ability to sustain their business.
2. Promote beef's role in a healthy sustainable diet by positively engaging in the sustainable nutrition conversation and growing trust in beef's key role in responsibly feeding people.
3. Promote and capitalize on the multiple competitive advantages of beef as the top protein choice compared to other proteins.



While we look forward to the coming year, we invite you to review the many accomplishments outlined in this report that were funded with your \$1.50 Beef Checkoff assessment over the past year.

Sincerely,

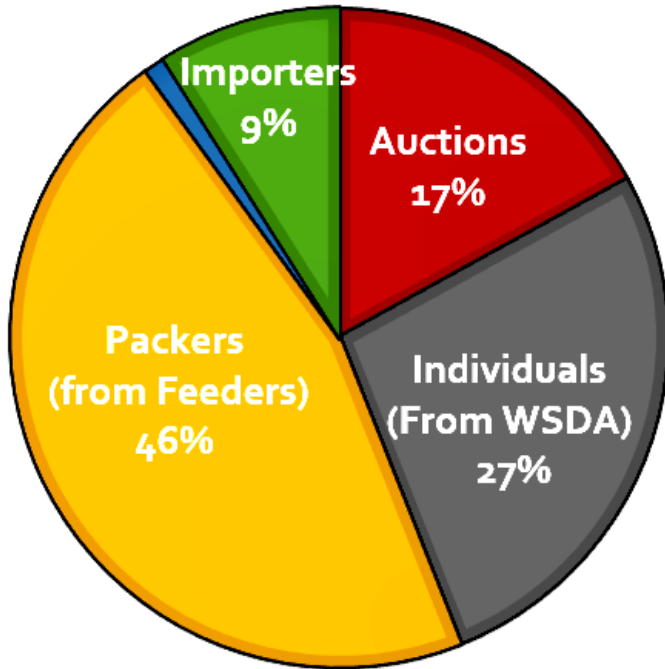
Kale McGuinness, Chair
Washington State Beef Commission

The Washington State Beef Commission is the beef producer-funded and directed beef promotion, research and consumer information arm of the state's beef community. It is funded by a mandatory \$1.50 assessment paid by beef farmers and ranchers every time they sell a bovine animal. The program is authorized under both state and federal law to implement programs that increase demand for beef and build trust in beef production.



2020-21 FINANCIAL STATEMENTS

REVENUE SOURCES



WASHINGTON STATE BEEF COMMISSION

REVENUES:

Total Assessments	\$1,803,473
Less CBB/State of Origin	(618,680)
Interest & Other Income	<u>865</u>
Total WSBC Net Revenue	\$1,185,658

EXPENSES:

Promotion	\$416,254
Consumer Information	137,270
Research	4,026
Industry Information	243,560
Foreign Marketing	36,283
Producer Communications	38,478
Collection Compliance	35,658
Administration	162,259
Federation of State Beef Councils	<u>18,333</u>
TOTAL EXPENSES	\$1,092,121

MISSION

WASHINGTON STATE BEEF COMMISSION

Increase demand for beef by connecting and growing our beef community.



RESPONSIBLE BEEF BUILD TRUST

Earn and grow consumer trust in beef and beef production practices.

TASTE ADVANTAGE

Promote beef's taste advantage over other proteins.

NUTRITION & HEALTH

Communicate beef's nutrition and health benefits and beef as a food for strength.

EXPORTS

Drive growth in beef exports from the Pacific Northwest.

RESPONSIBLE BEEF + BUILD TRUST

Earn and grow consumer trust in beef and beef production practices.



Beef Counts Celebrates 10th Anniversary

It has been ten years since Washington's beef community teamed up with Agri Beef Co. to launch the *Beef Counts—Washington's Beef Community United Against Hunger* campaign. In that time, the industry has donated 12 steers to raise over \$1 million to provide 2.5 million servings of beef to 625,000 hungry families through 2nd Harvest, Northwest Harvest and Food Lifeline. A story like that deserves to be told, so 2020 was the year to tell the story.

In December, the beef community teamed up to serve beef roasts to nearly 3,000 families. The roasts were purchased with the donations from Washington's Beef Community at the Beef Counts rollover auction held at the Toppenish Livestock Commission in September where over \$23,000 was raised. Radio advertising during the month of December also brought consumer awareness to the program with almost 2.3 million impressions during the first two week of the campaign. The campaign featured the voice of local rancher Shaun Rose from South Bend, encouraging listeners to join Washington's Beef Community in their fight against hunger.

The Beef Commission also coordinated with hunger relief agencies statewide to distribute press releases sharing the Beef Counts story. Thousands of consumers have been reached via this effort. Seattle's KING5 TV ran stories showcasing the delivery of nearly 2,000 beef roasts to Northwest Harvest in November. This story alone reached over 840,000 households. In eastern Washington local television, radio and newspapers covered the story reaching over 740,000 households. Total publicity for the tenth anniversary celebration of Beef Counts lingered through the New Year and achieved 1,729,300 total unpaid media impressions.

Ongoing Beef Counts activities include the annual summer grilling campaign *Buy Beef and Fight Hunger*, a partnership with Rosauers, KREM-TV and Agri Beef, Co. that benefits Beef Counts at 2nd Harvest. The television campaign included ads featuring local ranchers Justin and Lauren Owens as our Beef Counts Spokes-family and Tom's BBQ Forecast promoting beef for summer grilling and reminding consumers to buy beef at Rosauers and support Beef Counts.

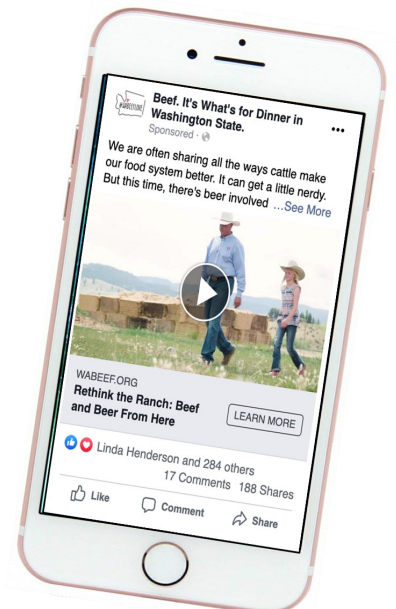
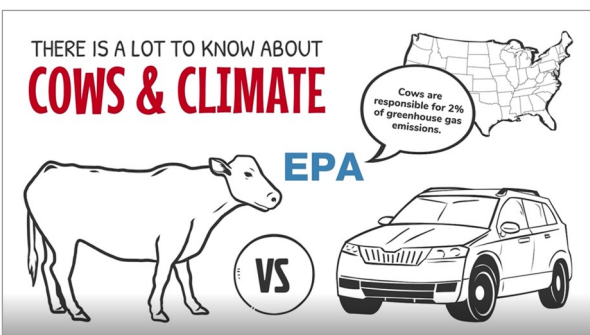
**FEEDING FAMILIES
SINCE 2010**
★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★
UNITED AGAINST HUNGER



Spring Campaign Delivers Facts About Beef Production

In March, your Beef Checkoff launched its sustainability campaign to combat misinformation about the impact of cattle on the environment. In addition to national digital advertising, the Washington State Beef Commission developed four "explainer" videos

that caught consumer attention and drove traffic to wabeef.org to learn more about the science behind cattle and climate. The overall media mix of YouTube videos, search advertising and social media posts resulted in achieving over 2.2 million impressions and 931,205 video views.



Explore Beef Experience Strengthens Understanding

Challenging the misperceptions that consumers may have about modern beef production was the key goal of Washington's *Explore Beef Experience* held in Eastern Washington on June 23-24th.



Attendees included social media influencers, chefs, butchers, culinary instructors, and retailers. Tour highlights included a visit to Trinity Farms in Kittitas where participants were shown how ultrasounds can help identify beef quality; at Beef Northwest, we shared the important contributions that cattle feeding operations provide in a sustainable beef production chain; and the tour ended with a visit to Cle Elum where rancher Kyler Beard demonstrated low stress cattle handling and how he uses cattle grazing to improve the soil and plant biodiversity. Pre and post surveys of the participants indicated that the tour was successful in changing hearts and minds with those feeling the positives about beef outweigh the negatives increasing from 50% to 70% and those feeling the negatives outweigh the positives of beef before the tour completely changing their minds.



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Digital Campaign Shares The Beef Story

When people think of digital advertising, social media giant Facebook comes to mind. But when investing your Beef Checkoff resources in digital advertising, Facebook is a small part of our marketing mix. In fact, during the 2020-21 fiscal year, our focus was on sharing beef messages, mostly via videos, on a wide variety of digital platforms.



Whether we ran ads on YouTube, Pandora, Facebook, Instagram, streaming television, mobile devices, last year we reached millennial consumers with messages about beef and responsible beef production 40 million times! In fact, our videos were viewed 10 million times and consumers clicked on our website links to learn more over 85,722 times.

Over half of our advertising budget focused on reassuring consumers that beef farmers and ranchers are capable caregivers of their cattle and the environment. This was done primarily by sharing very engaging videos featuring local ranchers discussing upcycling, Beef Quality Assurance, and environmental stewardship on YouTube.

Crisis Management

The Beef Commission, in partnership with the state's Bovine Issues Working Group, conducted two trainings to coordinate our industry response to potential crises. Both sessions focused on biosecurity and Foreign Animal Disease. The BIWG is comprised of industry organizations that represent all cattle producers in Washington.

Educating The Educators About Modern Beef Production

Educating teachers about the positive impact of cattle on the environment is an important tactic for the Washington State Beef Commission as many curriculums include inaccurate or misleading information about beef. Last year, the Beef Commission delivered virtual presentations to culinary schools and animal science classes. The Commission also worked with the FACSE and ACTE providing virtual presentations educating attendees about the positive impact of cattle on the environment during their annual conferences.

**BASICS
OF BEEF**



BEEF'S TASTE ADVANTAGE

Promote beef's taste advantage over other proteins.



Grill O'Clock at Safeway & Albertsons



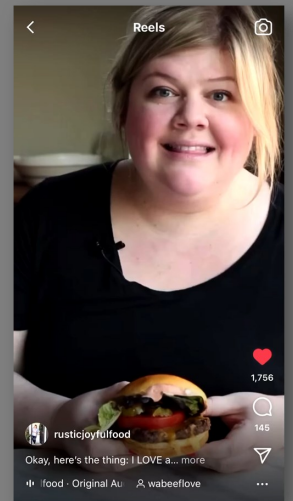
Our Summer Grilling promotional partnership with 220 Safeway and Albertson's stores and Iron Horse Brewery wrapped up the last week of August where overall beef market share was up 1.4% over the previous summer and ground beef's market share increased 2.9%. The Grill O'Clock themed promotion included digital advertising, earned social media, in-store advertising, and newspaper feature ads for ten weeks achieving over 3.7 million impressions. The advertising included beef grilling recipe

videos featuring Jackie Madill and "Jake the Steak" each week to promote the featured beef cut at Safeway. The videos achieved 1.3 million impressions with over 840,122 video views. The promotion wrapped up in August with a Facebook Live event where the Beef Commission presented summer grilling charcuterie to the Safeway and Albertsons followers.

Tapping Trusted Influencers to Tell Beef's Story

Your Beef Checkoff engages consumers through trusted third party influencers to reach millennial parents throughout the year. One such example is television personality and cookbook author Danielle Kartes of Rustic Joyful Food.

Kartes, a rising star with a loyal following, works with the Beef Commission to develop and present seasonal beef recipes on Instagram.



Television Promotes Beef For All Seasons

Working from home takes on new meaning when television stations won't let us into the studio for television cooking demonstrations due to the COVID pandemic. That is when your Beef Commission employee turns her kitchen into a television studio and appears on television via Zoom! Even with the technology challenges, Jackie Madill conducted nine holiday television segments including Fourth of July, Labor Day, Valentine's Day, St. Paddy's Day, Mother's Day, Memorial Day and Father's Day. In all, the segments reached almost 500,000 households in Western Washington last year with timely, seasonal tips for successfully cooking beef.



E-Commerce Promotions Puts Beef in the Shopping Cart

The COVID pandemic has permanently changed how consumers of all ages buy beef. They are increasingly relying on e-commerce to shop for their groceries and

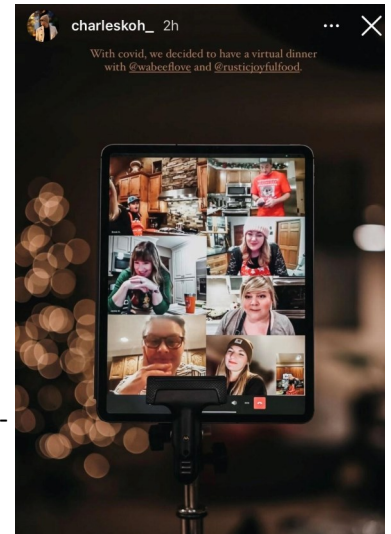


have them delivered right to their door step. The Beef Checkoff conducted holiday promo-

tions tapping into this growing market to drive more beef sales at retail though Chicory at Albertsons, Walmart and Target. Online app advertising reached Washington consumers 2.4 million times last year as they were searching for recipes and shopping online.

Social Media Influencers Join Virtual Roast & Toast

Six local food influencers and bloggers gathered virtually to roast and toast the holiday season in a cook-along e-vent lead by blogger, cookbook author and television personality Danielle Kartes of Rustic Joyful Food. The virtual party was designed to educate these top tier food influencers about roasting beef and encourage them to update their 181,600 social media followers about beef's special place at the center of festive holiday celebrations. Danielle created an original recipe featuring bone-in rib Roast with all the fixin's. The e-vent resulted in over 24 hours of online sharing of Rib Roast how-to's and Rustic Joyful Food's original recipe.

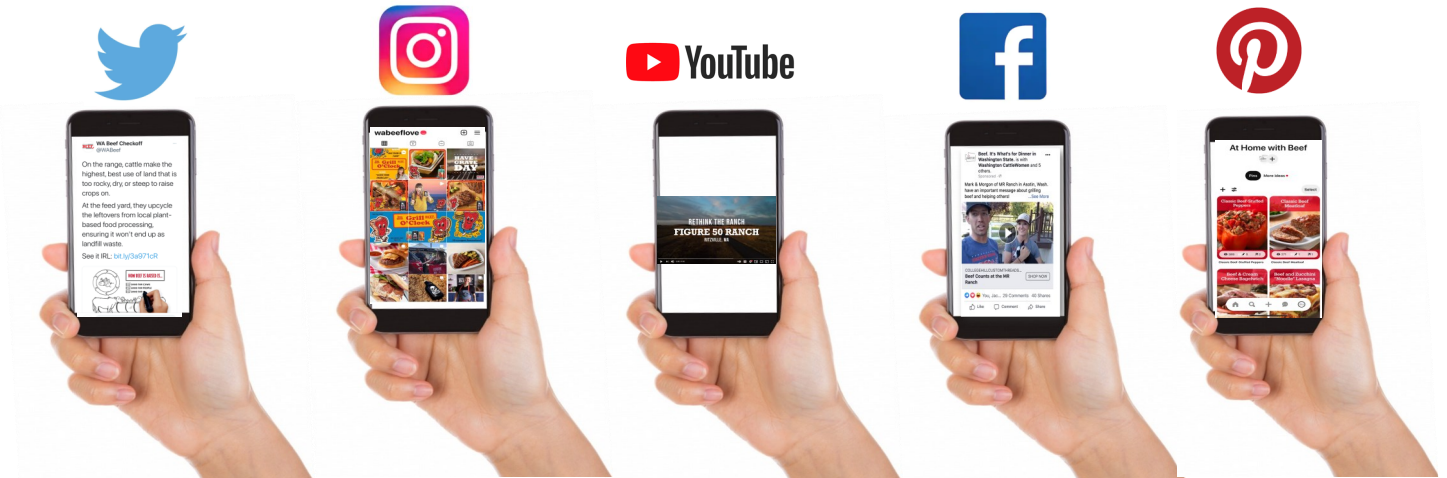


St. Paddy's Day Promotion

Results are in and the second annual St. Paddy's Day promotion at over 200 Safeway and Albertson's stores in Washington achieved a 7% increase in total sales over the previous year with Corned Beef sales increasing dramatically in just one week. The promotion was a partnership between Safeway/Albertsons and the Iron Horse Brewery that included a consumer sweepstakes, an employee display contest, price features and digital advertising. The digital advertising alone, featuring cooking videos conducted by the Washington Beef Commission, reached over 1.2 million consumers in Washington State.

Social Media Generates Awareness

Your Beef Checkoff is active on various social media throughout the year including Twitter, Facebook, Instagram, and Pinterest. Each platform has its own strengths and reaches slightly different audiences. We share beef recipes, seasonal promotions and share the unique stories of local farmers and ranchers as you continually improve your stewardship of your cattle and the environment. Follow us at wabeef.org, [Facebook.com/WABeef](https://www.facebook.com/WABeef), [Twitter@wabeef](https://twitter.com/wabeef), [YouTube@WABeef](https://www.youtube.com/channel/UCwabeef) or [Instagram@WABeefLove](https://www.instagram.com/WABeefLove) or [pinterest.com/wabeef](https://www.pinterest.com/wabeef).



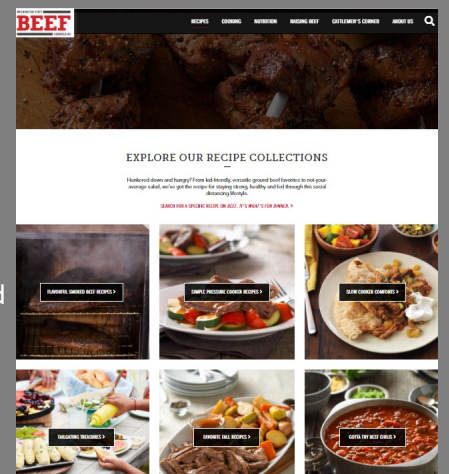
'Twas The Night Before Christmas



YouTube and Pandora video advertising sharing the *Drool Log 2.0* and beefy holiday roast recipes reached consumers who were hunkered down and cooking at home last year. Social media and digital ads extended the national Beef Checkoff Hallmark Channel campaign, introducing real Washington ranchers and their favorite holiday beef recipes and traditions. The campaign served about 1 million impressions, achieving over 700,000 video views and consumer engagements.

Checkoff Websites Deliver Beefy Inspiration

A key element of the Beef Checkoff's communication with consumers is using social media and digital advertising to drive people to learn more by visiting Beef Checkoff-funded websites like wabeef.org, beefitswhatsfordinner.org or beefresearch.org. Once there, viewers can access triple-tested, mouthwatering beef recipes for all seasons and cooking methods created in our Beef Culinary Center. Science-based nutrition information, beef sustainability information and a local beef directory are all just a click away. Last year, wabeef.org had over 113,300 page views with consumers spending an average three minutes and 36 seconds on each page. The most popular Pinterest recipe searched was Classic Beef-Stuffed Peppers.



NUTRITION & HEALTH

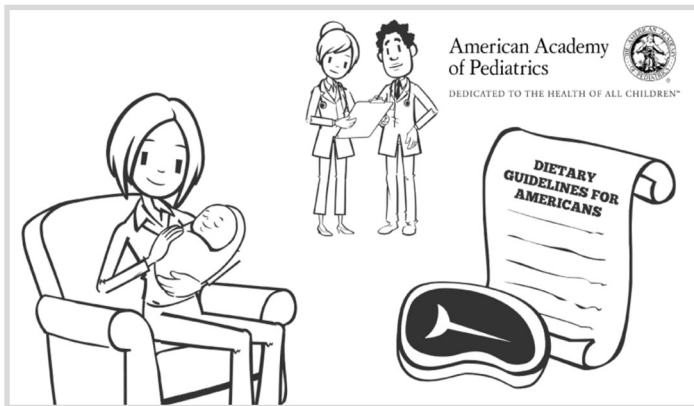
Communicate beef's nutrition and health benefits and beef as a food for strength.



All Mom Does Radio Sponsorship

Delivering the good news to parents that babies can and should be served beef starting at six months is the objective for the Beef Commission's advertising sponsorship on Seattle radio station Spirit 105.3 this spring. The radio ads drove consumers to Kristina Slaney of *All Mom Does*, the station's popular mom blogger whose posts share the science supporting the importance of feeding babies beef. Tips on safely feeding babies beef as they begin eating solid foods is included in the blogger's content, digital ads and social media posts.

The campaign is part of a state and nationally coordinated campaign based on Beef Checkoff funded nutrition research. The American Academy of Pediatrics and the Dietary Guidelines for Americans support the role of beef as one of babies first foods. A series of whiteboard explainer videos are also being run on



YouTube as part of the strategy for delivering this information to parents of infants and toddlers. The four month campaign achieved over 1.6 million impressions delivered by a trusted third-party influencer.



Health Professional Education Goes Virtual During Pandemic

The Beef Commission partnered with the Oregon Beef Council to host a series of three continuing education webinars for members of the Washington and Oregon Academies of Nutrition and Dietetics. During the month of June WSBC staff created virtual education presentations to update Registered Dietitians on emerging research that supports beef's role in a healthy diet. Participating dietitians received continuing education credits for their participation and were guided in the practical implementation of beef nutrition science with beef recipe cooking demonstrations as part of the program. The practical cooking sessions paired up with pre-recorded beef nutrition research webinars, presented by nationally-acclaimed researchers, housed on the Checkoff-funded Beef Nutrition Education Hub. This series was promoted to Registered Dietitians via e-blasts and social media as part of the Academies' virtual conference.



Soccer Sponsorship Promotes BEEF STRONG

Reminding soccer fans, specifically millennial parents, that beef has the nutrients their young athletes need to shut out hunger and fuel their active lifestyles, was the objective of the Beef Commission's sponsorship of the Tacoma Defiance soccer team last year. The sponsorship included social media and video and magazine ads featuring the team members discussing how they *Stay Strong* with beef. The partnership was adjusted as the COVID pandemic shut down the ability of fans to attend soccer matches, eliminating our field board signage opportunities. Instead the team elevated opportunities for fans to virtually engage with players and one of their most popular efforts was the Beef Bracket, where players picked delicious beef recipes and the fans voted for their favorite. The sponsorship achieved over 232,000 combined impressions.



Beef Fits in a Mediterranean Style Diet

A Checkoff-funded research study was recently published in the top tier nutrition research journal, the *American Journal of Clinical Nutrition*. The study demonstrates that inclusion of up to 5.5 ounces of lean unprocessed beef each day as part of a healthy Mediterranean-style dietary pattern, helped lower risk factors for development of heart disease.

Positive stories about the study were also included in publications like *Verywell Health*, *Yahoo Life*, *Runner's World*, and *Science Daily* among others reaching a potential consumer audience of 56.2 million.

In Washington, the Beef Commission shared a recipe for *Spanish-Style Grilled Steaks with Olives* during a Facebook Live broadcast hosted by Safeway that shared the practical application of this nutrition research and science with consumers. The estimated reach for the Facebook Live broadcast was 50,000 in Washington State.



This simple yet flavorful meal pairs lean Strip Steaks with Kalamata olives, red onion and fresh baby spinach for a delicious Mediterranean-inspired dish.



Mommy Blogger Cook-Along Promotes Beef for Babies

Beef Checkoff-funded research has impacted the official nutrition guidance from the 2021 Dietary Guidelines for Americans and the American Academy of Pediatrics to identify nutrient-rich foods such as beef as an ideal option for a baby's first solid food. With that science in hand, five popular Instagram food influencers joined the Beef Commission in April to learn more about why and how to introduce beef to their babies. The participants were selected based on their Instagram reach and whether they have children ages 6 months to 2 years. Prior to the cook-along, they received a package in the mail with some of the tools they would need and a gift certificate for the purchase of beef. Immediately following the event, the influencers posted stories about the important role of beef in the diets of babies with recipes including Sweet Potato Hash Up and Moroccan Beef Stew reaching over 120,000 followers combined.



EXPORTS

Drive growth in beef exports from the Pacific Northwest.



The Pacific Northwest Beef Promotion Initiative

The Washington State Beef Commission partners with the Oregon and Idaho Beef Councils each year to promote the sale of beef from the Northwest in Japan. With consumers in Japan eating and cooking more in-home due to the COVID pandemic, our promotional activities shifted from focusing on hotels and restaurants to smaller regional retail chains typically served by Canada and Australia. Virtual beef education efforts were conducted by the United States Meat Export Federation to assist Japanese consumers and retailers in promoting and cooking beef from the Pacific Northwest. The annual partnership expands the reach of our efforts in Japan by pooling Washington's \$25,000 investment with the investments of our neighboring beef councils, the US Meat Export Federation and in-market retailer and food service partners. The result is a total promotional investment in Japan of approximately \$500,000. The combination of trade shows, beef cutting classes and promotions resulted in more than 3.6 million pounds of incremental beef sales last year alone.



WHAT YOU SHOULD KNOW ABOUT YOUR BEEF CHECKOFF

- The Beef Checkoff in Washington State is mandated under state and Federal law. In Washington, all beef producers and importers pay the equivalent of \$1.50 per head every time a beef animal is sold throughout its lifetime.
- Beef Checkoff monies cannot – by law – be used for lobbying or to influence government policy in the beef industry. In addition, the Checkoff does not own cattle, packing plants or retail outlets. It cannot control beef or cattle prices, singlehandedly turn around a bad market, nor lead individual producer profitability.
- Beef Checkoff invests in programs – promotion, research, industry information, consumer information, foreign marketing, and producer communications – with the sole aim of influencing consumer sentiment towards beef, and driving beef demand domestically and abroad.
- The Beef Checkoff brings in nearly \$80 million annually to support these promotion and research projects on a national and state level. In Washington, The Washington State Beef Commission and its collecting points, collect \$1.50 cents of every dollar. One dollar is invested at home in the state where the animal is sold. And the remaining fifty cents is sent directly to the Cattlemen's Beef Board to fund beef promotion, research and consumer education programs via a network of national contracting organizations.

