

WASHINGTON STATE

**BEEF**

COMMISSION

Funded by Beef Farmers and Ranchers

ANNUAL REPORT

FY 2022-2023



*Together we bring more.*

## MISSION STATEMENT & STRATEGIC PRIORITIES

*Increase demand for beef by enhancing trust and connecting our beef community from pasture to plate.*

### RAISED & GROWN

*Implement reputation management strategies that reshape the narrative about sustainable beef production and the environment. Defend beef producers' ability to sustain their business.*

### MULTIPLE ADVANTAGES

*Promote and capitalize on the multiple competitive advantages of beef as the top protein choice compared to other proteins.*

### SUSTAINABLE NUTRITION

*Positively engage in the sustainable nutrition conversation and beef's key role in responsibly feeding people.*



## WSBC BOARD OF DIRECTORS

Will Derting, Cattle Feeder

Pete Charriere, Cow/Calf Rancher

Austin Allred, Dairy Beef Farmer

Hannah Gamble, Cattle Feeder

Jim Anderson, Cow/Calf Rancher

Ruurd Veldhuis, Dairy Beef Rancher

Jeff Cromer, Beef Packer

Kale McGuiness, Livestock Market

Dr. Ben Smith, Dept of Agriculture

Marty Stingley, Cattlemen's Beef Board

Contact Your Board: [wssc@wabeeff.org](mailto:wssc@wabeeff.org)

*Fellow Beef Producers,*

*As the new Chair of the Beef Commission, I wanted to take the opportunity to introduce myself and share a few of the Board's priorities for Washington's Beef Checkoff.*

*I grew up as part of my family's cow/calf business in Okanogan and after a few years away, playing a bit of football (Go Cougs!), I knew that working with cattle was not just my foundation, but also my future. I stretched myself professionally by learning more about our industry and working in the feedlot sector, eventually deciding that was where I would build my future in the beef business. After starting by leasing a feedyard, my wife and I have steadily expanded our family business to include two finishing feedlots in Granger and Sunny-side as well as a consumer-direct beef brand and a farmer's market in our hometown of Ephrata.*

*As Chair of your Beef Commission, and a WSBC Director over the last six years, I believe it is important that we be rooted in our past success while being willing to climb out on the limb of innovation, so we're always reaching towards new goals. Your Board of Directors is dedicated to listening to our consumer market research to best understand our local consumers. And while it's critical work to focus on our consumers, we also value cultivating the grassroots establishment of our Beef Checkoff by connecting with you, our fellow beef producers and Checkoff investors.*

*It's our goal to engage and connect Washington's Beef Community from your pastures to the consumers' plates, and in doing so continue to build demand for beef through strategic promotion, research and education activities here in Washington State.*

*Will Derting, WSBC Chair*

## THE WASHINGTON BEEF CHECKOFF

The Washington State Beef Commission (WSBC) is the beef promotion, research and consumer education arm of Washington's beef community. It was created at the request of beef producers statewide by the Washington State Legislature in 1969 under RCW 16.67. The WSBC operates under the guidance of its Board of Directors. The Board is comprised of representatives from each of the state's industry sectors: Cow/Calf Ranchers, Dairy Farmers, Cattle Feeders, Livestock Markets, and Beef Packers. In addition, a representative from the Washington Department of Agriculture is a voting Board member and a representative of the Cattlemen's Beef Board (CBB) is a non-voting member. The nine Board members are appointed by the Director of Agriculture and direct the actions of the WSBC through sector-specific insight and the pursuit of the WSBC's Mission.

The programs outlined in this Annual Report were approved activities in the WSBC Marketing Plan by the Board of Directors, Director of Agriculture and CBB. The Marketing Plan is composed annually based on the review of market research, programs made available by the National Beef Checkoff and an analysis by the Board of current business conditions impacting the beef industry and beef demand in Washington.

**CHECKOFF COLLECTIONS IN WASHINGTON**

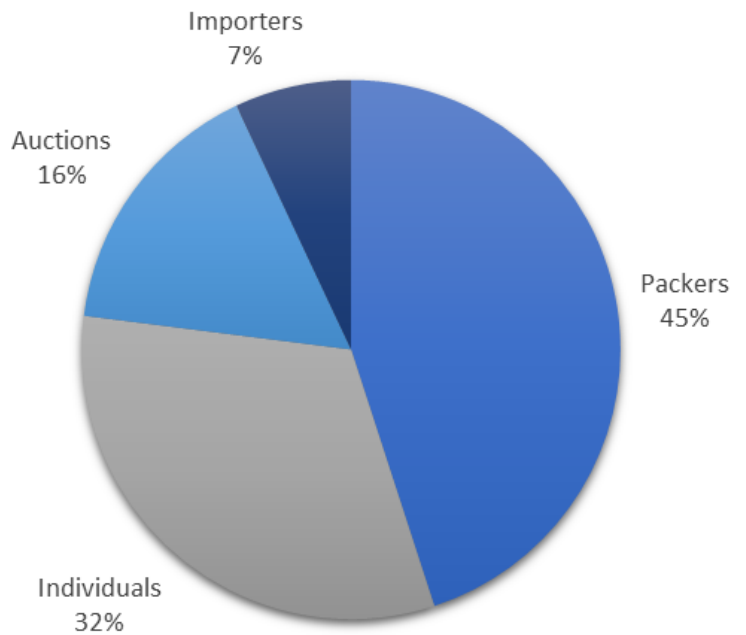
Your \$1.50 Beef Checkoff assessment is collected every time a bovine is sold in Washington State. Fifty cents is remitted to the Cattlemen’s Beef Board (CBB) to fund national beef promotion, research and education programs, and \$1.00 is retained by the WSBC to fund local programs. A network of Designated Collecting Points, including Auction Markets and Packers, collect and remit the Beef Checkoff to the WSBC at the time of sale. Washington State Department of Agriculture Brand Inspectors collect the Beef Checkoff from individual producers, dealers and order buyers, at special sales, and when cattle enter feedlots. The state’s Packers collect primarily from feeders upon sale prior to processing.

Per the Federal Beef Promotion Act & Order, the seller is responsible for paying the Beef Checkoff and the buyer is responsible for collecting the assessment and remitting the Beef Checkoff to fund beef promotion, research and education programs in Washington State, throughout the country, and around the world.

**2022-2023 AUDITED FINANCIAL STATEMENTS**

REVENUES	
Total Beef Checkoff Assessments	1,705,782
Less CBB/State of Origin	(581,851)
Interest & Other Income	1,350
<b>TOTAL WSBC NET REVENUE</b>	<b>\$1,125,281</b>
EXPENSES	
Promotion	444,659
Consumer Information	140,854
Research	4,837
Industry Information	119,330
Foreign Marketing	34,314
Producer Communications	96,201
Collection Compliance	48,535
Administration	221,914
Federation of State Beef Councils	20,325
<b>TOTAL WSBC 2022-23 EXPENSES</b>	<b>\$1,130,969</b>

**CHECKOFF COLLECTIONS BY SECTOR**



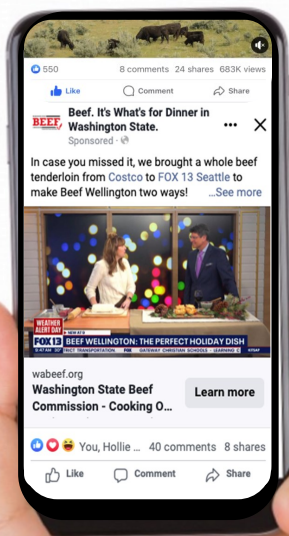
**WASHINGTON CHECKOFF REVENUE IN 2022-23 BY INDUSTRY SECTOR**

In 2022-23 Packers remitted 45% of Checkoff collections, primarily from purchases from cattle feeders. Individual remittances, collected primarily by WSDA, represented 32% of collections while Auction Markets collected 16%. Importers, collected primarily by Packers, contributed 7% of local Beef Checkoff revenue.

Importers are required to pay the Federal \$1.00 Beef Checkoff at the U.S. Border when live cattle or boxed beef are imported, which is remitted directly to the CBB. Upon the sale of imported cattle in Washington to a producer or packer, the Washington \$1.50 Beef Checkoff is collected and remitted to the WSBC. According to the CCB, the total collection of the Beef Checkoff at our U.S. borders adds approximately \$7 million to the Federal Beef Checkoff while beef imports contribute approximately 9.3% to the total U.S. beef supply.



## ONLINE, ON-AIR & ON THE GO



The WSBC's digital advertising campaign supports beef promotion objectives across all three Strategic Priorities. Distribution of the overall digital budget is prioritized by Strategic Priority, and the digital retail promotions tactic, in alignment with the Board of Directors' direction and approval. The WSBC measures the efficacy of our seasonal campaigns and the aggregate results of the year based on Key Performance Indicators such as total impressions, video views, and ad clicks to assess consumer engagement results. The 2022-23 Fiscal Year saw yet another evolution in consumer habits and their consumption of media, advertising and brand interaction. Namely, Seattle-area residents are consuming media and marketing on-the-go via their hand held devices more than ever. In 2022-23 the WSBC invested \$340,640 in reaching consumers on their big and small screens and saw the return of over 37 million consumer impressions, 10 million video views and 100,000 clicks from our ads to more WSBC content.

In response to rising ad impression costs and a constrained budget, the digital strategy was built on an adjusted media mix, resulting in a decrease in the average impression cost from \$12.33 in 2021-22, down to \$9.19 in this fiscal year. These cost savings are due in part to leveraging cost-efficient and clickable ads while still maintaining a foothold in video advertising via platforms such as YouTube and Connected TV.

## WESTERN STATES SUMMER GRILLING CAMPAIGN

Washington is just one of several western states that has high consumer populations but lower cattle numbers. As such, Beef Checkoff revenues in these states are disproportionate to the cost of reaching consumers. The Federation of State Beef Councils works to strategically place Beef Checkoff marketing, and funding, where consumer density demands it. The Western States Summer Grilling Campaign is funded by the cattle-heavy states of Iowa, North Dakota, Oklahoma, Idaho and Montana. In Summer 2023 the campaign targeted the consumer-dense markets of Seattle, Portland, Los Angeles, San Diego, San Francisco, Las Vegas and Phoenix.

This campaign effectively utilized *Beef. It's What's For Dinner.* creative assets on Connected TV, streaming radio and digital advertising to deliver ads 11.9 million times in important consumer markets.



### RAISED & GROWN

*Implement reputation management strategies that reshape the narrative about sustainable beef production and the environment. Defend beef producers' ability to sustain their business.*

### LOCAL PRODUCERS FEATURED NATIONALLY

The Cattlemen's Beef Board (CBB) works with State Beef Councils across the country to engage and educate beef producers about their Beef Checkoff investment. In 2022, the CBB visited Washington to work with Brook and Keith Hickle, Red Angus producers based in Enumclaw, and Nicole and Will Derting, cow/calf ranchers and feedyard owners in Grant County, to capture their stories as stakeholders in the Beef Checkoff. Photos from the CBB's visit have been utilized in nation-wide stakeholder engagement programs throughout the past year.

### EXPLORE BEEF EXPERIENCE

The WSBC's annual event that is designed to immerse our consumer thought influencers in beef production, from pasture to plate, took place during the high temperatures of early June. While an early heatwave can be problematic for most cattlemen, it provided this year's group of 27 retailers, butchers, distributors, chefs, school directors, and culinary educators the chance to see first-hand the attention to detail, preparation and daily interventions cattlemen take to maintain the health and well-being of their animals on the ranch and in the feedyard every day, but especially during extreme weather events.



The group began their journey in the pastures of Full Barn Ranch and Trinity Farms in Kittitas, to gain an understanding of caring for cattle and land, in equal measure. A visit to Beef Northwest Feeders in Quincy allowed the group to smell, touch, and even taste, what goes into the science of cattle feeding as well as walk the experience of feedyard cattle from receiving, through processing and on to pen life. The final stop was a tour of the Washington Beef packing plant in Toppenish where the group witnessed the steps of processing from live cattle delivery and inspection through harvest, grading and cutting to chilled and frozen beef boxes ready for domestic and global consumers.



## CARING FOR CATTLE

A key factor influencing consumer opinions about beef and beef producers is the care taken when raising beef. When it comes to raising beef, veterinarians play a key role in the care of cattle at every stage, and they are also a highly trusted source of information by consumers. That is why the WSBC spent much of 2022-23 sharing the stories of how beef producers work alongside vets to provide excellent care to cattle. Telling the story of how beef is raised and grown with care resulted in 14.4 million consumer impressions, 3.5 million video views and over 32,000 clicks to read more stories about how beef is raised in Washington State.

## SPONSORED CONTENT CONNECTS READERS TO CATTLEMEN

Building understanding and trust among consumers on the topics of animal care and environmental stewardship in the context of raising beef requires a deeper connection for our local target audience. This informs the WSBC's sponsored content advertising strategy - whereby information is presented in the form of a news-like editorial, in print and online. The same stories the WSBC delivers to consumers in video are featured in printed and digital publications like *425 Magazine* and *SeattleTimes.com* in full page "advertisements". One such ad

**A BASKETBALL CAREER FUELED BY BEEF**

How raising cattle helped Jill Townsend overcome adversity and become Gonzaga University's Female Athlete of the Year.

**"Beef is high in protein and can replenish an athlete's tank after a workout."**  
 Jill Townsend

Scan to learn more about how families like Jill's raise cattle across the country.

**BEEF. IT'S WHAT'S FOR DINNER.**  
 Photo by Ben Farnes for FeedSource

Jill Townsend grew up on her family's ranch in Eastern Washington, where bringing calves into the kitchen to keep them warm in the winter was as normal as her grueling conditioning workouts.

"Playing through a broken nose isn't fun, spending weekends in the gym instead of with my friends isn't fun, but it was necessary to get myself apart from others. The work ethic I learned on the ranch and from my father is what has helped me overcome adversity, injury and failure in my athletic career and got me to where I am today."

Jill graduated from Gonzaga in 2021 with an impressive list of accomplishments, including Female Athlete of the Year, West Coast Conference Player of the Year and Top Ten Female NCAA Senior Class. Currently, Jill lives in Fresno, France where she's playing for the Final Four in the second division.

How does Jill make sure she's at the top of her game when she hits the court? With beef, of course!

**WASHINGTON'S GENERATIONAL RANCHES:**

**OPEN SPACES FOR ALL**

**N**estled in the North Cascades foothills, Nicole Kuchenbuch's ranch offers a serene escape into ranch life. With lush meadows, sagebrush-strewn steppes, and distant snow-capped peaks, it's a captivating retreat.

**At Hasbelle Ranch,** Kuchenbuch and her family are committed to preserving these rangelands, wildlife habitats, and open spaces for the benefit of all.

Kuchenbuch's commitment to land stewardship runs deep. She embodies her great-grandfather's ethos: if he could visit today, finding satisfaction in the unaltered landscape and the contented life of their livestock as well as the innovation her generation has brought to the family business. These days the ranch welcomes urban editors eager to escape to the untamed wilderness. Through HJ Ranch, Kuchenbuch offers guests a chance to stay in a century-old farmhouse and the adjacent Okanogan Valley HJ Ranch also serves as a venue for weddings and a jump off point for outdoor enthusiasts, headed for the vast local areas that provide exceptional skiing, hiking, biking, and more.

They maintain mindful grazing and native forage to provide sustenance and shelter for birds, eagles, deer, coyotes, and others. Even during winter, deer and wild birds coexist peacefully with cattle, sharing hay bales, a symbol of the ranch's commitment to the ecosystem.

Ranches like Hasbelle play a pivotal role by using land unsuitable for growing food crops to raise protein and essential nutrients rich beef - while protecting valuable open spaces for recreation. The Washington Department of Fish and Wildlife recognizes the importance of active livestock grazing in preserving landscapes and wildlife across controlling invasive plants, increasing soil moisture, and mitigating wildfire risks.

**Ranching families,** like the Kuchenbuch's, invest time and resources in land stewardship because the land sustains their legacies. In the U.S., 59% of beef cattle ranches and farms are family-owned, and 78% plan to pass them on to future generations. Kuchenbuch and her neighbors embody these values, ensuring the continuation of a rich agricultural tradition that leaves the land better than they found it, for all.

Learn more about Washington land stewardship.

shared how the Kuchenbuch family, ranchers in Okanogan, work to maintain open spaces for the benefit of all, and reached consumers 3 million times, and over 13,000 readers of the article spent an average of eight minutes on the story learning more.

A national Beef Checkoff ad in *Sports Illustrated Kids* spotlighted Washington rancher and accomplished pro basketball player Jill Townsend, sharing how being raised on a ranch and relying on the nutrition of high-quality beef protein has fueled her success, reached a circulation of 650,000 nationwide.



## BEEF COUNTS CONNECTS OUR BEEF COMMUNITY



In its 13<sup>th</sup> year, the *Beef Counts* program continued to demonstrate to consumers across the state that Washington's beef farmers and ranchers care about their neighbors. *Beef Counts – Washington's Beef Community United Against Hunger*, is a cause marketing campaign designed to provide high-quality protein to our state's food relief agencies and spotlight beef producers' commitment to their communities. Last year publicity showcasing beef producers volunteering at Second Harvest and Northwest Harvest food distribution events across the state and promoting the Buy Beef & Fight Hunger campaign with our partners Rosauers, Super 1 Foods and KREM TV reached over 4.5 million consumers.

Annually, Agri Beef Co. donates \$50,000 to *Beef Counts*, amplifying the funds donated during the industry's Annual Rollover Auction fundraiser each fall.

## LOCAL BEEF ADVOCATES RECOGNIZED NATIONALLY

The WSBC hosts Masters of Beef Advocacy (MBA) training opportunities every year in collaboration with NCBA's Federation of State Beef Councils Industry Information Team. In 2022-23 the WSBC helped 12 producers complete their MBA along with an in-person Beef Advocate workshop. With several outstanding participants in those trainings, a few were identified by the national Industry Information Team to be considered for the newly unveiled MBA Trailblazers program. We are pleased to share that Sam Cossio, of Pasco, has been named one of ten national Trailblazers. As a Trailblazer, he will undergo enhanced Advocate and Spokesperson training and work to help improve the image of the beef community nationwide.



## BOVINE ISSUES WORKING GROUP

The WSBC, as lead of the Bovine Issues Working Group (BIWG), collaborates and coordinates with our fellow bovine organizations in Washington State and the Pacific Northwest. In 2022-23, the BIWG focused on continued support of the veterinary staff at the Washington State Department of Agriculture and WSU to expand the reach and completion of Safe Beef Supply and Safe Milk Supply enhanced biosecurity plans for beef and dairy producers across the state.

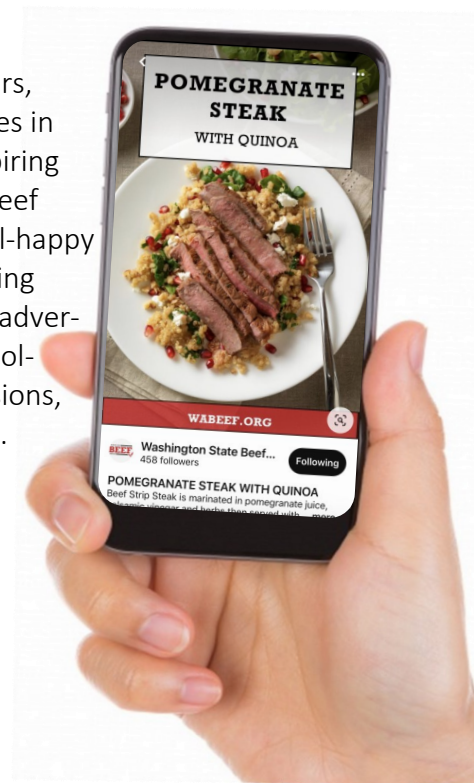


**MULTIPLE ADVANTAGES**

*Promote and capitalize on the multiple competitive advantages of beef as the top protein choice compared to other proteins.*

**SOCIAL MEDIA: THE FEED, FEED**

The WSBC sought to feed more consumers, more beef content on their mobile devices in 2022-23. Delivering creative recipes, inspiring chef personalities and mouth-watering beef photos and videos on-demand kept scroll-happy consumers coming back for more. Engaging social platforms, such as Pinterest, as an advertising opportunity was a key strategy to collecting over 10 million consumer impressions, 5.3 million video views, and 25,000 clicks.



**CREATING CONNECTIONS**

Connected TV has become the modern media equivalent to getting *Beef. It's What's For Dinner*. "back on TV" to reach our local consumers wherever they're watching – on their smart TVs, tablets, computers, and phones. The WSBC, via the Federation of State Beef Councils was able to leverage national Beef Checkoff ads during Holiday and Summer Grilling seasons to reach consumers 2.3 million times during critical beef demand-building seasons.

**COOKING ON AIR**



Throughout the year, the WSBC appears on Seattle-area TV stations to share tips and recipe inspiration directly to home cooks. Last year we filmed cooking segments for Fourth of July, Labor Day, Fall entertaining, Holiday roasting, Mid-Winter meals, St. Patrick's Day, and Memorial Day. With everything from firing up the grill to skillet-to-oven steaks, non-traditional Holiday side dishes to stretching beef to fit a family food budget, the WSBC reached 185 million consumers during the live broadcasts and by "digital echo" when several segments were picked up by national news platforms such as Yahoo.com.



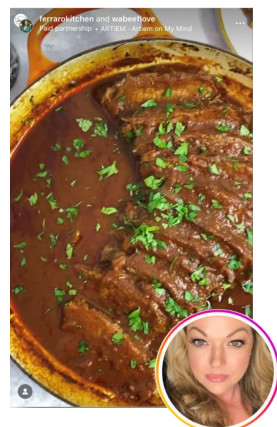
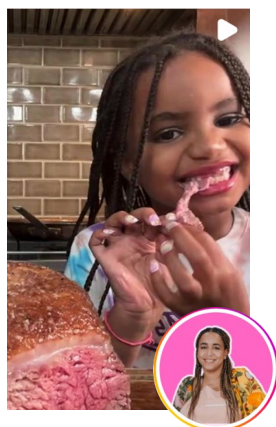
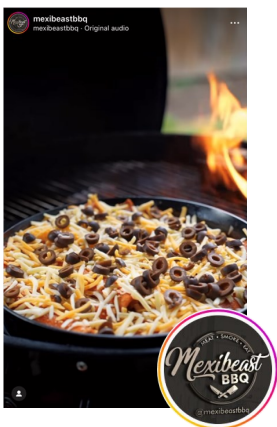


## INFLUENCER PARTNERSHIPS

The kitchen expertise and inspiration that is cooked up daily on social platforms such as Instagram, is just another tool in the Beef Checkoff's toolbox when it comes to showcasing beef's multiple advantages as a protein that is delicious, family friendly and a great value.

Working with Danielle Kartes of @RusticJoyfulFood throughout the year gave the WSBC access to her 60,000 followers on Instagram but also allowed beef to shine as a featured recipe on some of her appearances on the Kelly Clarkson Show.

During the 2022-23 Holiday season, the WSBC partnered with local Instagrammers @MexiBeastBBQ, @SeattleButchersWife and @FerraroKitchen to share a series of beef recipes and holiday traditions from their kitchens to their collective 1.29 million followers. And to keep beef top of mind, and accessible to families feeling the pinch of food costs, @ChefEmme\_ delivered a Spring series of budget-smart beef meals for families.



## COOK-ALONG E-EVENTS

Beef's ability to bring people together, even around their computer screens, continues to be a great reason for the WSBC to gather a few of our favorite Instagram friends each year to cook-along with each other. Logging in to the virtual cooking class from their laptops and tablets, during our Holiday and Summer Grilling themed E-events, 12 Washington-based beef enthusiasts cooked beef, crafted cocktails and shared all their culinary creativity with their collective 400,000 social media followers.



### BRICKS VERSUS CLICKS

The modern consumer continues to lean into convenience shopping habits, which has led to a steady adoption of grocery store app and website usage for weekly food purchases with just a few clicks. With this in mind, the WSBC engaged in three digitally driven opportunities to reach retail shoppers in 2022-23.

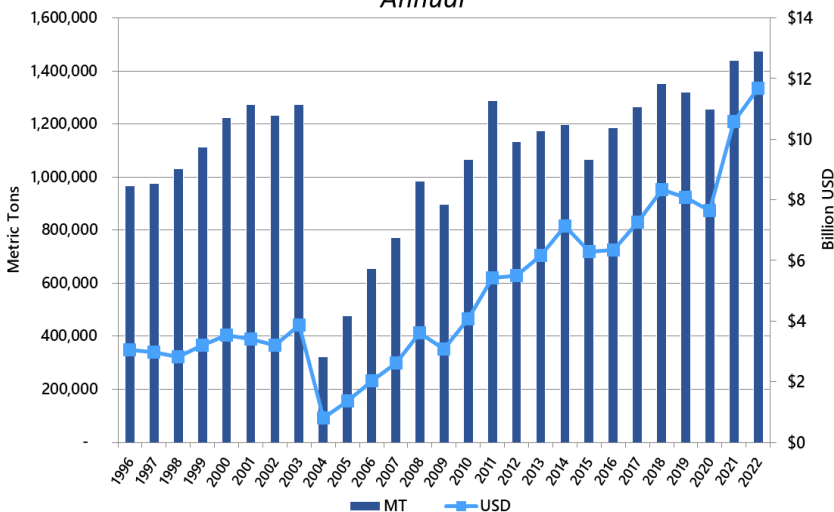
Two of these campaigns were nationally coordinated efforts with Kroger and Walmart that gave the WSBC an opportunity to lift consumer exposure to beef meal inspiration and price breaks at a time when beef prices have been challenging for many household budgets. A Holiday timed campaign with Walmarts in Washington resulted in 1.26 million ad impressions and over \$1.23 million in trackable sales by consumers who were exposed to the *Beef. It's What's For Dinner.* ads. A burger-centric summer grilling campaign, with local partners Safeway/Albertsons and Iron Horse Brewery, reached targeted shoppers via their grocery app to encourage over 7,600 consumers to click on beefy burger inspiration before and during their weekly grocery run.

### USMEF PACIFIC NORTHWEST INITIATIVE

Did you know that U.S. beef exports set annual records for both volume and value in 2022?

And beef exports equated to a record \$447.58 additional value per head of fed slaughter cattle in 2022. This is why the WSBC, Oregon Beef Council and Idaho Beef Council have partnered with the U.S. Meat Export Federation (USMEF) to promote beef in Japan, the closest and largest export market for the beef we produce here in the Pacific Northwest. Since 2012, the PNW Beef Councils have each invested at least \$25,000 per year in the *Pacific Northwest Initiative* and these Beef Checkoff dollars are matched and amplified by USDA market access funds and USMEF brand partners in the Japanese market to expand the total year-long effort to maintain and grow demand for U.S. beef in Japan.

U.S. Beef Export Volume and Value Annual





**SUSTAINABLE NUTRITION**

*Positively engage in the sustainable nutrition conversation and beef's key role in responsibly feeding people.*

**LINKEDIN MAKES THE NUTRITION CONNECTION**

The WSBC digital nutrition campaign leveraged the strengths of LinkedIn, a social media platform dedicated to professional networking and development, to reach professional dietitians and school nutrition professionals in 2022-23. Campaigns to promote continuing education webinars facilitated by the national Beef Checkoff reached health and nutrition professional audiences over 68,000 times. Over 600 of those local professionals clicked on the ads to learn more about the professional development opportunity that shared the value of beef in childhood nutrition.

**BEEF MAKES THE GRADE FOR PEDIATRICIANS**

Beef's role in the diet, from first bites to first dates has been a focus of Beef Checkoff-funded research during the last decade. The growing body of evidence suggests that from early years to adolescence, beef has a critical role to play in cognitive, immune, physical and emotional development. Essential nutrients found in beef can fuel optimal development, while the social and emotional benefits related to family mealtimes are also beneficial to children of all ages.

Building off successful education of medical professionals in 2020 and 2021 about beef as a first food for infants, the WSBC partnered with the NCBA Federation of State Beef Councils to deliver educational packets communicating beef's essential role in the diets of school-aged children to the offices of 100 family physicians in Washington. After receiving the resources, 90% of physicians reported that they have, or intend to, recommend beef to their school-aged patients and families. Having received the mailing, nearly 3 in 4 health professionals described beef as a suitable, nutritious, high-quality protein food for children.

**Dear Health Professional:**

The school-age years are a time of rapid cognitive growth and physical development, which are fueled, in part, by proper nutrition. Yet, an alarming number of children and adolescents aren't getting enough high-quality protein, iron, zinc, choline, and vitamins B6 and B12.

Nutrient deficiencies during this time can lead to compromised linear growth, decreased cognitive development, and depressed immune function.<sup>2,3</sup>

Adolescents' nutrient requirements are even more important than adult needs, setting the stage for optimal health and reduced chronic disease risk during adulthood.<sup>1</sup>

On average, 10- to 19-year-olds gain 15-20 percent of their final adult height, and 40-50 percent of their adult weight during this time. Bone mass also increases by 40 percent.<sup>2,3</sup>



The evidence is clear: **Proper nutrition is connected to healthy development in the early years and into adolescence.**

Families turn to you for trusted advice on healthy eating, so we've created this evidence-based toolkit as you help patients during this school year, including a MyPlate Counseling Tool and tearsheets families can take and refer to as they shop and prep meals. As you counsel families on the role of essential nutrients in healthy diets, such as those found in beef, please consider the information on the back of this letter.



**In good health,**  
 Shalene McNeill, PhD, RDN  
 Executive Director of Nutrition Science, Health and Wellness  
 National Cattlemen's Beef Association



Funded by Beef Farmers and Ranchers

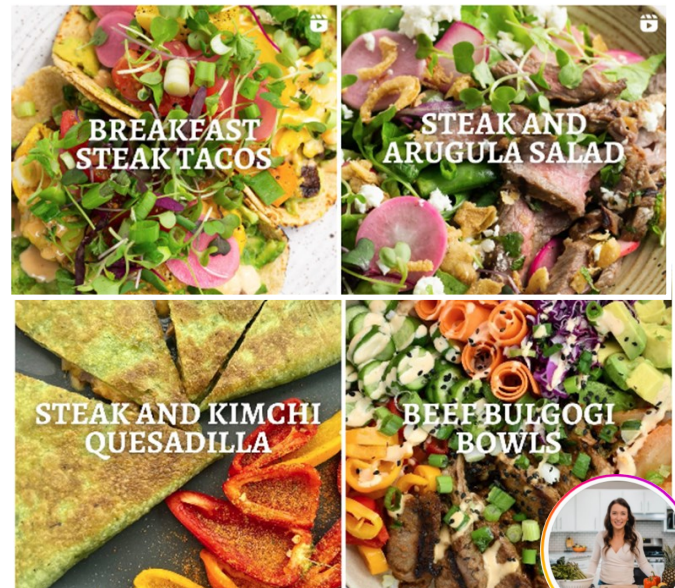


### DIETETIC CONFERENCE CONNECTS THE EXPERTS

E-Conferences have become a standard in the world of continuing education. Thanks to the convenient technology of webinars, the WSBC was able to efficiently deliver top-tier Beef Checkoff-funded beef nutrition research from the heart of Texas straight into the home offices of 300 Registered Dietitians here in Washington. Partnering with NCBA’s Federation of State Beef Councils, the WSBC sponsored Dr. Heather Leidy, PhD professor and researcher at University of Texas - Austin, who presented her Beef Checkoff-funded research and lead an engaging conversation about dietary solutions related to the essential role of beef’s protein in the diets of infants to adolescents.

### IT’S A FLAVORFUL LIFE

Partnering with nutrition professionals on social media platforms, such as Instagram, is another way for the WSBC to deliver the message of beef’s role in a healthy and sustainable lifestyle. In the Spring of 2023, WSBC collaborated with Registered Dietitian and Instagram recipe creator, Erica Baty of @ItsAFlavorfulLife, to share four healthy, satisfying and budget-friendly beef recipes to inspire her 154,000 followers. Erica created a series of healthy beef recipes and shared innovative ways to enjoy beef leftovers to optimize family food budgets.



### ALL MOM DOES

In a mixed media sponsorship that included radio ads, social media promotion, blogs and digital ads, the WSBC reached 2.26 million Puget Sound area consumers that are listeners and followers of All Mom Does on Spirit 105.3. Working with blogger and mother, Kristina Slaney of All Mom Does, the WSBC developed family-focused meal solutions, shared beef nutrition facts and delivered beef recipe resources throughout the year.



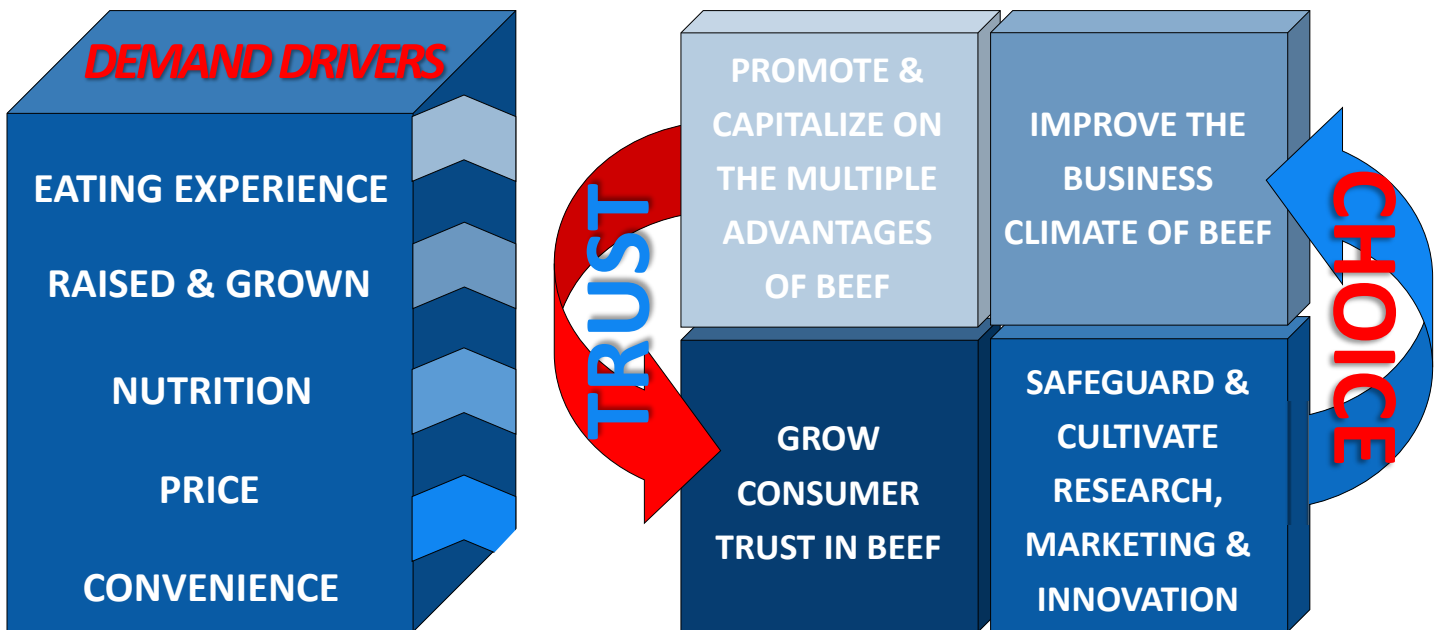
## A SHARED VISION & STRATEGY

The Federation of State Beef Councils (SBC) and the Federation Division of the National Cattlemen’s Beef Association (NCBA), a contractor to the Beef Checkoff, are executing the second year of a Shared 3 Year Strategy to ensure Beef Checkoff-funded efforts effectively and efficiently support the Beef Industry Long Range Plan and meet state, regional and national needs. Our unified strategy provides a roadmap for the research, education and promotion programs outlined in the annual marketing plans of SBCs across the country and in the Federation Division’s program plan.

The Shared 3 Year Strategy continues to build on beef’s position as the top protein, each program supporting one or more of the Consumer Beef Demand Drivers, which research shows directly impacts consumers’ purchasing decisions. Combined, these efforts keep our coordinated state and national programming efforts focused, resulting in greater impact while maximizing investment.

## CONSUMER DEMAND DRIVERS & THE FOUR PRIORITIES

To align and guide the shared efforts of SBCs and the Federation Division, the Shared 3 Year Strategy focuses on four priorities, or pillars, to provide the framework for strategic efforts to drive consumer demand. These priorities, taken directly from the Beef Industry Long Range Plan, are the important focus areas of the Beef Checkoff and directly align to the virtuous circle of trust and choice.



WASHINGTON STATE

**BEEF**

COMMISSION

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*Together we bring more.*

**BEEF**



WASHINGTON STATE BEEF COMMISSION

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