

MICHIGAN INTERNATIONAL SPEEDWAY



For the second year in a row, MBIC partnered with Michigan International Speedway to “beef up” the fan experience at the FireKeepers Casino 400. This year’s partnership included a social media “Burger Battle” where fans chose between three

Michigan-themed burgers to elect the “official” burger of MIS. The Greektown Burger and the Traverse City Burger were strong competitors, but in the end the Irish Hills Burger pulled away with the victory. The Irish Hills Burger is an all-beef patty served on a pretzel bun, topped with corned beef, sauerkraut, Swiss cheese and Thousand Island dressing. While anyone could vote for their favorite burger from home, the Irish Hills Burger sizzled at the race track all weekend. It was available for purchase from select concession stands and promotional cards were handed out at the MBIC exhibit on Fan Plaza. The partnership enabled MBIC to reach hundreds of thousands of consumers through in-person, print, social media, and email channels. Interactions with fans at the track and through our Instagram and Facebook accounts indicate the Irish Hills Burger won the tastebuds of Michiganders!



BEEF MONTH & BEEF BURGER DAY PROMOTION



May is Beef Month in Michigan and MBIC celebrated Michigan’s farmers and ranchers and the delicious beef they provide by shining the spotlight on real beef burgers. Nothing kicks-off grilling season quite like the smell and sound of real beef sizzling on the grill. While beef burgers are always a good

idea, this year MBIC encouraged Michiganders to celebrate May 28 as National Beef Burger Day and to create their own special beef burger recipes with families and friends all summer long. Five social influencers created a beef burger of their own and encouraged their audiences to participate in the celebration as well. These “local” burger recipes reached over 23,700 consumers throughout prime grilling season in Michigan.



MICHIGAN ACADEMY OF NUTRITION AND DIETETICS

The Beef Commission participated in the state’s largest gathering of registered dietitian nutritionists at the 2022 Hybrid Spring Conference for the Michigan Academy of Nutrition and Dietetics. As a bronze sponsor of the event, MBIC shared the latest checkoff-funded nutrition resources and research regarding beef as a first food for infants and toddlers. Over 200 registered dietitian nutritionists attended the event both in-person and online.

DETROIT CENTRAL MARKET AT GREENFIELD VILLAGE



Originally constructed in 1860 in downtown Detroit, the vegetable shed from the Detroit Central Market made its debut at Greenfield Village in June 2022. Greenfield Village visitors are now able to explore Detroit’s historic public

market - a local food environment that flourished only briefly. This history sets a stage for ongoing conversations about a sustainable food future. MBIC participated in a panel discussion during the market’s dedication on Impacts of Wholesome Eating with the University of Michigan - Dearborn, Michigan Farmer’s Market Association, Michigan Department of Agriculture and Rural Development, and the Michigan Agriculture Council.



MICHIGAN BEEF INDUSTRY COMMISSION

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MISSION

Building consumer demand for beef by growing consumer trust and promoting beef’s value.

MICHIGAN BEEF INDUSTRY COMMISSION

FY 2022 INCOME AND EXPENDITURE STATEMENT YEAR ENDED SEPTEMBER 30, 2022

| REVENUES | |
|-----------------------------------|-------------------|
| Gross Checkoff Assessments | 757,474 |
| Interest Income | 1,203 |
| Less Assessments: | |
| To States of Origin | (201,633) |
| To Cattlemen’s Beef Board | (277,682) |
| Total Revenues | \$279,362 |
| EXPENSES | |
| Promotion | 96,913 |
| Consumer Information | 84,453 |
| Industry Information | 26,540 |
| Producer Communication | 30,345 |
| Collection/Compliance | 20,727 |
| Administration | 52,892 |
| Federation of State Beef Councils | 36,338 |
| Total Expenditures | \$348,208 |
| NET CHANGE IN FUND BALANCE | (\$68,846) |

MICHIGAN ACADEMY OF FAMILY PHYSICIANS



In 2022, MBIC participated in the Michigan Academy of Family Physician’s Family Medicine Conference & Expo. The team shared the latest research on beef and heart health and beef as a first food for infants. The 2020-2025 US Dietary

Guidelines for Americans are the first to issue specific dietary recommendations for ages birth to 24 months, and these updated guidelines are encouraging parents to introduce nutrient-dense foods, like beef, to make every bite count in these early years. Both topics were highly regarded and well received by the attending physicians. In fact, leaders of the American Academy of Family Physicians and the American Academy of Pediatrics who were in attendance shared that they NEVER recommend rice cereal as a first food to clients anymore because, “it’s basically nutrient-deficient.”

MEET THE COMMISSION

The Michigan Beef Industry Commission is one of 43 Qualified State Beef Councils. It was created in 1972 through Public Act 291 and is composed of nine Commissioners appointed by the Governor with the advice and consent of the State Senate. They include:

- **Chairman** – Monte Bordner, Sturgis, MI
- **Vice Chairman** – Bret Chapman, Almont, MI
- **Secretary** – Jon Haindl, Cooks, MI
- **Treasurer** – Leon Knirk, Quincy, MI
- Jennifer Lewis, Jonesville, MI
- Dave Clark, Clifford, MI
- David Neitzel, Kentwood, MI
- Travis Schunk, Clare, MI
- Matt Noggle, Manchester, MI

Ex-Officio Members: Gary McDowell, Michigan Department of Agriculture & Rural Development; Dr. Cathy Ernst, Michigan State University

FEDERATION OF STATE BEEF COUNCILS

In 2022, the Michigan Beef Industry Commission (MBIC) continued to execute programs built around the following Beef Industry Long Range Plan Core Strategies:

- Grow Consumer Trust in Beef & Beef Production
 - Promote & Capitalize on the Multiple Advantages of Beef
 - Grow Stakeholder Trust in the Beef Checkoff
- MBIC’s investment in the Federation of State Beef Councils enables Michigan beef producers to direct the use of checkoff dollars on both the state and national level and enables MBIC to execute unified beef demand building programs.

AMERICAN HEART MONTH ACTIVATION



February is recognized as American Heart Month, and to celebrate, MBIC and the Nebraska Beef Council co-partnered with retailer Spartan Nash to showcase lean beef choices both in-store and online. Digital promotions included social media posts, a Facebook Live cooking demonstration of American Heart Association Certified beef recipes, an E-commerce collection of lean

beef cuts for purchase, and a heart-health education email to more than 600,000 Spartan Nash shoppers. In-store promotions include lean beef education, meat counter signage, and recipe cards. The campaign reached over 100,000 consumers through digital media alone. Spartan Nash reported total campaign sales of \$38,354 or a \$9.59 return on each checkoff dollar invested.

Dear Fellow Producers,

For decades, state beef councils have partnered with the national Beef Checkoff to drive the demand for beef with remarkable success. By working together and sharing a unified voice, we develop creative and innovative ways to reach consumers even as their buying behaviors change.

Despite changes in how families make their grocery purchases, they still love beef! Recent research shows that 69% of consumers eat beef at least weekly. Research like this serves as the foundation of all Checkoff programs, and the Federation of State Beef Councils continues to support product quality, nutrition, beef safety, sustainability and market research to strengthen beef's promotional efforts.

For more than 35 years, the Beef Checkoff has been using funds wisely and effectively and the Supreme Court recently confirmed that USDA has appropriate and adequate oversight to ensure that Checkoff funds are being spent in compliance with the Beef Promotion and Research Act. As Checkoff dollars are budgeted for projects, the Federation of State Beef Councils is at the table with producer input guiding decisions through a grassroots process.



This annual report touches on some of the programs that producers help direct. From research and promotion to consumer and industry outreach, these efforts demonstrate the positive impact that national programs have when extended at the state level. These success stories confirm that we are better and stronger when we work together!

As we look forward to 2023 when the Federation of State Beef Councils commemorates its 60th anniversary, let's take time to celebrate our accomplishments, plan for the future and continue to work together to drive beef demand.

Sincerely,

Brad Hastings
Amarillo, Texas
Chair, Federation of State Beef Councils



BETTER AND STRONGER TOGETHER

The Federation of State Beef Councils (FSBC) builds a larger, more impactful, coordinated plan that is executed as a partnership between the Federation and individual state beef councils (SBCs). State beef councils voluntarily invest in the FSBC each year, and more than 50% of those contributions supplement tactics within Authorization Requests (ARs) approved by the Beef Promotion Operating Committee (BPOC). Supplementing these tactics helps the national Checkoff program have a larger impact on consumer demand.

In 2022, the FSBC contributed \$4.5 million to supplement the approximately \$40 million national plan funded by the BPOC for promotion, research, industry information, consumer information, and producer communications. Specific programs made possible by SBC contributions include but are not limited to the following.

RESEARCH \$745,000

- Product Quality
- Beef Safety
- Human Nutrition
- Beef Sustainability
- Market Research

PROMOTION \$1,165,000

- Celebrity athlete Tony Romo served as the new spokesperson for *Beef. It's What's For Dinner.* and was utilized across multiple campaigns throughout the year.
- For the second year, the FSBC sponsored the *Beef. It's What's for Dinner. 300*, the 41st season-opening race for the NASCAR Xfinity Series, at Daytona International Speedway in February 2022.
- Beef was the star of the holidays with 125 ads airing during the holiday season on the Hallmark Channel: including during Thanksgiving weekend with a sponsorship of a movie premiere.

INDUSTRY INFORMATION \$150,000

- The Masters of Beef Advocacy (MBA) Program reached 20,000 graduates.
- The Trailblazers program, a yearlong training program was developed to prepare a new generation of advocates to protect the reputation of the beef industry.

CONSUMER INFORMATION \$2,439,000

- Conducted e-commerce projects with nationwide retailers encouraging consumers to add beef to their online carts.
- Distributed more than 3,000 Pediatric Health Professional In-Office Educational Toolkits in 32 states to highlight the importance of beef as a complementary food for infants and toddlers.



PROMOTING BEEF TO THE NEXT GENERATION OF CONSUMERS

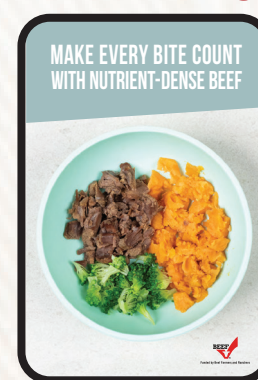
Kids are influencing their family's buying behaviors and are more engaged with social issues than ever before. NCBA, a contractor to the Beef Checkoff, and state beef councils recognized the importance of educating America's youth about beef's positive sustainability story and created fun and exciting ways to reach the next generation of consumers.

As part of reputation management initiatives around sustainability, NCBA partnered with kid-focused media outlets, such as *The Week Jr.* and *ScoutLife*. Through these partnerships, kids and parents alike were directed to the newly created Beef Sustainability for Kids page on the Beef Checkoff-funded *Beef. It's What's For Dinner.* website. An important aspect of the online content was kids sharing their stories of life on the ranch with their urban neighbors, helping bridge the gap between pasture and plate.

STATES EXTEND E-COMMERCE EFFORTS

In November and December 2021, a nationwide club store promoted beef and the *Beef. It's What's For Dinner.* brand during the holidays on the retailer's digital properties. Holiday beef digital ads were placed on the retailer's website and app directing consumers to a page where they could add beef to their shopping cart. Almost 40,000 consumers interacted with the ads, and those ads drove more than \$8 million in beef sales with 8.6 percent new buyers to the beef category. The return on ad spend for the campaign was \$41.72, which means that for every Checkoff dollar spent on the project, nearly \$42 was returned in beef sales. In addition, the effort was supported by 14 state beef council partners which helped increase the overall reach and impressions and brought additional beef sales to individual states.

EARLY BITES WITH BEEF



The Early Bites with Beef campaign continued in 2022 to advance awareness and increase health professional recommendations that beef can (and should) be a safe complementary first food for babies starting at around six months of age and continuing throughout childhood. Campaign efforts also provided consumers with information about how to effectively and safely feed babies beef.

Funding from the Federation and individual state beef councils extended outreach efforts to health professionals nationwide. More than 3,000 toolkits, complete with

posters, fact sheets and newsletters, were distributed to pediatric health care offices in 32 states. Health professional response to toolkits was very positive with nearly 9 in 10 professionals recommending or intending to recommend beef to parents and caregivers. In addition, 75% of respondents reported being more knowledgeable about beef as an early complementary food after receiving the information. On the consumer side, half of respondents reported that receiving the information from their pediatric professional made them more likely to feed beef to their child.

BEEF ADVOCATES BLAZE NEW TRAILS

The new Trailblazers program takes advocacy to an unprecedented level by giving participants the tools and training they need to promote beef to new audiences while addressing and correcting myths. Ten Trailblazers from across the country attended a multi-day training, which provided them with the resources, information, and engaging activities they need to become expert communicators, excel in media interviews and understand how to build confidence in beef related practices when talking to consumers.



Trailblazers Shaye Koester and Jaclyn Wilson of Nebraska plate their beef dish during a social media and culinary challenge.

NEW SPOKESPERSON SCORES POINTS FOR BEEF



Beef scored points this summer with new spokesperson, Tony Romo. The former professional football quarterback and current sports commentator shared his family's passion for beef with consumers,

and promoted beef nationwide through digital and social media, outdoor advertising, on ESPN.com and through broadcast television ads on the Food Network, HGTV and the Magnolia Network. State beef councils extended this national programming through billboards, displays, advertising and other promotional efforts. Tony Romo's Playbook on *BeefIt'sWhatsForDinner.com* also highlighted new recipes and valuable information about beef's taste, nutrition, versatility and sustainability.



Scan QR code for the 2022 Federation of State Beef Councils Investor Report.