



CALIFORNIA BEEF COUNCIL

2024 Annual Report

DEAR FELLOW PRODUCERS,



As we reflect on the past year, I want to take a moment to acknowledge the dedication and resilience of California's beef and dairy producers. The challenges we face — from economic pressures to industry shifts — make it more important than ever to ensure that every Beef Checkoff dollar is working as hard as we do.

The California Beef Council (CBC) remains steadfast in its mission to drive demand for beef and support the industry. In 2024, our producer-led board focused on key initiatives: consumer outreach, foodservice and retail partnerships, education for health and nutrition professionals, and resources for producers like you. Every program and investment is designed to maximize impact and reinforce the value of California beef.

Despite significant budget constraints, we remain committed to stretching each dollar for the greatest return. We recognize the sacrifice that comes with every \$1 per head, and our council is determined to ensure that those funds are put to work effectively. Through thoughtful planning and efficient execution, the CBC continues to promote beef, educate consumers, and strengthen relationships across the supply chain.

Your engagement is vital to the success of the Beef Checkoff. I encourage you to stay connected with CBC through our newsletter, social media, and industry publications to stay informed about the work being done on your behalf.

On behalf of the CBC, thank you for your continued support. It has been an honor to serve alongside you as we work to build a strong future for California's beef industry.

Sincerely,

Farred Mello

Chairman, California Beef Council

HEALTH & NUTRITION



A key focus for the health and nutrition program in 2024 was integrating beef into schools. The CBC worked with school nutrition professionals and educators to highlight beef's role in balanced, nutritious meals through partnerships with

school districts, participation in key nutrition conferences and the development of educational materials. The CBC also collaborated with a National Cattlemen's Beef Association executive chef to deliver a Healthy Kids Collaborative (HKC) webinar, providing child nutrition professionals with affordable, practical ways to

add beef to school menus. Additionally, the CBC participated in a Humboldt County school foodservice training, where attendees engaged in hands-on cooking, farm tours and discussions about beef's place in local food systems.

Beyond school meals, the CBC supported the Grateful Grazing event to connect nutrition professionals and community members with ranchers and promote sustainable beef production. The CBC also continued its outreach to health professionals by sharing science-based information on beef's nutritional benefits for children and adolescents. Looking ahead, the CBC planned to expand its efforts with foodservice and school nutrition professionals while also growing ag literacy and nutrition education initiatives for kindergarten through twelfth grade audiences in 2025.

PROMOTING BEEF



In spring 2024, the CBC launched its Tacos y Más campaign to celebrate Cinco de Mayo. The campaign included

broadcast radio spots, television, and a location-based mobile ad campaign. Additionally, the CBC partnered with Chicory to target consumers searching for beef recipes online. All content and ads drove consumers to the custom landing page, *TacoTimeCalifornia.com*, where they found links to a retail beef offer, videos, and recipes. Beef taco recipe video content was also promoted on Safeway-NorCal’s social media channels. Running from April 4 through May 5, the campaign generated 7.6 million impressions, 79,456 grocery store and e-commerce site visits, 5,136 redemptions, and nearly \$890,000 in incremental sales, showcasing the strong consumer response to beef messaging during this cultural celebration.

To further promote beef consumption, the CBC launched the Sizzled in California summer grilling campaign, which ran from June 13 to July 24. This campaign built excitement around beef through Smart Audio broadcast radio spots, mobile ads and a dedicated campaign landing page featuring beef savings and sweepstakes opportunities. The campaign delivered 13.6 million impressions, more than 118,000 grocery store and e-commerce visits, 7,600 offer redemptions and over \$113,000 in redemption unit revenue, reinforcing beef’s place at the center of summertime meals.

To close out the year, the CBC’s holiday campaign leveraged engaging native content stories on major news and lifestyle platforms. The campaign generated 16 million impressions and more than 97,000 on-page engagements. More than 14,300 consumers added beef to their shopping list, and 5,450 redeemed the CBC’s holiday offer of \$2 off a \$15 or more purchase of fresh beef through the Checkout 51 mobile app or online. Through interactive digital content, social media advertising and influencer storytelling, the CBC encouraged consumers to cook with beef during the holidays while offering savings and inspiration.

INFLUENCER ENGAGEMENT



The CBC utilized social media influencers to amplify its message and connect with consumers in a more organic and engaging way. A highlight of 2024 was the BEEF Up Back-to-School campaign, which launched on August 15 and ran for four weeks. This initiative featured six food and culinary influencers and four agricultural influencers, each sharing beef-centric recipe content on Instagram. Recipes covered all meal occasions — breakfast, lunch, and dinner — highlighting beef’s convenience and nutritional benefits during the hectic back-to-school season.

These influencer-driven posts were further amplified through sponsored Instagram content via Hearst Digital Anyscreen. Consumers searching for related topics, such as quick recipes or cash-back deals, were served engaging beef content that linked back to the CBC’s Instagram or the Checkout 51 beef savings offer. The 10 influencers the CBC partnered with had a combined reach of over 2.8 million followers. The social posts garnered 15.2 million impressions, and prompted over 145,000 likes, comments and shares of the beef recipes.

This approach built on the success of previous influencer campaigns and demonstrated the CBC’s continued commitment to using creative, cost-effective strategies to drive beef demand across digital platforms.

PRODUCER COMMUNICATIONS



In 2024, the CBC hosted two national events: the Beef Quality Assurance (BQA) State Coordinators Meeting and Stockmanship & Stewardship. These events provided valuable educational opportunities for producers and industry leaders, covering topics such as low-stress cattle handling, animal health, and the latest industry research. The CBC also continued its producer communication efforts through digital newsletters, webinars, and participation in industry conferences, ensuring producers remained informed about CBC programs and Checkoff-funded initiatives.

2024 EXECUTIVE COMMITTEE

- Jarred Mello - Dairy, Chair
- Mike Williams - Range, Vice Chair
- Frank Nunes - Dairy
- Austin Flores - Feeder
- Mike Smith - Feeder
- Sarah Albin - Range
- Steven Maxey - IMMEDIATE PAST CHAIR

CALIFORNIA BEEF COUNCIL FINANCIALS
FISCAL YEAR 2024

PROGRAMS	
Consumer Information	694,141
Promotion	417,232
Producer Communications	202,216
General Program Development	208,330
National Program Investment	23,000
Total programs	1,544,919
SUPPORTING SERVICES	
Administration	175,709
Collections	15,400
USDA Oversight	32,965
Total General and Administrative	224,074
Total Expenses	1,768,993



Dear Fellow Producers,

For more than 60 years, producers have engaged at the grassroots level to drive the demand for beef through the Federation of State Beef Councils. States voluntarily invest in the Federation to build beef demand by inspiring, unifying

and supporting an effective and coordinated state and national Checkoff partnership. Ultimately, it is cattle producers, like you, who direct the Federation's work. Thank you for being one of the "Faces of the Federation."

We continue to share your stories and the work of the Federation to demonstrate the power of building connections. When state beef councils and industry stakeholders come together, we accomplish so much more. The dollars we pool together as the Federation make a tremendous impact on the consumption of beef and ultimately beef demand, from the work we support in research and industry outreach to promotions directed toward consumers.

Consumers want our product not only because it tastes good, but also because they see it as a nutritious and safe product to feed their families. Changing purchasing behaviors doesn't happen overnight. The investments we've made over the last six decades have helped to create the product that consumers desire.

This "State of the Federation" provides an overview of Federation-supported programs that producers have helped to direct over the past year. From research and promotion to consumer and industry outreach, these efforts demonstrate how the many faces of the Federation work together to drive demand for beef. Thanks for making an investment in the future.

Sincerely,

Dan Gattis
Chair, Federation of State Beef Councils
Georgetown, Texas



Funded by the Beef Checkoff

FACES OF THE FEDERATION

The Federation of State Beef Councils 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 Federation each year. More than 50% of the Federation's annual budget supplements tactics within Authorization Requests (ARs) approved by the Beef Promotion Operating Committee (BPOC) and executed by NCBA, home of the Federation of State Beef Councils. Supplementing these tactics helps the national Checkoff program have a larger impact on consumer demand.

In 2024, with input from SBC staff, the Federation Executive Committee approved more than \$3.3 million to supplement national efforts. Specific programs made possible by SBC contributions to the Federation include, but are not limited to »

PROMOTION

State Beef Councils Supplement: \$814,400

- » The Federation supports *Beef. It's What's For Dinner.* marketing and advertising efforts to educate and inspire consumers. The Federation investment supplements media buys for the summer grilling season including potential placements on broadcast television, connected TV, audio, digital and paid search advertising.
- » Influencers are also utilized on *Beef. It's What's For Dinner.* media channels to drive brand affinity, increase credibility and attract new consumers.

RESEARCH

State Beef Councils Supplement: \$1,059,197

- » State investments in the Federation fund foundational research projects in the areas of product quality, beef safety, human nutrition, beef sustainability and market research.

CONSUMER INFORMATION

State Beef Councils Supplement: \$1,099,300

- » The Federation advances consumer information efforts including e-commerce campaigns; thought leader engagement; nutrition, health and medical expert outreach; and public relations, including the development and distribution of “Cattle Calling” episodes.
- » Examples include developing a co-branded campaign to increase beef sales through retail, distributor and foodservice channels; creating educational opportunities for influencer partners to learn more about the beef industry; sending beef and heart health toolkits to physicians and health professionals; and pitching beef stories to national media.

INDUSTRY INFORMATION

State Beef Councils Supplement: \$327,700

- » Providing information and resources to the industry remains a critical component of the Federation budget, with funding elevating the Masters of Beef Advocacy and Trailblazers programs; supporting Beef Quality Assurance training, awards program and promotion; and disseminating results from the National Beef Quality Audit.

WORKING TOGETHER TO BUILD CONNECTIONS

BRIDGING THE GAP BETWEEN FARM AND FORK



Today's consumers are generations removed from any connection to a farm and ranch, yet they yearn for a relationship

with those who produce their food. Market research continues to show that consumers want to hear from farmers and ranchers about how cattle are raised. The “Cattle Calling” docuseries was created to help bridge the gap between farm and fork. Each episode provides an in-depth look at how cattle are cared for and invites viewers to follow along to see how families across the country adapt to their environments to ensure their legacies continue.

“Cattle Calling” continues the Beef Checkoff’s ongoing emphasis on connecting with consumers and sharing the stories of beef producers. The docuseries aims to build relationships and trust between consumers and the cattlemen and women raising food for the family dinner table. For more information and to watch the series, visit CattleCalling.org.

STRENGTHENING BEEF’S ROLE IN A HEALTHY BALANCED DIET

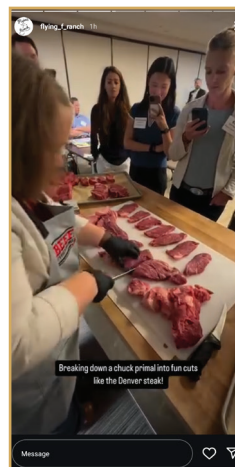


A heart health mailer was sent to registered dietitians, researchers and other health professionals, with a goal to encourage excitement and provide education on the ways

in which current and prospective Beef Aficionados can access and use beef nutrition resources to support their practice. The package included a *Beef. It's What's For Dinner.* cast iron skillet, American Heart Association Heart-Check recipes, a personalized card, and a fact sheet with suggestions to activate on beef nutrition education during Heart Health Month.

More than 750 heart health toolkits were also mailed to healthcare providers, including cardiologists and family physicians, across the contiguous United States. Each professional received a 12-page research booklet outlining recent studies supporting beef consumption for cardiometabolic health, a collection of heart-healthy recipe cards, a lean beef cuts magnet, and 100 educational tear sheets to share with patients.

BUILDING BEEF ADVOCACY THROUGH PRIME PARTNERS SUMMIT



This summer in Colorado, 28 Trailblazers, food content creators and nutrition influencers came together for a Beef Checkoff-funded three-day immersive event designed to educate and encourage collaboration among three unique and influential groups to promote beef. Following a series of educational sessions including information on today's beef consumer, attendees watched a cutting demo, learned about beef's role in a healthy lifestyle and engaged with producers through networking and tours.

With a social media following of more than three million people, attending influencers have posted 250 Instagram stories about their beef experience. According to post-event surveys, 94% of attendees said their perception of the beef industry improved or was very positive and the same number said the information provided was extremely helpful.

FOR MORE INFORMATION, VISIT ncba.org/federation.