

2025



California Beef Council Annual Report

California Beef Producers,



It has been a privilege to serve on the California Beef Council (CBC), and an honor to serve as Chair during the past year. Throughout my tenure, I have been consistently impressed by the dedication, professionalism, and shared sense of responsibility demonstrated by Council members as we work together to strengthen the demand for beef and safeguard the effective use of Beef Checkoff resources. The past year has presented both meaningful opportunities and significant challenges, requiring thoughtful leadership and a continued commitment to the mission of the Council.

Beef continues to be a consumer favorite, even as higher prices have placed pressure on purchasing decisions. This continued demand reflects the strong connection consumers make between beef and taste, nutrition, and value.

We have also observed gradual, positive movement in consumer perceptions related to environmental stewardship and animal welfare. While these topics remain important areas of focus, there is growing confidence among consumers as they gain a better understanding of how beef is produced and how the industry continues to make progress.

At the same time, the Council has faced notable challenges. Reduced cattle numbers have led to significantly lower revenues, while the costs associated with delivering effective programs have continued to rise. These conditions require careful planning, difficult decisions, and a disciplined approach to budgeting. Sound stewardship of Beef Checkoff dollars has always been central to the Council's work, and that commitment was evident in every discussion and decision this year.

As I conclude my year as Chair, I extend my sincere appreciation to my fellow Council members and to the CBC staff for their collaboration, insight, and dedication. While challenges remain, I am confident in the Council's ability to adapt and to continue supporting a strong and sustainable future for beef in California. I look forward to continuing to serve alongside you in the years ahead as we build on this foundation and advance our shared goals.

Sincerely,

Mike Williams

Chair, California Beef Council

Health & Nutrition



In 2025, the California Beef Council's nutrition program focused on nutrition education and support for school communities across California. A major emphasis was on creating and launching educational resources that help students and school nutrition professionals better understand where

food comes from and how beef can contribute to balanced, appealing meals.

Key activities included a Virtual Farm Trip shared with classrooms statewide and experienced live by more than 6,800 elementary students. CBC also partnered with school districts, including the Los Angeles Unified School District, to test and adapt student-approved beef recipes for school kitchens.

Throughout the year, CBC engaged school nutrition leaders and statewide partners through conferences and educational sessions focused on menu planning, USDA Foods, and practical strategies for incorporating beef into school meals. These efforts supported informed decision-making, strengthened agricultural literacy, and reinforced nutrition education across school communities.

Promoting Beef



For 2025, the CBC launched an informational campaign on YouTube—From the Ranch to Your Table—reaching younger Gen X, Millennial, and older Gen Z adults. The March 23 through May 3 campaign ran in multiple markets, and featured five :30-second videos: two nutrition-focused videos and three animal care and

sustainability videos. Each included a call to action that took viewers to the CalBeef.org website for more content. The campaign garnered almost 3 million impressions, more than 1.4 million engagements, and almost 6,800 click-throughs to the landing page.

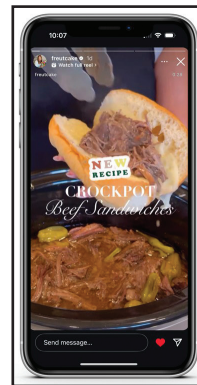
Summer grilling's Sizzled in California campaign, May 18 through July 12, targeted adults 18-49 in seven key markets. The campaign included broadcast spots voiced by TV, radio, and podcast host Mario Lopez, and geo-targeted location-based display ads. All creative drove consumers to the SizzledInCalifornia.com landing page for an opportunity to save \$2 on a \$10 or more purchase of Beef through the Checkout 51 mobile app, or online at Checkout51.com. The campaign delivered 13.2 million impressions, more than 114,000 grocery store and e-commerce visits, 8,233 offer redemptions and almost \$135,000 in redemption unit revenue.

New for 2025, the CBC launched a Back-to-School campaign in partnership with the California Milk Advisory Board (CMAB). Running from July 23 through September 9, the campaign focused on the importance of high-quality nutrition to fuel the school day and featured spots voiced by veteran NFL reporter and podcast host Erin Andrews, as well as geo-targeted location-based display ads. All creative took consumers to the BackToSchoolCalifornia.com landing page for cash-back beef savings of \$2 on a \$10 or more Beef purchase through the Checkout 51 mobile app, or online at Checkout51.com. The landing page also included recipes and video content. The campaign delivered 26.3 million impressions, more than 180,000 grocery store and e-commerce visits, 8,266 offer redemptions and \$695,000 of trackable beef sales.

The CBC's holiday campaign, November 17 through December 27, offered consumers interactive, content-rich stories on major news and lifestyle sites, as well as a rancher-focused podcast mini-series called Meat Up with California Ranchers. The four holiday food-focused stories also gave consumers an opportunity to save \$2 off a \$15 or more purchase of fresh beef through the Checkout 51 mobile app or online. Promotion also included digital engagement

through InMarket social media ads with a click-through to the Checkout 51 offer. The campaign delivered more than 24 million impressions, 139,764 engagements, more than 5,100 rebate redemptions, and the rebate offer resulted in a \$5.69 return on each Checkoff dollar invested.

Influencer Marketing



The CBC's Influencer Marketing strategy in 2025 was focused on a key time for California families—Back to School. During this time, the CBC partnered with three food and culinary influencers to create delicious beef content to integrate into the Fuel Up for School integrated marketing campaign. The recipes were posted a total of 12 times during the campaign, resulting in 1.2 million people seeing the recipes, and over 94,000 engaging with the recipe content, which equated to an earned media value of 79 times the CBC's investment.

Retail & Foodservice Channel Marketing



For over a decade, the CBC has conducted an annual Pasture to Plate Beef Tour to immerse retail and foodservice leaders into the beef production lifecycle where they tour a cow-calf ranch, dairy, calf ranch, auction yard, feedyard, beef processing plant, and hear from a

renowned beef sustainability speaker. In 2025, the CBC hosted 27 retail and foodservice professionals on the tour, ranging from restaurant owners, executive chefs, foodservice distributor sales staff, retailers, and marketing and protein sourcing managers from nationwide fast casual and fast-food restaurant chains such as Jack in the Box, Del Taco, and Panera Bread.

Additionally, the CBC hosted 18 members of the culinary, sourcing, and sustainability teams from Southern California's largest theme park on an exclusive Pasture to Plate Beef Tour. As their team was exploring reducing beef on their menus to meet their company's climate goals, they had the opportunity to reevaluate their direction based on information provided and connections made while on the tour.

These tours engage retail, foodservice, and industry leaders in an open and transparent conversation about beef, ensuring that decision makers have factual science-based beef information when they're making sourcing, purchasing, procurement, menuing, merchandising, and marketing decisions for their companies.

CALIFORNIA BEEF COUNCIL FINANCIALS FISCAL YEAR 2025

PROGRAMS

Consumer Information	752,217
Promotion	467,686
Producer Communications	89,342
General Program Development	152,874
National Program Investment	23,000
Total Programs	1,485,119

SUPPORTING SERVICES

Administrative	196,110
Collections	45,200
USDA Oversight	30,965
Total General and Administrative	272,275

Total Expenses	1,757,394
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2025 Executive Committee

- Mike Williams – Range, Chair
- Austin Flores – Feeder, Vice Chair
- Frank Nunes – Dairy
- William Vanbeek – Dairy
- Celeste Settrini – Range
- Josh Trimm – Feeder
- Steven LaSalvia II – Packer
- Jarred Mello – Ex Officio



Dear Fellow Producers,

The Federation of State Beef Councils is the perfect example of how working together delivers so much more, and it all starts with you. Cattle producers from across the country share their ideas and expertise to build beef demand by inspiring, unifying and supporting an effective and coordinated state and national Checkoff partnership.

The Federation plays a critical role because we have states that have more cows than people. And then we have other states where their human population is greater. By pooling our money and resources, we can accomplish more to educate people from coast to coast about beef's taste, versatility and nutritional value. Your investment continues to drive demand for beef, and our industry is growing. According to the USDA, beef (cattle and calves) is the top agricultural commodity in the United States.¹

As a volunteer-led organization, we work hard to be effective stewards of the money. The Federation funds research, promotion and outreach that individual producers and states may not be able to do on their own.

This "State of the Federation" demonstrates how producers have come together to direct Federation-supported programs. State beef council investments in the Federation fund research, promotion, consumer and industry outreach, as well as state services and human resources. Your investment truly makes a difference, so thank you for your commitment to this work. You have helped to make beef the number one agricultural commodity in America,¹ and through the Federation, we work to make it consumers' first choice.

Sincerely,

Nancy Jackson

Eupora, Mississippi

Chair, Federation of State Beef Councils

United Through 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 2025, with input from SBC staff, the Federation Executive Committee approved more than \$3.1 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: \$898,600

The Federation supports *Beef. It's What's For Dinner.* marketing and advertising efforts to educate and inspire consumers nationally. The Federation investment supplements media buys including cable television advertising and content partnerships focused on nutrition and wellness. Content is developed using trusted influencers and chefs and is used on *BeefItsWhatsForDinner.com* and across media channels to drive brand affinity, increase credibility and attract new consumers.

RESEARCH

State Beef Councils Supplement: \$1,048,036

Through the partnership of national funding and state investments in the Federation and to specific projects, the foundation of research provides insights for other Checkoff programs and contractors as well as insights for industry action. Research is conducted in the areas of product quality, beef safety, human nutrition, sustainability and market research.

CONSUMER INFORMATION

State Beef Councils Supplement: \$787,000

The Federation advances consumer information efforts including thought leader engagement; nutrition, health and medical expert outreach; and public relations, including the development and distribution of "Cattle Calling" documentary episodes, and other educational content. Examples include supporting states by placing speakers at annual dietetics meetings through the Nutrition Seminar Program; sending beef toolkits to physicians and health professionals; creating content partnerships with food-focused digital media outlets that utilize influencers and pitching beef stories to national media.

INDUSTRY INFORMATION

State Beef Councils Supplement: \$394,000

Providing information and resources to the industry remains a critical component of the Federation budget, with funding elevating the Trailblazers advocacy program and supporting the Beef Quality Assurance program with training, advertising, and updating materials.

A Modern Take on Recipe Photography



Beef. It's What's For Dinner. recipe imagery is regularly updated to meet changing consumer trends and tastes. When considering beef imagery in need of updating, old and outdated pictures are prioritized based on

popularity and content on *BeefItsWhatsForDinner.com*. While the recipes themselves may not change how they look and the stylized elements around the entrée do. Beef is showcased by modernizing the environment, colors, props and including appropriate colorful garnishes. Another trend in recipe photography is including step-by-step photos in addition to the final dish.

Nutrition is also a focus when highlighting beef in recipes. Current recipe images often feature a full meal, with beef in the center of the plate accompanied by a variety of colorful fruits and vegetables highlighting beef's role in a healthy diet.

Beef Quality Assurance Journey Made Easier With New Resources



For more than 30 years the Beef Checkoff-funded Beef Quality Assurance (BQA) program has been driving continuous improvement using science-based production practices that assure cattle well-being, beef quality and safety. The program continues to adapt and develop new resources to guide producers on their BQA journey. Resources area available at bqa.org.

Continuing Education Credits Available for Recertification

Those who are BQA certified through in-person or online training are required to recertify every three years. Instead of going through the same foundational training, the BQA program has developed continuing education courses to create a new educational experience for those who need to recertify.

Spanish Language Materials

In response to producer feedback and requests, all BQA materials are in the process of being translated from English to Spanish, with additional Spanish video content to be used for training opportunities.

Updated National Manual & Field Guide

The updated BQA National Manual serves as a resource for science-based cattle production information and is available for free. It was developed to set production standards for beef quality and safety that are appropriate to an operation and that producers can realistically meet or exceed. An abbreviated "Field Guide" version of the manual is also available for cattle producers and on-farm/ranch workers.

The Federation is at Your Service



In addition to the funds invested which supplement the integrated state/national plan, state beef council investments provide services for states and support the governance of the Federation. A variety of services are available at no additional cost to state beef councils, including creative and design services, communications

assistance, IT and website support, human resources facilitation, as well as staff and leadership development, training and education.

Health Professional Toolkits



One project that exemplifies the state-national partnership is the health professional toolkits. These toolkits, sent directly to doctors' offices help correct outdated notions/perceptions and empower medical health

professionals to confidently recommend beef. In 2025, 26 states invested more than \$160,000 to supplement national Checkoff dollars. These additional funds lowered the cost per reach and expanded national impact, which enabled the program to reach more than 5,000 health professionals and more than 500,000 consumers.

1. United States Department of Agriculture Economic Research Service, <https://data.ers.usda.gov/reports.aspx?ID=4052>

For more information, visit nba.org/federation

