

Producer Communications

Wyoming beef producers were kept apprised of the use of their checkoff investment through printed advertisements in the *Wyoming Livestock Roundup* and weekly Beef Wire radio updates aired on Northern Ag Network and DayWeather Network.

The WBC, in cooperation with the beef councils in Utah, Colorado, Idaho and Montana, introduced attendees of the NCBA Region V policy meeting to the petite tender value cut and gave an hour-long presentation on the accomplishments of the beef checkoff.

Council members and staff presented beef checkoff information to producers at the annual Wyoming Farm Bureau meeting, the Wyoming Stock Growers summer meeting and the Winter Ag Expo. A beef checkoff program update was given to the Sheridan County CattleWomen, as well.

Producer Youth Education

Checkoff dollars supported beef industry youth through Wyoming 4-H and Future Farmers of America. The 4-H champion meat judging team received funds to travel to Kansas City for the national contest. Funds also provided meat judging plaques, trophies and checkoff information brochures.

The Wyoming Beef Ambassador competition, hosted by the Wyoming CattleWomen and funded with beef checkoff dollars, yielded one contestant, Beth Woods from Pine Bluffs, who ultimately won a place on the national Beef Ambassador traveling team.

NATIONAL AND INTERNATIONAL MARKETING

Investments in the Federation of State Beef Councils and the U.S. Meat Export Federation (USMEF) provided for representation from Wyoming on those boards. Jim Rogers, Laramie, and Irv Petsch, Meriden, served as directors to the Federation of State Beef Councils and Petsch represented Wyoming as a director to the USMEF.

COUNCIL POSITION VACANCIES

The terms for WBC members Scott George, dairy producer, and Jim Hellyer, producer of range cattle, expire June 30, 2009. George has served two consecutive terms and is not eligible for reappointment. Hellyer has served one term and is eligible for reappointment. Applications for this governor-appointed position are due to the Beef Council office April 30, 2009.

The term for Jim Rogers, Wyoming director to the Federation of State Beef Councils, expires February 28, 2009. Rogers has served one term and is eligible for reappointment. This position is WBC-appointed. Applications are due to the WBC office February 1, 2009.

Applications for all vacancies can be obtained on the members page of the WBC website: www.wybeef.com or by contacting Ann Wittmann, WBC Executive Director, by phone, 307-777-6399, e-mail, wybc2@qwest.net or mail, P. O. Box 1243, Cheyenne, WY 82003.

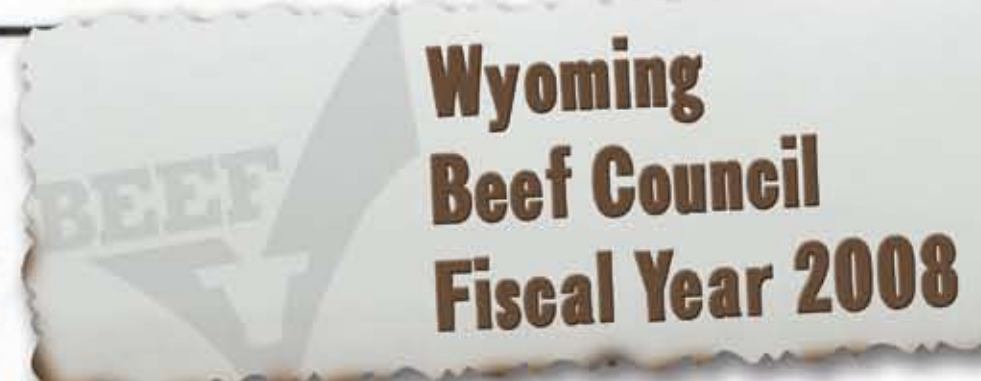


FY2008 WBC members. L-R: Scott George, Jim Hellyer - Vice Chairman, Jim Rogers, Denise Baars - Chairman, and Spencer Ellis.

FINANCIAL REPORT

FY2008 Income and Expense Statement July 1, 2007 through June 30, 2008

Cash Balance July 1, 2007		\$252,686	
Total Cash Receipts	% of	\$970,128	\$1,222,814
National &			
International Programs	71.94%	\$749,026	
WY Promotion	3.93%	\$ 40,911	
Consumer Information	3.17%	\$ 33,019	
WY Producer Communication and Industry information	5.93%	\$ 61,708	
Collections compliance	5.13%	\$ 53,406	
Administration	9.91%	\$103,161	\$1,041,231
	100%		\$ 181,583



BEEF PROMOTION

Consumer Advertising

Wyoming beef checkoff dollars presented the third season of *Beef Tips* on KTWO Television. The weekly early morning cooking segment enticed more than 90,000 Wyoming households to try new beef recipes. Featured recipes were made available on the KTWO website.

Radio advertising featuring two of the beef checkoff's greatest equities, Sam Elliot and Aaron Copland's *Rodeo* music, reached thousands of Wyoming consumers. Eight weeks of radio advertising was aired on the Cowboy State News Network in conjunction with the national radio advertising campaign. Wyoming radio ads were aired on 30 stations in 21 markets, statewide.

Tourists were the target of a mouth-watering ad asking "Who would have thought iron could be so tender?" The full color ad was placed in the Wyoming Traveler's Journal and distributed to more than 400,000 consumers interested in visiting the Cowboy State.

Wyoming checkoff dollars helped fund the Wyoming CattleWomen Beef Gift Card advertising campaign. Beef Gift Cards totaling nearly \$80,000 were sold by Wyoming CattleWomen during the 2007 holiday season.

Retail

Grocers in Wyoming displayed store signage featuring the newly developed theme *Discover the Power of Protein in the Land of Lean Beef*. Posters and recipe brochures reminded shoppers that beef was the prime choice for summer grilling and holiday meals. Grocers also distributed wallet-sized brochures listing the 29 cuts of lean beef. Labels applied to packages of beef directed customers to www.wybeef.com for recipes, nutrition information and beef production facts.

Seven Wyoming Smith/Kroger grocery stores offered samples of the Flat Iron steak to their Father's Day weekend customers. Sales of the cut soared during the promotion.

Hundreds of consumers at the *Taste of Home* cooking school in Cheyenne received a beef promotion packet which included tasty spice rub packets and inviting beef recipe brochures.

CONSUMER INFORMATION

Youth Education

Wyoming checkoff dollars provided for the Wyoming Agriculture in the Classroom (WAIC) bookmark contest to include a beef nutrition category. Six thousand copies of the winning bookmark were distributed throughout the state.

Beef nutrition information and activities were included in the "Country to Classroom" publication produced by WAIC. Nearly 100,000 copies were distributed through elementary schools, libraries and newspapers in Wyoming and beyond.

More than 4,000 checkoff-funded *Power Up* beef nutrition activity books for kids were distributed to youth by Wyoming CattleWomen at statewide ag expos.

Checkoff funded nutrition education toolkits *Celebrate America*, *Choose Well*, *Fueled for Flight* and *Beef in Brief* were distributed to 3rd, 4th and 5th grade teachers in Laramie County and Campbell County school districts. The kits provided tools teachers need to discuss the merits of beef in the diet with their students. Kits were demonstrated at the Department of Education Summer Resource Fair, as well.

The Wyoming Beef Council (WBC) combined multiple beef education materials useful to middle school teachers onto a CD for easy use in the classroom. CDs were delivered to Wyoming Consumer Science, Health and Physical Education teachers tasked with teaching nutrition to youth.

Health Professionals

Wyoming's registered dietitians, extension educators and Women and Infant Children (WIC) coordinators received the semi-annual publication *Nutrition News*, produced by the WBC.

In a collaborative effort between beef and dairy, the WBC and the Western Dairy Association provided *Live Well!* toolkits to dietitians, WIC coordinators, school foodservice directors and school wellness coordinators. The toolkit, developed with beef and dairy checkoff dollars, was designed to take the mystery out of choosing naturally nutrient rich foods.

Wyoming checkoff dollars sent well-respected dietitian and nutritionist Dayle Hayes, MS, RD to speak at the regional *Shaping a Healthy Future* conference. Nearly 300 dietitians from Wyoming and neighboring states attended Hayes' presentation and received a copy of the *Enriching Family Mealtimes* tool kit.

Checkoff dollars provided 2,000 beef jerky sticks and nutrition/recipe brochures to Wyoming blood donors through a partnership with United Blood Services during Beef Month.

More than 11,000 science-based checkoff-funded beef nutrition education brochures and tear sheets were distributed throughout Wyoming by health professionals, educators and other industry partners.

Consumer Awareness

More than 15,000 unique visitors clicked onto the WBC website, www.wybeef.com. The website provided access to beef recipes, cooking instructions, teaching tools and materials for retail partners. Pages with roasting and grilling instructions were site favorites.

INDUSTRY INFORMATION

Producer Education

A producer satisfaction survey conducted in January revealed that 87% of Wyoming beef producers felt informed about the checkoff, compared to 68% nationally. In addition, 76% of Wyoming beef producers approved of the beef checkoff, compared to 72% nationally.

The checkoff-funded Wyoming Beef Quality Assurance program had 243 certified producers and 49 certified trainers in FY 2008. Certified producers are committed to management practices that guarantee the quality, safety and wholesomeness of beef products.

ADDRESS SERVICE REQUEST

Cheyenne, WY 82003-1243

P. O. Box 1243

Wyoming Beef Council



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