

Early in the year, WBC Executive Director, Ann Wittmann, presented a program called “Fueling Strength” to members of the Wyoming Association for Health, PE, Recreation and Dance as well as attendees at the Memorial Hospital of Converse County Diabetes Day educational forum. The spring health fair and conference season, however, was put on hold by state and local health organizations due to COVID-19 with many organizations postponing their annual meetings and subsequently reducing the opportunities for WBC staff to present to this influencer audience. In lieu of these opportunities, WBC staff sent a list of available seminars to subscribers of health and nutrition news making it easier for health professionals to obtain continuing education credits from home. Correspondence to health and nutrition influencers during FY20 showed a 33 percent open rate and 6 percent click-through rate, significantly above average for health industry outreach.

Wyoming CattleWomen used beef checkoff grassroots funding to provide beef during the holiday season to 24 food insecure families.

WBC partnered with Wyoming Agriculture in the Classroom (WAIC) to support the Wyoming Stewardship Project (WSP). Beef specific lessons can be found in classroom materials developed for grades 3 through 5. All WSP lessons meet Wyoming education curriculum standards and are available on the WAIC website.

For More Information

The full WBC program evaluation, detailing goals and results from 2020 programs can be found at wybeef.com. Stay up-to-date with Wyoming Beef Council activities by visiting wybeef.com, tuning in to Northern Ag Network, picking up the Wyoming Livestock Roundup and subscribing to our producer newsletter. To subscribe to our publications, please email koshaolsen@wyo.gov

WBC Board of Directors

The WBC has an upcoming vacancy for a dairy producer. The position is currently held by Lynn George who is not eligible for reappointment. The term begins July 1, 2021, and ends June 30, 2024, with the possibility of reappointment for an additional three-year term. Applications are due April 30, 2021.

2020 Members

Officio

Lynn George, Cody, Chair, dairy member
 Leslie Hendry, Lysite, Vice Chair, producer of range cattle
 Scott Lake, Laramie, producer of range cattle
 Timmery Hellyer, Lander, feeder member
 Ea'mon O'Toole, Baggs, producer of range cattle

Representatives

Irv Petsch, Meriden, Cattlemen's Beef Board Director
 Lynn George, Cody, Federation of State Beef Councils Director
 Spencer Ellis, Lovell, Federation of State Beef Councils Director
 Timmery Hellyer, Lander, Federation of State Beef Councils Director
 Scott George, Cody, U. S. Meat Export Federation Director
 Scott Lake, Laramie, U.S. Meat Export Federation Director

Staff

Ann Wittmann, Executive Director
 Kosha Olsen, Program Director



Wyoming Beef Council Audited Financials

July 1, 2019 through June 30, 2020

Cash Balance July 1, 2019	\$450,368	
Cash Receipts	\$1,051,419	\$1,501,787
Expenditures		
Cattlemen's Beef Board	\$497,260	
State of Origin*	\$15,719	
National & International programs	\$266,030	
WY Promotion	\$29,205	
WY Consumer Information	\$39,532	
WY Industry Information	\$21,071	
WY Producer Communication	\$36,614	
Collections Compliance	\$30,120	
Administration	\$93,936	\$1,029,487
Ending Cash Balance		\$472,300

* When a beef animal is in a state for fewer than 30 days, the \$1 must be sent back to the state from which the animal originated.

A full accounting of audited WBC financials can be obtained by written request to ann.wittmann@wyo.gov or mailed to P.O. Box 1243, Cheyenne, WY 82003-1243.



Wyoming Beef Council 2020 Annual Report



Wyoming First Lady, Jennie Gordon, and her Wyoming Hunger Initiative partnered with the Wyoming Beef Council to produce videos on preparing nutritious, family and budget friendly BEEF meals. The videos can be viewed on the Wyoming Beef Council YouTube channel.

Promoting BEEF Nationally

Advertising targeting consumers in the top five most populated states (100+ million consumers, representing nearly a third of the U.S. population) generated 14 million video views, and 111,631 clicks to the Beef. It's What's For Dinner. website; three times more views than last year's total.

In FY 2020, WBC continued their efforts to grow their YouTube channel following. Twenty-two videos were produced in-house featuring Wyoming producers, First Lady Jennie Gordon, and a local chef and nutritionist. The videos were promoted via a YouTube and Google search campaign, resulting in over 419,666 engagements and 960,624 impressions.

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Wyoming Beef Council

Promoting BEEF at Home

WBC partnered with Wyoming's First Lady, rancher Jennie Gordon, in her fight against food insecurity by collaborating with her to produce three videos featuring nutritious, affordable beef meals. The videos were released soon after schools were closed due to COVID-19 and featured kid-friendly beef meals.



Promoting BEEF Internationally

The Wyoming Beef Council (WBC) partnered with the United States Meat Export Federation (USMEF) on a U.S. Red Meat Market Development Partnership. Utilizing WBC funds, USMEF worked with Japanese influencers to host live cooking seminars on Instagram. Viewers posted articles generating 30,000 reaches, and videos reaching more than 50,000 Japanese consumers. In addition, funds were leveraged to conduct special sales promotions for American beef resulting in a 17.6% increase in sales over the same period the previous year.

As part of its 2020 “Go U.S. Beef” campaign in Taiwan, USMEF initiated a WBC-funded retail promotion for U.S. beef at nine outlets of RT Mart in May. U.S. chilled beef sales through these chains have averaged 20% higher in recent months thanks to extra promotional efforts keeping U.S. beef top of mind among consumers buying more beef in general amid COVID-19.



Dear Fellow Producers,

When state beef councils in 1963 pushed for a national beef promotion effort through what was then the Beef Industry Council, they created the Federation of State Beef Councils. Since then, the Federation and states have enjoyed a synergistic state/national partnership that combines the strengths of national expertise, unity and coordination with state agility, on-the-ground energy and grassroots producer support.

It follows a common theme. When a mandatory national beef checkoff started being discussed in the 1970s and 80s, survey after survey delivered the same producer request: We want a national program that works, but we want state beef councils to retain their independence. After all, some councils had been in operation since the 1950s. I believe our system achieves that aim and continues to build on a strong foundation laid by those forward-thinking volunteers and staff who served before us.

Today more than 700 producers sit on state beef councils around the country and make decisions for work by their states. States send more than 100 representatives to serve as Federation directors at the national level. This unified effort is one of the reasons yearly producer attitude surveys show continued strong support for the Beef Checkoff. Some of the national and international programs those producers help direct are described in this report.

The United We Steak grilling promotion campaign is another example of state and national cooperation. The campaign allowed states to benefit from national expertise and organization while showcasing an effort that was decidedly state-friendly. This cooperative effort, funded through the Beef Promotion Operating Committee, further demonstrates the value of a strong partnership between state beef councils and the national Beef Checkoff.

Our approach shows that together, there's little we can't accomplish to increase demand for beef.

Yours truly,

Buck Wehrbein
Mead, Nebraska
Chairman, Federation of State Beef Councils



United We Steak

Summer wouldn't be summer without steaks on the grill. The Beef. It's What's For Dinner. brand took advantage of that in 2020 with an aggressive United We Steak grilling campaign.

Funded by the Beef Checkoff and managed by NCBA, a Beef Checkoff contractor, the effort encouraged families to unite in their love of beef. The centerpiece of the campaign was 50 hand-carved state-shaped steaks featured in a variety of Beef. It's What's For Dinner. content. Still photographs and a new series of videos were served to consumers on social media platforms as well as through Connected TV and YouTube advertising.

Consumers were reminded that the grilling season was brought to them by beef farmers and ranchers, who work day-and-night to ensure that Americans have access to great beef. A video

was released on social media to showcase that beef farmers and ranchers are helping keep beef on grills.

The campaign drove users to *BeefItsWhatsForDinner.com* or *UnitedWeSteak.com*, where they found an interactive map with all 50 state-shaped steaks forming the nation. Each state's profile page had state-themed beef recipes, a "meet your state beef producer" section and fun and informative state facts.

No Substitute for Beef

While plant-based meat substitutes remain a media darling in some circles, in 2020 the Beef Checkoff made sure beef maintains its position as the consumer protein of choice.

Last year the Beef. It's What's For Dinner. brand conducted an online search campaign that served up a Beef. It's What's For Dinner. ad to consumers who Googled new plant-based burger options and linked them to Beef. It's What's For Dinner.com to give them mouthwatering real beef recipes.

It also conducted a webinar for supply chain professions from the retail, foodservice, manufacturing, distributing and packing industries featuring updates on the regulatory and labeling landscape for meat substitutes, insights on consumer research and facts about beef's nutrition and environmental sustainability.

A fact sheet and infographic were distributed to key audiences showing how ground beef and meat substitutes stack up when it comes to nutrition profile and ingredients. The Beef. It's What's For Dinner. brand continues to be active in protecting beef's number one protein position in both traditional and social media.

Dietary Guidelines



The Beef Checkoff-funded human nutrition team has been engaged throughout the Dietary Guidelines process. In 2019 and 2020 NCBA, as a Beef Checkoff contractor, submitted 21 sets of public comments and more than 100 research studies in support of beef's role in a healthy diet to the Dietary Guidelines Advisory Committee.

DGAs are important because they provide Americans with a roadmap for healthy eating and are the foundation for federal nutrition programs along with school, military, hospital and nursing home menus. They are also the basis for many expert nutrition recommendations.

The 2020 DGAC report included meat in a healthy dietary pattern, highlighting beef's nutrients in the first years of life, but they continued to exclude other high-quality evidence demonstrating beef's role in a healthy diet. The Beef Checkoff's role in providing relevant and science-based research to the process continues to be important.

BQA Continues Success



The Beef Quality Assurance program continues to grow, with more than 100,000 cattle producers now certified through its online learning system. Since the program was initiated in the early

1990s hundreds of thousands have become BQA-certified through in-person and online training, with an estimated 85 percent of the U.S. fed beef supply now touched by BQA-certified operations.

The BQA program is also now recognized as an industry-leading animal welfare program. The USDA has reviewed and certified that the BQA program complies with the International Organization for Standardization (ISO) Animal Welfare Management/General Requirements and Guidance for Organizations in the Food Supply Chain. This recognition will mean the BQA program is listed on USDA's Quality Assessment Division website as being compliant with the ISO specification.

A World View

There is sustained demand for U.S. beef in other countries, thanks in part to efforts of the U.S. Meat Export Federation, a Beef Checkoff subcontractor. From January through May of 2020, most Asian economies experienced significant economic slowdowns. But in countries like South Korea, consumers are still buying red meat, with a 10 percent sales growth at discount retail stores in that country during that period. U.S. beef sales in South Korea recorded an 18 percent sales increase, on average.

Responding in a Crisis



These COVID-19 times have caused significant hardships for beef farmers and ranchers. These include challenges to the industry's Beef Checkoff-funded promotion, research and education programs. To address

the quickly emerging issues and help maintain energy and continuity, checkoff programs used consumer and market research to adjust to meet changing consumer, influencer, supply chain and media needs.

The efforts have been well-directed. As the supply chain started to recover, a checkoff-funded research tracker, managed by NCBA as a Beef Checkoff contractor, showed consumers remained largely positive toward beef. When asked if the current U.S. and global environment has changed their overall perception of beef, nearly 90 percent of consumers said their attitudes have not changed or have gotten even more positive. In fact, the percentage who said they are more positive steadily increased from a low of 12 percent in early April to 26 percent in early May.

NCBA continued to monitor the issue and adjust programming to meet the needs of consumers, stakeholders and state beef council partners throughout the COVID-19 pandemic.



Funded by Beef Farmers and Ranchers

Cattlemen's Beef Board Fiscal Year 2020 Expenditures

Promotion	\$
Research	\$
Consumer Information	\$
Industry Information	\$
Foreign Marketing	\$
Producer Communications	\$
Evaluation	\$
Program Development	\$
USDA Oversight*	\$
Administration	\$
TOTAL EXPENSES	\$

* Included in the USDA Oversight amount is approximately \$404,000 paid by the Cattlemen's Beef Board to USDA for oversight fees during the year. The remaining \$192,000 is related to cost incurred by Cattlemen's Beef Board for litigation, meetings with USDA, freedom of information act requests, settlement requests, and authorization requests.

Audited Numbers

