The latest Checkoff-funded research program in Wyoming was a look at how hypoxic pulmonary hypertension, also known as high altitude disease or brisket disease, affects the taste of beef. This study was conducted by Dr. Cody Gifford, meat science professor at the University of Wyoming and the findings will be presented in FY2026.

Consumer Education



WBC Executive Director, Ann Wittmann and Program Manager, Gary Gwin judged the ProStart State Culinary Competition at Little America in January and the Family Career and Community Leaders of America (FCCLA) culinary competition in March. In addition to judging, the Council also sponsored both events, and in the case of the FCCLA, provided a beef recipe for the competitors to cook.

ProStart is a two-year culinary arts and restaurant management curriculum for high school students that offers industry skills, scholarships and pathways to higher education in hospitality. FCCLA's Hospitality and Tourism Career Cluster focuses on careers in managing, marketing, and operating restaurants, food services, lodging, attractions, recreation, events, and travel-related services. These two education programs teach students proper techniques in food preparation and food safety procedures in addition to proper cooking and meal presentation.

Students in Wyoming high schools are able to use credits from both ProStart and FCCLA as Career and Technical Education (CTE) credits. CTE programs equip students with real-world skills in order to enhance their high school education and provide options for rewarding careers.

As part of CTE programs, students can earn industry-recognized certifications (IRC's) that validate their job-ready skills. Wyoming high schools recognize the Beef Checkoff-funded, Beef Quality Assurance program as an IRC for both culinary programs and agriculture CTE programs.

Having BQA programs used in schools throughout the state as well as the sponsorship of culinary programs allows beef to stay top-of-mind with future foodservice employees and restaurateurs in our state.

Vacancies

WBC Board of Directors

The five voting members of the WBC are appointed by Wyoming's Governor to serve three-year terms. Members can serve multiple terms with no more than two full terms to be served consecutively. Applications are due to the WBC Executive Director April 30, 2026. Letters of support and recommendation are encouraged.

- The WBC has two upcoming vacancies for producers of range cattle. The terms begin July 1, 2026, and end June 30, 2029, with the possibility of reappointment to an additional three-year term.

Applications and position descriptions for all vacancies can be found on the *For Producers* page of wybeef.com.

FY2025 Members

Voting Members

Kahla Mills, Gillette, Chair, producer of range cattle
Scott Lake, Laramie, Vice Chair, producer of range cattle
Ea'mon O'Toole, Baggs, producer of range cattle
Spencer Ellis, Lovell, feeder member
Arley George, Cody, dairy member

Representatives

Gwen Geis, Gillette, Director, Cattlemen's Beef Board
Kahla Mills, Gillette, Director, Federation of State Beef Councils
Leslie Hendry, Lysite, Director, Federation of State Beef Councils
Timmery Hellyer, Lander, Director, Federation of State Beef Councils
Scott George, Cody, Director, U. S. Meat Export Federation
Scott Lake, Laramie, Director, U.S. Meat Export Federation
Steve Paisley, Wyoming Beef Quality Assurance Coordinator

Ex-Officio

Doug Miyamoto, Director, Wyoming Department of Agriculture

Staff

Ann Herne (Wittmann), Executive Director
Gary Gwin, Program Manager

For More Information

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. Call 307-777-7396 or email gary.gwin1@wyo.gov to be added to our mailing list.

Wyoming Beef Council Executive Director Ann Herne, (formerly Wittmann) can be reached at ann.herne@wyo.gov.

WYOMING BEEF COUNCIL AUDITED FINANCIALS

JULY 1, 2024 THROUGH JUNE 30, 2025

Cash Balance July 1, 2024	$ 307,372	
Cash Receipts	$ 1,068,140	**$ 1,375,512**
Expenditures		
Cattlemen's Beef Board	$ 511,884	
State of Origin*	$ 23,810	
National & International programs	$ 204,568	
WY Research	$ 22,604	
WY Promotion	$ 23,839	
WY Consumer Information	$ 37,328	
WY Industry Information	$ 26,816	
WY Producer Communication	$ 66,747	
Collections Compliance	$ 38,243	
Administration	$ 136,163	**$ 1,092,002**
Ending Cash Balance		**$ 283,510**

*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.herne@wyo.gov or mailed to 113 East 20th Street, Cheyenne, WY 82001.



In-State Beef Promotion



Up to 50 cents of every Beef Checkoff dollar collected in Wyoming is used for in-state promotion and education. In FY2025 this was accomplished in a variety of ways including social media like Facebook and Instagram, X posts, and videos placed on YouTube. It was also accomplished through digital media advertising. This includes Google internet searches, audio spots on platforms like Spotify, and commercials purchased on streaming television services.

WBC's social media achieved continued audience growth throughout FY2025. The audience for WBC social media as a whole grew by 4% in FY2025. WBC's Instagram audience grew by 5%, X audience by 4% and the council's Facebook page audience increased by 2%.

In addition to audience growth, WBC looks to social media engagements as an indication of the value and relevance of the information being posted. Engagements refer to users' interactions, reactions, and connections with content on social media platforms and goes far beyond just measuring how many times a post is seen. Engagements are a vital metric in determining the effectiveness of social media strategies. WBC's overall social media engagements grew by 16% in FY2025. This was accomplished by highlighting subjects like beef sustainability and Beef Quality Assurance in addition to the already popular beef recipes and cooking tips. These posts are designed to educate consumers about what producers do to provide them with a safe, sustainable, high-quality source of protein.

Nutritional Outreach

Each year the staff of the Wyoming Beef Council looks for ways to interact with medical, nutritional and foodservice professionals in an effort to promote the role of beef in a healthy and sustainable diet. In past years WBC has sponsored and provided speakers at annual conventions and meetings for groups like the Wyoming Nurses Association and the Wyoming chapter of the Association of Diabetes Care and Education Specialists (ADCES).

In early October Executive Director Ann Wittmann gave a presentation to the Association of Nutrition and Foodservice Professional (ANFP) at their annual convention in Douglas. The Wyoming Chapter of ANFP is an affiliate of the national not-for-profit association. ANFP was established in 1960 and today has over 14,000 professionals dedicated to the mission of providing optimum nutritional care through foodservice management.

ANFP is the premier resource for foodservice managers, directors, and those aspiring to careers in foodservice management. ANFP members work in hospitals, long-term care, schools, correctional facilities, and other non-commercial settings. The association provides foodservice reference publications and resources, employment services for members, continuing education and professional development, and certification programs. ANFP also monitors industry trends and legislative issues.

Meetings with groups like ANFP allows WBC to present data from Checkoff-funded research projects to ensure that the latest information on the nutritional value of beef is disseminated to the professionals that influence the end consumer.

Producer Education



In March, Sheridan College hosted the 2025 National Professional Agriculture Students (PAS) conference. WBC Executive Director, Ann Wittmann joined Cattleman's Beef Board CEO, Greg Hanes for a joint presentation about how the Beef Checkoff is structured and how young people can get involved in the Beef Checkoff in their state and nationally.

600 students from across the country were in attendance for the 45th annual conference which lasted four days. PAS is a one-of-a-kind national collegiate-level competition-style learning model that gives students the practical hands-on development opportunities essential for career success.

PAS began in 1980 and has been developing two and four-year college-level professional agriculture students for the workplace through participation in employment experience programs, skill-set development, network opportunities, and organizational activities.

Research

The Beef Checkoff builds beef demand through research programs in product quality, beef safety, human nutrition, beef sustainability and market research. On a national level, this is done by Checkoff contractors like NCBA. At the state level, council members make decisions to fund research that will impact beef production in Wyoming.



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 ncba.org/federation

BEEF
Funded by the Beef Checkoff