



2021-2022 WASHINGTON STATE BEEF COMMISSION ANNUAL REPORT



Dear Washington's Beef Farmers & Ranchers,

You know the saying, "When the going gets tough, the tough get going." Or maybe the saying, "If you always do what you always did, you'll always get what you always got!" There are a million of these sayings that resonate with me from time to time. Frankly, they often resonate with me when I think about your Washington State Beef Commission.

I have served on the WSBC for 11 years and have seen the organization continually challenge itself to be more innovative as purchasing power declines and consumer habits change. When the COVID pandemic hit and consumer events shut down, we pivoted to sponsor virtual events, virtual television cooking demonstrations and honing our e-commerce advertising skills. As our resources tighten with rising inflation, we are transitioning to a smaller three-person staff and finding more cost-effective digital advertising partners to help us deliver our message that beef is good for our environment, our bodies, and our taste buds.

As our mission indicates, relationships are a critical part of our plan of work. They help us make your Beef Checkoff work harder by building an army of beef advocates with loyal consumers that trust them to share factual information about beef production and deliver delicious beef recipes at the same time. Partnerships with retailers, chefs, beverage and beef companies all help to expand the reach of our positive beef messages.

At the end of the day, we believe that efficiency plus effectiveness equals excellence and your WSBC board and staff are committed to achieving excellence on your behalf. Please enjoy learning more about the Beef Checkoff programs funded by each of you over the past year as you review the 2021-22 Beef Commission Annual Report.

All the Best,

Kale McGuinness, Chair



BEEF COMMISSIONERS

Kale McGuinness, Chair,
Livestock Market, Spokane

Will Derting, Vice Chair
Cattle Feeder, Ephrata

Kyler Beard, Treasurer
Cow/Calf, Ellensburg

Austin Allred, Dairy
Farmer, Royal City

Hannah Gamble, Cattle
Feeder, Connell

Pete Charriere, Cow/Calf
Rancher, Clarkston

Roy Osborn, Dairy Farmer,
Chehalis

Jeff Cromer, Packer,
Yakima

Dr. Ben Smith,
Washington State
Department of Agriculture,
Olympia

Marty Stingley, Cow /Calf
Rancher, Cattlemen's Beef
Board Representative,
Ellensburg

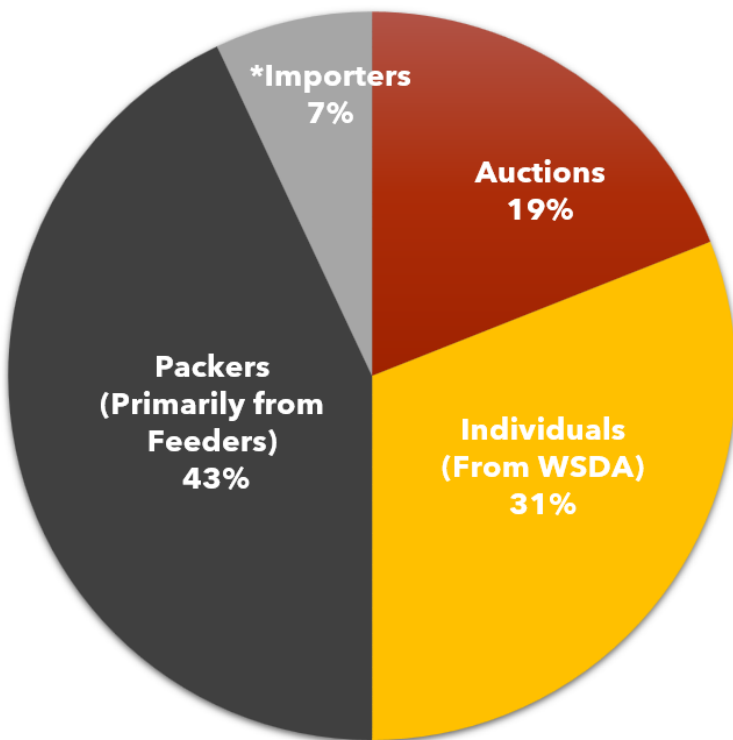


2021-22 Assessments in Washington

Your \$1.50 Beef Checkoff assessment is collected every time a bovine is sold in Washington State. Fifty cents is remitted directly to the Cattlemen’s Beef Board to fund national beef promotion and research programs, and \$1.00 is retained by the Washington State Beef Commission to fund local programs. A network of Designated Collecting Points collect and remit the Beef Checkoff to the Washington State Beef Commission at the time of sale and include auction markets and packers. Washington brand inspectors collect the assessments from individual producers, dealers/order buyers, at special sales and when cattle enter feedlots. The packers collect primarily from the feeders upon sale at the plant. The buyer is responsible for collecting the assessment from the seller and seller is responsible for paying the assessment to fund beef promotion and research programs in Washington State, throughout the country, and the world. You will find more information about those programs in this report.



**WSBC REVENUE
BY INDUSTRY SECTOR**



* Primarily collected by the packers

**2021-22 WSBC AUDITED
FINANCIAL STATEMENTS**

REVENUES:

Total Assessments	\$1,664,807
Less CBB/State of Origin	(577,952)
Interest & Other Income	<u>1,361</u>
Total WSBC Net Revenue	\$1,088,216

EXPENSES:

Promotion	\$417,551
Consumer Information	219,587
Research	2,000
Industry Information	283,157
Foreign Marketing	33,681
Producer Communications	34,298
Collection Compliance	23,751
Administration	129,787
Federation of State Beef Councils	<u>22,061</u>
TOTAL EXPENSES	\$1,165,873



WSBC MISSION

Increase demand for beef by enhancing trust & connecting our beef community from pasture to plate.

STRATEGIC PRIORITIES

BUSINESS CLIMATE

Implement reputation management strategies that protect and defend our beef producers' ability to sustain their business.

BEEF'S ADVANTAGES

Promote and capitalize on the multiple competitive advantages of beef as the top protein choice compared to other proteins.

HEALTHY DIET

Positively engage in the sustainable nutrition conversation and grow trust in beef's key role in responsibly feeding people.



Digital Advertising—Sharing the Positive News about Beef



Your Washington State Beef Commission is committed to changing the narrative about the positive impact of beef on the environment, our bodies and our taste buds. The primary strategy used to reach consumers with the facts about beef is through our digital advertising campaign which leverages many different platforms to reach our targeted consumer.

Whether it is running

videos on YouTube, delivering ads when consumers are searching for climate information online, or investing in e-commerce campaigns with local retailers, we are constantly working to invest your resources effectively and efficiently and in a way that resonates with consumers.

While our purchasing power has declined as inflation impacted the cost of our digital advertising (which was up 43%), we were still able to achieve 26.6 million consumer impressions. That resulted in 9.1 million video views and 30,329 website clicks and pageviews at an average cost per thousand impressions of \$12.33.



Implement reputation management strategies that protect and defend our beef producers' ability to sustain their business.

Local Producers Featured in National Campaign



Reshaping the narrative about cattle care and beef's positive impact on the environment was key outcome of the videos produced by the National Cattlemen's Beef Association under contract with the Beef Checkoff featuring two local beef producers from Washington State. The videos featured Camas Uebelacker, a cattle feeder from Othello, and Kyler Beard a cow/calf producer from Ellensburg. The videos ran nationwide and the Beef Commission had them localized for use on YouTube, streaming television and social media achieving 8.3 million video views, 3.5 million listens and reaching 35 million television households.

Changing the Beef Narrative Via Paid Editorial Content

"If you don't take care of your environment, you'll be out of business - that's a hell of an incentive to do a good job."

Jim Rose, Washington Cattle Rancher

Your Beef Checkoff is working to change the narrative about beef's impact on the environment by sharing the stories of producers who work hard to be good stewards of the cattle and land in their care - generation after generation. In April, the Beef Commission teamed up with the National Cattlemen's Beef Association, a contractor to the national Beef Checkoff, to share the story of the Rose Ranch in South Bend, Washington. The story ran in the Seattle P-I's digital newspaper and achieved over 1.8 million impressions and 5,000 reader engagements. The Beef Commission also targeted GeekWire, a digital trade magazine for tech workers that often includes articles from Bill Gates about cattle and climate, providing information about climate neutral cattle. Western Washington's 425 Magazine achieved 557,082 impressions with an article featuring a local rancher discussing upcycling and regenerative grazing.

GeekWire NEWS - JOBS - EVENTS - RESOURCES - ABOUT

With so much at stake, cattle can be climate neutral

BY MARY BURICH on October 10, 2021 at 9:27 pm

Sponsored Post

Share Tweet Share Reddit Email

When it comes to animal agriculture and its role in climate change, we can have our beef and eat it too, as the industry unites to take a sizeable bite out of its greenhouse gas emissions.

425 Eat + Drink Home + Garden A&E Style Wellness Travel Calendar

BEEFING UP SUSTAINABILITY

DID YOU KNOW? If all U.S. livestock were eliminated, and every American followed a vegan diet, greenhouse gas emissions would only be reduced by 2%, or 0.36% globally!

Beef's environmental footprint may draw headlines, but the truth is, raising beef is not a viable or impactful solution for climate change.

In fact, it's hard to imagine our beautiful state without beef cattle, which are raised in all 39 counties across Washington. Cattle play an important role in protecting and enhancing our ecosystems by increasing carbon sequestration, improving soil health, integrating wildlife and providing habitat for wildlife.

While the U.S. already produces the most sustainable beef in the world through practices of rotational, cattle benefits and ranchers - that those right here in the Pacific Northwest are committed to producing high quality, sustainable beef for generations to come. In fact, the U.S. has the lowest emissions of methane per pound of beef produced, and has been the world leader in this since 1995.

MEMBER ONLY

BEEF

SEE HOW SUSTAINABILITY COMES TO LIFE ON REAL WASHINGTON FARMS & RANCHES BY SCANNING THE QR CODE WITH YOUR SMARTPHONE CAMERA.

seattletimes

Sponsored Story

National Cattlemen's Beef Association, a member of the Beef Checkoff, and Washington State Beef Commission

For U.S. beef ranchers, sustainability is more than a buzzword — it's a way of life

By cdinsdale on March 30, 2022 8:00 AM

Share Tweet Share Reddit Email

Jim Rose has been raising beef on the lush grass around Bay Center, Washington, almost all his life. His grandpa and two of his grandpa's brothers first bought a cattle herd and drove it here in 1923, using a Model T Ford. Over the last nearly century it's no surprise the Rose



Food Influencer Experience Taps New Audiences

"We came, we saw, we learned, we connected, we butchered, and we ATE beef for breakfast, lunch, dinner, and at dessert!"

Instagram post from Chandler Baird of #SpokaneEats

In May, ten social media influencers with over 370,000 followers were invited to spend two days with the Beef Commission to learn more about sustainable beef production, beef butchery and successfully cooking beef. The group visited pastureland managed by Ellensburg rancher Kyler Beard who shared his focus on regenerative grazing, protecting riparian areas, and low stress cattle handling. Following a Tri-Tip lunch, the group engaged in a hands-on beef butchery class where they broke down a side of beef into delicious beef cuts and sampled their handy work fresh from the grill. On day two, the group learned about matching beef cuts to proper cooking methods and how to feel confident in substituting one beef cut for another to address price and availability issues while shopping for beef. The final presentation included recipe development and food photography using the delicious beef short ribs the group cut the previous day. Each session was designed to educate and provide Instagram-friendly visuals for the influencers to share with their followers. In 48 hours, the group shared 127 stories and 19 grid posts on Instagram. The positive beef posts have continued over the past few weeks as the influencers took home the beef they cut and are continuing to cook and share with their followers.



Beef Brisket on a Biscuit & Brew



It was all Beef Brisket on a Biscuit and a Brew on Father's Day Weekend at the Washington Brewer's Festival held in Redmond where over 1,400 brisket meals were served and \$7,066 was collected by the Washington Cattlewomen's Association to benefit Beef Counts at Food Lifeline.

The Brewer's Festival was the first large food event that the Beef Commission has been involved in since the COVID pandemic. Seattle-area consumers were not swayed by the rainy weather so both attendance and enthusiasm were high. The Beef Commission partners with Agri Beef for this event in an effort to increase awareness of the Beef Counts program and positively connect Washington's Beef Community with consumers in Western Washington.



BUSINESS CLIMATE

Explore Beef Experience Educates the Front Line

The Beef Commission hosted 19 retail and food service professionals on a tour to help them better understand the entire beef production process and present accurate information to their customers in June. The group visited Trinity Farms in Kittitas to learn about the beginning of the beef production process from the Forman Family. A visit to Beef Northwest Cattle Feeders in Quincy focused on cattle care, nutrition and the resulting high quality beef. The final stop was a trip to the Washington Beef Packing Plant in Toppenish where the group was treated to a firsthand look at the care taken in harvesting the beef that others have taken years to raise.

A considerable “ah-ha” moment came during our wrap up conversation when the group commented on how calm and quiet the cattle were throughout the production cycle. The group also observed how passionate our producers are about the beef they raise, making participants even more conscious of their role in giving consumers the best beef eating experience possible.

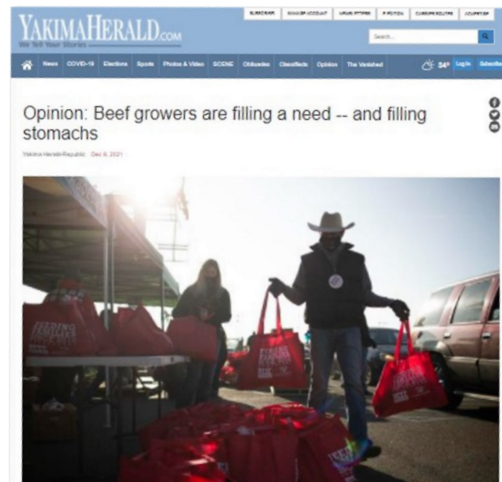


“(I liked) hearing from everyone that they know there is still room to get better. No one was content on the business. They all want to be better. That is a great mindset that will grow good business and focus on customers’ want and needs.”

2022 EBE Participant

Beef Counts Reaches 7 Million Consumers with Positive Beef Publicity

In its 12th year, the Beef Counts program continues to demonstrate to communities around the state that Washington’s beef farmers and ranchers care about their neighbors. Beef Counts—Washington’s Beef Community United Against Hunger, is our cause marketing campaign designed to feed people and put a positive face on the beef industry. Last year publicity showing beef producers volunteering at beef distribution events, and promoting the “Buy Beef and Fight Hunger” campaign at Rosauers and Super One stores, reached over 7 million consumers. AgriBeef donates \$50,000 annually to Beef Counts and last year, the industry rollover auction raised \$24,750 to support the program.



New Science Curriculum Presents Regenerative Grazing & Soil Health



Engaging students and science teachers in hands on activities while helping them understand the importance of cattle in promoting healthy soils is the focus of a new education curriculum being funded by the Washington State Beef Commission. The program extends the work being conducted by the American Farm Bureau Foundation under contract with the national Beef Checkoff. The online education kit was completed last year and will be promoted to science teachers throughout the state over the next several years via webinars and On-farm STEM training programs.

BEEF'S ADVANTAGES

Promote and capitalize on the multiple competitive advantages of beef as the top protein choice compared to other proteins.



Influencer Virtual Cook-A-Long

It was all about beef for the holidays in December when the Beef Commission hosted a virtual Holiday Cook-A-Long for nine Instagram Food Influencers. Each influencer received a giant Strip Loin Roast in the mail and were given a step by step tutorial on how to trim and cook the beef. Dairy/Beef producer Austin Allred, joined the cook-a-long to share his take on sustainable beef production. The influencers then shared their holiday beef recipes with their 282,267 Instagram followers.



Inspiring Home Cooks on TV



Throughout the year, the Beef Commission appears on Seattle television to share tips and tricks for cooking beef every day and for special occasions. Last year, we filmed television segments for July 4th, Back to School, Springtime Family Meals, and Valentine's Day. The demonstrations reached an audience of 280,022 in Western Washington. Viewers are encouraged to visit wabeef.org to get the recipe and learn more about beef. The television segments were also shared on social media reaching 98,442 viewers.

E-Commerce Targets Shoppers Online

The COVID pandemic solidified the convenience of e-commerce with consumers and with that the opportunity to ensure that beef is included in their online shopping list. Last year the Beef Commission extended several national campaigns in Washington including the summer grilling promotion with Kroger where we reached 51,251 households and achieved \$1.17 million in additional roast sales.



BEEF'S ADVANTAGES

Safeway/Albertson's Partnership Makes A Splash Year Round



In its second year, the Beef Commission partnered with Safeway, Albertson's and Iron Horse Brewery to make sure beef was top of mind for consumers planning summer celebrations. The promotion ran from Memorial Day to Labor Day, and included a consumer sweepstakes rewarding Safeway and Albertson's shoppers for purchasing beef by automatically entering them into a drawing for one of six \$1,500 cash prizes. The sweepstakes was promoted in Safeway's newspaper and point of sale advertising and in digital ads and social media throughout the summer achieving 3.8 million impressions. The partnership has also delivered a St. Paddy's Day retail promotion to increase beef brisket sales over the past four years.



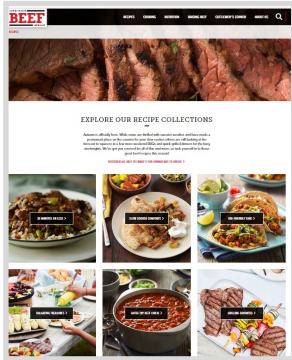
"Beef Substitutes" Videos Reach Over 1.2 Million Consumers

In a fun play on the more traditional use of the term "beef substitutes" the Beef Commission partnered with Seattle Met Magazine to create social media videos and recipe content for Seattle Met's digital properties and the Beef Commission's own digital advertising achieving over 1,239,000 consumer impressions and 522,150 video views. The videos featured Seattle-based Chefs Kaleena Bliss, Executive Chef at Thompson Seattle, and Stuart Lane, Executive Chef at Spinasse and Artusi. A key message in these videos is that beef is the ultimate substitute because it can make any dish more delicious, more special, more of a celebration.



BEEF'S ADVANTAGES

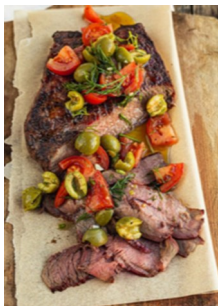
Checkoff Funded Websites Anchor Digital Advertising Campaigns



The wabeef.org is the workhorse of the Beef Commission's digital marketing efforts as it is a one stop shop for sharing positive impact of all things beef. Whether it is recipes, beef cuts charts, information about local beef production our website is where we send consumers for more information. Last year, 75,000 people spent an average of four minutes and 17 seconds on wabeef.org. The page visited most often was the recipe Classic Beef Stuffed Peppers receiving 11,895 views. The Local Beef Directory that helps consumers search for local beef providers by county received 11,158 page views and the Raising Beef Section 7,848 page views.

Rustic Joyful Food

Now more than ever in the world of food marketing, relationships matter more than cookbooks! And it is really great when you have a relationship with a social media food influencer with a very loyal following, who also happens to be a cookbook author and appears regularly in 425 Magazine, the Kelly Clarkston show and other top media throughout the year. That is what the Washington State Beef Commission has with Danielle Kartez of Rustic Joyful Food. Over the past year, we have partnered with Danielle to create delicious beef recipes for her Instagram followers achieving 69,695 total impressions from the promotion. Danielle also attended and presented her beef short ribs recipe at our Influencer Explore Beef Experience in May sharing her experience on Instagram.



Export Initiative in Japan Drives Demand

Did you know that from January to May of 2022, the export value of fed cattle for slaughter was a record high \$483 per head? This is why the Washington State Beef Commission (WSBC), the Oregon and Idaho Beef Councils have partnered with the United State Meat Export Federation (USMEF) to successfully promote beef in Japan and provide solid ROIs to local beef producers for many years.

Since 2012, the participating Beef Councils have each invested \$25,000 per year in the NW Beef Promotion Initiative. This resulted in \$75,000 which has been leveraged with national Beef Checkoff dollars, USMEF membership dues, USDA Market Access Funds and investments by local beef exporters and their Japanese retail and food service customers. The result is a campaign that far exceeds Washington's initial investment.



NUTRITION & HEALTH

Positively engage in the sustainable nutrition conversation and grow trust in beef's key role in responsibly feeding people.



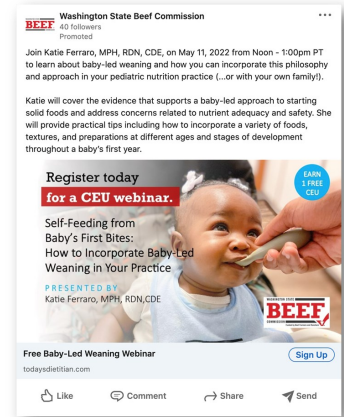
Dietetic Conference Leads with Beef



Registered Dietitians from Washington and Oregon gathered in Vancouver in late April for their first in-person continuing education conference since 2019. A highlight of the meeting was a special pre-conference event held for 30 Registered Dietitians hosted by the Washington Beef Commission and Oregon Beef Council. The event featured Dr. Mike Roussell from the national Beef Checkoff's Nutrition Seminar Program. Roussell is a published strength researcher known for his ability to translate nutrition research into real life applications for both health professionals and the everyday consumer. Dr. Roussell's three-hour workshop included applying the value of strength to every life stage, and sharing research on the role of protein in strength development, building, maintenance and sustainability. The event wrapped up with a strength-building workout and a build-your-own beef jerky trail mix bar that left everyone with a healthy post-workout beef protein boost.

Targeting Parents & Pediatricians

The Beef Checkoff targeted parents and health professionals with the information they need to make sure beef is on the menu for babies starting at six months. Two hundred pediatric offices in Washington received a tool kit sharing the science and resources doctors can use to educate their patients last year. Follow up research indicated that 90% of the doctors that received the toolkit said they would recommend beef for their smallest patients.



In addition to consumer-facing videos, radio advertising and the pediatric office mailings, your Washington State Beef Commission extended the campaign to pediatric medical and nutrition professionals via advertising on LinkedIn. Over 261,846 advertising impressions were served during the two-week campaign, resulting in 1,268 link clicks to register for continuing education credits or learn more about Beef Checkoff funded nutrition research and education resources were available for download.

Healthy Beef Meals with All Mom Does

When the scientific community says it is good to include beef in a healthy diet, you better make sure Mom's hear the good news! That was the goal of the Beef Commission's advertising sponsorship of Seattle area radio station SPIRIT 105.3. Over the past year we ran quarterly radio ads featuring the voice of the popular All Mom Does blogger sharing delicious recipes and the facts about healthy cooking with beef. Fun Flavor Combos to Build a Better Burger, Protein Packed Breakfasts to Power Your Kids, and On the Go Meals for Busy Weeknights are examples of post themes. The partnership included detailed blog posts, social media posts and e-newsletter articles in addition to the radio ads achieving 1,754,897 total impressions last year.

