

Colorado Beef Council Annual Report

2023-2024

BOARD OF DIRECTORS

John Scanga, PhD - Chair
Processor/Distributor

Sue Link – Vice Chair
Cow/Calf

Joanie Shoemaker – Sec/Treas
Processor/Marketer

Robbie LeValley
Cow/Calf

Kris Musgrave
Processor/Marketer

Juan Cocoba
Feeder

Meghann Blach
Dairy

Luke Larson
Feeder



www.cobeef.com

Fiscal Year 2023-2024

Income

Checkoff Receipts.....	\$4,063,651
Interest Income	\$86,519
Other Income.....	\$7,101
Total Income.....	\$4,157,272

Direct Costs

Cattlemen's Beef Board....	(\$1,447,736)
Ret to State of Origin.....	(\$1,213,282)
3% Inspection Fee.....	(\$91,339)
Total Direct Costs.....	\$2,752,357

Gross Income..... \$1,404,914

Expenses

Marketing/Advertising	\$491,490
International Markets	\$45,440
Consumer Info.....	\$30,796
Producer Education	\$51,830
Producer Communication.....	\$48,866
Nutrition.....	\$68,564
Education.....	\$56,156
Administration	\$204,274
Cost of Operation.....	\$172,515
Total Expenses.....	\$1,169,931

From the Executive Director...

Hello! As the new Executive Director of the Colorado Beef Council, I am thrilled to represent Colorado's beef producers and connect with consumers; continuing to build demand for beef while educating the public about its many benefits and the responsible ways cattle are raised.



With deep roots in cattle production, I've learned valuable lessons about life, leadership, and the importance of high-quality care throughout all stages of cattle production. Before joining the Colorado Beef Council, I served as an Agricultural Education teacher and State FFA advisor. In those roles, I was dedicated to educating others about agriculture's vital role in our economy and daily lives, while working to meet the needs of stakeholders. These experiences have equipped me with the skills to represent our producers effectively and listen to our consumers' needs.

For nearly 60 years, the Beef Checkoff program has been a vital tool for supporting beef demand. The Colorado Beef Council has worked diligently to invest producer funds into initiatives that positively impact how Coloradans view beef production and increase beef consumption. Research shows that Coloradans continue to eat beef regularly, with taste as the leading driver of demand. Additionally, most Coloradans believe that beef is both nutritious and safe to consume.

Our efforts to engage consumers continue to grow, particularly through social media. We not only share delicious beef recipes, but also valuable insights into beef production. The engagement we see on these posts and videos shows that we are meeting the public's needs. We also prioritize building relationships with medical professionals through seminars, farm tours, and participation in their conferences to further promote the benefits of beef.

As we face challenges like low cattle numbers and lower Beef Checkoff collections—coupled with Colorado's growing population, I am committed to finding the most effective and efficient ways to use our resources to drive beef demand.

I look forward to traveling across the state to meet with you all. If you have an event you would like me to attend, please don't hesitate to reach out.

~ Kenton Ochsner

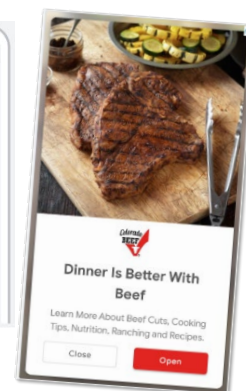
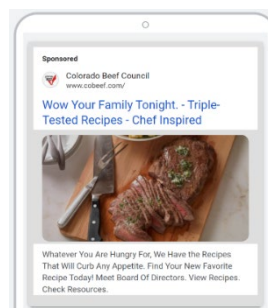
Digital Advertising Reaches Millions of Consumers

The Colorado Beef Council recently concluded a successful year-long digital advertising campaign, garnering over 8.8 million views. The purpose of this campaign was to promote beef as a wholesome, sustainable and tasty protein option for every Coloradan. Utilizing a variety of Connected TV (CTV), Google Search Ads, Google Display Ads, and YouTube Ads, the campaign effectively reached a broad audience, showcasing the quality and appeal of Colorado beef – its taste, nutrition, affordability and fun. This strategic approach not only boosted the Checkoff's visibility but also reinforced the presence of Colorado beef to its local consumers.

The ads focused on putting beef at the center of every table, bringing families, teams and communities together. The video ads portrayed producers and their hard work and dedication to their land, animals, communities, and the consumer.

2023-2024 Statistics

- YouTube ads received 3.2 million video views
- CTV (Connected TV) received 741k video views
- Google Search Ads got 115,933 impressions (views)
- Google Display Ads got 3.1 million impressions (views)
- Social platforms (FB, Instagram, LinkedIn)
 - 17,085 followers
 - 603,764 impressions
 - 27,538 engagements



Beef as Part of the Colorado Food Summit

CBC was proud to attend the 2023 Colorado Food Summit at the Stockyards Event Center in Denver, Colorado. The Food Summit is an annual event that brings together stakeholders from food and agriculture industries all over the state to help build connections and understanding within the space. In 2023, CBC's Julie Moore presented as part of the opening general session about building bridges. Her talk helps ensure the beef industry's positive production and health messages stay in front of those who direct and participate in state-level decisions about food sourcing.



Future Dietitians Learn About Beef

CBC hosted 18 dietetic interns from Metropolitan State University, the Veterans Administration and the Children's Hospital Colorado in February to learn how beef can be part of a healthy lifestyle. The interns came together for a collaborative training experience including beef as a foundational food for health, beef production panel including a cow-calf producer, feedlot nutritionist, and sustainability researcher, as well as a beef cutting demonstration and culinary tour and experience.

"It was helpful to hear about how lean beef can fit into a diet as lean meat. Also, about how to identify these cuts and reduce fat when cooking them." *-event attendee*

Experiences like this one provide information about the nutritional benefits of beef that future dietitians can share with their clients. CBC works to educate, network and collaborate with medical professionals, including registered dietitians, nurse practitioners and physicians about how lean beef fits into a healthy and sustainable eating pattern that all can enjoy.

Beef Resources at Pediatric Clinical Nutrition Conference

CBC attended, sponsored, and exhibited at the 12th Annual Updates in Pediatric Clinical Nutrition Conference at the Children's Hospital Colorado. This opportunity was a result of CBC's active role in working with Colorado's medical professionals and dietetic interns throughout the year.

The conference presented the most current research and applications for practitioners interested in current topics in pediatric clinical nutrition. CBC exhibited and shared research briefs, information on beef as a complementary first food for infants for practitioners, and practical information on how to safely introduce beef as a first food for parents. This was an excellent opportunity to engage with dietetic interns, dietitians, social workers, researchers and physicians.

Reaching Out with Beef Nutrition Resources

National Nurse Practitioners Symposium

The Colorado Beef Council (CBC) attended the National Nurse Practitioner Symposium in Keystone. Over 600 nurse practitioners were in attendance. The latest research and information on the importance of lean beef in an adolescent diet was shared with attendees. CBC also provided additional tips and resources on how to continue to include beef in a heart-healthy diet providing American Heart Association recipes and brochures for participants to use with their patients.

The National Cattlemen's Beef Association, contractor to the Beef Checkoff, sponsored nationally recognized registered dietitian Jim White. He spoke to an audience of over 100 nurse practitioners on the challenges and opportunities of modern wellness. He focused on the importance of protein and activity, providing practical tips and research for practitioners to share with their patients.



Summer Ad Campaign

During the summer of 2023 the CBC focused on exciting ways to reach consumers with industry information and promotion. Building upon the success of on-site digital ads at several key ski resorts, CBC moved forward with a unique golf course ad series. Several ads were showcased at three high end golf courses along the Front Range – all displayed on digital screens inside the golf carts! Advertisements like these encourage beef sales at the golf course restaurants.





Colorado Proud School Meal Day

The CBC attended St. Vrain Valley's Colorado Proud School Meal Day at Timberline Elementary in Longmont. This event allowed elementary school children to experience and learn about Colorado agriculture in an interactive and educational way. The school enjoyed a locally sourced lunch, and kids learned where their food comes from. Colorado's farmers, ranchers and industry experts supplied a plethora of activities for children to engage in – making learning about agriculture fun and exciting!

The afternoon consisted of kindergarten through 5th grade visiting different displays to learn more about Colorado agriculture. The CBC provided an interactive puzzle that the students used to match pictures with statements, including messages about nutrition, grazing, by-products and cattle feed. Trading cards highlighting other cattle facts were provided as a take home for the kids. It was a great opportunity to interact with students and teachers.



Teaching the Next Generation About Beef

On The Farm STEM Comes to Colorado

In June, the Colorado Beef Council helped host the nationwide **On the Farm STEM** event for educators. This event is funded by the Beef Checkoff and put on by the American Farm Bureau Foundation for Agriculture. The **On the Farm STEM** program brings together teams of educators with experts in science education and agricultural science to create a model for science learning that will inspire today's students, our next generation of scientists and citizens, to take action and feel empowered to use agriculture to improve society. This was the first time Colorado has hosted this national education opportunity.

CBC helped to host and connect this organization with local producers and operations to make the experience as rich and educational as possible. Twenty-nine teachers from 15 states attended and were given the opportunity to learn how to apply the things they learned about the beef industry into their science classes. These educators have a potential reach of 1,645,626 students across their 23 districts.

Thank you to AgNext, Five Rivers Cattle Feeding, Leachman Cattle and CSU Spur for the great hands-on experiences.

Beef Grant Program for High Schools

Started in 2001, the Beef Grant program provides financial support for the use of beef products in senior high school Family and Consumer Science and Catering/ProStart courses. It reinforces lessons about lean beef selection, storage, preparation and nutrition.

The Colorado Beef Council offers free educational materials to all Colorado teachers to support classrooms and maintains a variety of videos about cattle raising on their website.

The 2023-2024 program supported 79 High Schools in both the urban and rural areas of Colorado.

Colorado Beef Council at the National Western Stock Show

CBC was a proud sponsor and vendor at the National Western Stock Show (NWSS) in Denver. CBC has been a partner of the National Western Stock Show since 1966. They have worked together to promote and educate consumers about beef and beef production. This year, CBC hosted an educational and promotional booth focused on beef producers: what they do, who they are and what their products provide consumers.

The booth was staffed by members of the Colorado CattleWomen and others from the beef industry community, who shared their wisdom and handed out fan-favorite *Beef. It's What's For Dinner* recipes. CBC also had a display inside CSU's Ag Adventure area, which focused on where cuts of beef come

from and the popular Spinner Cow trivia display – primarily geared towards elementary school age children, but also catches the eyes of adults as well! As attendees walked throughout the Stock Show, they were met with the flashy CBC logo in the cafeteria, stock yards, arenas and even a "Powered by Beef" logo on Stockyard golf carts.





Colorado BQA Guides Producers and Transporters Toward Continuous Improvement



VanWinkle Ranch owned by Howard and Janie VanWinkle of Fruita, Colorado, was awarded the National BQA Cow-Calf Award for 2024.

The mission of the Colorado Beef Quality Assurance (BQA) program is to guide cattle producers toward continuous improvement using science-based production practices that assure cattle wellbeing, beef quality and safety.

BQA Certification in Colorado continues to grow. During FY2023-24, more than 700 Colorado cattle producers and/or employees of cattle operations earned or renewed their BQA Certification. To date, more than 2,000 Colorado producers have active BQA Certifications.

Cattle producers across Colorado have a number of options for earning BQA Certifications, from in-person

sessions to online modules. The Colorado BQA Trainer network includes CSU Extension personnel and Colorado licensed bovine veterinarians. In May, Colorado BQA hosted its fourth BQA Trainer Seminar, which was followed by an in-person Stockmanship and BQA program hosted at Weins Ranch in Sedalia, CO, where trainers participated in providing BQA Certification in a well-attended, hands-on program. A list of Colorado BQA Trainers can be found at cobqa.org.

Livestock Auction Markets across Colorado have also partnered with Colorado BQA to provide certification opportunities for their employees and customers. In

FY23-24, Colorado BQA offered certification programs at Livestock Auction Markets in Northeastern, Western and Southwestern Colorado.

Colorado BQA has increased its focus on enhancing its BQA Transportation (BQAT) programming. In August 2023, Colorado BQA hosted a *Stockmanship for Transporters* seminar in Fort Collins. In FY23-24, 262 Colorado cattle haulers earned their BQAT Certifications. More than 750 cattle haulers have active BQAT Certifications in Colorado.

~ Libby Bigler
Colorado BQA Coordinator

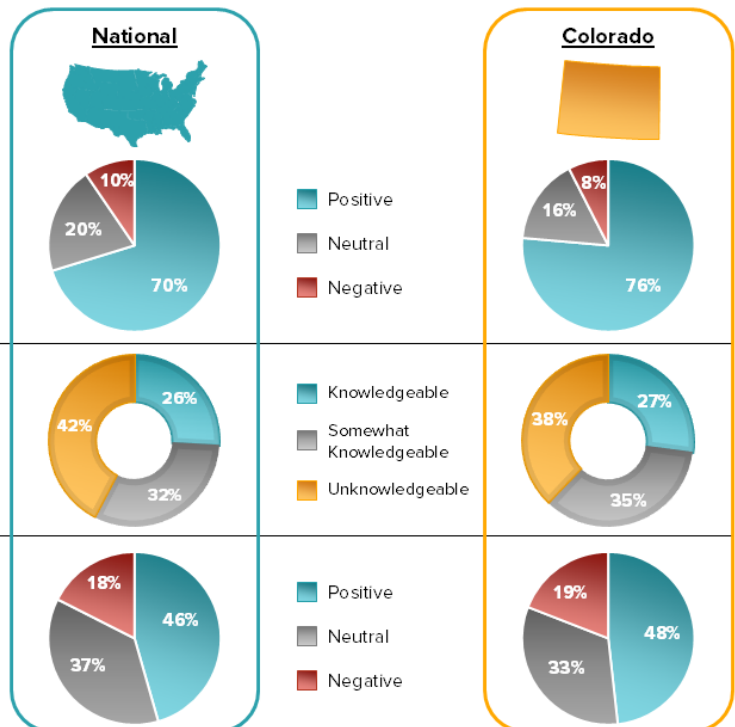
2024 Consumer Dashboard Survey Results

Recently, the National Cattlemen's Beef Association (NCBA) conducted consumer research from both Coloradans and rest of the nation on their perceptions and consumption habits of beef. This survey found that, overall, the perceptions that Coloradans have of beef are similar to those of the rest of the nation.

Most consumers nationwide and in Colorado have positive or neutral views of beef and beef production, with more favorable perceptions towards the product.

Only 27% of Coloradans claim to know a lot about how cattle are raised for food, similar to nationally.

Overall Perception of Beef



Source: Consumer Beef Tracker, May 2024; National n=2252, Colorado n=199. Q6. "What is your perception of beef? Please select one response."; CR1 "Please indicate how knowledgeable you are about each of the following."; CR2a. "What is your perception of how cattle are raised for food? Please select one response."
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.