

# 2003

THE  BEEF

# CHECKOFF

Tracking Your Investment  
From Pasture to Plate

Cattlemen's Beef Promotion and Research Board

# Table of Contents

International Programs .....3

National Programs .....4

State Programs .....7

Combined Financial Statement of Beef Checkoff Activities .....15



Dear Fellow Beef Producers,

As our country and our world continue to encounter economic and political stress and change, so too does the beef industry. And as we have all come together as Americans to embrace change and work together through the challenges that face us as a nation, so too must we as cattlemen come together to meet our challenges on the way to achieving our shared goals.

The Beef Checkoff Program has a critical and defined role in our industry, and we have continued throughout this latest year of challenges to focus our checkoff investments on programs aimed at increasing demand for beef and improving our opportunities for profitability. And despite our challenges, we have plenty of success stories to tell - as individual cattlemen, as an industry, and as Americans.

As consumer demand for beef continues its upward trend, the checkoff program continues to invest in new-product development aimed at delivering the types of beef products that consumers want and leveraging checkoff dollars to get the biggest possible return on our investment. In fact, during 2002 alone, some 400 new beef products were introduced to the marketplace, and manufacturers spent \$6 for every checkoff dollar invested to help promote those new beef products.

We continued to reach our target audience with the checkoff's highly recognized "Beef. It's What's for Dinner" advertising campaign, including the launch of a new series of ads focused on the nutrition values of beef compared to those of competing proteins. Another strong summer grilling campaign backed the efforts of our other extensive promotion, food communications, and public relations programs, and we continued to hit home runs with our youth education efforts, led by our hugely popular "Fit for a Princess" campaign.

As you flip through the accounting of checkoff investments that we track on the pages of this report, you'll see how each dollar collected through the Beef Checkoff Program - both on state and national bases - is invested to try to improve our product and help create a more favorable business climate for the beef industry. I'm proud to be a part of those efforts and hope that you are too.

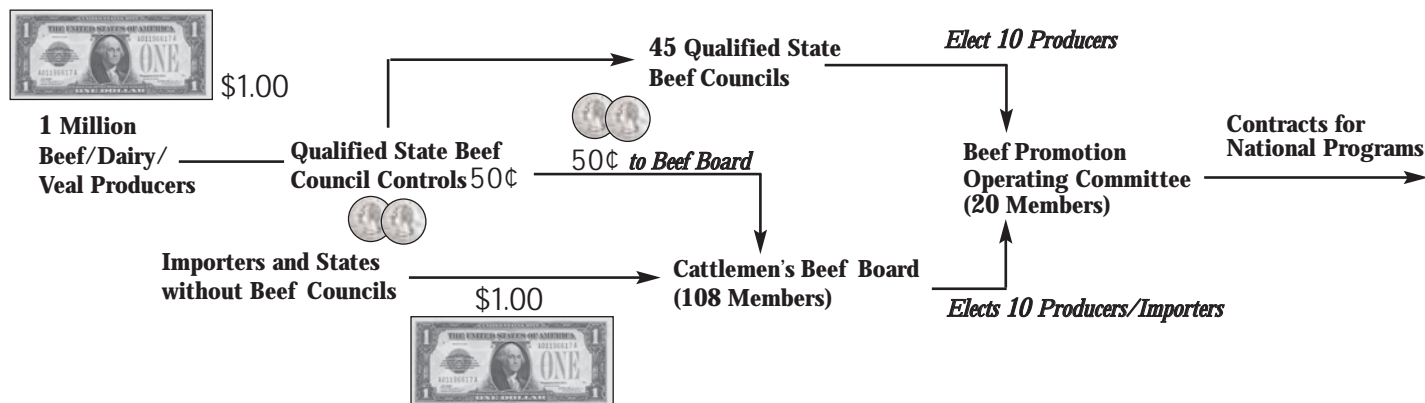
Sincerely,

Andy Tucker  
Chairman, Cattlemen's Beef Board  
Rockledge, FL

## The Beef Checkoff. Highlights

- ALL PRODUCERS AND IMPORTERS PAY THE SAME \$1 PER HEAD.
- ONE-HALF OF THE MONEY COLLECTED BY STATE BEEF COUNCILS - 50 CENTS OF EVERY DOLLAR - IS CONTROLLED BY PRODUCERS IN THAT STATE. THE OTHER HALF GOES TO THE BEEF BOARD.
- ALL CHECKOFF-FUNDED NATIONAL PROGRAMS ARE BUDGETED AND EVALUATED BY THE BEEF BOARD, AN INDEPENDENT ORGANIZATION OF 108 CHECKOFF-PAYING PRODUCERS AND IMPORTERS, WHO VOLUNTEER TO SERVE.
- BEEF BOARD MEMBERS ARE NOMINATED BY CERTIFIED STATE PRODUCER AND IMPORTER ORGANIZATIONS AND APPOINTED BY THE SECRETARY OF AGRICULTURE.
- 6 STATE AND IMPORTER ASSESSMENTS GO DIRECTLY TO THE BOARD

## How the checkoff works



**Contracting Organizations:**  
By law, the Beef Promotion Operating Committee reviews and approves checkoff programs and must contract with national industry-governed organizations. Some of the primary contractors have been the National Cattlemen's Beef Association (NCBA), American National CattleWomen (ANCW), the United States Meat Export Federation (USMEF), and the Meat Importers Council of America (MICA).

All checkoff expenditures must be approved by USDA.

# International

Checkoff-funded efforts that focus on putting more U.S. beef on the world's table are in place in nearly 80 countries. All told, export sales of beef account for nearly 13 percent of U.S. production. In fact, a recent study determined that exports - including more than 400,000 metric tons of variety meats that have little value in the domestic market - added more than \$1.2 billion in value to U.S. production in 2002.

## Japan

Japan is the largest importer of U.S. beef in terms of value, accounting for 32 percent of the total value of U.S. beef exports in 2002. On a tonnage basis, Japan received 27 percent of total U.S. beef exports in 2002, as the U.S. shipped 332,000 metric tons of beef and variety meat valued at more than \$1 billion to Japan during the year.



## Russia

In 2002, the composition of U.S. beef exports to Russia continued to be largely lower-cost beef variety meats. During the year, the U.S. exported a total of 71,500 metric tons of beef and beef variety meats, valued at \$298.6 million, to Russia. As a result, Russia and the independent states of the Former Soviet Union rank as the No. 5 overseas purchaser of U.S. beef, behind Japan, Mexico, Hong Kong and China.

## Mexico

On a volume basis, Mexico became the largest U.S. export market for beef and beef variety meats in 2002, overtaking Japan in this category for the first time. U.S. beef and beef variety meat exports to Mexico in 2002 totaled 349,900 metric tons, breaking the previous year's record for the sixth consecutive year. Mexico's new position as the leading U.S. volume export market came as the Beef Checkoff Program helped fund programs to increase beef sales there. In 2002, about 80 percent of Mexico's beef imports came from the United States.



## China and Hong Kong

China and Hong Kong represent a growing market for U.S. beef and beef variety meats. Exports to Hong Kong and China are expected to advance 60 percent between 2003 and 2005, as incomes in Mainland China rise and demand for high-quality beef increases. As China's economy grows, the range of beef cuts purchased will widen, a trend already evident in some affluent cities during the last several years. In 2002, U.S. exports of beef and beef variety meats to Hong Kong jumped 15 percent to 26,165 metric tons, while U.S. exports of beef and beef variety meats to China skyrocketed 41 percent to 13,645 metric tons.



**“The checkoff is spreading the news of beef’s nutritional value.”**

# National Consumer Advertising

Research has shown that consumers have a real passion for beef, thanks to an incredible sensory and social attachment that no other protein can claim. To encourage consumers to eat beef more often, the checkoff program will continue advertising beef in a way that incorporates the well-recognized elements the checkoff's campaign — Sam Elliott's voice, the "Beef. It's What's For Dinner.™" tagline and Aaron Copland's "Rodeo" music.



A combination of checkoff-funded television and print advertising is expected to reach 84 million adults more than 13 times at a cost of less than a penny a person in 2003. The new [beefitswhatsfordinner.com](http://beefitswhatsfordinner.com) Web site is listed on all of the ads to provide consumers with additional information, recipes and key beef facts. Some ads used in 2003 use Sam Elliott's voice to highlight the sensory appeal of beef and transmit beef's enjoyment message, while a second advertising strategy conveys beef's nutritional values versus chicken through a summer print campaign.

## New Products

Beef Value Cuts continue to make significant headway in both retail and foodservice channels. This checkoff-funded program employed innovative cutting methods to create a new line of steaks and roasts from the underutilized chuck and round to help producers improve overall profitability while supplying more steak options to the consumer and foodservice operator. Retail and foodservice companies, including Tyson and Sysco, have rolled

out their own new lines of steaks based on the Beef Value Cuts program.

The checkoff-funded Culinary Center in Chicago continues to be the best resource for recipes, photos and cookery information about beef and veal, responding daily to dozens of associated requests from food editors, cookbook authors, chefs, state beef councils and consumers. A new resource guide, "Creating Crave...The Beef Factor", compiles years of research and industry input to help the food industry understand what makes great beef products, recipes and menu items.

## Veal

The checkoff's national partnership with the Palm Restaurant Corporation gave the veal industry nationwide publicity with the Palm's two-month steak and Italian specialties promotion entitled "Steak &...mangia Italiano!" Palm Executive Chef Tony Tammero features his famous veal martini dish on the redesigned home page of the checkoff's [vealstore.com](http://vealstore.com). In addition, Lobel's of New York City is offering a consumer incentive by providing a \$50 credit on a future purchase of veal through the Web site. Food communications efforts are complimenting veal public-relations efforts, as well.

With state beef council assistance, state and national television and print publications featured cooking segments during Valentine's Day with celebrity chefs and food experts to help provide additional exposure for the veal industry. By focusing on public-relations efforts, the veal industry's goal is to increase veal demand 3 percent between 2002 and 2006.

## Retail

The checkoff's 2003 Summer Grilling Promotion is even bigger than that of 2002, including a national focus with a broader reach. Radio advertising through the summer months focuses on a grilling theme and enjoyment messages. The ads allow local retailers to promote beef directly to their consumers. The goal of the program is to increase beef consumption by offering consumers beef savings that are funded by industry-related partners. In fact, partnerships extended the value of the \$2.4 million checkoff-funded program to more than \$6 million. Partners include retailers, foodservice operators, packers, A-1 Steak Sauce & Marinades, Gallo/Redwood Creek and Kingsford Charcoal.

The promotion includes radio advertising in more than 30 major markets, massive public relations efforts for the summer grilling promotion, and delivery of about 128 million beef coupons nationally through newspapers, in stores and on beef packages.



## Food Communications

Deskside visits with syndicated food writers and top food editors from 18 national magazines allowed the Beef Checkoff Program to share beef samples, as well as the latest information on Beef Value Cuts, the nutrition of ground beef, and irradiated beef products in supermarkets. The magazines, in total, represented a circulation of more than 30 million readers.

*Beef Insights*, a new quarterly e-newsletter focusing on the enjoyment of beef, debuted in January 2003. The newsletter is sent to food editors, writers, supermarket and corporate food professionals and select consumer cooking schools, and is housed on its own Web site, as well.

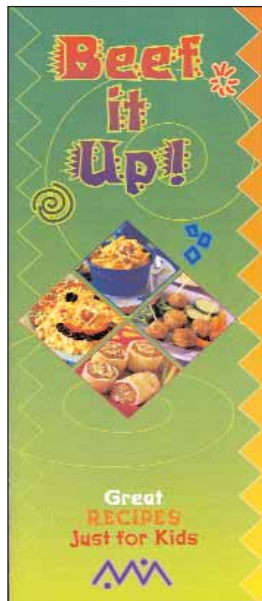
Color newspaper pages created as part of the

checkoff's food communications program included "Holiday Open House-Easy & Elegant" and "Chill-Chasing Chili." In total, these two pages appeared in more than 700 newspapers with a collective circulation of 18.4 million. Additional pages were planned to cover summer grilling, Halloween and Holiday 2003.

## Youth Education and Information Programs

Regional Girl Scout Councils, local troops and state beef councils used more than 120,000 copies of the checkoff-funded "Fit for a Princess" Girl Scout patch program before rising demand required a second printing of 130,000 additional copies. The program teaches young girls how beef fits into a balanced and active lifestyle.

Celebrate America is the checkoff program's new classroom kit to help fourth and fifth graders explore the foods and traditions of America's diverse cultures, and will reach more than 2.3 million "tweens" (ages 8 to 12) with positive beef messages during the next five years. In addition, 35 state beef councils have ordered more than 420,000 copies of "Beef It Up, Great Recipes Just for Kids", a recipe booklet with nutrition information, party ideas and four kid-friendly recipes for tweens. A new Web site, cool-2B-real.com, is a fundamental part of the youth campaign - especially important because kids of this age spend up to three hours a day on the Internet.



## Nutrition

The checkoff-funded Council for Women's Nutrition Solutions (CWNS), now four years old, continues to spread positive messages about beef and its role in a healthful diet. Members of this all-women advisory board participated as presenters at the November 2002 "Everyday Solutions Retreat" that brought together top dietitians in broadcast and print media for four days of education about beef. Since its inception in 1999, CWNS has produced more than 117 million media impressions via broadcast and print media interviews, as well as participation in the seminar program and delivery of other presentations at the state level.

In October 2002, the beef checkoff hosted two educational sessions for dietitians at the ADA's annual Food and Nutrition Conference and Exhibition, where it reached several thousand health professionals via a beef booth. Participants received a packet of education materials and enjoyed a sample of lean ground beef.

## Public Opinion & Issues Management

Checkoff dollars fund issues management and communication efforts aimed at protecting the marketing climate for beef. After a summer marked by beef recalls, the checkoff helped fund the E. coli Summit in January 2003. Public Opinion and Issues Management staff supported the effort with planning assistance, material preparation, on-site work with experts and the media and executive summary and meeting report preparation. These efforts touched nearly 15.5 million people through print and broadcast news and information about the beef industry's coordinated effort to work toward eliminating E. coli O157:H7 in beef.

The Public Opinion and Issues Management staff continues to devote efforts to Foot and Mouth Disease (FMD) emergency response planning and played a critical lead role in coordinating



**"The checkoff educates consumers about beef safety."**

communication of complete and accurate information in the U.S. when an isolated case of bovine spongiform encephalopathy surfaced in Canada in May 2003.

## National Beef Cook-Off®

Media efforts to generate entries for the 2003 National Beef Cook-Off in Fort Worth, Texas in September 2003 ran at record pace. Coverage for the biennial program included 1,100 media placements with 186.3 million media impressions, surpassing 2001 placements by 119 percent and 2001 impressions by 3.5 percent. Nearly 100 percent of the media coverage mentioned priority Cook-Off messages, including mention of the 25th anniversary, contest entry information, prizes, the Beef Cook-Off Web site and convenient products.



An average of 7,000 unique Web visitors per month go to [beefcookoff.org](http://beefcookoff.org). That number surpasses those of the top five food Web sites as ranked by *Supermarket News* (measured by Nielson/Net ratings), surpassing the former top food Web site, Kraft.com by 2,800 unique visitors per month.

## National Beef Ambassador Program

The checkoff funded National Beef Ambassador Program trains youth throughout the United States to be spokespersons for the beef industry. Youth ambassadors attend women's expos, health and wellness fairs, farm shows and producer conventions, where they promote new products,

educate consumers regarding beef's nutrition and talk to producers about checkoff programs. Ambassadors have educated consumers from the New York State Fair to the Southern Women's show in Florida to the World Ag Expo in California. Messages they continue to carry focus beef as nutritious, convenient and enjoyable.

## Foodservice

The Beef Checkoff Program partnered with Arby's to introduce a new "Homestyle Pot Roast Sandwich" at more than 3,200 Arby's restaurants nationwide in 2003. Media, television, radio and in-store advertisements featuring the checkoff logo showcased the new sandwich, which contains 5.5 ounces of pot roast from the chuck and sold millions of pounds of beef during the promotion. Meanwhile, the checkoff-sponsored "BEEFflexible" series of foodservice trade ads — designed to get more beef on menus — featured the shoulder tender, Flat Iron, Ranch Cut and shoulder clod steaks.

Publicity initiatives in foodservice are anchored by annual participation in the International Foodservice Editorial Council, which meets with managing editors to pitch "beef" stories for the approaching calendar year. Resulting feature articles and product announcements carry important third-party testimonials to the power of beef on the menu.

## Food Safety & Product Enhancement

Checkoff dollars fund product enhancement and beef safety research programs to address safety and quality issues. Beef safety program priorities focus on increasing knowledge of pathogens and intervention technologies to reduce the risk of foodborne illnesses due to beef products. It also focuses on non-intact product safety and evaluation of potential mechanisms for interventions in the

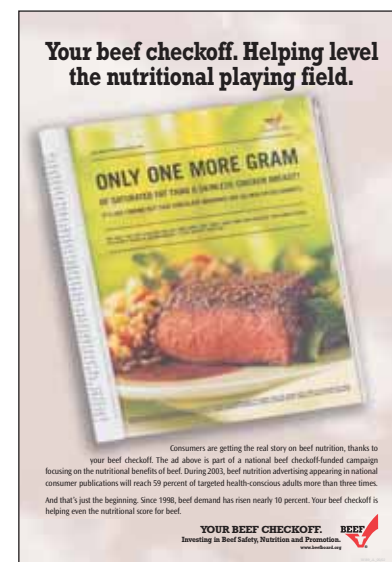
production chain, as well as researching issues associated with bovine spongiform encephalopathy and transmissible spongiform encephalopathy.

The checkoff program's product enhancement efforts focus on identifying and validating genomic traits that affect the quality of beef. Results of the four-year-old Carcass Merit study are being released in summer 2003. In addition, product enhancement funding continues to address instrumentation to predict tenderness, investigation into premature browning in ground beef and other beef products, as well as packaging and flavor issues.

## Producer Communications

Nine out of 10 beef producers said it is important for them to know how their beef checkoff dollars are being invested and what the results of those investments are. During the current year, information about checkoff programs will be disseminated to producers through more than 100 print news releases, 150

audio news releases and seven video news releases. Brochures, posters, displays and other materials carrying checkoff information are made available to producers at industry meetings, tradeshow and fairs, and in livestock sale barns. In addition, checkoff information is provided in national beef and dairy publications with a combined circulation of nearly 800,000.



# State

## Alabama

During the summer, beef was “King of the Grill” and “King of Protein” to a television audience of more than 700,000. To kickoff



the summer grilling season, Alabama beef industry staff traveled to four major cities and covered eight media outlets that aired beef recipe shows 26 times. Delicious beef grilling recipes, grilling tips, food safety and nutritional information was shared with the television audience through live and taped media coverage. Twenty-three meat managers representing nearly 200 supermarkets attended the Beef Value Cuts Workshop titled “New Cuts For the New Consumer,” at the Auburn University Meats Laboratory. This program taught meat managers how to cut and merchandise new beef cuts from the chuck and the round to stimulate sales.

## Alaska

Thanks to checkoff funded programs, beef’s nutrition message connected with the thousands of women in Alaska who shop at Wal-Mart. Messages about the nutritional benefits of beef are being distributed through a Speaking of Women’s Health brochure called “Better Nutrition For Life,” which includes health and nutrition tips, as well as a beef recipe. After development of the messages through the Beef Checkoff Program, Wal-Mart printed 820,000 brochures for placement in special kiosks in 2,800 stores nationwide.

## Arizona

The Arizona Beef Council (ABC) expanded education efforts by taking students and educators to operating ranches for educational tours - spurring an enthusiastic response both from Arizona’s ranchers and tour participants. The ABC also hosted a Military

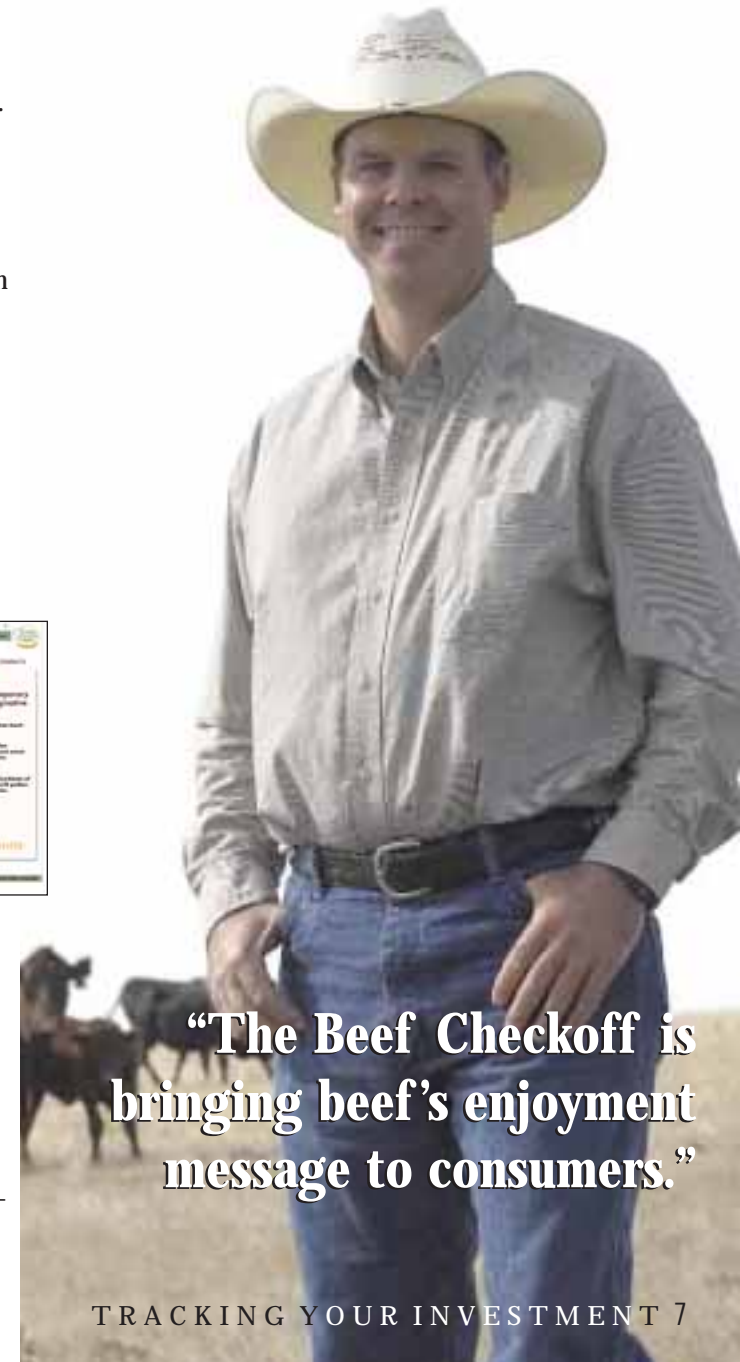
Family Barbecue featuring Arizona beef at Ft. Huachuca, from which 1,300 soldiers had been deployed to the Middle East. As a result of the families’ response and Army’s enthusiasm for the project, the state beef council plans to offer similar events at other Arizona military bases. The program is viewed as an excellent way to support the military, while demonstrating the strong ties that ranchers, their families, and the beef industry have to America.

## Arkansas

Arkansas is using checkoff dollars to spread the good word about beef. The Arkansas Beef Council created a new portable tabletop display through which it related positive beef messages to more than 40,000 consumers. More than half the state’s counties received a display, primarily for use at county fairs. The display kits have seen further use by local industry leaders at a number of other activities. The displays carry a patriotic theme and include a four-foot-by-five-foot beef background, patriotic decorations and a supply of beef handout material.

## California

Foodservice operators looking for ways to add global flavor to their menus in 2003 need look no farther than their computers. A joint creation of the California Beef Council and the Culinary Institute of America’s Greystone campus brought flavors from throughout the world to one convenient Web site. Beef’s Global Bistro, [www.prochef.com/distance-learning-beef-intro.htm](http://www.prochef.com/distance-learning-beef-intro.htm), features original Culinary Institute recipes and streaming video of chef instructor Bill Briwa preparing each dish step-by-step. With recipes like Vietnamese Beef Carpaccio, Goulash with Sour Cream and Chives, and Coconut-Braised Short Ribs with Toasted Spices, there is something to fit every menu.



**“The Beef Checkoff is bringing beef’s enjoyment message to consumers.”**

## Colorado

The Denver divisions of U.S. Foodservice and Nobel-Sysco experienced strong growth in beef sales last winter - 20 percent and 12.5 percent, respectively - through sales incentive promotions managed by the Colorado Beef Council (CBC).

Through other Colorado beef checkoff efforts, Nobel-Sysco Foodservice, Shamrock Foods, and U.S. Foodservice introduced the beef shoulder tender to their customers. The CBC reached adults and kids alike at the National Western Stock Show. The beef checkoff's Mark of Quality was the theme in the consumer booth, where volunteers handed out beef recipes and displayed Mark of Quality products available in grocery stores. Children at the beef council's educational exhibit were delighted by T-Bone the Talking Steer and received "Ag in the Classroom" readers, bookmarks, stickers and the "BEEFMAN" activity booklet.



## Connecticut

A remarkable 82 percent of consumers recognize the checkoff-funded "Beef. It's What's for Dinner"® advertising slogan, according to consumer research. During the last year, television advertising in Connecticut and throughout the country sought to build awareness of new heat-and-serve products, communicate the nutritional value of beef, and spur additional beef sales by featuring the wonderful taste, sizzle and experience of grilling beef. Studies show that consumer perceptions about the importance of beef in a balanced diet improved 14 points between October 1999 and June 2002, as the checkoff program shared educational information.

## Delaware

Checkoff-funded research applied in Delaware and throughout the nation measured consumer flavor preferences for beef and assessed the extent to which consumers enjoy cooking. It further measured their use of recipes, desired degree of doneness for different types of beef, and overall food sophistication. The Beef Checkoff Program's Culinary Center and new product development team are using this research to work with food manufacturers toward development of new and better convenient beef products.

## Florida

Promotion of Beef Value Cuts is a central focus for the Florida Beef Council foodservice program. Checkoff dollars fund seminars for beef purveyors, foodservice distributors, restaurant chefs, culinary students, executives and chefs from theme parks and cruise ship lines. Exposure to the Flat Iron steak, Ranch Cut and teres major has led to inclusion of more beef items on menus at Walt Disney World, Universal Studios-Orlando, Royal Caribbean Cruise Lines and other independent and chain restaurants in Florida.

## Georgia

The Georgia Beef Board (GBB) partnered with Old El Paso and Lloyd's to serve more than 5,500 samples of beef products at the NAPA 500 NASCAR race in Atlanta. Staff representatives from the GBB and Old El Paso served Old El Paso taco sauce with seasoned ground beef product to hungry race fans. In addition, the



GBB expanded its Beef Team project to include a new team in the Athens Kroger store. This group of students from the University of Georgia helps consumers by answering questions about beef and suggesting beef recipes. The Beef Team covering Publix stores continues to be successful.

## Hawaii

The Beef Checkoff Program's influence stems from all corners of the U.S. and reaches all corners of the globe. Virtually all of the leading publications of the restaurant and foodservice industry have run articles about new beef menu ideas introduced by the checkoff program, as well as new cuts and recipes. Between April and June 2002, about 1.5 million impressions were made in Hawaii and throughout the country with this specialized market. Publications that ran articles included *School Foodservice & Nutrition*, *Restaurant Hospitality* and *Restaurant Business*.

## Idaho

The Idaho Beef Council launched the state's first Beef Month in 2002, kicking off the celebration with a grilled steak lunch and proclamation signing with the governor at the state capitol. Participation by statehouse staff and beef producers drew television, radio and print coverage to the event. A radio ad campaign promoted Beef Month with a tie-in to the checkoff's summer grilling campaign. Many retailers had displays in place in coordination with the campaign. Foodservice packets promoting Beef Value Cuts for Beef Month were sent to select restaurants and chefs throughout the state. Based on that success, the state planned for a bigger and better Beef Month in place in 2003.



## Illinois

The Illinois Beef Association (IBA) held a checkoff-funded Beef Value Cuts promotion and cutting seminar at the Illinois Association of Meat Processors annual meeting. In addition, the state sponsored the “Beef Innovation” contest and “Best of Beef Awards” with that same group. To help bolster consumer demand for Beef Value Cuts, IBA board members sampled 100 pounds of Flat Iron steak to participants at the Illinois Beef Expo to acquaint producers’ taste buds with this checkoff-funded diamond in the rough.

## Indiana

The checkoff-funded R&D Ranch® Team’s efforts are making headlines and driving new beef product innovation throughout the industry. New beef products are hitting the market at an impressive rate - about 400 new beef products launched in 2002 versus just 70 in 1997. All told, more than 1,600 new beef products have come to market in Indiana and elsewhere throughout the nation since the checkoff began work in this arena five years ago.

## Iowa

Beef producer volunteers helped the Iowa Beef Industry Council (IBIC) serve more than 55,000 samples of convenient heat-n-serve beef products at the Iowa State Fair. A display featured more than 40 fully cooked beef products available in Iowa grocery stores. Iowa producers also participated in a trade mission to promote Iowa beef in China, where they assisted with educational seminars for chefs and sales contacts with beef processors. The IBIC partnered with Casey’s convenience stores to feature beef taco pizza at 1,300 outlets in a nine-state area. What’s more, the IBIC teamed with the Iowa Egg Council to promote May as both Iowa Beef Month and Iowa Egg Month with 54 billboards on the theme: “Steak & Eggs - Breakfast, Lunch and Dinner.”



## Kansas

The Kansas Beef Council (KBC) partnered with Mr. Goodcents Subs & Pasta to promote the 160-store chain’s new beef menu item, BBQ Beef Sub Sandwich. As a result of the partnership, Mr. Goodcents will feature the BBQ Beef Sub again. During Super Bowl weekend, KBC also partnered with Costco’s Kansas stores to sample one of the Beef Value Cuts highlighted in the checkoff-funded muscle profiling study. The shoulder tender, or teres major muscle, is one of the value cuts Costco is considering offering permanently. The KBC reached more than 300 child-care providers at the Kansas State Department of Education’s annual fall workshop, where KBC’s registered dietitian was a featured breakout session speaker, sharing information about the convenience and versatility of beef.

## Kentucky

The Kentucky Beef Council and General Electric created an all-beef cooking show called “Beef Made Easy” on Louisville’s WB Television station. The 13-week series featured Kentucky chefs preparing their favorite beef dishes with G.E.’s Advantium® Oven technology. While cooking at the speed of light, viewers learned how to make quick and convenient beef recipes. They also learned about beef nutrition, food safety and were given producer insights. The show has been so successful that it was continued for an additional 13 weeks, with expanded coverage into Lexington.

## Louisiana

Beef producers in Louisiana participate in the checkoff’s Beef Quality Assurance program. The mission of the BQA program is to maximize consumer confidence and acceptance of beef by focusing producers’ attention on daily production practices that influence the safety, wholesomeness



**“The checkoff has helped develop new beef products that meet consumers’ changing needs.”**

and quality of beef and beef products. Checkoff dollars in Louisiana also fund several informative trade show booth displays targeted to consumers. And the Louisiana Beef Industry Council (LBIC) distributes beef foodservice recipes at the Louisiana Restaurant Show to ensure that restaurants in the state keep beef on their menus. The LBIC also hosted beef cutting demonstrations to encourage innovative use of the chuck and round at retail.

## Maine

Maine's Beef Industry Council and Dairy Promotion Board again joined forces to leverage limited promotional dollars to a more extensive share of the consumer market. Shoppers at the Maine Mall in Portland - Maine's largest mall - couldn't miss seeing the colorful, creative grilling exhibit in the middle of the mall aisle. They paused, then strolled in to pick up new cheeseburger recipes and a meat thermometer to help them practice safe cooking for their families. Grilling-theme prizes helped account for a busy event.

## Maryland

Providing teachers with checkoff-funded classroom materials has proven an efficient way for the Beef Checkoff Program to get nutritional messages about beef to youth in Maryland and throughout the United States. A new "Celebrate America" kit teaches kids about foods from different regions and cultures. About 15,000 kits distributed throughout Maryland and the United States are showcasing the global popularity of beef and its important role in a healthful diet.



## Massachusetts

Partnerships offer yet another way for the Beef Checkoff Program to leverage its limited funds. A checkoff-funded partnership with Dunkin' Donuts

resulted in the launch of the new Steak, Egg and Cheese breakfast sandwich in the New England market, while a partnership with Quizno's helped launch a Bistro Beef sub at 1,750 restaurants nationwide.

## Michigan

Michigan consumers were introduced to the new shoulder tender steaks, a Beef Value Cut derived via the checkoff-funded muscle profiling study. The Michigan Beef Industry Council (MBIC) reached hundreds of consumers with 12 sampling demonstrations at four Detroit Costco stores. In addition, the MBIC partnered with Quizno's to promote the Bistro Beef sandwich, with checkoff dollars securing about 150 additional mentions of the sandwich in the Detroit radio market. Meanwhile, the Michigan Veal Committee partnered with the state Department of Agriculture to feature veal at the Michigan Restaurant Show. More than 1,000 chefs and culinary students learned more about veal menuing and profitability.

## Minnesota

The Minnesota Beef Council (MBC) leads the charge as America moves forward with food irradiation. Since 2000, when irradiated ground beef was first introduced at 84 supermarkets in the Twin Cities, distribution has grown to include nearly 7,000 supermarkets and 3,000 restaurants nationwide, in addition to nationwide distribution by Schwan's and Omaha Steaks. Through a grant from SureBeam Corp., the MBC has conducted irradiation educational activities or workshops in 24 states to introduce "The Minnesota Model" of workshops, product sampling and partnerships with public agencies, manufacturers, retailers and restaurateurs. In other activity, the MBC introduced Beef Value Cuts to the Minnesota Meat Processors Association and to thousands of restaurateurs and foodservice representatives at the Upper Midwest Hospitality show.

## Mississippi

Working with local cattlemen's associations and hospitals, the Mississippi Beef Council sponsors blood drives in several cities. Producers are on hand to grill beef dinners for everyone who donates blood during the drive. Beef recipes and nutrition information is available for donors and health professionals involved in the day's activities. Under the theme "Beef Up The Blood Supply," cattlemen help consumers make the connection between beef and good health. The event logo is used in print promotions, and at one drive, T-shirts were even printed for donors. The events receive extensive media coverage because of the unique partnership.

## Missouri

The Missouri Beef Industry Council (MBIC) hosted food safety seminars that led to important partnerships with public health agencies and retailers. Marketing support for new products and new merchandising strategies improve the profile for beef at large and small supermarkets across the state. The MBIC continues to get a strong return on media-relations efforts, including interaction with food editors and regular appearances on television in most major market areas. The MBIC helped launch the "Fit for a Princess" program at the Shades of Green conference for Girl Scouts. The MBIC continues its involvement with Show-Me State Games, Missouri Nutrition Network, Missouri Food Safety Task Force and the Governor's Council on Physical Fitness and Health.

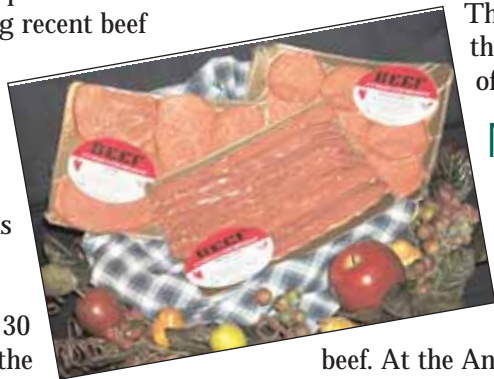


## Montana

The Montana Beef Council conducts numerous promotions to help raise awareness of the Beef Checkoff Program's Mark of Quality. The promotion efforts kicked off the year in the form of a newsletter distributed to more than 2,500 producers in the state, followed by samplings at eight producer and consumer tradeshow throughout the state that reached more than 4,000 people. As part of these promotions, various companies donated free products and coupons.

## Nebraska

Proper timing and partners helped Nebraska discover emerging markets during recent beef market promotions in Indonesia and Vietnam. The state Department of Agriculture, with support from the Nebraska Beef Council (NBC), launched "Beef from Nebraska" promotions featuring underutilized cuts of beef. Nationally recognized Chef Jay McCarthy trained more than 30 chefs from fine hotels in each of the countries. The NBC also sponsored the "Flat Iron Steak Chef Challenge" at the "Taste of the Nation 2003" in Omaha. Six chefs received a mystery basket of ingredients and an 8-ounce Flat Iron steak and had one hour to prepare, plate and present their entrée to celebrity judges. All six chefs, and others at the event, later inquired about the Flat Iron and shoulder tender steaks.



## Nevada

The Nevada Beef Council fed more than 2,700 people beef brisket, tri-tip or hamburgers with their donations to Ronald McDonald Charity or Mason Valley Boys and Girls Club at the annual Cowboy Poetry Gathering in Carson City. Checkoff dollars also helped launch the "Beef. It's What's for

Breakfast" campaign. Three new beef breakfast products include Beef Ham, Beef Bacon, and Beef Sausage, all of which were served at the American Farm Bureau Convention, and the Cattle Industry Summer Conference. As a result, more than 4,500 farmers and ranchers tasted the new products.

## New Hampshire

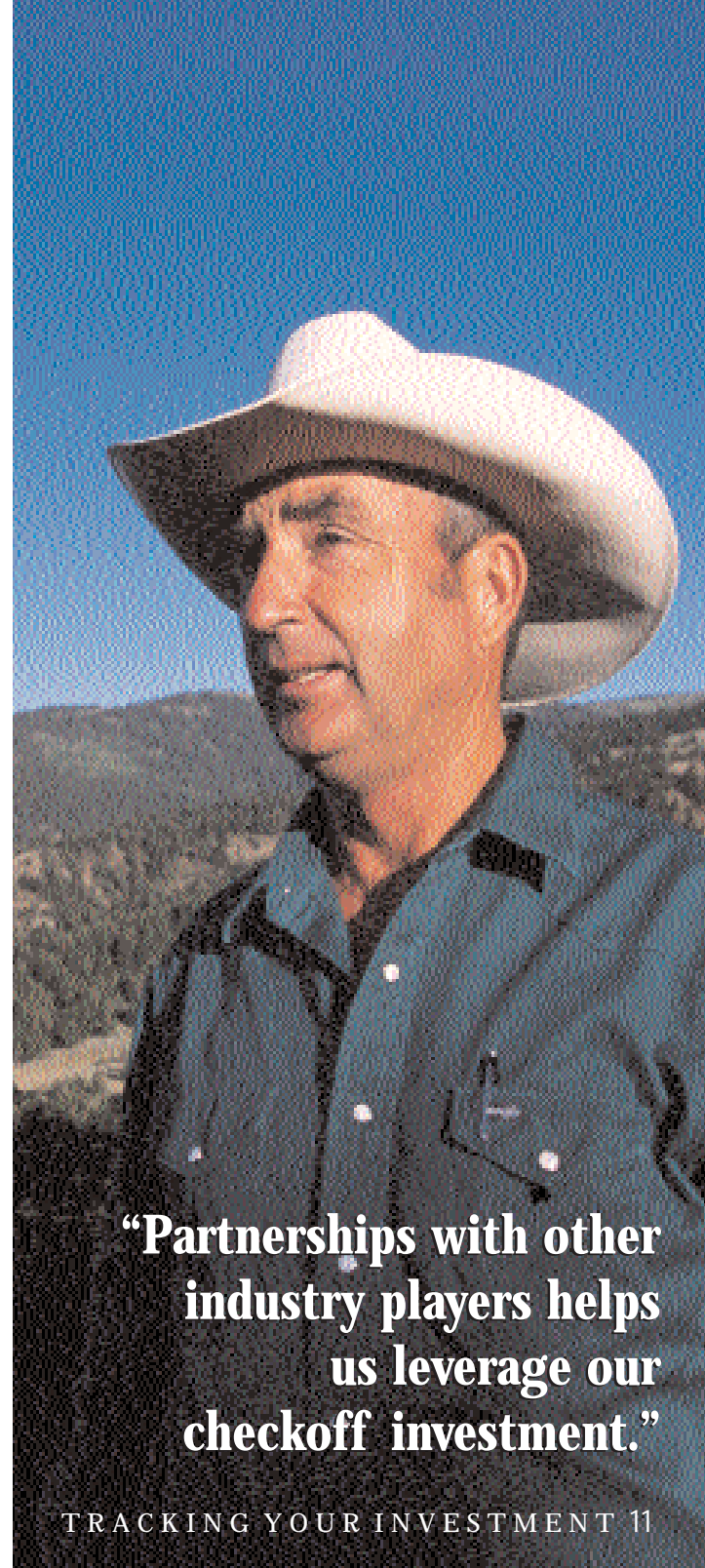
Through the Beef Checkoff Program, external nutrition professionals, including members of the Council for Women's Nutrition Solutions (CWNS) and the American Academy of Family Physicians (AAFP), developed and reviewed a new fitness-themed beef tear pad for distribution throughout New Hampshire and the United States. The AAFP approved the content of the tear pad, which also bears its seal of favorable review.

## New Jersey

Health professionals in New Jersey are provided each year with checkoff-funded materials and programs that assist in educating them about the nutrient value of beef. At the Annual New Jersey Dietetic Association meeting, packets of pertinent information and resources are provided to members attending the annual meeting. The New Jersey Beef Council will begin to provide the large Girl Scout membership - 25,000 scouts in the 11 councils - with the checkoff program's "Fit For A Princess" promotional and educational merit badge program.

## New Mexico

Four beef segments were taped as part of a nationally syndicated lifestyle television show produced in New Mexico. The segments show how to cook easy beef dishes using pre-cooked beef products and how beef dishes can be part of a healthy diet. The segments will be airing in New Mexico and across the country throughout the year.



**"Partnerships with other industry players helps us leverage our checkoff investment."**

Free beef recipes and cooking information will be offered by the show. In other beef council activity, a beef roast advertisement placed in the *Albuquerque Journal* was just in time for readers to learn how to purchase and prepare their holiday beef roasts to perfection. A roasting timetable provided information about cooking methods and proper temperatures for various roasts. Readers could call the New Mexico Beef Council office for other holiday beef recipes.

## New York

A bite of warm veal stew, a sip of New York wine - that's what the "Pride of New York Harvest Fest" is all about. Checkoff dollars brought veal to consumers in the Empire State's Capitol District. The New York Beef Industry Council (NYBIC) served samples for two days and sponsored the "Versatile Veal and Wonderful Wines" seminar. Attendees watched as NYBIC staff prepared Savory Veal Stew, Weiner Schnitzel and Vitello Focaccia, winner of the 2002 Build a Better Burger contest. Participants sampled recipes while the NYBIC discussed veal purchasing, nutrition, and food safety. Versatility was the theme of the presentation; parmesan, marsala and piccata are the thoughts triggered when most consumers hear the word veal, but the NYBIC showcased different trends using veal by adding a unique twist to standard recipes.

## North Carolina

The North Carolina Cattlemen's Beef Council (NCCBC) keeps chefs informed about new beef products. Toward this end, the NCCBC sponsored the 2003 American Culinary Federation Southeast Region Conference. And with the help of other state beef councils, the Cattlemen's Beef Board and Southern Foods, the NCCBC conducted an educational seminar to train chefs to work with the new Beef



Value Cuts. The seminars included taste testing of samples prepared by Chef Laurence Willard, corporate chef with Southern Foods. Eight chefs received firsthand knowledge of the new cuts, along with an informational packet detailing all of the Beef Value Cuts and various menu ideas. Value Cuts also were served to more than 500 chefs during the opening reception for the conference.

## North Dakota

The North Dakota Beef Commission (NDBC) took advantage of experts on the Council for Women's Nutrition Solutions (CWNS) to reach area women with beef information. CWNS member and registered dietitian Dayle Hayes educated and entertained more than 1,000 women attending the "Women's Health, Women's Lives" health conference. More than 100 registered dietitians attending the state dietetics convention also were intrigued by Dr. Roseann Lyle, a Purdue University professor and CWNS member, who discussed how women need energy from beef to keep up today's fast pace. More than 4,000 women have the opportunity to taste several new beef products and learn how to prepare great beef meals during the annual Women's Showcase in Fargo. As a major sponsor, the NDBC presents beef cooking demos and provides new and exciting beef recipes.

## Ohio

The Ohio Beef Council partnered with Costco to sample one of the Beef Value Cuts. In two months' time, demonstrations were given in two Cincinnati-area locations that allowed consumers to learn more about shoulder tender steaks. The demos proved successful, as the Springdale store moved 428 pounds of shoulder tender and sold out of product during the first demo. Other Midwest stores saw success as well, with normal sales tripling during the demos. The shoulder tender is one of the Value Cuts Costco is considering offering full-time in its meat case; the cut is known for its versatile cooking preparation, nutritional value, flavor and tenderness consistency.

## Oklahoma

Oklahoma assisted several highly populated states with beef promotions that targeted hundreds of thousands of consumers. The Oklahoma Beef Council (OBC) partnered with the New York Beef Industry Council to fund a promotion that launched the new Country-Style Rib during "A Taste of Buffalo," a food festival that attracts nearly 500,000 people annually.

OBC also partnered with Florida Cattlewomen to conduct product samplings at the Southern Women's Shows in Orlando and Jacksonville, which



draw about 28,000 women. During the state's Beef Month in May, the OBC held its first blood drive with the Oklahoma Blood Institute and Bar-S Foods. Donors received free iron level checks with their donations, as well as brochures showing that beef is one of nature's best sources of dietary iron.

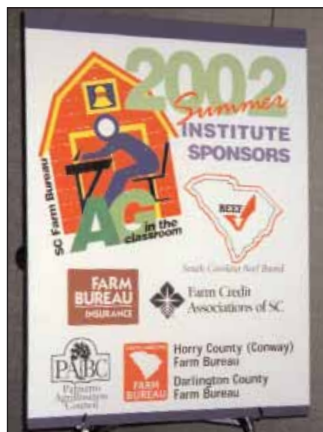
## Oregon

Oregon Beef Council (OBC) again sponsored Oregon State University football on the Beaver Sports Radio Network. OBC coordinated the annual OSU Beef Bowl with the OSU Animal Sciences Department and Young Cattlemen's Club and distributed 3,500 free barbecued beef sandwiches before a football game. "Beef. It's What's For Dinner.®" radio ads ran in the Portland area in support of a beef partnership with Taco Bell and two Oregon winning recipes from the National Beef Cook-off in September. The OBC also reached more than 450 grocery stores in Oregon through its retail newsletter and distribution of holiday recipe brochures. Introduction of the new Flat Iron steak at Danielson's groceries in Portland included a

consumer survey, in-store demos, recipe cards and installation of the checkoff's Beef Made Easy meat case program.

## Pennsylvania

The Pennsylvania Beef Council (PBC) is partnering with the Philadelphia Charge, a professional women's soccer team, to promote beef to young girls and their parents. In every Match Day program during summer 2003, a page highlights beef with a recipe from the new "Beef It Up" brochure, discusses the importance of beef in an athlete's diet, and provides a link to [www.cool-2b-real.com](http://www.cool-2b-real.com). Charge fans also may submit their own beef recipes for a chance to win a trip for four to the Philadelphia Charge vs. Washington Freedom game featuring soccer star Mia Hamm. Further, the PBC will participate in on-site promotions during Philadelphia Charge home games.



Carolina Junior Beef Round-up, South Carolina Ag in the Classroom, the South Carolina State Fair and numerous other local events. As partners with the South Carolina American Diabetes Association, the SCBB keeps beef in front of many diabetics including lean cuts that can be part of a healthy diet for diabetics. By serving burgers at the end of their fundraising walks, the SCBB has also been able to get some vegetarians to take another look at the new, lean cuts of beef. The SCBB and the South Carolina Dietetic Association also have a strong partnership.

## South Dakota

Reaching consumers and producers with information about nutrition, food safety and cooking beef is the goal of the South Dakota Beef Industry Council (SDBIC). During the 2002-03 fiscal year, SDBIC representatives are manning booths, giving demonstrations and promoting products at nearly 200 events. This includes new-product sampling and promotions at the South Dakota State Fair, Black Hills Stock Show, Sioux Empire Farm Show and numerous other fairs and meetings. In addition, the Council works with retailers throughout the state to promote heat-and-serve products through in-store demos with radio remotes. In an effort to raise awareness about the beef industry and agriculture, the SDBIC provides teachers of third through fifth grades with classroom presentations and materials.

## Tennessee

The Tennessee Beef Industry Council (TBIC) is distributing "Fit for a Princess" to Girl Scouts ages 8-11 in the state; this program will reach 20,000 Girl Scouts and their mothers in Tennessee. Using Princess ZIP - zinc, iron and protein - as the lead character, the program is designed to give girls an opportunity to have fun and learn how beef fits into a healthy diet. The TBIC also sponsored an irradiation seminar for retail, foodservice, healthcare, university

## Rhode Island

Producers in Rhode Island and throughout the United States have made food safety a priority. Checkoff dollars have been invested in cattle cleaning research to reduce the level of bacteria that enters the processing facility. A recent study tested the AgWash solution and its effectiveness on cleaning cattle hides. The solution significantly reduced bacteria levels and shows promise. Further studies will be initiated on live cattle. Pre-harvest cattle washing also was tested, using a variety of chemicals and wash cycles to determine the effectiveness of each process in reducing hide contamination.

## South Carolina

The South Carolina Beef Board (SCBB) supports youth organizations and events, including South Carolina Future Farmers of America, 4-H, South



**“The checkoff program has helped develop intervention strategies that increase food safety.”**

and agriculture professionals to provide valuable information about the latest beef trends and technology. The seminar featured speakers from the Tennessee Department of Health, the University of Tennessee, and the Minnesota Beef Council.

## Texas

The Texas Beef Council (TBC) hit the television airwaves to reach consumers with quick and easy beef meal ideas. TBC conducted two food segment campaigns, one featuring holiday roasts and appetizers and the other highlighting easy slow-cooker recipes. In total, TBC's spokesperson appeared in 34 television interviews, covered more than three hours of airtime and appeared in markets such as Dallas, Houston, San Antonio and Austin. The campaign had a publicity value of \$167,000 and significantly increased traffic to TBC's consumer recipe Web site, [txbeef.org](http://txbeef.org).



## Utah

The Utah Beef Council (UBC) is working with the Utah Department of Agriculture to conduct a campaign highlighting the cattle industry. It involves billboards, busboards and radio announcements. The UBC also partnered with a local meat shop to celebrate the store's 20th anniversary. Customers picked up beef recipes and competed for prizes. Grills were set up and customers were offered samples of marinated tri-tip. More than 3,000 pounds of tri-tip roasts were sold in less than six hours.

## Vermont

Vermont's dairy, veal and beef producers value advertising and continue to promote beef through rail-strip ads placed in the state's largest daily newspaper, the *Burlington Free Press*. The four-color ads extend the "Beef. It's What's For Dinner"® tagline and encourage nearly 250,000 readers to

visit the beef and veal Web sites for recipes, product information and cookery instruction. Vermont producers placed full-page color beef and veal ads in *Vermont Magazine* that captured the creativity of some of Vermont's most talented chefs, and an abutting column included the recipe and a profile of the chef at work.



## Virginia

The Virginia Beef Industry Council teamed with Ukrop's Supermarkets in the greater Richmond area to test the positioning of nine Beef Value Cuts. Ukrop's added a defined lean-cuts section to its fresh meat cases at all 27 Ukrop's stores as part of the six-month test. Marketing tactics included point-of-sale materials, product demonstrations, meat manager incentives and radio spots. Virginia's Beef Producers are also becoming certified through Beef Quality Assurance Certification courses. As of April 2003, more than 1,000 producers were Beef Quality Assured via a four-hour course showing the importance of Beef Quality Assurance in consumer perception and demonstrating effective and efficient management practices.

## Washington

In a joint effort with the Cattlemen's Beef Board and several state beef councils, the Washington State Beef Commission (WSBC) helped coordinate a widely successful Flat Iron steak promotional campaign with Ram International restaurant group. The month-long Flat Out Flat Iron Days promotion included introduction of three Flat Iron menu items. Ram International Executive Chef James Cassidy created the new menu items after the WSBC sponsored his attendance at the Beef Value Cuts Seminar at Greystone. A server incentive program combined with an extensive radio campaign propelled in-state sales to nearly 4,000 Flat Iron units in Washington alone and 14,000 chainwide and led to the addition of more Flat Iron items to the Ram's permanent menu.

## West Virginia

Checkoff-funded research efforts are helping producers in West Virginia and nationwide move more beef to consumers. Product enhancement research focuses on improving cuts from the chuck and the round that previous checkoff-funded muscle profiling research determined to be slightly or moderately tender. Cuts were treated with vacuum tumbling, blade tenderization, marination or injection, and results were documented and studied. This information will be used to add value to lower-end beef cuts.

## Wisconsin

The Wisconsin Beef Council (WBC) and Schwan's home delivery service teamed for a two-week statewide beef promotion, with the WBC providing sales incentives for 300 Wisconsin Schwan's route managers to increase sales of four of Schwan's fully cooked beef items. The four products included fully cooked beef pot roast with gravy, diced beef tips and gravy, burgundy peppercorn beef sirloin roast and chopped BBQ beef with sauce. Sales of these items jumped 30 percent over the previous year's two-week period. The 300 drivers also sported WBC hats during the promotion. The WBC will partner with Schwan's again to promote 12 beef products, and beef will be the feature food item on the front cover of the Schwan's catalog.

## Wyoming

Sales of the fully cooked pot roast increased an unprecedented 306 percent during a checkoff-funded partnership promotion between the Wyoming Beef Council (WBC) and Wyoming Schwan's divisions. Wyoming checkoff dollars provided incentives for Schwan's route managers and consumer recipe brochures, which were included with each roast. Efforts to promote the roast were part of a beef industry initiative to encourage the sale of products made from the undervalued chuck and round. Each year, the WBC also works with retailers to put beef top-of-mind during the holiday season.

# Combined Statement of Beef Checkoff Activities

for the Fiscal Years Ended During 2002, 2001, 2000 and 1999 <sup>(Note 1)</sup>

	2002	2001	2000	1999
<b>Revenues:</b>				
Assessments	\$82,725,000	\$85,444,000	\$88,042,000	\$83,542,000
Interest	1,271,000	3,024,000	2,872,000	2,739,000
Other <sup>(Note 2)</sup>	214,000	334,000	375,000	501,000
<b>Total Revenues</b>	<b>84,210,000</b>	<b>88,802,000</b>	<b>91,289,000</b>	<b>86,782,000</b>
<b>Expenses:</b>				
Program				
Promotion	41,011,000	43,876,000	44,676,000	39,854,000
Research	6,878,000	7,098,000	6,392,000	5,985,000
Consumer Information	12,180,000	11,493,000	12,962,000	12,677,000
Industry Information	4,128,000	4,342,000	4,260,000	5,203,000
Foreign Marketing	9,352,000	8,287,000	7,968,000	6,988,000
Producer Communications	4,126,000	4,987,000	4,261,000	5,619,000
Evaluation	131,000	75,000	165,000	121,000
Program Development	776,000	664,000	914,000	1,161,000
<b>Total Program Expenses</b>	<b>78,582,000</b>	<b>80,822,000</b>	<b>81,598,000</b>	<b>77,608,000</b>
Department of Agriculture Oversight <sup>(Note 3)</sup>	397,000	170,000	195,000	173,000
Collections	1,585,000	1,429,000	1,393,000	1,508,000
Administration <sup>(Note 4)</sup>	5,330,000	5,796,000	5,900,000	5,648,000
<b>Total Expenses</b>	<b>85,894,000</b>	<b>88,217,000</b>	<b>89,086,000</b>	<b>84,937,000</b>
<b>Excess (shortage) of revenues over (under) expenses <sup>(Note 5)</sup></b>	<b>(\$1,684,000)</b>	<b>\$585,000</b>	<b>\$2,203,000</b>	<b>\$1,845,000</b>

## Note 1 - Financial Information Presented

The accompanying combined statement of activities for the beef checkoff has been prepared by combining the Beef Board's financial information with information provided by the qualified state beef councils and national, industry-governed organizations. The information included in this statement is based upon these organizations' various fiscal years ended March 31 through December 31, 2002, 2001, 2000 and 1999. This statement is presented to provide an overview of the activities funded by the beef checkoff. It is not intended to present the revenues and expenses of the beef checkoff in accordance with generally accepted accounting principals.

## Note 2 - Other revenues

Other revenues consist primarily of fees collected on late payments, sales of beef certificates, sales of materials and gains on sales of assets.

## Note 3 - Department of Agriculture Oversight

Department of Agriculture Oversight expenses increased in 2002 due to the Beef Board reimbursing costs incurred by the U.S. Department of Agriculture to validate referendum petitions.

## Note 4 - Administration Expense

The Act limits Beef Board expenditures for administration to 5% or less of projected revenues, but qualified state beef councils and national, industry-governed organizations are not subject to this limitation. The Beef board's administration expenses were below the 5% limitation during 2002, 2001, 2000 and 1999, as well as all previous years.

## Note 5 - Excess or Shortage of Revenues

Excess of revenues represents funds available and committed for expenditure in the following year. Shortage of revenues represents expenditure of funds received and committed in previous years.

**ALABAMA CATTLEMEN'S ASSOCIATION**

Dr. William (Billy) E. Powell, Exec. V.P.  
PO Box 2499  
Montgomery, AL 36102-2499  
334-265-1867; 334-834-5326 (F)  
bpowell@bamabeef.org

**ARIZONA BEEF COUNCIL**

John Scammon, Executive Director  
1401 N. 24th St., Suite 4  
Phoenix, AZ 85008-4618  
602-273-7163; 602-220-9833 (F)  
jscammon@arizonabeef.org

**ARKANSAS BEEF COUNCIL**

Travis Justice, Executive Director  
PO Box 31  
Little Rock, AR 72203  
501-228-1222; 501-228-1846 (F)  
travis.justice@arfb.com

**CALIFORNIA BEEF COUNCIL**

Bruce Berven, Executive Director  
5726 Sonoma Drive, Suite A  
Pleasanton, CA 94566  
925-484-2333; 925-484-2686 (F)  
calbeef@calbeef.org

**COLORADO BEEF COUNCIL**

Fred Lombardi, Executive Director  
789 Sherman Street, Suite 105  
Denver, CO 80203  
303-830-7892; 303-830-7896 (F)  
cobef@aol.com

**DELAWARE BEEF ADVISORY BOARD**

Melanie Rapp, Marketing Specialist  
2320 S. Dupont Hwy.  
Dover, DE 19901  
302-739-4811; 302-697-6287 (F)  
melanie@dada.state.de.us

**FLORIDA BEEF COUNCIL**

Jim Handley, CEO  
PO Box 421929  
Kissimmee, FL 32742-1929  
407-846-4557; 407-933-8209 (F)  
FBCFCALJMHANDLEY@aol.com

**GEORGIA BEEF BOARD**

Jim Collins, Executive Vice-President  
PO Box 24570  
Macon, GA 31212-4510  
478-474-1815; 478-474-5732 (F)  
jim@gabeef.org

**HAWAII BEEF INDUSTRY COUNCIL**

Annabel Gottlieb, Executive Director  
91-2002 Fort Weaver Road  
Ewa Beach, HI 96706-1901  
808-672-5042 (O&F)  
hicattle@hawaii.rr.com

**IDAHO BEEF COUNCIL**

Leah Clark, Executive Director  
242 S. Cole Road  
Boise, ID 83709-0934  
208-376-6004; 208-376-6002 (F)  
idbeef@aol.com

**ILLINOIS BEEF ASSOCIATION**

Maralee Johnson, Executive Vice President  
2060 West Iles Avenue, Suite B  
Springfield, IL 62704-4191  
217-787-4280; 217-793-3605 (F)  
maraleenj@aol.com

**INDIANA BEEF COUNCIL**

Phil Anderson, Executive Director  
8770 Gulon Rd., Suite A  
Indianapolis, IN 46268-3017  
317-872-2333; 317-872-2364 (F)  
philanderson@indianabeef.org

**IOWA BEEF INDUSTRY COUNCIL**

Joel Brinkmeyer, Executive Director  
P.O. Box 451  
Ames, IA 50010  
515-296-2305; 515-296-4873 (F)  
joel@iabeef.org

**KANSAS BEEF COUNCIL**

Joe Linot, Executive Director  
6031 S.W. 37th  
Topeka, KS 66614-5128  
785-273-5225; 785-273-3399 (F)  
joel@kansasbeef.org

**KENTUCKY BEEF COUNCIL**

Dave Maples, Executive Vice President  
176 Pasadena Drive  
Lexington, KY 40503-2900  
859-278-0899; 859-260-2060 (F)  
dmaples@kycattle.org

**LOUISIANA BEEF INDUSTRY COUNCIL**

Bob Felknor, Assistant to the Council  
4921 I-10 Frontage Rd  
Port Allen, LA 70767  
225-343-3491; 225-336-0002 (F)  
bfelknor@eatel.net

**MAINE BEEF INDUSTRY COUNCIL**

Judy Powell, Executive Secretary  
149 Clark Lane  
Whitefield, ME 04353-3223  
207-549-5972; 207-549-4602 (F)  
powell@midmaine.com

**MARYLAND BEEF INDUSTRY COUNCIL**

Dr. Scott Barao, Executive Director  
University of Maryland  
1129 Animal Science Center  
College Park, MD 20742-0001  
301-405-1394; 301-314-9051 (F)  
SB13@umail.umd.edu

**MICHIGAN BEEF INDUSTRY COMMISSION**

Kathleen Hawkins, Executive Director  
2145 University Park Drive, Suite 300  
Okemos, MI 48864-3982  
517-347-0911; 517-347-0919 (F)  
mibeef@aol.com

**MINNESOTA BEEF COUNCIL**

Ron Rustice, Executive Director  
2950 Metro Drive, Suite 102  
Minneapolis, MN 55425-1412  
952-854-6980; 952-854-6906 (F)  
ron@mnbeef.org

**MISSISSIPPI BEEF COUNCIL**

Sammy Blossom, Executive Director  
680 Monroe St., Suite A  
Jackson, MS 39202-3422  
601-354-8951; 601-355-7128 (F)  
missca@intop.net

**MISSOURI BEEF INDUSTRY COUNCIL**

Steve Taylor, Executive Director  
2306 Bluff Creek Road, Suite 200  
Columbia, MO 65201-3552  
573-817-0899; 573-817-0889 (F)  
stevenetaylor@cs.com

**MONTANA BEEF COUNCIL**

Charlene Schuster, Executive Director  
P.O. Box 5386  
Helena, MT 59604-5386  
406-442-5111; 406-449-5105 (F)  
beefcncl@mt.net

**NEBRASKA BEEF COUNCIL**

Sallie Atkins, Executive Director  
P.O. Box 2108  
Kearney, NE 68848-2108  
308-236-7551; 308-234-8701 (F)  
satkins@nebeef.org

**NEVADA BEEF COUNCIL**

Rachel Buzzetti, Executive Director  
P.O. Box 310  
Elko, NV 89803-0310  
775-738-5776; 775-738-5208 (F)  
nbc@elko.net

**NEW JERSEY BEEF INDUSTRY COUNCIL**

Robert Mickel, Executive Director  
P.O. Box 2900  
Flemington, New Jersey 08822-2900  
908-788-1339; 908-806-4735 (F)  
mickel@aesop.rutgers.edu

**NEW MEXICO BEEF COUNCIL**

Dina Reitzel, Executive Director  
1209 Mountain Road Place NE, Suite C  
Albuquerque, NM 87110-7836  
505-841-9407; 505-841-9409 (F)  
dinareitzel@nmbeef.com

**NEW YORK BEEF INDUSTRY COUNCIL**

Carol Gillis, Executive Director  
P.O. Box 250  
Westmoreland, NY 13490-0250  
315-339-6922; 315-339-6931 (F)  
cgillis@nybeef.org

**NORTH CAROLINA BEEF COUNCIL**

Bundy Plyler, Executive Director  
2228 N. Main St.  
Fuquay-Varina, NC 27526-8572  
919-552-9111; 919-552-9216 (F)  
bundy@nccattle.com

**NORTH DAKOTA BEEF COMMISSION**

Nancy Jo Bateman, Executive Director  
4023 State Street  
Bismarck, ND 58503-0620  
701-328-5120; 701-328-5119 (F)  
ndbeef@btinet.net

**OHIO BEEF COUNCIL**

Elizabeth Harsh, Executive Director  
10600 U.S. Route 42  
Marysville, OH 43040-9526  
614-873-6736; 614-873-6835 (F)  
eharsh@ohiobeef.org

**OKLAHOMA BEEF COUNCIL**

Michael Kelsey, Executive Director  
2312 Exchange Ave.  
Oklahoma City, OK 73108  
405-840-3777; 405-840-9848 (F)  
mkelsey@okbeef.org

**OREGON BEEF COUNCIL**

Dianne Byrne Johnston, Executive Director  
1200 Naito Parkway, Suite 290  
Portland, OR 97209  
503-274-2333; 503-274-5405 (F)  
dianne@orbeef.org

**PENNSYLVANIA BEEF COUNCIL**

Paul Slayton, Executive Director  
1500 Fulling Mill Road  
Middletown, PA 17057-3116  
717-939-7000; 717-939-3325 (F)  
pslayton@pabeef.org

**SOUTH CAROLINA BEEF BOARD**

Jim Pooser, Executive Director  
P.O. Box 11280  
Columbia, SC 29211-1280  
803-734-9806; 803-734-9808 (F)  
sbeef@scda.state.sc.us

**SOUTH DAKOTA BEEF INDUSTRY COUNCIL**

Pat Adrian, Executive Vice President  
106 W. Capitol  
Pierre, SD 57501-1037  
605-224-4722; 605-224-7426 (F)  
sdbic@aol.com

**TENNESSEE BEEF INDUSTRY COUNCIL**

Valerie Bass, Executive Director  
128 Holiday Court, Suite 113  
Franklin, TN 37064  
615-790-3947; 615-791-4822 (F)  
vmbass@beefup.org

**TEXAS BEEF COUNCIL**

Richard Wortham, Executive Vice President  
8708 Ranch Road 620 North  
Austin, TX 78726-3503  
512-335-2333; 512-335-0582 (F)  
rw@txbeef.org

**UTAH BEEF COUNCIL**

Brent Tanner, Executive Director  
150 S. 600 E, Suite 10B  
Salt Lake City, UT 84102-1961  
801-355-5748; 801-532-1669 (F)  
utahbeef@aol.com

**VERMONT BEEF INDUSTRY COUNCIL**

Dan Connor, Executive Director  
P.O. Box 2029  
Colchester, VT 05449-2029  
802-872-8385 (Phone & Fax)  
vtbic@aol.com

**VIRGINIA BEEF INDUSTRY COUNCIL**

Reggie Reynolds, Executive Director  
P.O. Box 9  
U.S. Rt. 220  
Daleville, VA 24083-0009  
540-992-1992; 540-992-4632 (F)  
rreynolds@vabeef.org

**WASHINGTON STATE BEEF COMMISSION**

Patti Brumbach, Executive Director  
14240 Inter Urban Ave. South, Suite 224  
Seattle, WA 98168-4660  
206-444-2902; 206-444-2910 (F)  
prbrumbach@wa.beeftips.com

**WEST VIRGINIA BEEF INDUSTRY COUNCIL**

James Bostic, Executive Director  
P.O. Box 668  
Buckhannon, WV 26201-0668  
304-472-4020; 304-472-4021 (F)  
wvbc@msys.net

**WISCONSIN BEEF COUNCIL**

John Freitag, Executive Director  
680 Grand Canyon Dr.  
Madison, WI 53719-1044  
608-833-7177; 608-833-4725 (F)  
jwf@beeftips.com

**WYOMING BEEF COUNCIL**

Ann Wittmann, Executive Director  
P.O. Box 1243  
Cheyenne, WY 82003  
307-777-7396; 307-632-3338 (F)  
wybc2@qwest.net



**Cattlemen's Beef Promotion  
and Research Board**  
Monte Reese, Chief Operating Officer  
P.O. Box 3316

Englewood, CO 80155-3316  
Office: (303) 220-9890  
Fax: (303) 220-9280

Web site: [www.beefboard.org](http://www.beefboard.org)

*By law the Beef Board must contract with national  
industry governed organizations for program  
implementation. Some of the primary contractors are:*



**National Cattlemen's  
Beef Association**

Terry Stokes,  
Chief Executive Officer  
9110 East Nichols Avenue  
Centennial, CO 80112-3450  
Office: (303) 694-0305  
Fax: (303) 694-2851  
Web site: [www.beef.org](http://www.beef.org)



**American National  
CattleWomen, Inc.**  
Marcie Hervey, Executive Director  
P.O. Box 3881

Englewood, CO 80155-3881  
Office: (303) 694-0313  
Fax: (303) 694-2390  
Web site: [www.ancw.org](http://www.ancw.org)



**U.S. Meat Export Federation**

Phil Seng, President &  
Chief Executive Officer  
1050 17th St., Suite 2200  
Denver, CO 80265-2073  
Office (303) 623-6328  
Fax: (303) 623-0297  
Web site: [www.usmef.org](http://www.usmef.org)



**Meat Importers Council of America**  
Jeffery G. Isenmann  
Chairman

1901 North Fort Myer Drive  
Arlington, VA 22209  
Office: (703) 522-1910  
Fax: (703) 524-6039  
Web site: [www.micausa.org](http://www.micausa.org)

