



2025 Faces of the **FEDERATION**

Before the Beef Checkoff became law, producer dollars for national promotional efforts flowed primarily from the state level. Today, states continue to ground the program. It's where the \$1 per-head Checkoff assessment is collected, and it's where the decision-making process begins for this grassroots, producer-driven program that markets beef around the world.

Established in 1963, the Federation of State Beef Councils represents the 43 Qualified State Beef Councils. State beef councils voluntarily invest in the Federation to enhance the national Checkoff and leverage producer dollars through a coordinated partnership. Housed at the National Cattlemen's Beef Association, a contractor to the Beef Checkoff, the Federation is a grassroots organization run by producers across the country.

For more information, visit www.ncba.org/federation.

VISION

To build beef demand by inspiring, unifying and supporting an effective and coordinated state and national Checkoff partnership.

STATEMENT OF BELIEFS

- We believe in the power of a strong state and national partnership resulting in increased consumer demand for beef.
- We believe in producer control of Checkoff funds through the Qualified State Beef Councils, which are the foundation of the Beef Checkoff.
- We believe greater knowledge about the Checkoff results in greater support for the Checkoff.
- We believe in the industry Long Range Plan as a guidepost for the Beef Checkoff and the principle of "one vision - one plan - one unified voice."

2025 FEDERATION LEADERSHIP

The State Beef Councils elect their Region Vice Presidents, their state revenue seats and one state executive to chair the Federation Advisory Council. These individuals, along with the Federation Chair and Vice Chair form the **Federation Executive Committee**:

Nancy Jackson, MS, Federation Chair
Travis Maddock, ND, Federation Vice Chair
Region I - Jeff Sherfield, IN
Region II - Russ Uselton, TN
Region III - Amy Radunz, WI
Region IV - Brandi Richards, TX
Region V - Timmery Hellyer, WY
Region VI - Michael Smith, CA
Region VII - Mark Goes, NE

Federation Advisory Council:

Brent Tanner, UT, Chair
Jackie Madill, WA, Vice Chair
Mike Anderson, IA
Valerie Bass, TN
Chaley Harney, MT
Sydney Long, MO
George Quackenbush, MI
Scott Stebner, KS
Stephanie Weiss, VA

Beef Council Revenue Seats:

Randall Debler, Kansas Beef Council
Michele Cutler, Nebraska Beef Council
Pat Shields, Texas Beef Council

The Federation board of directors elects a chair and vice chair plus eight more members to the

Beef Promotion Operating Committee:

Nancy Jackson, MS, Federation Chair
Travis Maddock, ND, Federation Vice Chair
Brian Amundson, ND
John Ferry, UT
Mark Goes, NE
Dan Hanrahan, IA
Andy Kellom, MT
Scott Lake, WY
June Loseke, NE
Shannon Treichel, TX



BETTER TOGETHER

- The Federation of State Beef Councils builds a larger, more impactful, coordinated plan that is executed as a partnership between the Federation and individual state beef councils (SBCs).
- State beef councils voluntarily invest in the Federation each year, and more than 50% of those contributions supplement tactics within Authorization Requests (ARs) approved by the Beef Promotion Operating Committee (BPOC). The remaining investment funds services to support SBCs.
- Supplementing these tactics helps the national Checkoff program have a larger impact on consumer demand.
- In 2025, the Federation of State Beef Councils is supporting the following activities:

Promotion

- ▶ The Federation supports *Beef. It's What's For Dinner.* marketing and advertising efforts to educate and inspire consumers. The Federation investment supplements media buys including cable television advertising and a content partnership focused on nutrition and wellness.
- ▶ Influencers are also utilized on *Beef. It's What's For Dinner.* media channels to drive brand affinity, increase credibility and attract new consumers.

Research

- ▶ State investments in the Federation fund foundational research projects in the areas of product quality, beef safety, human nutrition, beef sustainability and market research.

Consumer Information

- ▶ The Federation advances consumer information efforts including thought leader engagement; nutrition, health and medical expert outreach; and public relations, including the development and distribution of "Cattle Calling" documentary episodes.
 - » Examples include supporting states by placing speakers at annual dietetics meetings; sending beef toolkits to physicians and health professionals; and pitching beef stories to national media.

Industry Information

- ▶ Providing information and resources to the industry remains a critical component of the Federation budget, with funding elevating the Trailblazers advocacy program and supporting the Beef Quality Assurance program with training, advertising and updating materials.

AT YOUR SERVICE

- In addition to the funds invested which supplement the integrated state/national plan, state beef council investments also provide services for states and support the governance of the Federation.
 - ▶ A variety of services are available at no cost to state beef councils, including creative and design services, communications assistance, IT and website help, human resources facilitation, staff and leadership development and training and education.
- Here are a few examples of how state beef councils have utilized some of these services during the last year.

In-House Advertising Agency

- ▶ NCBA's advertising experts worked with 33 state beef councils in the past year, serving as an in-house advertising agency, and helping stretch Checkoff dollars to their maximum potential.
- ▶ From digital, audio and video ads to display ads and even outdoor billboards, nearly 129 million beef ad impressions were served on behalf of state beef councils.
- ▶ States are not charged for this service, saving state beef councils at least 20% in agency fees, which totaled \$400,000 in savings in FY24.

Information Technology

- ▶ With technology changing at the speed of light, the Federation's expert team of professionals assists states with designing and maintaining websites, evaluating new tools and identifying areas of enhancement across the digital ecosystem.
- ▶ Recently, the NCBA Web Team deployed a tool across 39 state beef council websites allowing site visitors the ability to tailor their experience to cover a wide range of disability categories including vision, hearing, motor, cognitive and more.

Building Connections

- ▶ The Federation of State Beef Councils organizes a variety of events each year to bring state beef councils together and build connections.
- ▶ Events such as Partnerships in Action, Federation Forum, and Federation Director Orientation provide opportunities for states to engage with each other and learn about extending national efforts.
- ▶ The cornerstone for every activity is to share ideas, best practices and ways to effectively and efficiently drive demand for beef.
- ▶ Each year, staff and producer leaders from nearly every state beef council attend at least one of these popular events.



Funded by the Beef Checkoff

For more information, visit www.ncba.org/federation.

