

THE FEDERATION OF STATE BEEF COUNCILS

Building beef demand by inspiring, unifying and supporting an effective state/national Checkoff partnership.



Funded by Beef Farmers and Ranchers

FEDERATION THROUGH THE DECADES

As the Federation of State Beef Councils celebrates its 60th anniversary this year, let's step back in time and look at successful projects that have created a strong state/national partnership through the decades. This month, we travel to the groovy '60s when bell bottoms and tie-dye were all the rage, and the Federation was born.

Before the Beginning

Before we enter the '60s we need to go a little further back into history to understand how the Federation of State Beef Councils developed. In 1922, 14 organizations united to create the National Live Stock and Meat Board whose goal was to promote all red meats including beef, lamb and pork. The Meat Board brought together all segments of the value chain to improve consumer perception of meat. Funded by a voluntary 5 cents per carload assessment on train cars of animals sent to harvest, with an additional 5 cents requested from packers, it was agriculture's first "checkoff" program.



The NBC relied on voluntary contributions of 8 cents per head marketed. While more than 15 state beef councils formed in support of the NBC, the lack of funds limited the organization's success.

As meat packing decentralized and producers focused on single-species operations, the Meat Board created species-oriented committees. In 1963, NBC merged with the National Live Stock and Meat Board and the Beef Industry Council (BIC) was formed, serving as both the national promotion arm of the beef industry and the headquarters of the Federation of State Beef Councils.

“For a state like Washington, we're a beef deficit state and that means we have more consumers than we have beef. We really have a limited Checkoff budget. And so, we benefit greatly from the investments that the largest beef cattle states have put into our national programs that we can then implement in our state successfully.”
--Patti Brumbach, Executive Director, Washington State Beef Commission (Established 1969)

Birth of the Federation

In the 1950s, states began organizing promotional campaigns and establishing groups dedicated to beef promotion. California started this trend in 1954, instituting a voluntary checkoff of 10 cents per head, 2 cents of which was forwarded to the Meat Board. Other states including Alabama, Montana and Florida also implemented state beef councils around the same time. Success of state programs spurred the development of the National Beef Council (NBC) in 1955 to solely promote beef at the national level.



Power of Partnerships

With a limited initial budget, partnerships were essential, and the BIC joined with the American Dairy Association for a "Buttered Barbecued Steak" promotion and with the American National CowBelles (precursor to American National CattleWomen) in promoting "Beef for Father's Day." Through cooperation of state beef councils and state cattlemen's groups, outdoor billboard and bumper sticker campaigns also encouraged consumers to "Enjoy Beef Every Day."

As television sets were introduced into more homes, the BIC tested the power of television as a marketing medium. In 1964, the first television advertising campaign promoting beef occurred, with ten television commercials reaching more than 35% of all U.S. homes. The BIC also recognized early on Americans' love of cookouts, and the first summer grilling campaign began. In 1966, BIC partnered with states to create and distribute 250,000 color brochures about grilling beef.



State Investments at Work

State beef councils recognized the importance of national programs and invested funds into the BIC. SBCs and BIC worked together to utilize each other's expertise and leverage funding. By 1969, state beef councils raised nearly \$2 million and were responsible for \$800,000 of the Meat Board's \$1.4 million in revenue that year.

This investment structure was the beginning of the state-national partnership that still exists today. Sixty years later, the successful grassroots program continues, with the Federation relying on state beef councils for funding and input, and states relying on the Federation for support, advice and guidance on extending national programs locally.

For more information about the Federation of State Beef Councils, visit www.ncba.org/federation. Next month we'll cruise into the '70s when beef was "Stayin' Alive," and disco was in full swing.

The world population was 3.21 billion

The average price of a new house was \$12,650
The cost of a postage stamp was 4 cents

President John F. Kennedy was assassinated

Alcatraz Federal Penitentiary closed

Zip Codes were implemented in the U.S.

In 1963



THE 1960S

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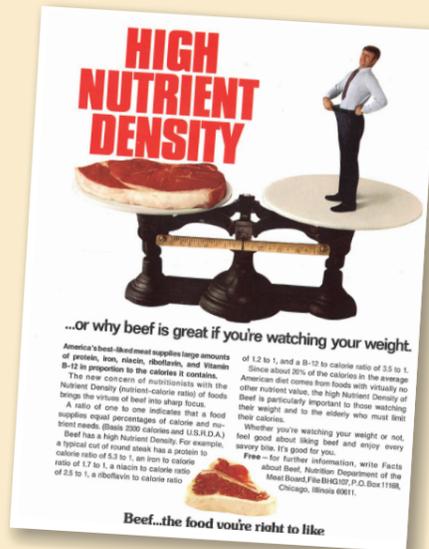
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Beef consumption rose 33% between 1963 and 1976, and even though consumers were eating more beef, they were buying it at lower prices and producers struggled to remain profitable. Nutritionists also started warning consumers about eating too much red meat, and the government began making recommendations to consume less beef and eat more chicken and fish. Producers recognized the need to increase beef demand nationally and protect the industry's image.

In 1972, the Beef Industry Council (BIC) placed full-color, full-page ads in women's magazines with the theme "Nothing Beats Beef." This type of campaign was a first for BIC, and several state beef councils contributed funding to extend the message locally. In addition to the colorful magazine ads, full-color in-store displays were made available to retailers and press releases and scripts for radio commercials were sent to food editors.



With support of the American National Cattlemen's Association (ANCA) and the BIC, the American National CowBelles started the National Beef Cook-Off in 1974 to generate publicity for beef. Early cook-offs encouraged use of more economical cuts of beef from the chuck, round and brisket or ground beef, and entries were judged on appearance, ease of preparation, originality and taste. In 1979, funding from the BIC made it possible to include contestants from all 50 states and Washington, D.C. The successful national contest continued for four decades and resulted in tasty beef recipes that generated positive media attention and millions of impressions for beef.

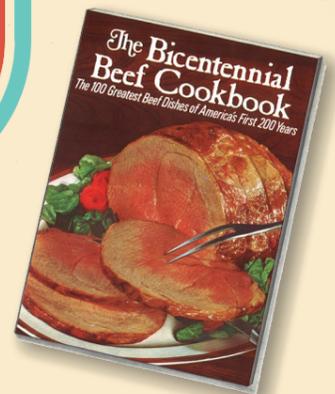
In 1976, the BIC celebrated the 200th anniversary of the Declaration of Independence by creating the "Bicentennial Beef Cookbook," which featured beef dishes from America's first 200 years and reached 100,000 consumers. In addition to recipes, the book featured historical information about the cattle industry, tips on preparation and storage as well as nutrition information. The release of the cookbook generated positive publicity for beef in newspapers across the country, and industry organizations used the book for special campaigns and promotions.



During the 1976 National Beef Promotion Workshop, the first "Sizzler Award" competition took place with state beef promotion programs competing for bragging rights. States submitted their most effective campaigns, which were judged on originality and effectiveness. The Oregon Beef Council's "Beef Gift Certificate" campaign received the first top "Sizzler" nod.

Educating both consumers and health professionals about beef's nutritional profile also started to take center stage. Full-page advertisements in professional journals brought the beef nutrition message to physicians, nutritionists, dietitians and home economists. In addition, consumers were reached through ads in magazines such as Reader's Digest, Time, Newsweek and Better Homes and Gardens. Focusing on beef's positive nutritional attributes, the ads reassured consumers that beef is the food they're "right to like."

Later in the decade there was a drive to initiate the first national Beef Checkoff assessment. While 56% of producers voted in favor of the measure, in a 1977 referendum it failed to earn the required two-thirds approval to pass. A second referendum also failed, by a more significant margin, with only 35% voting in favor of the program. It would take nearly 10 more years before the national Beef Checkoff came to fruition, but that's a story for next month.



"It's very important to the New Mexico Beef Council that we're involved in the Federation because collectively we're stronger as beef councils and the federal program. We not only are able to plan programs together, but we're able to leverage our money."

--Dina Chacon-Reitzel, Executive Director, New Mexico Beef Council (Established 1979)

THE 1970S

United States of America Bicentennial.

NASA unveils the first space shuttle, the Enterprise.

The first commercial Concorde flight takes off.

The average price of a new house was \$43,400.

The cost of a postage stamp was 13 cents.

The world population was 4.14 billion.

1976

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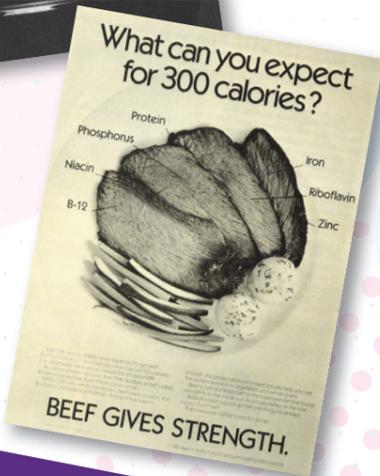


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THE FEDERATION THROUGH THE DECADES

THE 1980s

As the Federation of State Beef Councils celebrates its 60th anniversary this year, let's step back in time and look at successful projects that have created a strong state/national partnership through the decades. We are going back to the future to the '80s when the Beef Checkoff began, and big hair was in.



"We're really proud of the investment that Texas makes in the Federation of State Beef Councils. Our board has been committed to that since our beef council was formed. And the way that we look at our investment in the Federation is we believe we're better together."

--Molly McAdams, Executive Vice President, Texas Beef Council (Established 1986)



After two national Checkoff referendum attempts failed, the Beef Industry Council and other industry organizations decided to survey cattle producers across the country to determine industry attitudes about beef promotion. The survey found 84% supported an industry-funded research, education and promotion program and half of those surveyed favored an assessment of \$1 per head or more. The results also enforced the importance of a state/national partnership and a more unified beef industry.

Following several more years of meetings, planning and industry surveys, language was crafted for The Beef Promotion and Research Act to be included in the 1985 Farm Bill. The Farm Bill passed, putting another referendum in motion. In 1986, the Cattlemen's Promotion and Research Board was approved by the U.S. Secretary of Agriculture and the Beef Board began coordinating with national industry organizations to conduct research, promotion and education efforts with more than \$70 million in Checkoff collections.

Producers were able to see the new program in action and came out in full force to vote in the 1988 national referendum. With 79% of producers voting in favor of the national Beef Checkoff, the industry secured an ongoing funding source for programs to drive demand for beef.

Throughout the decade, research played a critical role in guiding educational and promotional efforts. Product development; marketing; and research that focused on nutrition, diet and health built the foundation to support every program. Research conducted in the '80s helped prove that beef is leaner and lower in calories and cholesterol than many consumers believed and identified new markets and new products for beef producers. Studies on iron absorption and bioavailability also led to the creation of advertising that took the message of beef and iron directly to physicians and dietitians.

Even before the national Checkoff was in place, the Beef Industry Council continued its successful promotion campaigns, including "Make Ends Meat — With the Great Taste of Beef." The effort promoted money-saving ideas and featured new and exciting recipes that utilized cost-effective cuts of beef. Point-of-purchase materials were distributed to more than 21,000 stores nationwide and television, newspaper and radio advertising supplemented in-store efforts in many cities.

Utilizing market research gathered early in the decade, the BIC and state groups focused on promoting beef's nutritional role in the diet. In 1983, the new theme of "Beef Gives Strength" linked beef to an active, healthy and contemporary lifestyle. New television ads appeared on national network programs, print ads ran in national consumer magazines, and radio and outdoor billboards rounded out the campaign, with cooperating state beef councils extending the effort at the local level.

One of the first promotional campaigns following the implementation of the Beef Checkoff, was "Beef. Real Food For Real People." featuring entertainment personalities James Garner and Cybill Shepherd. The campaign's goal was to position beef as a great-tasting, convenient, nutritious food that fits into active lifestyles. Television, print and radio ads promoted the theme for several years, and it was considered a remarkable success.

1988

CDs outsold vinyl records for the first time.

Doppler radar was invented.

Table tennis became an Olympic sport.

The average price of a new house was \$90,600.

The cost of a postage stamp was 24 cents.

The world population was 5.1 billion.

For more information about the Federation of State Beef Councils, visit www.ncba.org/federation. Next month we're merging into the '90s when change and adaptation moved the industry forward, and beef became what's for dinner.

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THE 90S

As the Federation of State Beef Councils celebrates its 60th anniversary this year, let's step back in time and look at successful projects that have created a strong state/national partnership through the decades. This month, we're merging into the '90s when change and adaptation moved the industry forward and beef became what's for dinner.



With a stable funding source secured through the National Beef Checkoff late in the '80s, focus began shifting to addressing the loss of beef demand. Research made it clear efficiency was an issue, and the fundamental flaw in the industry's product was it was too expensive to produce. In 1991, the first National Beef Quality Audit found carcass defects resulted in loss of potential profits. The industry responded with education and research campaigns to reduce waste, create best management practices and improve quality.

ENJOYING GOOD, LEAN BEEF IS AS EASY AS 1,2,3.

Did you know that lean beef can be part of your diet? It's a healthy choice. You can enjoy the versatility and goodness of lean beef by following a few simple guidelines. The first is serving size.

1 SERVING SIZE
Just remember to keep serving size moderate—about 3 ounces, cooked. On average, a 3-oz cooked serving of lean beef contains just 5-6 grams of total fat and 1.2 g of saturated fat. Several cuts from the round and loin contain even less. How big is a 3-oz serving? About the same size as a deck of cards or the palm of a woman's hand. For a 3-oz serving of cooked meat, you would start with at least uncooked, boneless meat. Selecting the proper cut is important, too.

2 CUT
Some cuts of beef are leaner than others. The leanest cuts come from the loin and round (high areas of the meat). Remember the lean round rule of thumb when you shop to help you select beef's leanest cut. These cuts contain less than 10% fat, including 3-oz steaks under 8.6 g of total fat, under 77 mg of dietary cholesterol, and under 100 calories for each 3-oz cooked, trimmed serving.

3 PREPARATION
Today's leaner beef needs to be handled and prepared properly to retain moisture and tenderness. Appropriate cooking methods are more critical today than ever. There is less fat in the meat to keep it moist and tender. Beef tenderloin steaks (such as tri-tip steaks), cook using a dry heat method like broiling, grilling and roasting. When broiling or grilling, remember that larger pieces of meat will maintain moisture better than smaller pieces of meat. And always pay close attention to the prep work from cuts to avoid overcooking.

For less tender cuts (such as round cuts), cook using a moist-heat method or marinate to tenderize. When using marinades, remember that if you use vinegar, citrus juice, or mustard that you also use a tenderizing agent. All three ingredients are for flavor enhancement. So to reduce fat and calories, oil can be replaced with water in the marinade without diminishing the tenderizing effect. To improve the tenderness of cooked meats, carry into this dish, on the diagonal, and, when possible, across the grain.

That's all there is to it! Be a smart consumer. You can enjoy the best of both worlds—lean beef. It's as easy as 1, 2, 3. For more information regarding your diet, consult your doctor.

LEAN BEEF AS EASY AS 1,2,3

Improving product quality was a critical part of producer profitability and success, and in the early '90s, the Checkoff began funding Beef Quality Assurance (BQA) programs in states. BQA was developed to raise consumer confidence by offering proper management techniques and a commitment to quality within every segment of the beef industry. One of the early successes of the National Beef Quality Audit and BQA was the significant reduction of injection-site lesions.

Improving efficiency became a theme to help the industry as a whole, and that also led to the idea of organization consolidation. Leaders of the National Cattlemen's Association (NCA), Beef Industry Council (BIC), U.S. Meat Export Federation (USMEF) and Cattlemen's Beef Board (CBB) established a task force to study how the industry could achieve excellence and maximize resources. The task force's discussions led to a paradigm shift transforming the industry from production-driven to consumer-driven with goals to focus on strategic areas such as product quality and consistency, domestic marketing, foreign marketing, public relations, issues management and production efficiency.

The task force also suggested consolidation was in the best interest of all involved and would save about \$3.6 million a year. While the CBB remained autonomous to oversee its responsibilities of the Beef Checkoff, and USMEF voted to remain independent, the Meat Board agreed to merge with NCA. Following dozens of planning meetings, the merger was finalized in 1996 creating the National Cattlemen's Beef Association, which assumed the duties of the former BIC, including becoming home to the Federation of State Beef Councils.

Throughout the decade, research continued to serve as the foundation for all Beef Checkoff-funded programs. Nutrition, marketing and product-development research drove the expansion of consumer and industry-facing campaigns.

Advertisements aimed at physicians and dietitians provided updates on nutrient data for beef, and a 1991 study showed physicians had more positive attitudes about beef as part of a heart-healthy diet when they were exposed to information about beef. Dietitians also found this information helpful when talking to clients about adding beef to healthy meal plans.

- Invented in the 90s:**
Playstation
Nokia phone & the first text message
DVDs
GOOGLE



"The Federation is really a grassroots effort, and it starts with us. There wouldn't be a Federation of State Beef Councils without the state beef councils themselves. Our investment is the opportunity for state producers to have a voice on the national level and vote, direct, and guide those national investments."
--Chaley Harney, Executive Director, Montana Beef Council (Established 1954)

BEEF PROGRAMS

"Funded by BIC, state councils and the Beef Board, programs in research, promotion and information helped the beef industry improve its overall profitability in 1992."
—Ray Linton, Beef Industry Council chair

GO FROM PAGE 26 TO 27 IN ONLY 20 MINUTES.

EVER SEE A CHEESEBURGER IN A TUCSO?

DELIVERY IN 30 MINUTES OR LESS. TIPPING NOT REQUIRED.

The \$91.5 million "Beef: It's What's for Dinner" campaign began in 1992 with television commercials, printing, advertising and a popular national recipe book, 30 Meals in 30 Minutes.

Launched in 1992, the well-known *Beef. It's What's For Dinner.* brand targeted active beef consumers and stressed the taste and versatility of beef. Television and print advertising were cornerstones of the campaign early on, and "30 Meals in 30 Minutes" brochures were used extensively by state beef councils. By August 1992, 79% of U.S. consumers were aware of beef advertising compared to 57% in March that same year. Retail, foodservice, healthcare education and school education materials also promoted beef throughout the decade.



- The Dow Jones Industrial Average closed above 6,000 for the first time.
- The Hubble Space Telescope photographed Pluto's surface.
- "Tickle Me Elmo" was the hot new toy.
- The average price of a new house was \$118,200.
- The cost of a postage stamp was 32 cents.
- The world population was 5.8 billion.

For more information about the Federation of State Beef Councils, visit www.ncba.org/federation. Next month, the fear of Y2K doesn't stop beef from being a plate favorite.

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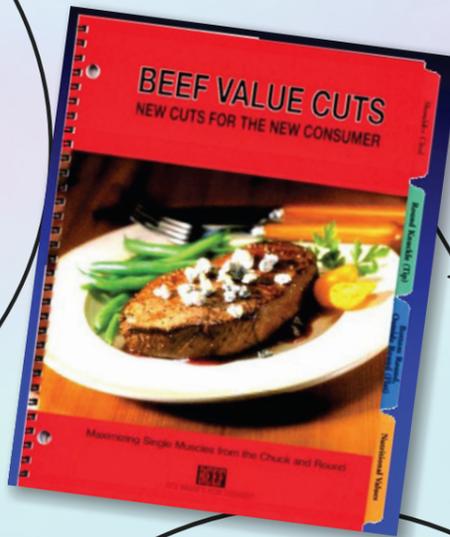
THE FEDERATION THROUGH THE DECADES

THE 2000s



As the Federation of State Beef Councils celebrates its 60th anniversary this year, let's step back in time and look at successful projects which have created a strong state/national partnership through the decades. Uncertainty ruled the first decade of the new millennium for both producers and consumers. The fear of a Y2K technological meltdown had everyone on edge as the calendar flipped from 1999 to 2000. The arrival of an animal disease crippled the industry, but stakeholders rallied to keep beef on consumer plates.

In December 2003, bovine spongiform encephalopathy (BSE) was discovered in a cow in Washington and immediately the industry's crisis management plan, which was developed in the '90s, was activated with the beef industry working with food safety experts to reassure consumers about beef's safety. Consumer confidence in U.S. beef actually increased from 89% in December 2003 to 91% by February 2004. Throughout the crisis, the Federation provided state beef councils with staff support, expertise and resources to share information with consumers and producers locally.



Checkoff-funded programs during the decade included consumer market and human nutrition research, iconic promotional campaigns, the introduction of a variety of valuable new cuts, and the creation of new beef recipes. Checkoff-funded muscle profiling research reinvented and added value to the chuck and round, which were previously underutilized and undervalued, by developing "new" cuts including the Flat Iron Steak and Petite Tender. Foodservice outlets sold 47 million pounds of Flat Iron Steaks in 2005, with 106 million pounds of Beef Value Cut steaks sold in total that year.

Composer Aaron Copland's iconic "Rodeo" music and the *Beef. It's What's For Dinner.* brand became synonymous, and Sam Elliott's distinctive voice brought beef's message to homes nationwide. The Beef Industry Safety Summit was established in 2003 as an opportunity "to bring industry safety leaders and scientists together to hear the latest research results, learn about advancements in food safety monitoring and testing methodology, and openly converse with competitors seeking solutions that benefit the entire industry."

In 2009, the Checkoff-funded Masters of Beef Advocacy (MBA) program was created to develop strong beef advocates by offering a free, self-guided online course for farmers, ranchers, service providers, consumers, and other members of the beef community. The online lessons address environmental sustainability, beef nutrition, animal welfare and beef safety while taking advocates through the beef lifecycle, from pasture to plate. Upon completion of five interactive online lessons, advocates become equipped with the communication skills and information to be confident in sharing beef stories on social media and in communities to help others better understand how cattle are raised and how beef can be part of healthy, sustainable diets.



"To me, the Federation means collaboration and efficiency with the dollars we are utilizing; it means we're making the most of what we have and being as efficient as possible for the producers, so that we are as accessible as possible."

—Heather Buckmaster, Executive Director, Oklahoma Beef Council (Established 1975)

These programs and others provided state beef council staff the expertise and materials to extend beef messaging within their own states. Federation support from voluntary state contributions also supplemented the national Checkoff budget and helped the Federation enhance state services. States supported each other as well. In 2006, the Federation Initiative Fund was created to provide beef councils with additional dollars for beef promotion and education campaigns in high-population states with low Checkoff collections.



2003

The Space Shuttle Columbia disintegrated during re-entry.

The Concorde made its last commercial flight.

Scientists finished sequencing 99% of the human genome.

The average price of a new house was \$246,300.

The cost of a postage stamp was 37 cents.

The world population was 6.4 billion.

For more information about the Federation of State Beef Councils, visit www.ncba.org/federation. Next month, digital advertising comes of age in the 2010s with consumers "liking", "tweeting" and "pinning" beef.

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2010s

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Research continued to be the foundation for Federation-funded programs, and nutrition research especially helped drive the beef narrative during the 2010s. The Checkoff-funded Beef in an Optimal Lean Diet (BOLD) study provided evidence that the inclusion of lean beef as part of a heart-healthy diet is as effective in lowering heart disease risk as the Dietary Approaches to Stop Hypertension (DASH) diet. Enthusiastic states joined national efforts to roll out the results, which suggested lean beef improves cholesterol levels, even when eaten daily as part of a heart-healthy lifestyle.

Digital advertising came of age in the 2010s with consumers "liking," "tweeting" and "pinning" beef. To reach consumers where they were finding information and making buying decisions, *Beef. It's What's For Dinner.* advertising transitioned to promoting beef through social media platforms, as well as through online audio and video advertisements. Another shift was the consolidation of several beef-related websites into a convenient www.BeefItsWhatsForDinner.com website to better connect consumers with producers.

HAVE YOUR STEAK AND EAT IT TOO
YOU GOTTA LOVE LEAN BEEF.



BeefForDinner.com Funded by The Beef Checkoff



The Beef Store opened for business in 2010 giving state beef councils, retailers, foodservice professionals, teachers and health educators the opportunity to order *Beef. It's What's For Dinner.* materials day or night. In 2013, Beef Checkoff-funded recipe development and product enhancement got a boost when the Culinary Innovation Center received an expansion, providing an updated facility where a team of culinary professionals created recipes highlighting the best ways to utilize beef.

"Collaboration produces results. By co-funding and participating in nutrition research, sustainability research and other efforts, we really do move the needle, and this partnership is making an impact and providing real things of value."

Scott Stebner, Executive Director, Kansas Beef Council (Established 1973)

A new "Nicely done, beef." slogan differentiated beef from other protein options by highlighting beef's taste and nutrition. Creative campaign assets were used extensively by state beef councils, going as far as to promote a cowboy ninja. In 2018, Idaho cattle producer and American Ninja Warrior, Lance Pekus, became a brand ambassador for beef, sharing how beef's nutrients played a role in his strength training. Pekus was a natural draw for state beef councils as well and their local extension resulted in more consumers reached through social media.



The decade ended with the introduction of Chuck Knows Beef, powered by Google Artificial Intelligence. Chuck Knows Beef guided consumers to all things beef — recipes, cooking tips, cut information, production background — helping source its customized responses from content found on the BeefItsWhatsForDinner.com website. With a simple voice command to Google and Alexa devices, consumers could access everything they wanted to know about selecting and preparing beef.

Star Wars was dubbed in Navajo, the first major Hollywood film to be translated into a Native American language.

The Oxford English Dictionary selected "selfie" as the word of the year.

Wal-Mart was the United States' largest employer.

The average price of a new house was \$289,500.

The cost of a postage stamp was 46 cents.

The world population was 7.2 billion.

2013

For more information about the Federation of State Beef Councils, visit www.ncba.org/federation. Next month, we catch up with current events as the Federation's journey through the decades wraps up.

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2020s

As the Federation of State Beef Councils celebrates its 60th anniversary this year, let's step back in time and look at successful projects that have created a strong state/national partnership through the decades. The 2020s began with a global pandemic that changed how people shopped, ate and engaged with one another.

When the pandemic struck in March 2020, restaurants immediately faced declining sales, however, consumers' "stocking-up" behavior drove increased beef sales in value and volume at the retail level. As the world continued to recover from disruptions, there was plenty of good news for beef.

Driving the demand for beef starts at the grassroots level with a strong network of advocates willing to share beef's positive message. A new beef advocacy program was developed in 2021 called Trailblazers, taking advocacy to the next level by giving participants the tools and training they need to promote beef to new audiences while addressing and correcting myths. The first group of 10 Trailblazers completed the year-long training program and began sharing their stories from coast to coast, and the next cohort has been announced with their training underway.

For the first time ever, the Dietary Guidelines for Americans recommended introducing solid foods, like beef, to infants and toddlers, in order to pack in every bite with protein, iron, zinc and choline. This guidance led to the development of the "Beef in the Early Years" campaign that focused on educating physicians and other health professionals on the importance of feeding beef to babies as an early complementary food and providing them with tools to support parents with the introduction of beef. With support from the Federation of State Beef Councils and several state beef councils, educational toolkits complete with parent resources were sent to a nationwide network of pediatrician offices and childbirth centers.

Beef cruised into victory lane with the *Beef. It's What's For Dinner.* 300 race at Daytona International Speedway. For three years the event celebrated beef on and off the track through digital advertising, on-site promotions, sweepstakes, social media, public relations, television advertising and so much more.

One of the cornerstones of the Federation is providing services to states, including website design, creative services and communications assistance. These resources offer state beef councils the support they need to manage resources effectively and efficiently. The Nutrition Seminar Program continues to be a popular option, which offers an opportunity for state beef councils to get closer to their state health professional groups by providing a nationally recognized expert to speak on a nutrition topic at that organization's annual meeting. In addition, Federation-organized annual events such as the state beef council orientation and Partnerships in Action provide information on program strategy, current consumer trends and preferences, and an overview of beef promotions.

While the first 60 years of the Federation of State Beef Councils have been filled with triumphs and tribulations, the future looks bright for beef as the Federation continues to strengthen the state and national partnership. For more information, visit www.ncba.org/federation.



Experts Recommend 1-2 Ounces/Day of Animal-Based Foods Such as Beef.*



Around 6 months
Pureed Beef



6-8 months
Ground Beef



8-10 months
Stewed Beef

Preparation depends on the child's age and development stage

* American Academy of Pediatrics Committee on Nutrition. Pediatric Nutrition, 7th ed. Elk Grove, IL: American Academy of Pediatrics, 2014. USDA, Food and Nutrition Service. Infant Nutrition and Feeding Guide: A Guide for Use in the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) [FNS-926]. 2019. Committee DGA. Scientific Report of the 2020 Dietary Guidelines Advisory Committee: Advisory Report to the Secretary of Agriculture and the Secretary of Health and Human Services. U.S. Department of Agriculture, Washington, DC, 2020.



2021

March marked one year into the COVID-19 pandemic.

SpaceX launched the first all-civilian spaceflight.

3D printing became more mainstream.

The average price of a new house was \$340,000.

The cost of a postage stamp was 55 cents.

The world population was 7.9 billion.