

# Beef Brings More



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Annual Report  
FY2023-2024



## Online, On-Air & On the Go

The WSBC's digital advertising campaign supports beef promotion objectives across all Strategic Priorities. The WSBC measures the efficacy of our seasonal campaigns and the aggregate results of the year based on Key Performance Indicators such as total impressions, video views, and ad clicks to assess consumer engagement results. Seattle-area residents are consuming media and marketing on-the-go via their mobile devices more than ever.

190,000  
click-throughs



72 million  
impressions



11.5 million  
video views



11 million



impressions

+

4.3 million



views



## Haeberle Ranch

Building trust with how beef is raised and those who raise it, the story of Haeberle Ranch and the Kuchenbuch family was displayed on Connected TV, YouTube pre-roll, Native Display advertising and META social ads. This story was also featured in the 425 magazine in October.

## Beef Counts Connects Our Beef Community

In its 13th year, the Beef Counts program continued to demonstrate to communities across the state that Washington's Beef farmers and ranchers care about their neighbors. Beef Counts – Washington's Beef Community United Against Hunger, is our campaign designed to provide high-quality protein to our state's food relief agencies and spotlight Beef producers' commitment to their communities. Last year publicity showing Beef producers volunteering at Second Harvest food distribution events across the state and promoting the Buy Beef & Fight Hunger campaign with our partners Agri Beef Co., Rosauers, Super 1 Foods and KREM TV reached over **3.7 million consumers**.



75,000  
total clicks



## The Food Feed

Looking to fill consumer's social media and digital feeds with more creative recipes, inspiring chef personalities and mouth-watering beef photos and videos, the WSBC sought to feed more consumers more Beef content in 2023-24. Engaging social platforms, such as Pinterest, as an advertising opportunity was a key strategy to collecting over **19 million consumer impressions** and **3 million video views**.

## Creating Connections

Connected TV has become the modern media equivalent to getting *Beef. It's What's For Dinner*. back on TV to reach our local consumers wherever they're watching – on their smart TVs, tablets, computers, and phones. The WSBC, via the Federation of State Beef Councils was able to leverage national Beef Checkoff ads during holiday and summer grilling seasons to reach consumers an additional **3.1 million times** during critical Beef consumption seasons.



## Football Fridays

The iHeart Media Football Fridays campaign that ran through the NFL season featured broadcast and radio spots, digital ads and in-studio interviews. The WSBC shared with sports fans fun Beef tailgate recipes they could take to their next gathering in addition to the ads. During Seattle Seahawks games, Connected TV ads were placed to reach a similar audience.



3.9 Million Digital Radio Impressions + 90,977 Connected TV Views



4.9 million

impressions

+

\$3.3 million

in Beef sales

in 14 days!

## Bricks Versus Clicks

The modern consumer continues to lean into convenience shopping habits, which has led to a steady adoption of grocery store app and website usage for weekly food purchases. The WSBC engaged in three digitally driven opportunities to reach retail shoppers in 2023-24 through Walmart and WINCO. The February/March campaign showcased heart-healthy beef recipes to app users **4.9 million** times.

## Influencer Partnerships

The kitchen expertise and inspiration that is cooked up daily on social platforms such as Instagram, presents a unique tool in the Beef Checkoff's toolbox when it comes to showcasing beef's multiple advantages as a protein that is delicious, family friendly and a great value. New partner @ForTheLoveOfGourmet, an avid foodie, helped expand our audience this year, along with long-time partners @ChefEmme, @RusticJoyfulFood, @ItsAFlavorfulLife, and @SeattleButchersWife, reaching **266,000 consumers**.



Follow our instagram  
@WaBeefLove to view our  
partnerships!

## United States Meat Export Federation Pacific Northwest Initiative

Beef export value equated to a **\$415 additional value per head** of fed slaughter cattle in 2023. This is why the WSBC, Oregon Beef Council and Idaho Beef Council have partnered with USMEF to promote beef in Japan, the closest and largest export market for the beef we produce here in the Pacific Northwest. Since 2012, the PNW Beef Councils have invested a total of **\$900,000** in the Initiative and these funds are matched and amplified by USDA market access funds and USMEF brand partners by over **\$2 million** in the Japanese market to expand the total year-long effort to maintain and grow demand for U.S. beef in Japan.



**\$415**  
added value  
per head

## Adolescent Nutrition

Beef's role in the diet from first bites to first dates has been a focus of Beef Checkoff-funded research during the last decade. The growing body of evidence suggests that from early years to adolescents Beef has a critical role to play in cognitive, immune, physical and, even, emotional development. The WSBC partnered with the NCBA Federation of State Beef Councils to deliver educational packets with these key concepts to the offices of **222 family physicians** in Washington last year. After receiving the resources in the mail, **63% of physicians reported** that they have, or intent to, recommend beef to their school aged patients and families.



**The Washington State Beef Commission** is the Beef promotion, research and consumer education arm of Washington’s Beef Community. It was created at the request of Beef producers statewide by the Washington State Legislature in 1969 under RCW 16.67. The WSBC operates under the guidance of its Board of Directors. The Board is comprised of representatives from each of the state's industry sectors: Cow/Calf Ranchers, Dairy Farmers, Cattle Feeders, Livestock Markets, and Beef Packers. In addition, a representative from the Washington Department of Agriculture is a voting Board member and a representative of the Cattlemen's Beef Board is a non-voting member. The nine board members are appointed by the Director of Agriculture and direct the actions of the WSBC through sector-specific insight and the pursuit of the WSBC's Mission to **increase demand for beef by enhancing trust and connecting our beef community from pasture to plate**. The programs outlined in this Annual Report were approved activities in the WSBC Marketing Plan by the Board of Directors and Director of Agriculture. The Marketing Plan is composed annually based on the review of market research, programs made available for use by the National Beef Checkoff and an analysis by the Board of current business conditions impacting the Beef industry and Beef demand in Washington State.



### Raised & Grown

Implement reputation management strategies that reshape the narrative about sustainable beef production and the environment. Defend our Beef producers’ ability to sustain their business.



### Beef’s Multiple Advantages

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



### Sustainable Nutrition

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

2023-24 Audited Financial Report	
Total Beef Checkoff Assesments	\$1,800,929
Less CBB/State of Origin	(\$619,704)
Interest & Other Income	\$3,008
<b>TOTAL WSBC NET REVENUE</b>	<b>\$1,184,233</b>

