



## FY 2024-2025 MARKETING PLAN

Approved 5/22/2024 by WSBC Board of Directors

# BACKGROUND

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 programs outlined in this document have been identified by the WSBC Board of Directors as priorities to achieve our objective of increasing demand for beef under the authority of the Washington Beef Checkoff program.

The WSBC Board of Directors has reviewed and approved the mission, priorities and tactics based on the review of consumer market research, an analysis of the current business conditions impacting the Washington beef industry, and programs made available for local extension by the National Beef Checkoff program.



Funded by Washington  
Beef Farmers and Ranchers

# 2021-2025 National Beef Industry Long Range Plan

## VISION:

“To be the protein of choice around the world, trusted and respected for our commitment to quality, safety and sustainability.”

## MISSION:

“Ensure the long-term prosperity of the U.S. beef industry by sustainably producing the most trusted highest quality and consistently satisfying protein for consumers around the world.”

## CORE CHECKOFF STRATEGIES:

The following Core Strategies are those that can be addressed by the Washington Beef Checkoff.

- Drive growth in beef exports.
- Grow consumer trust in beef production.
- Promote and capitalize on the multiple advantages of beef.
- Improved the business climate for beef safeguard and cultivate investment in beef industry research, marketing and innovation.



# KEY RESEARCH FINDINGS & TRENDS IN SEA/TAC



Funded by Washington  
Beef Farmers and Ranchers


Consumers in Seattle/Tacoma hold favorable views of beef as a protein source. However, a higher percentage of consumers in the Seattle/Tacoma area have negative perceptions of how cattle are raised and grown, possibly stemming from limited knowledge of the subject.


Consumer trust levels in Seattle/Tacoma occasionally differ from the national response, with lower trust across some attributes regarding cattle raising and the environment. Seattle/Tacoma consumers prioritize addressing animal welfare as a top concern, and they also place more emphasis on addressing environmental issues than nationally.


Many consumers in the Seattle/Tacoma area frequently include beef in their diets, with over two-thirds including it weekly, and most plan on maintaining their current consumption levels.


In Seattle/Tacoma, consumers consider the overall eating experience, value, and nutritional factors when choosing meals. Their top three considerations are taste, value for the money, and protein content.


# CONSUMER DASHBOARD METHODOLOGY

 **METHOD:**  
The National Cattlemen’s Beef Association, as a contractor to the National Beef Checkoff administers the Consumer Dashboard research program. Online Consumer Beef Tracker survey and Qualtrics surveys fielded on PureSpectrum

 **SCREENING:**  
Ages 18-64  
Live in the U.S.  
Live in Seattle/Tacoma DMA

 **WHEN:**  
Quarterly  
2019 through 2024

 **SAMPLE SIZE:**  
National n= 503  
Seattle/Tacoma n=300

 **OBJECTIVE:**  
Provide a directional view of how consumers within the Seattle/Tacoma market compared to the Total U.S. in areas such as consumption, perceptions, consideration factors and attribute agreement.

 **IMPORTANT:**  
Smaller sample sizes come with the potential for a relatively high degree of variability, in this case the margin of error ranges from 6-8% and should be considered directional. WA trend data and observations of trends reflects annual averages from quarterly data from the calendar years 2019, 2020, 2021, 2022, and 2023.





# RAISED & GROWN

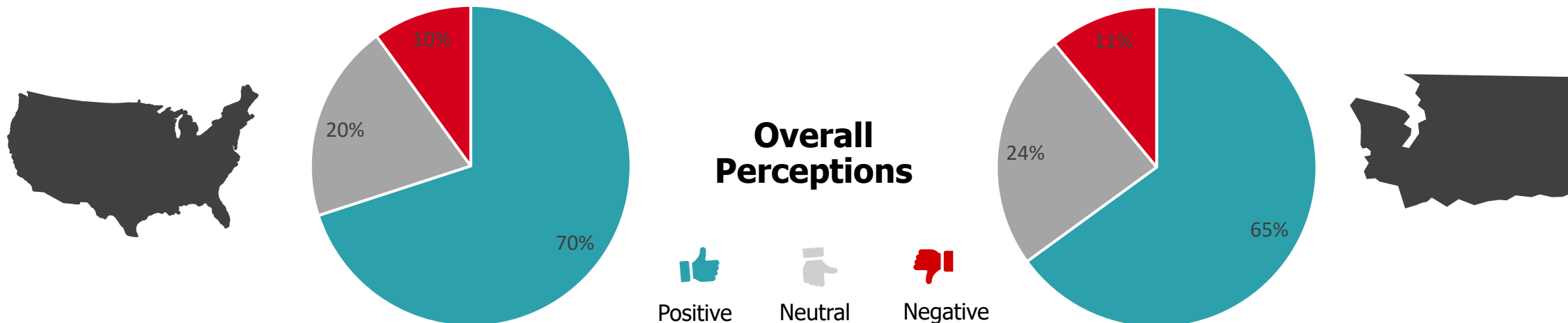


Funded by Washington  
Beef Farmers and Ranchers



# PERCEPTIONS OF BEEF & PRODUCTION

Overall perceptions in Seattle/Tacoma are similar to the Total U.S., while production perceptions are slightly more negative.

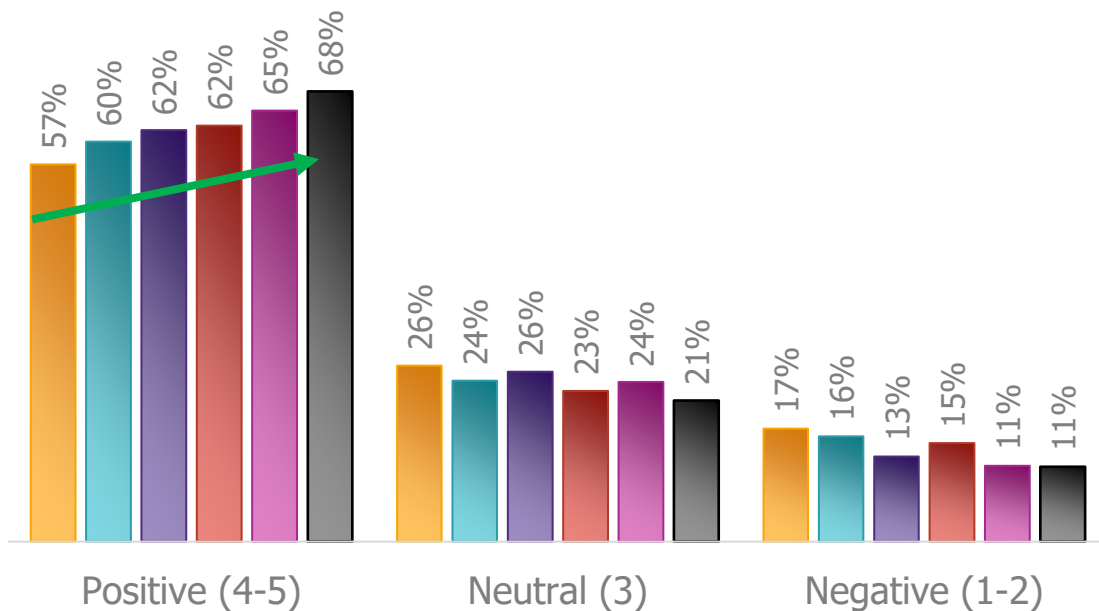


Source: *Samplify State Dashboard 2023*; Total US n=2215; Seattle/Tacoma n=2215; Considering all you know about each of the following, what is your perception of; Thinking specifically about how animals are raised for food in the U.S., what is your perception of...

# SEA/TAC TRENDS: PERCEPTIONS

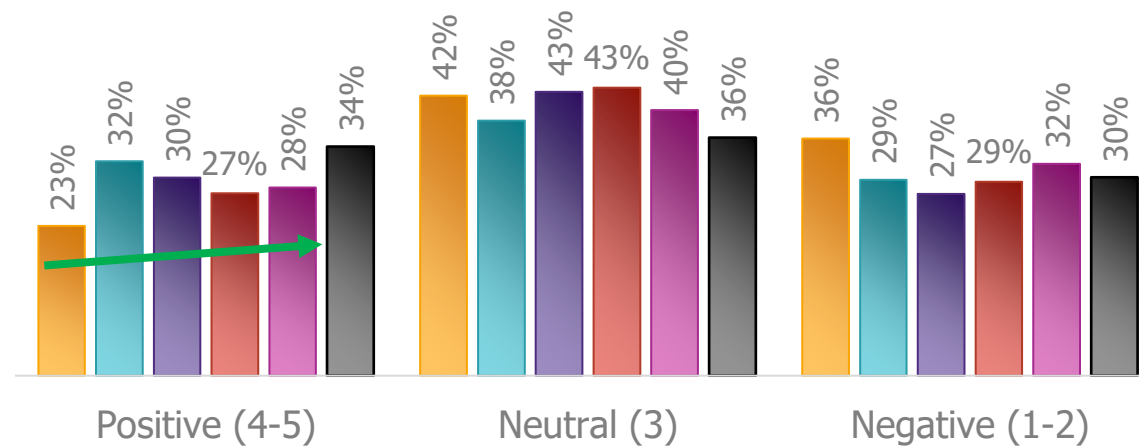
## Overall Perceptions of Beef

2019 2020 2021 2022 2023 Feb-24



## Perception of How Cattle Are Raised for Food

2019 2020 2021 2022 2023 Feb-24

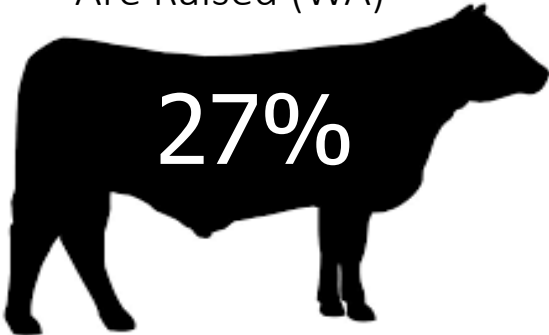


Source: Seattle/Tacoma State Dashboard 2019-2024; "What is your perception of beef?"  
 Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

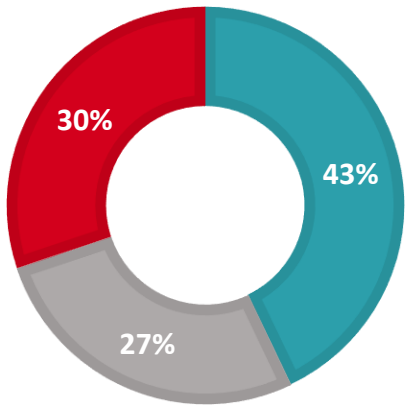


# PRODUCTION KNOWLEDGE

Claim to be Knowledgeable About How Cattle Are Raised (WA)



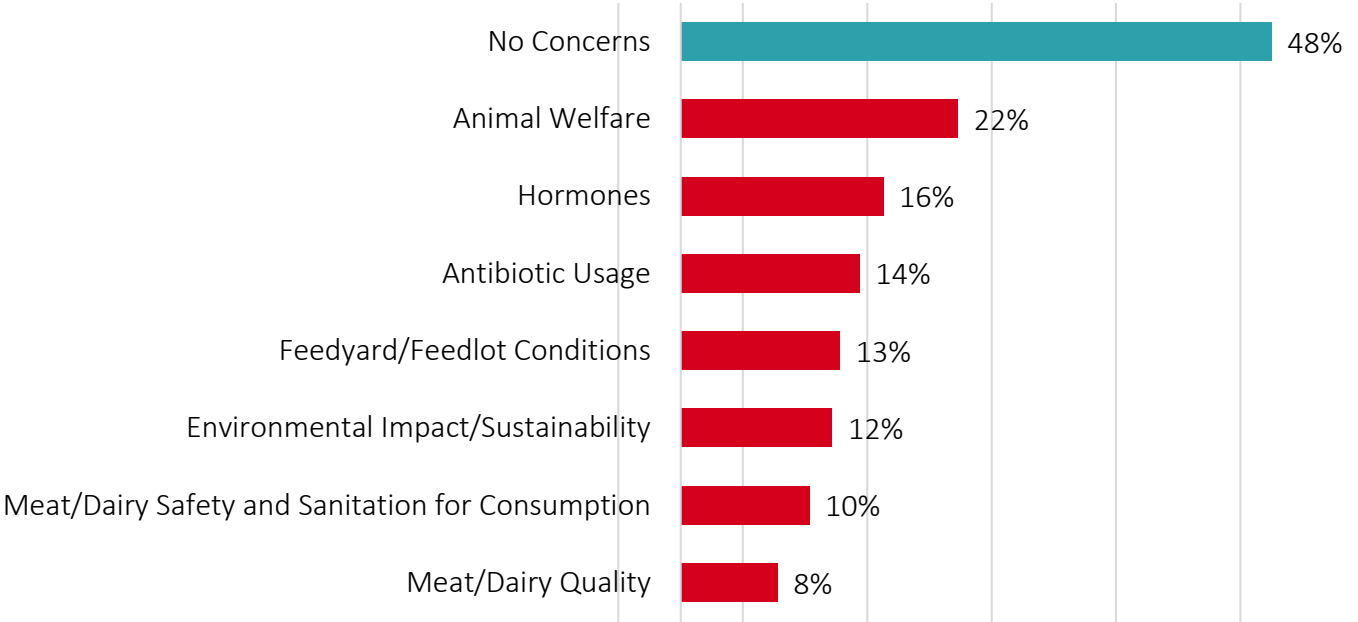
Consider How Food Was Raised/Grown When Making Purchases (U.S.)



■ Often/Always ■ Sometimes ■ Never/Rarely

*70% of U.S. consumers say they consider how the food was raised or grown when making purchasing decisions, however, only 27% say they know a lot about how cattle are raised for food. Animal Welfare is the most reported concern with how cattle are raised for food.*

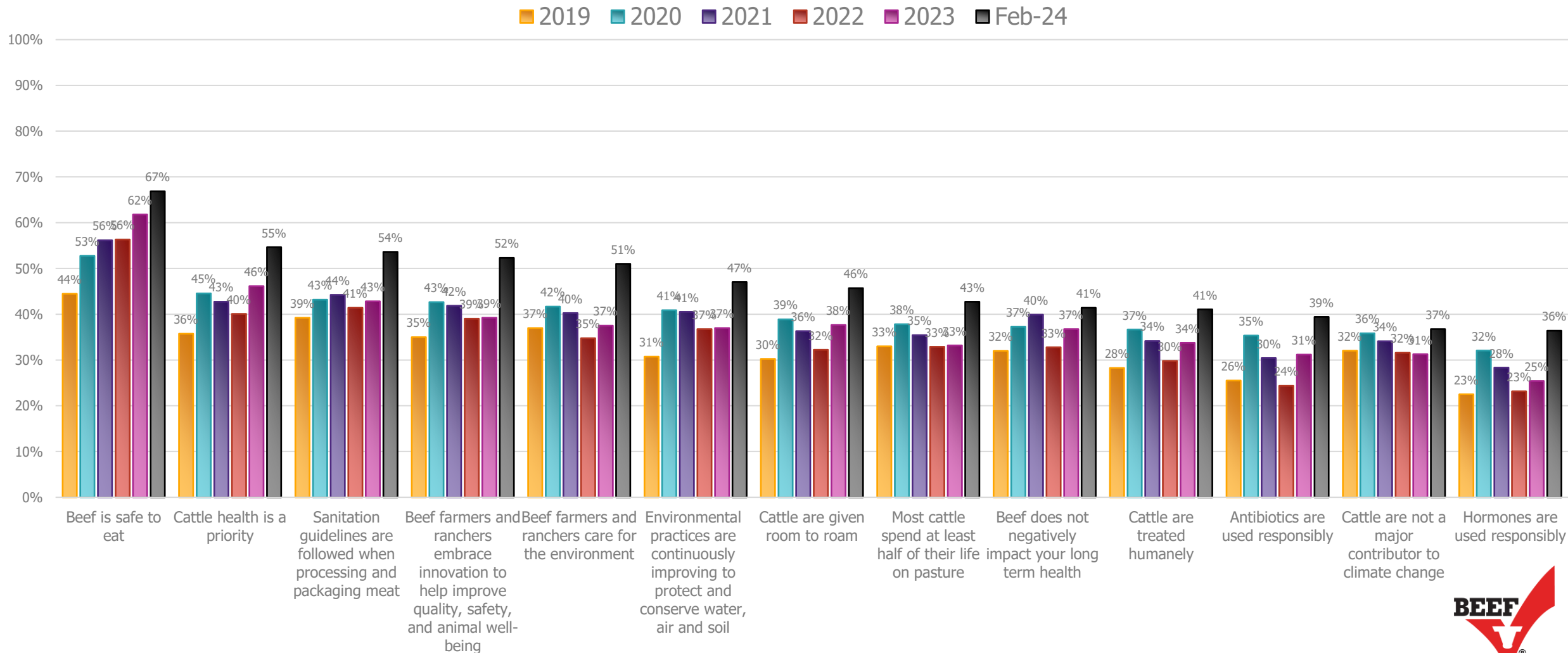
U.S. Consumer Concerns with How Cattle Are Raised for Food<sup>^</sup>



Source: Consumer Beef Tracker January – December 2023. CR1r1: Please indicate how knowledgeable you are about each of the following.; Q9: How much do you consider each of the following when you are deciding to have a meal at home with beef, chicken, pork, fish, meat alternatives, or some other source of protein.; CR3a: What, if any, concerns do you have about how cattle are raised for food. Please be as specific as possible.. ^March – December 2023, Analysis: National Cattlemen’s Beef Association, a contractor to the Beef Checkoff.

# SEA/TAC TRENDS: TRUST METRICS

## Consumer Trust

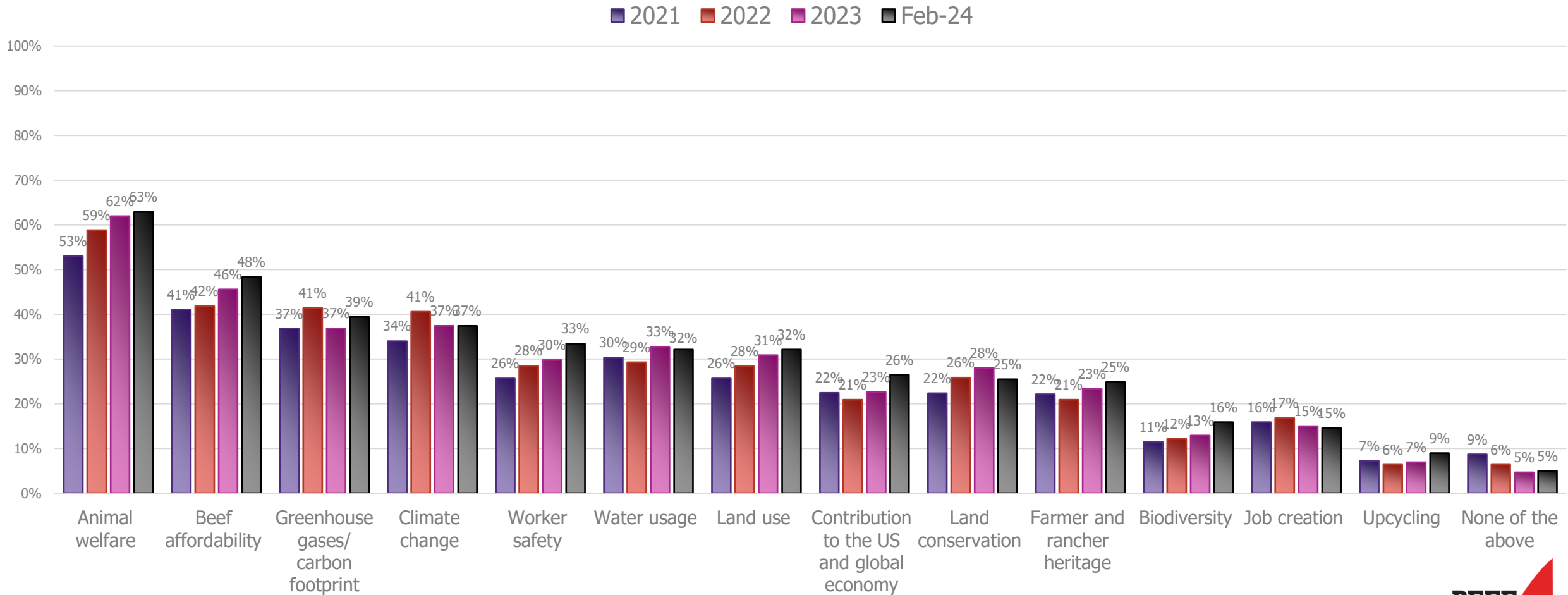


Source: Seattle/Tacoma State Dashboard 2019-2024; "Thinking about how cattle are raised for food in the U.S., please tell us how much you trust each of the following statements. (Please select a response for each statement)"  
 Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.



# SEA/TAC TRENDS: SUSTAINABILITY IMPORTANCE

Addressing Consumer Concerns in Beef & Sustainability



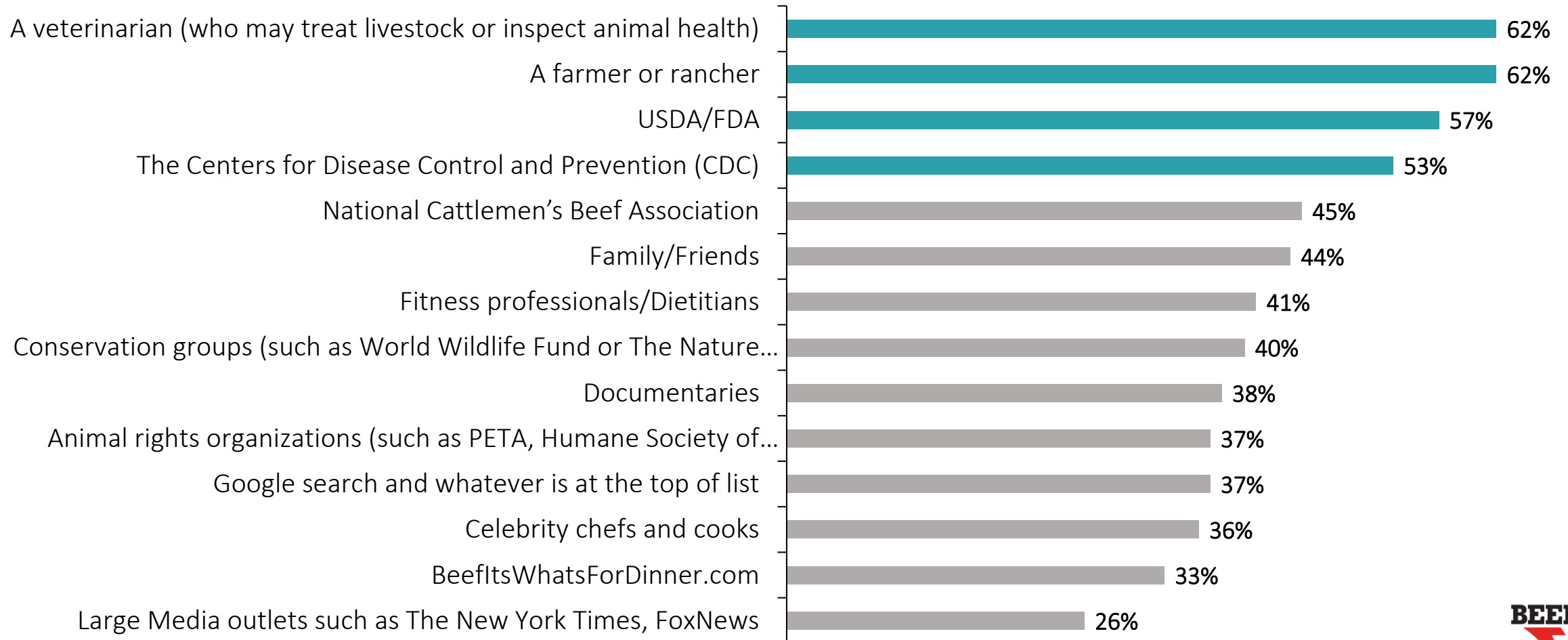
Source: Seattle/Tacoma State Dashboard 2021-2024; "Which of the following are the most important to address when it comes to beef and sustainability? Please select up to 5."  
 Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.



Funded by Washington Beef Farmers and Ranchers

# CREDIBLE SOURCES FOR INFORMATION

Veterinarians, Farmers and Ranchers and Government Officials are viewed by U.S. consumers to be the most credible sources of information when it comes to U.S. meat production practices.



Source: Consumer Beef Tracker January – December 2023. SI3: Please tell us how credible you find each of the following sources of information regarding the US meat industries' production practices. (Top 2 Box).

Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.



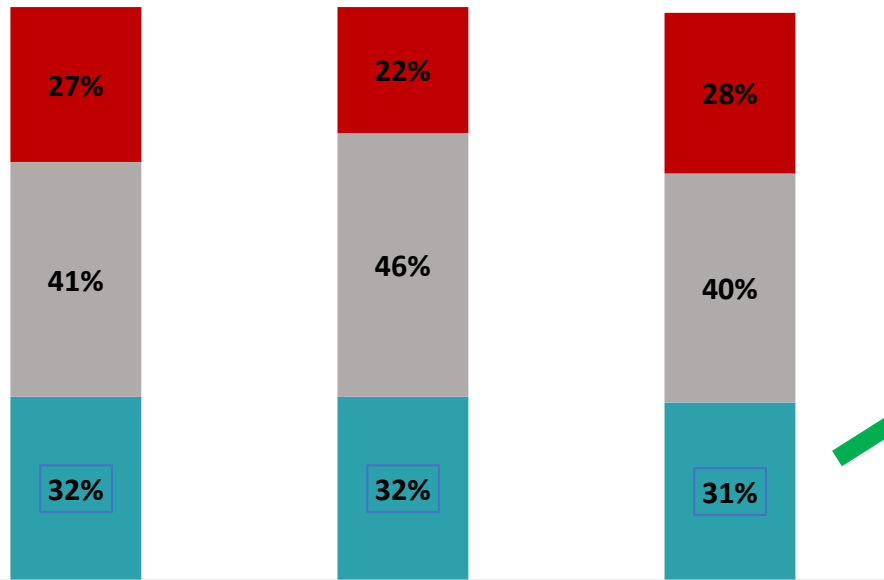
Funded by Washington  
Beef Farmers and Ranchers

# PERCEPTION OF HOW CATTLE ARE RAISED

U.S. consumers were asked to share their perception of how cattle are raised for food before and after viewing one of the Beef. It's What's For Dinner. videos. Notably more consumers indicated a positive perception of how cattle are raised after viewing each video.

Consumer Perception:  
Before Viewing Videos

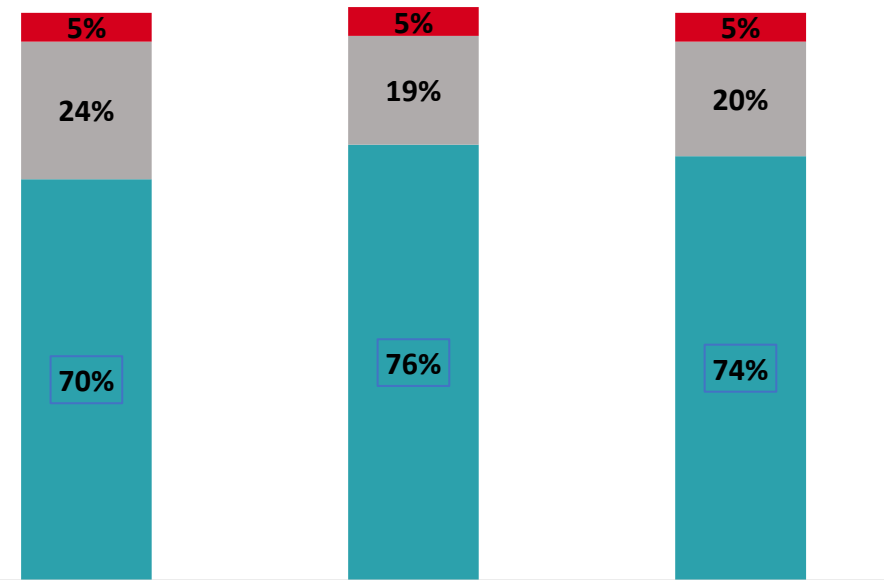
■ Positive ■ Neutral ■ Negative



+ 39-44 pct.  
point  
increase

Consumer Perception:  
After Viewing Videos

■ Positive ■ Neutral ■ Negative



It Takes A Family

It Takes A Community

It Takes An Industry

It Takes A Family

It Takes A Community

It Takes An Industry

Source: Raised & Grown Asset Survey. 2023. "What is your perception of how cattle are raised for food? Please select one response.; After viewing this commercial, what is your perception of how cattle are raised for food? Please select one response." n= 3,013

Survey design and analysis provided by National Cattlemen's Beef Association, a contractor to the Beef Checkoff.



Funded by Washington  
Beef Farmers and Ranchers

# SEA/TAC TRENDS: ENCOURAGES CONSUMPTION

## Encourage Beef Consumption



Source: Seattle/Tacoma State Dashboard 2021-2024; "Which of the following would encourage you to prepare or eat beef meals more often? Select all that apply."  
 Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.



Funded by Washington Beef Farmers and Ranchers



# BEEF'S NUTRITION

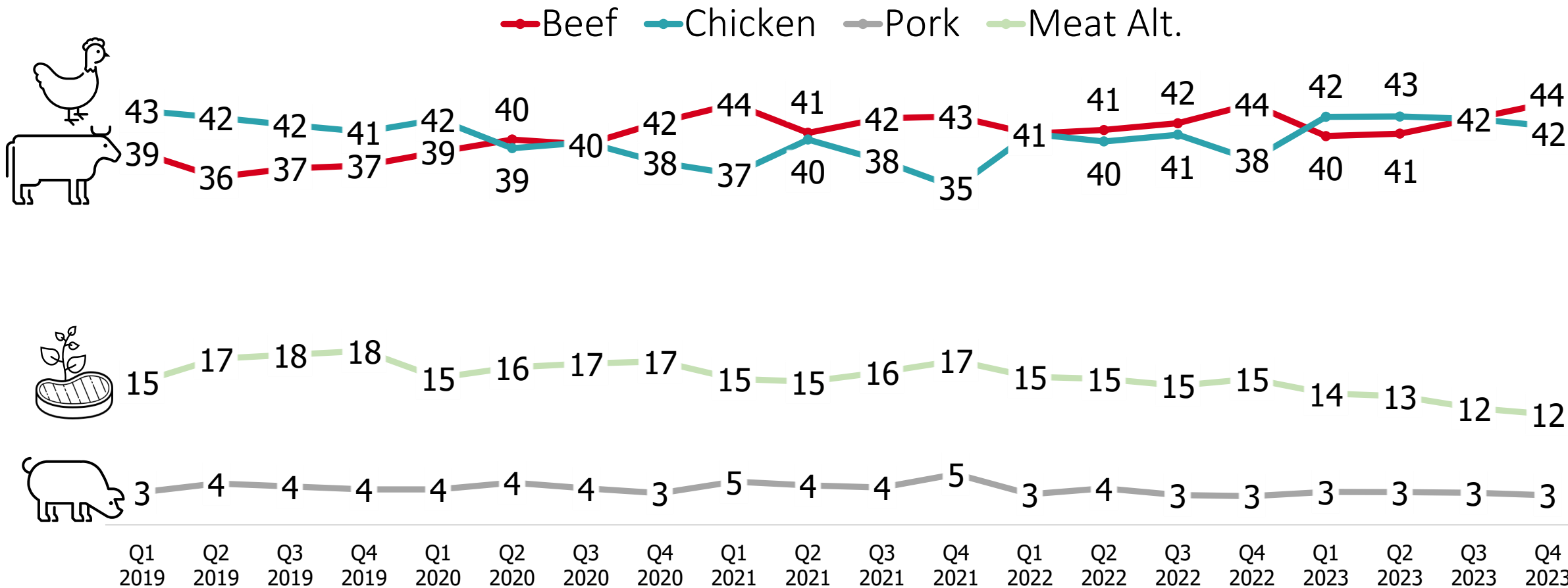


Funded by Washington  
Beef Farmers and Ranchers



# PROTEIN ATTRIBUTES: IS NUTRITIOUS

Both beef and chicken are top protein choices for being nutritious.



Source: Consumer Beef Tracker, 2019 – 2023. Q11: For the statement shown, please rate each protein based on your experiences. You can rate each protein anywhere from Agree Completely to Disagree Completely... The scale is set up so that no two proteins can have exactly the same rating, so you will need to place them in the order that you intend them to be.

Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

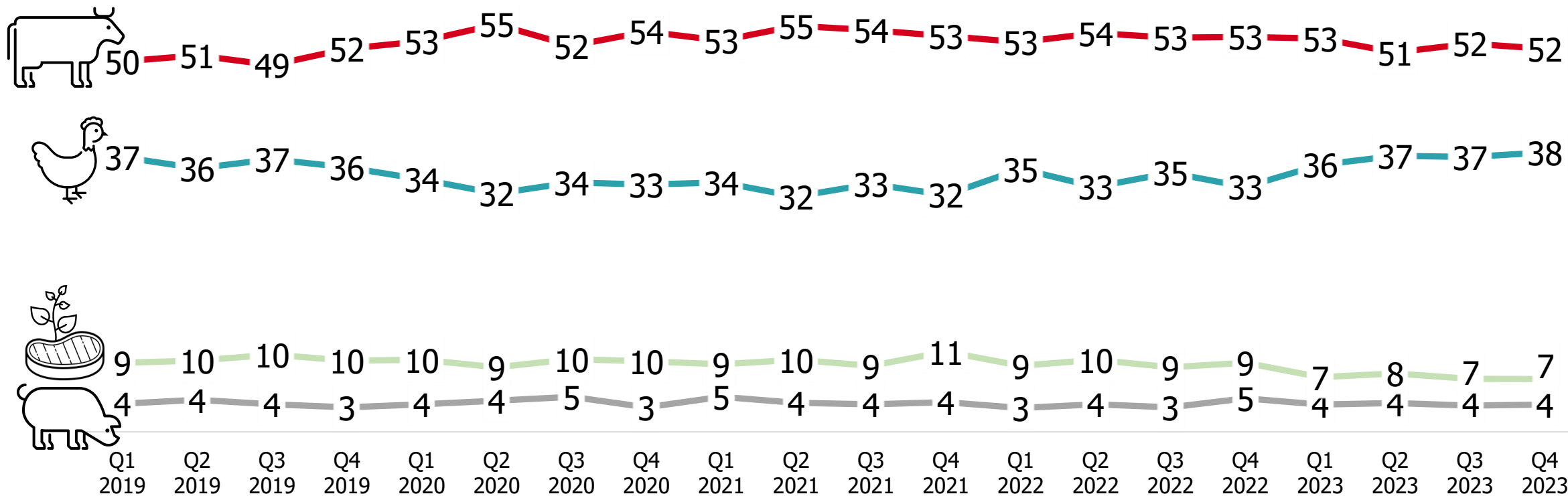




# PROTEIN ATTRIBUTES: GREAT SOURCE

U.S. consumers consistently rank beef above other proteins when considering which “is a great source of protein”.

— Beef — Chicken — Pork — Meat Alt.



Source: Consumer Beef Tracker, 2019 – 2023. Q11: For the statement shown, please rate each protein based on your experiences. You can rate each protein anywhere from Agree Completely to Disagree Completely... The scale is set up so that no two proteins can have exactly the same rating, so you will need to place them in the order that you intend them to be.

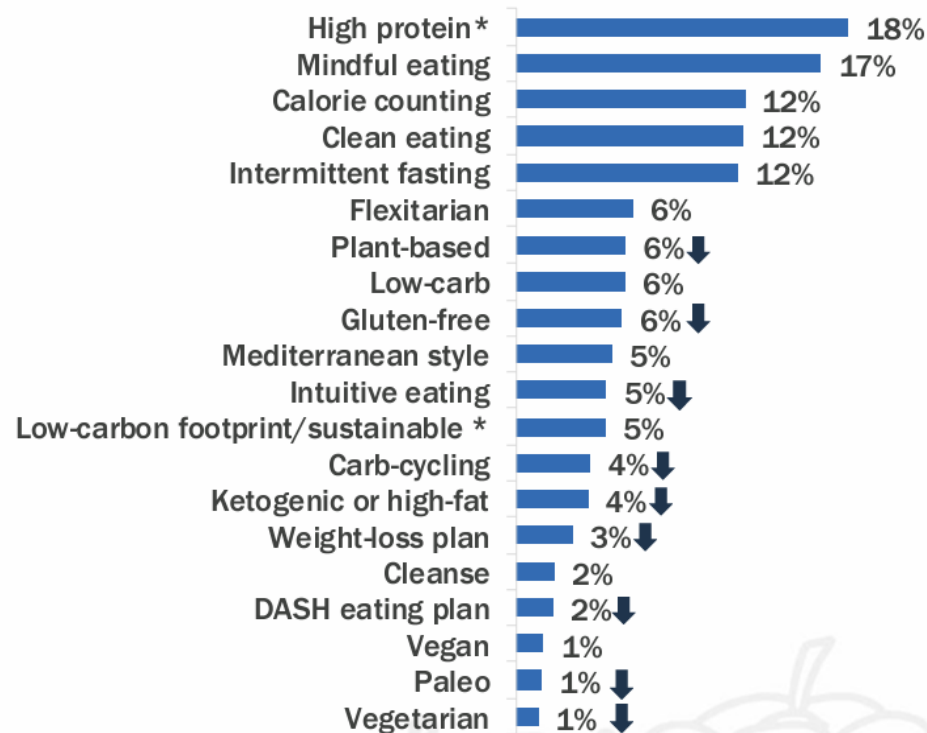
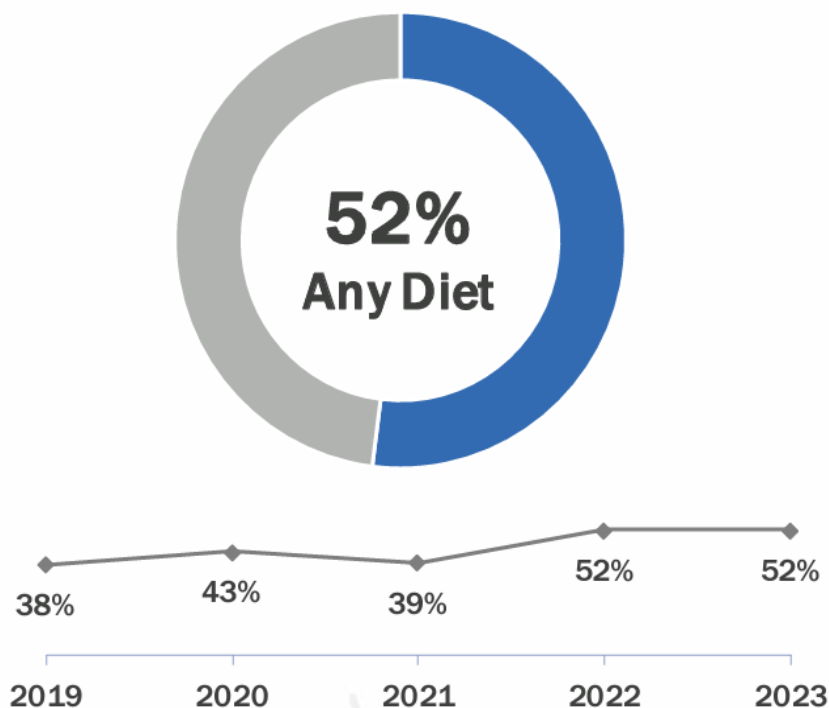
Analysis: National Cattlemen’s Beef Association, a contractor to the Beef Checkoff.



# HIGHER PROTEIN DIETS

Half of U.S. consumers followed a diet or specific eating pattern in 2023, consistent with last year. “High Protein”, a new addition in 2023, tops the list as the most common diet or eating pattern.

**Followed Specific Eating Pattern/Diet in Past Year**



\*New addition in 2023

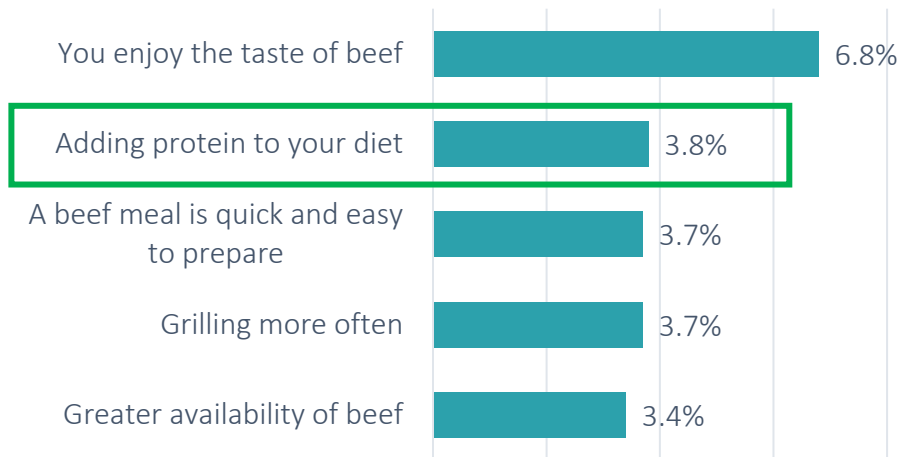
[TREND] Q28 Have you followed any specific eating pattern or diet at any time in the past year? (Select all that apply.) (n=1,022). Note: “Other” and “none of the above” are not shown

# BEEF CONSUMPTION

65% of all consumers plan to maintain their beef consumption levels. Consumers who plan to eat *more* beef are most motivated by the taste. Of those who plan to eat *less* beef are influenced by price sensitivity and multiple health concerns.

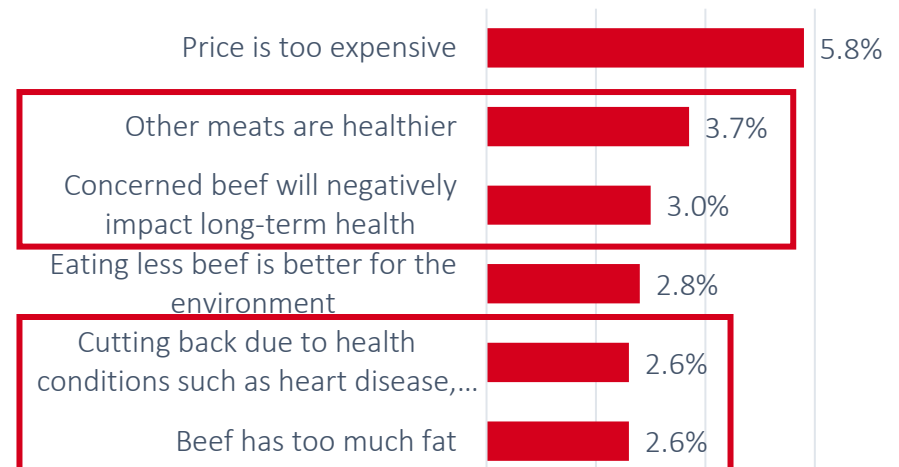
## Reasons to Eat More Beef

15% Plan to Eat More



## Reasons to Eat Less Beef

14% Plan to Eat Less



Source: Consumer Beef Tracker January – December 2023. Q13/Q14: "Earlier you mentioned that you plan to eat more/less beef. Which of the following statements are reasons why you plan to eat more/less beef in the future? (Select up to 5 statements)"

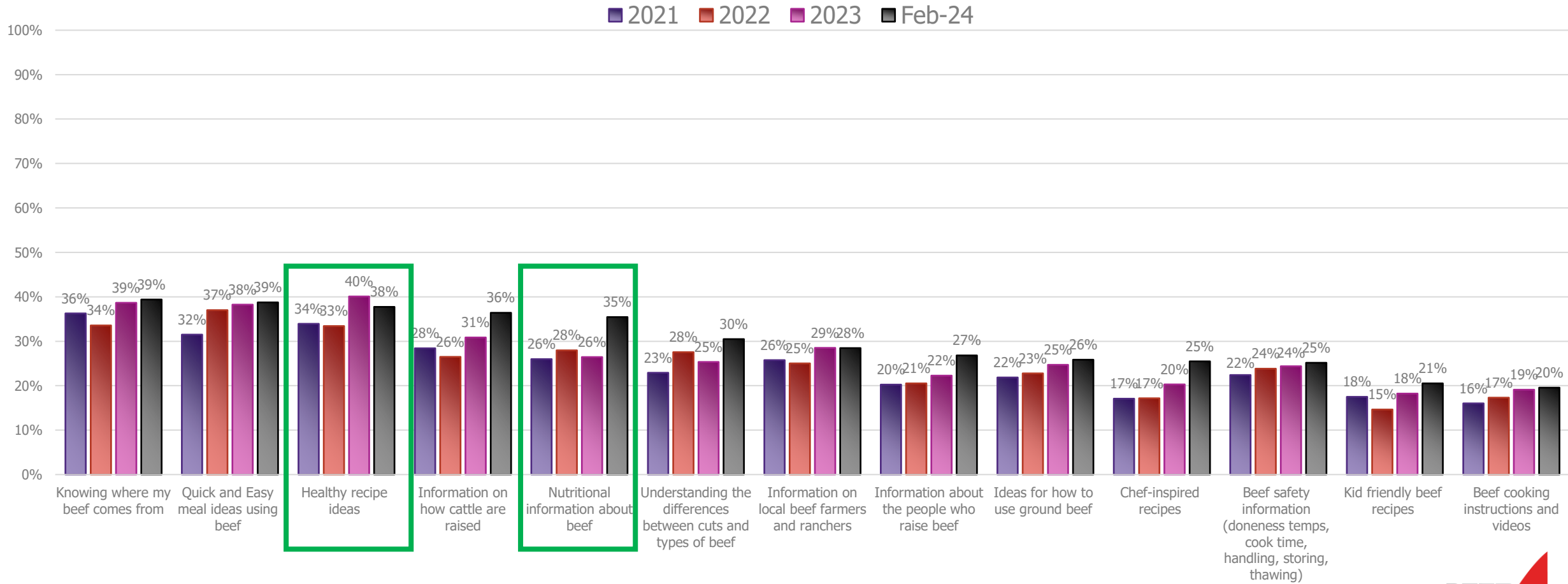
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.



Funded by Washington Beef Farmers and Ranchers

# SEA/TAC TRENDS: ENCOURAGES CONSUMPTION

## Encourage Beef Consumption



Source: Seattle/Tacoma State Dashboard 2021-2024; "Which of the following would encourage you to prepare or eat beef meals more often? Select all that apply."  
 Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.



Funded by Washington Beef Farmers and Ranchers

# BEEF'S MULTIPLE ADVANTAGES

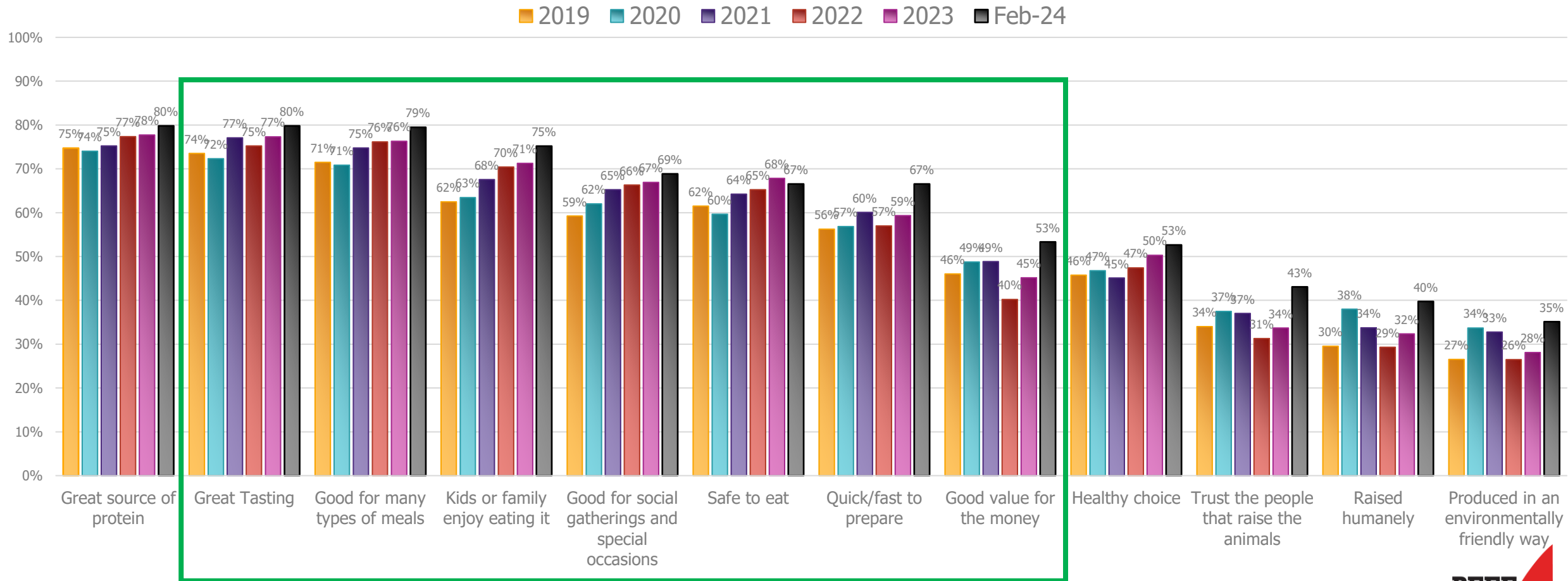


Funded by Washington  
Beef Farmers and Ranchers



# SEA/TAC TRENDS: ATTRIBUTE AGREEMENT

## Beef Attribute Agreement



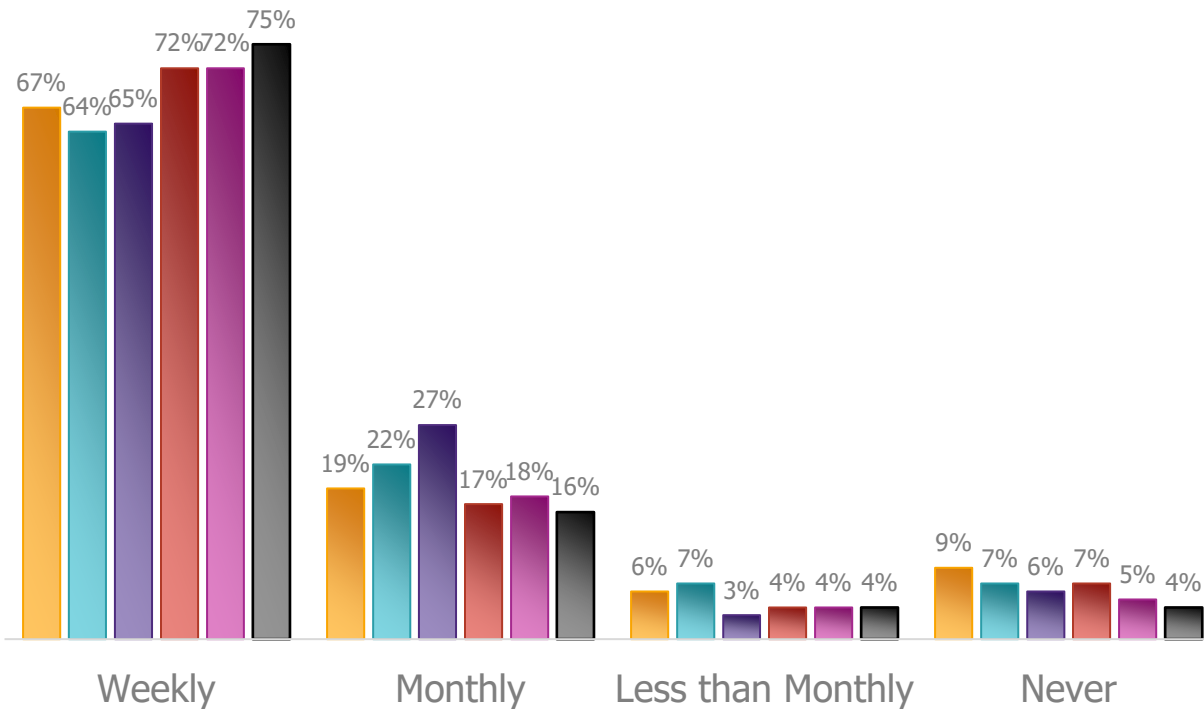
Source: Seattle/Tacoma State Dashboard 2019-2024; Please read through the statements below and tell us whether you agree or disagree with each one. Please rate each statement using the scale of 1-5 where 1 means you strongly disagree and 5 means you strongly agree. Agree = 4-5, Neutral = 3, Disagree = 1-2.  
 Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.



# SEA/TAC TRENDS: BEEF CONSUMPTION

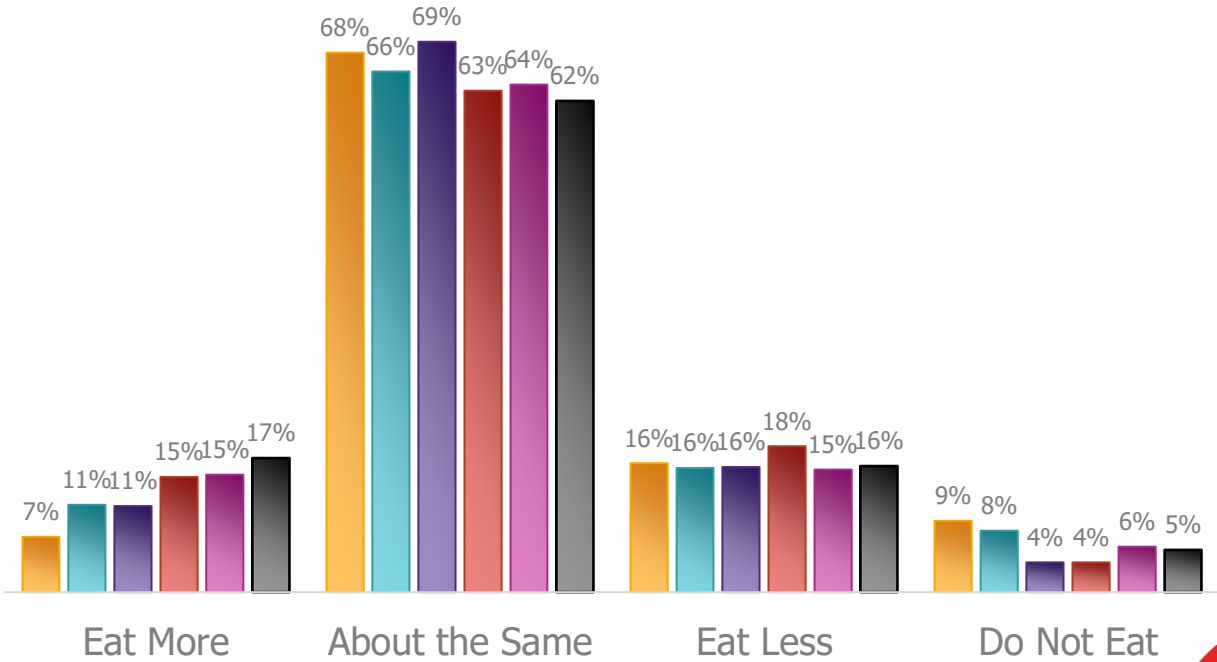
Consumer-Claimed Current Beef Consumption

2019 2020 2021 2022 2023 Feb-24



Consumer-Claimed Future Beef Consumption

2019 2020 2021 2022 2023 Feb-24

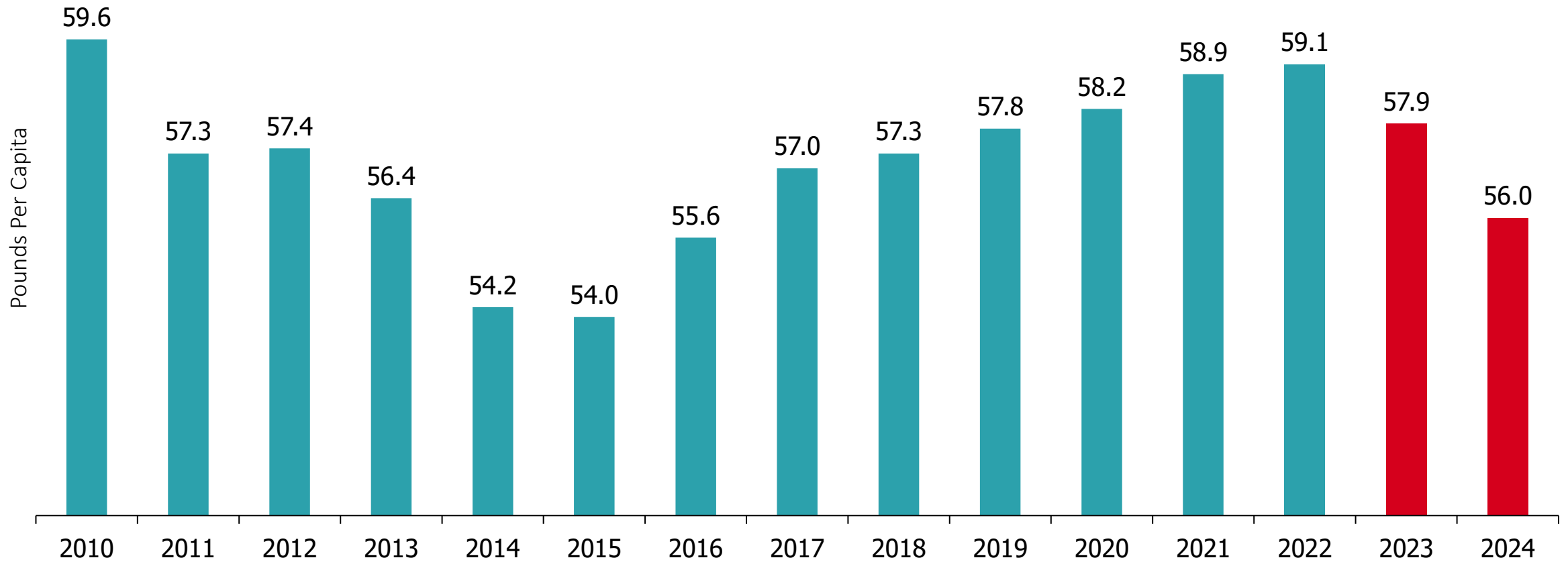


Source: Seattle/Tacoma State Dashboard 2019-2024; "Thinking about all of your meals – breakfast, lunch, dinner and snacks – how frequently do you eat each of the following types of food?" "Looking forward, do you plan to eat more, less or about the same amount of each of the following?"  
 Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.



# U.S. PER CAPITA NET BEEF AVAILABILITY

Per capita net beef availability is expected to decline by 2.0% from 2022 to 2023 and then by 3.3% from 2023 to 2024.



USDA projection shown in red.

Source: USDA, Office of the Chief Economist, "World Agricultural Supply and Demand Estimates Report: December 2023" and Supporting Materials.

Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

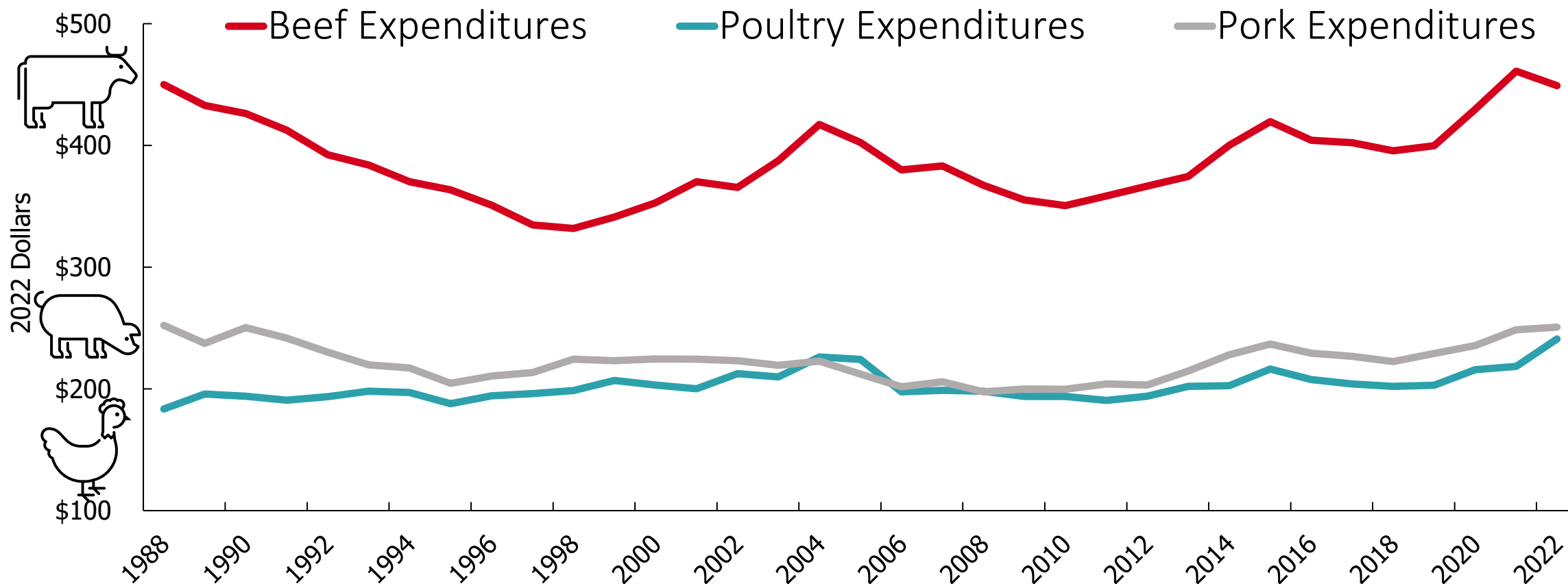


Funded by Washington  
Beef Farmers and Ranchers



# PER CAPITA BEEF EXPENDITURES

2022 beef expenditures saw a 2.6% decrease from the 2021 record highs but were still at the second highest since 1988.



Source: USDA, Economic Research Service; U.S. Bureau of Labor Statistics. October 2023.  
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.



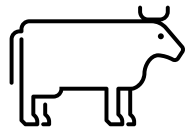
# 2023 FRESH MEAT SALES AT RETAIL

2023 beef sales at retail were below 2022 levels in terms of volume but higher in dollars sold.

## Fresh Meat \$61.4 Billion in 2023

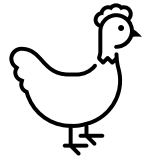
\$ 2023 v. 2022

Lbs. 2023 v. 2022



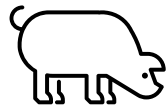
+2.1%  
\$33.2B v. \$32.5B

-3.3%  
5.3B v. 5.5B lbs.



+1.6%  
\$16.2B v. \$16.0B

+1.3%  
5.34B v. 5.27B lbs.



-4.3%  
\$7.7B v. \$8.0B

-4.7%  
2.3B v. 2.4B lbs.

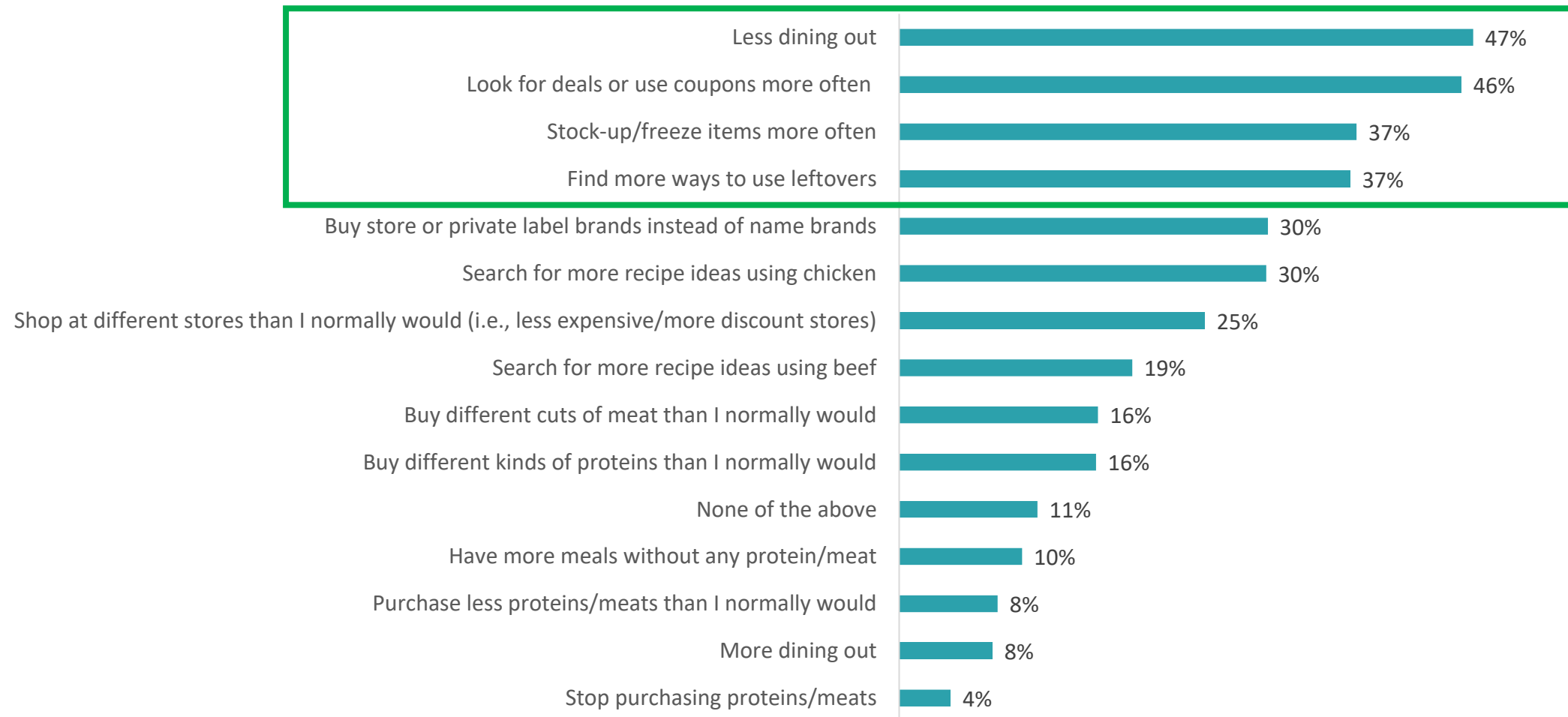


-29.6%  
\$125M v. \$178M

-28.3%  
13.8M v. 19.3M lbs.

# SHOPPING & DINING HABITS ARE SHIFTING

In response to economic pressure and inflation, consumers anticipate changing their behavior by dining out less, looking for deals, stocking up/freezing, and using leftovers.



Source: State of Consumer Survey, June 2023, Qualtrics/PureSpectrum, n=1363. Thinking about your current shopping and dining habits, in which ways, if any, do you see them changing in the next 6 months? Select all that apply.

Survey designed and analyzed by National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

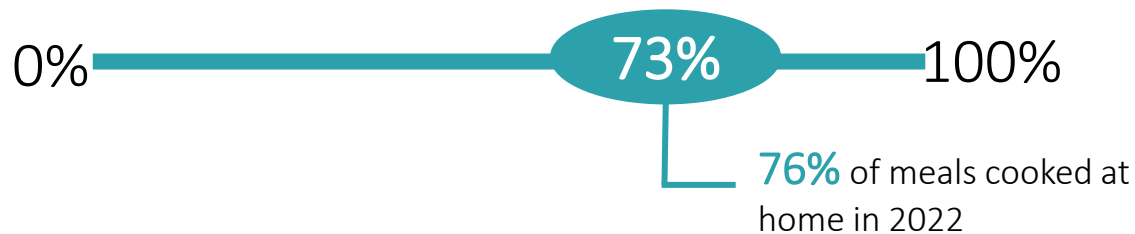


Funded by Washington  
Beef Farmers and Ranchers

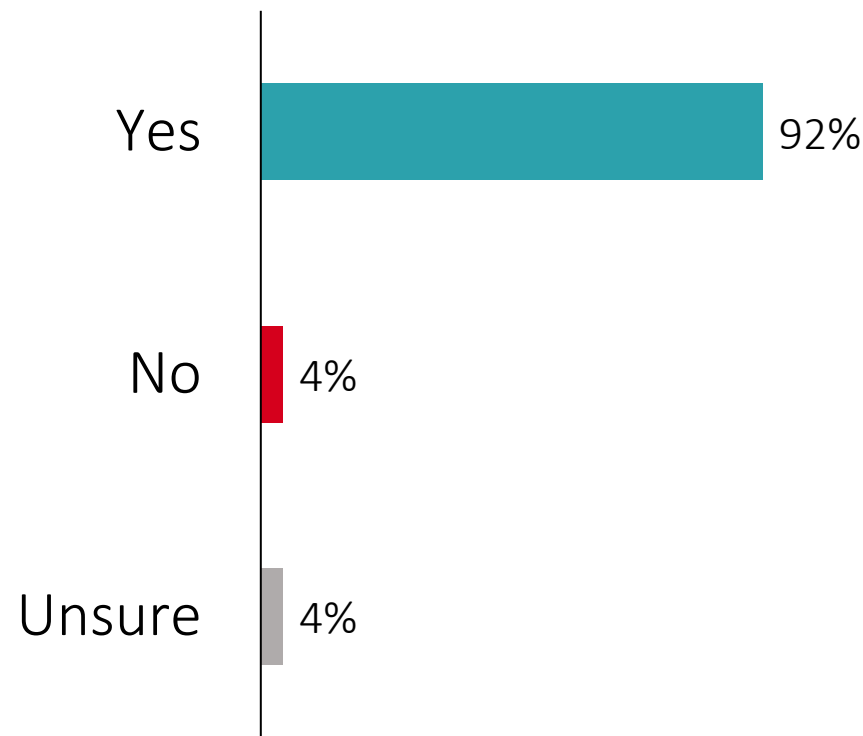
# AT HOME EATING

Three-quarters of meals are being cooked at home and 40% of consumers anticipate cooking more meals at home, the majority of consumers plan to continue cooking at home.

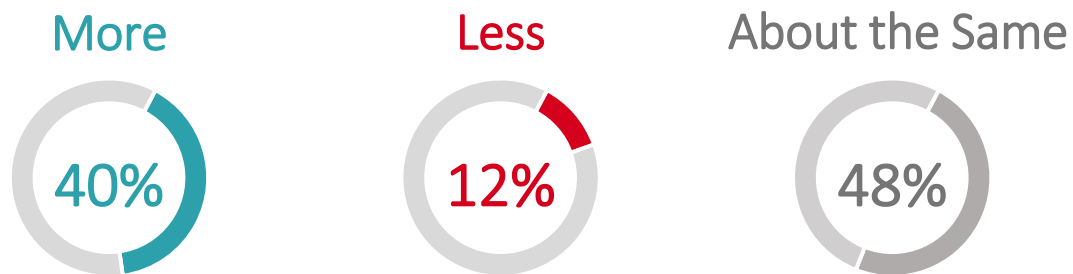
## Percentage of Meals Prepared/Cooked At Home



## Will You Continue to Cook More Meals at Home?



## Change in At-Home Cooking Behavior

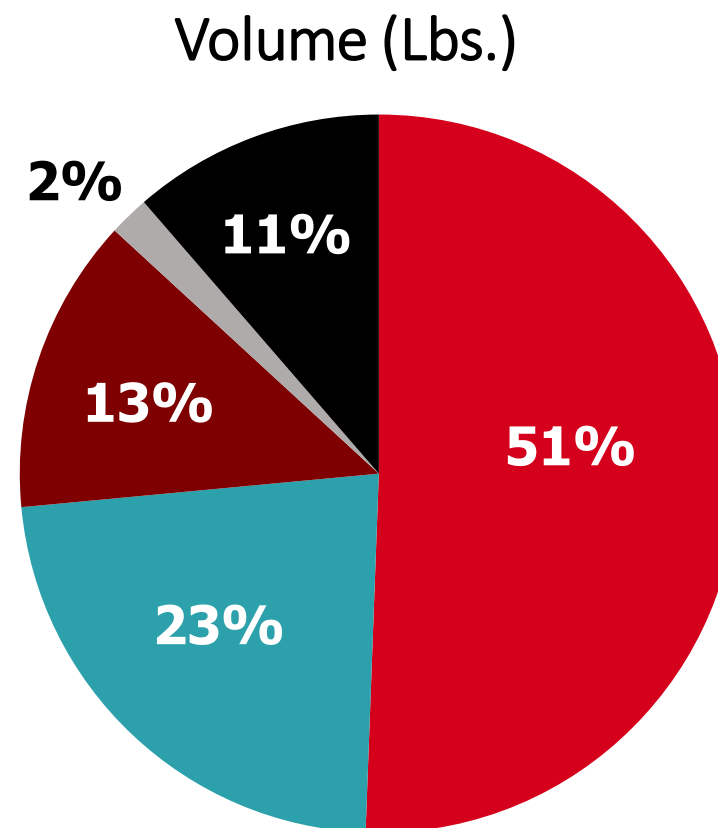
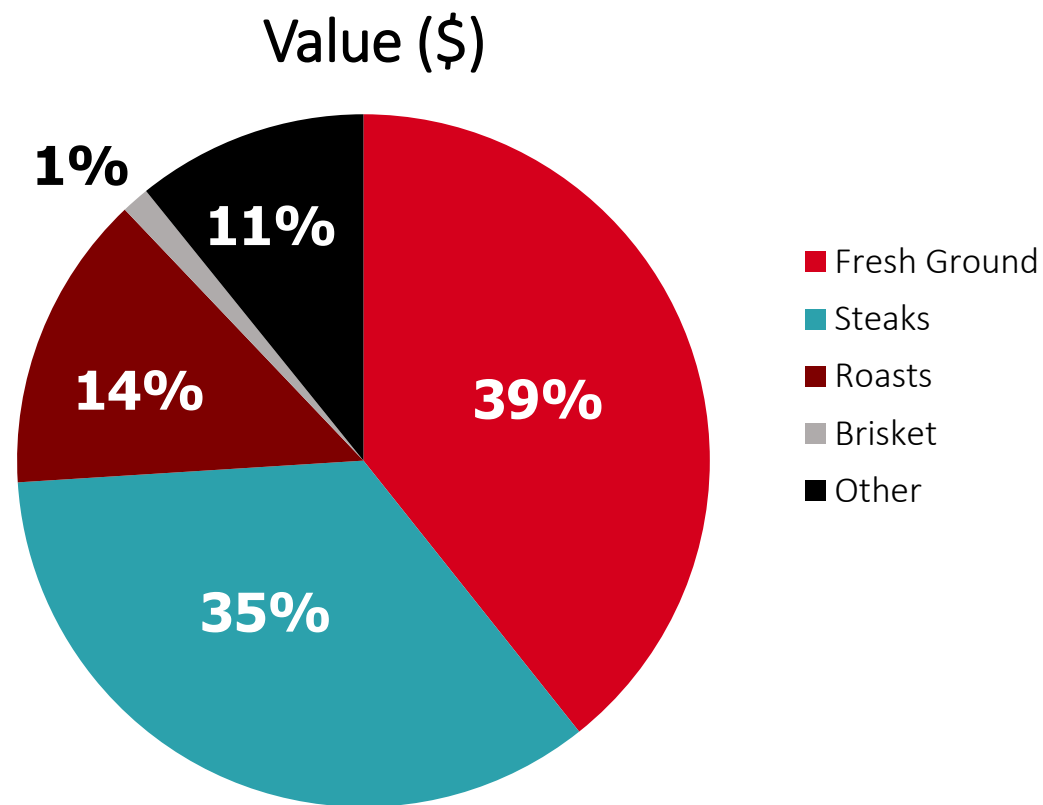


*Source: State of Consumer Survey, June 2023, Qualtrics/PureSpectrum, n=1363. Thinking about the number of meals you are currently cooking at home, what percentage of your meals do you think you are currently preparing and/or cooking at home? Is [insert percentage] percent of meals prepared and/or cooked at home more, less or the same as 6 months ago? Do you expect to continue preparing and/or cooking more meals at home? (n=546).*

*Survey designed and analyzed by National Cattlemen's Beef Association, a contractor to the Beef Checkoff.*

# BEEF CUT CHOICES

Fresh Ground Beef makes up half of beef sales in volume at the retail meat case and nearly 40% of dollar sales while Steaks account for over one-third of dollar sales. In 2023, 25% of Seattle/Tacoma consumers mentioned “Ideas for how to use Ground Beef” as a way to encourage their beef consumption.



*Note: The "Other" category is comprised of offals, other beef, ribs, and value-added products.  
Source: NielsenIQ, Discover, Year to Date Retail Protein Sales 52 weeks ending 12/30/2023.  
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.*

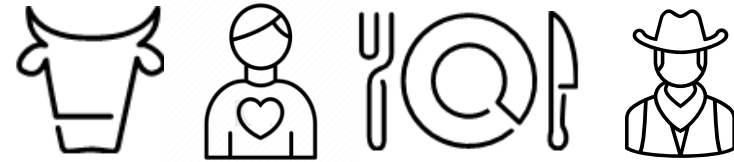
# SEA/TAC TRENDS: ENCOURAGES CONSUMPTION

## Encourage Beef Consumption



Source: Seattle/Tacoma State Dashboard 2021-2024; "Which of the following would encourage you to prepare or eat beef meals more often? Select all that apply."  
 Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

# WSBC MISSION STATEMENT



*Increase demand for beef  
by enhancing trust and  
connecting our beef  
community from pasture  
to plate.*



# FY 2024-25 STRATEGIC PRIORITIES

1

## RAISED & GROWN

Implement reputation management strategies that reshape the narrative about sustainable beef production and the environment. Defend our producer's ability to sustain their business.

2

## BEEF'S NUTRITION

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

3

## BEEF'S MULTIPLE ADVANTAGES

Promote and capitalize on the multiple competitive advantages of beef as the top protein choice compared to other proteins. Address the consumer's price/value concerns.

4

## STAKEHOLDER ENGAGEMENT

Strengthen producer understanding & support for their Beef Checkoff investment by educating and engaging them in Beef Checkoff programs.



# WSBC TARGET AUDIENCES

The Beef Checkoff invests in Consumer Market Research that tracks consumer attitudes and behaviors to better understand the actions and aspirations of our consumers. The WSBC strives to apply that research to fine tune our target audiences to efficiently communicate, educate and promote on behalf of Washington's 9,000 beef farmers and ranchers.

In FY 2024-2025, the WSBC will expand our market targets to include the Seattle/Tacoma and Spokane DMAs and explore the efficiency of reaching Washington's smaller, emerging consumer markets.

The WSBC will focus on leveraging Consumer Demand Drivers identified by National Beef Checkoff-funded consumer market research to identify and prioritize messaging for each Strategic Priority.



Funded by Washington  
Beef Farmers and Ranchers



# CONSUMER DEMAND DRIVERS

## CONSUMER DEMAND



CONSUMPTION



VALUE



PREFERENCE

Raised & Grown



1. Raised & Grown

Nutrition



2. Beef's Nutrition

Eating Experience



Convenience & Versatility



3. Beef's Multiple Advantages

Price



**BEEF COMMISSION STRATEGIC PRIORITIES**

**BEEF**



Funded by Washington  
Beef Farmers and Ranchers

**MOST REWARDING**

- co-workers/family/friend
- Evaluation/history of program
  - consumer + producer lense
- Bref plant tour
  - behind the scene information
- Understanding producer orgs/different production systems - Explore Beet Tour
  - getting the Ah-ha moments from guests
- Trust among producers - fiduciary
  - evolve for efficiency
  - interaction w/ consumers
  - National connection - CBS + Federation
- Openness + transparency of board
  - Collaboration among industry segments
  - fun / good board relations
- Like-minded/passionate board members
  - fills my cup
  - Building Beet brand
  - advice



**Budget Development**

- Advertising - re-establish baseline 50-60% of budget - staffing?
- Slow + steady growth
  - do well what we do well?
- Workload allocation
  - Staff - internal?
  - leverage Federation Services
  - contract labor
- Stakeholder Pride in programs
  - Statewide advertising? / Research/Exports
- Intern opportunities for developing new staff?
- Build 3-yr roadmap - we want to be here!



**Direction**

- more effort in existing, high impact programs?
- Future areas?
  - Nutrition partners?
  - Areas not funded that we bring back?
  - event marketing?
  - Retail/Partnership
- Maintain focus on TRUST
  - Touches Stakeholders
  - Telling WA production to WA consumers
- Stakeholder Focus
  - Education on system
  - Reduce/minimize refunds



# RAISED & GROWN

Implement reputation management strategies that reshape the narrative about sustainable beef production and the environment.

Defend our producer's ability to sustain their business.



Funded by Washington  
Beef Farmers and Ranchers





# RAISED & GROWN STRATEGY OVERVIEW

## BUSINESS OBJECTIVE

*Defend and protect our beef producer's ability to sustain their business.*

### MEASURABLE OBJECTIVES

Beef is raised and grown responsibly.

Increase from 32% to 34%  
*Over 2023*

Trust the people that raise the animals.

Increase from 34% to 36%  
*Over 2023*

Beef is produced in an environmentally friendly way.

Increase from 28% to 30%  
*Over 2023*

### CAMPAIGN GOAL

Show consumers, and those who influence them, that beef is responsibly raised and grown by people they can trust.  
Implement reputation management strategies that reshape the narrative about sustainable beef production.

### PRIMARY TARGET

Aspiring Advocates  
Family Food Enthusiasts



Funded by Washington  
Beef Farmers and Ranchers



# RAISED & GROWN

Code	Tactic	Description	Evaluation	Lead	Staff
Raised & Grown	<b>Raised &amp; Grown Advertising</b>	<i>Invest in digital advertising to position unique, local stories of how beef is raised and grown as a solution to consumer concerns about beef's sustainability, animal welfare, cattle care, stewardship of natural resources, and connection to the community.</i>	<i>TBD. Key Performance Indicators established in campaign strategy development with Federation of SBC.</i>	<b>FEDERATION</b> Jackie	
Raised & Grown	<b>Raised &amp; Grown Sponsored Content</b>	<i>Optimize NCBA work in WA lifestyle magazines and news publications (print and online) to share beef's positive contribution to sustainable food systems. Further extend previous and/or new published content via digital media plan tactics.</i>	<i>TBD. Place two sponsored content pieces in 24-25. Key Performance Indicators established in sponsored content agreement.</i>	<b>FEDERATION</b> Jackie	
Raised & Grown	<b>Raised &amp; Grown WA Asset Development</b>	<i>Optimize NCBA Raised &amp; Grown story-telling framework to develop local assets in video, photo and print that communicate that beef is responsibly raised and grown by people they can trust.</i>	<i>Create two new complete asset bundles for use in local digital advertising campaign</i>	Staff	
Raised & Grown	<b>Raised &amp; Grown Social &amp; Organic Content</b>	<i>Extend the paid digital advertising via social media. Target Family Food Enthusiasts and Aspiring Advocated on FB, Twitter and Instagram with relevant information about beef's positive impact on a sustainable food production system.</i>	<i>A quarterly Social Media strategy is collaborated on and a written plan is delivered in June, September, December and March. Deliverables are established and results reported at the end of each quarter.</i>	Jackie	<b>SOCIAL MEDIA SERVICES</b>
Raised & Grown	<b>Wabeef.org Raised &amp; Grown Updates</b>	<i>Continually refresh wabeef.org to include new producer profiles and photography and maximize impact with consumers. Build R&amp;G story landing pages in support of campaigns in market for in-depth learning opportunities for consumers.</i>	<i>Visits to wabeef.org Raised &amp; Grown pages achieves 2,500 views per year.</i>	Jackie	<b>SOCIAL MEDIA SERVICES</b>





# RAISED & GROWN

<i>Code</i>	<i>Tactic</i>	<i>Description</i>	<i>Evaluation</i>	<i>Lead</i>	<i>Staff</i>
<i>Raised &amp; Grown</i>	<b>Explore Beef Experience Channel Tour</b>	<i>Strengthen the knowledge and support of retail and food service thought influencers by hosting them on the annual EBE tour. Target channel professional that influence consumer attitudes about modern beef production.</i>	<i>30 thought influencers attend tour. The number of participants who believe the positives of beef production outweigh the negatives increases by 40% as determined by the pre- and post-tour survey.</i>	<i>Staff</i>	
<i>Raised &amp; Grown</i>	<b>Explore Beef Experience Influencer/Creator Tour</b>	<i>Strengthen the knowledge and support of social media thought influencers by hosting them on the annual EBE tour. Target content creation professionals that influence consumer protein choices.</i>	<i>12 Influencers/Creators attend event. Participants express greater confidence in understanding how beef is raised and grown in Washington and deeper knowledge of beef cuts and beef cookery, as determined by the pre- and post-tour survey.</i>	<i>Jackie</i>	<b>RELATIONSHIPS &amp; EVENT COORDINATOR</b>
<i>Raised &amp; Grown</i>	<b>Explore Beef Experience Attendee E-Update</b>	<i>Build an email contact list of previous and current year EBE attendees to send a quarterly newsletter. Content to include update stories on the locations they have visited (ex: "it's calving season", hay harvest, etc) and modern beef production stories.</i>	<i>E-newsletter is created and delivered to 150 partners each quarter. Above average open rate is accomplished.</i>	<i>Staff</i>	
<i>Raised &amp; Grown</i>	<b>WSU Ag Day</b>	<i>Participate in WSDA's annual Ag Day at WSU campus/game to promote Washington's Beef Community. Partner with Washington Dairy Products Commission to serve beef cheeseburger sliders as sample along with beef + dairy recipe cards.</i>	<i>Serve 300 beef sliders and recipe cards to consumers at event. Engage 5 beef producers and 5 dairy producers to participate in slider/recipe handout during event.</i>	<i>Staff</i>	
<i>Raised &amp; Grown</i>	<b>WA Grown/Local Harvest Schools Partnership</b>	<i>Work with OSPI and ESD 101 on expansion of pilot programs to increase school district access to purchasing locally raised and grown beef products for school foodservice.</i>	<i>Deliver how-to and access resources for schools to purchase USDA-inspected beef from local producers. Provide scratch cooking training and recipes with relevant</i>	<i>Jackie</i>	<b>ADVISING REGISTERED DIETITIAN</b>





# RAISED & GROWN

Code	Tactic	Description	Evaluation	Lead	Staff
Raised & Grown	<b>WA Meat Up Mobile Butcher Event</b>	Explore the opportunity to sponsor WSDA/WSU's Meat Up Mobile Butcher Teaching Truck to deliver butcher instruction across Washington. Attend the PNW Meat Up Conference, and offer support to have the Teaching Truck in action at that event.	Sponsor and promote two Teaching Truck events in Washington in 24-25. Promote these learning opportunities to 25 small processors and invite beef producers to attend the event and deliver Beef Checkoff information specific to direct marketers.	Staff	
Raised & Grown	<b>Beef Counts: KREM Sponsorship</b>	Promote "Buy Beef & Fight Hunger" for summer grilling. Shine a positive light on Washington's beef community's commitment to sustainably produce beef via sponsorship with KREM TV in Spokane.	TBD. Key Performance Indicators established in campaign agreement.	Staff	
Raised & Grown	<b>Beef Counts: Rosauers Retail Promotion</b>	Partner with Rosauers/Super1Foods to increase awareness of the Beef Counts program in Eastern Washington through the Buy Beef and Fight Hunger campaign in stores and online.	All elements of partnership agreement with Rosauers are delivered as outlined in MOU.	Staff	
Raised & Grown	<b>Beef Counts: Second Harvest Partnership</b>	Partner with Second Harvest to increase awareness of the Beef Counts program in Eastern Washington through media outreach and public relations during summer promotional period and holiday season distributions.	All elements of partnership agreement with Second Harvest are delivered as outlined in MOU.	Staff	
Raised & Grown	<b>Issues Management: Bovine Issues Working Group</b>	Continue to lead the Bovines Issues Working Group to prepare for and manage any industry crisis impacting the business climate of beef and dairy producers in Washington State. Update WSBC and BIWG Crisis Management Plans annually. Coordinate work with WSDA Emergency Management team and other stakeholder agencies.	Two update meetings are held annually, and participants understand their role in issues response and crisis management in Washington State. Coordinated BIWG Crisis Management Plan is updated annually and distributed to all stakeholder organization representatives to BIWG. Participate in additional Issues & Crisis Management workshops, summits and trainings with stakeholder agencies such as WSDA and FBI.	Staff	







# RAISED & GROWN

<i>Code</i>	<i>Tactic</i>	<i>Description</i>	<i>Evaluation</i>	<i>Lead</i>	<i>Staff</i>
<i>Raised &amp; Grown</i>	<b>Media Monitoring &amp; Issues Response</b>	<i>Continue to monitor the media and combat misinformation about beef and modern beef production practices by investing in Meltwater media monitor. Respond as appropriate.</i>	<i>Daily media monitoring is conducted, and issues addressed as identified.</i>	<i>Staff</i>	
<i>Raised &amp; Grown</i>	<b>Ag in the Classroom</b>	<i>Sponsor beef education content in Washington Ag in The Classroom publication.</i>	<i>Support is provided as requested.</i>	<i>Staff</i>	
<i>Raised &amp; Grown</i>	<b>Industry Information Program Materials</b>	<i>Develop strategy to promote raised and grown materials developed by the national Beef Checkoff.</i>	<i>Resources provided as needed.</i>	<i>Staff</i>	
<i>Raised &amp; Grown</i>	<b>Research: Consumer Beef Tracker Dashboard</b>	<i>Invest in the Seattle/Tacoma and Spokane DMAs to heavy up of the Federation of SBC quarterly Consumer Beef Tracker Dashboard study to gauge changes in consumer attitudes about beef and beef production practices. Identify beef's strengths and emerging issues and evaluate program effectiveness.</i>	<i>Use results to benchmark program success and adjust focus as needed. Results are compiled annually and five year trend data is analyzed for SWOT analysis.</i>	<b>FEDERATION</b> <i>Jackie</i>	





# BEEF'S NUTRITION

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



Funded by Washington  
Beef Farmers and Ranchers





# BEEF'S NUTRITION STRATEGY OVERVIEW

## BUSINESS OBJECTIVE

*Achieve confidence among consumers that beef is healthy and sustainably produced.*

### MEASURABLE OBJECTIVES

Beef is a great source of protein.

Increase from 78% to 80%  
*Over 2023*

Agree that beef is nutritious.

Increase from 64% to 66%  
*Over 2023*

Agree that beef is a healthy choice.

Increase from 50% to 52%  
*Over 2023*

### CAMPAIGN GOAL

Encourage consumers to express the specific, immediate benefit of including beef in the weekly diet through a unifying thought: "Beef is an important part of a healthy, sustainable food system."

### PRIMARY TARGET

Aspiring Advocates  
Family Food Enthusiasts



Funded by Washington  
Beef Farmers and Ranchers



# BEEF'S NUTRITION

<b>Code</b>	<b>Tactic</b>	<b>Description</b>	<b>Evaluation</b>	<b>Lead</b>	<b>Staff</b>
Nutrition	<b>Nutrition Advertising</b>	Invest in digital advertising to educate consumers about beef's role in a healthy, sustainable diet. Extend nationally produced assets and localize when possible.	TBD. Key Performance Indicators established in campaign strategy development with Federation of SBC.	FEDERATION Jackie	
Nutrition	<b>Nutrition Youth Sports Sponsorship</b>	Partner with a WA youth sports organization (ex: WIAA) to deliver science-based facts about beef's role in athletic fueling, performance and recovery. Prioritize reaching middle school and high school-aged athletes, parents and coaches/directors.	Leverage the Sports Nutrition Game Plan program as a critical asset to promote, extend and localize in reaching audience. Key Performance Indicators established in negotiation of sponsorship.	Jackie	RELATIONSHIPS & EVENT COORDINATOR
Nutrition	<b>Nutrition Mixed Media Sponsorship</b>	Target Family Food Enthusiasts and Aspiring Advocate audiences via a mixed media sponsorship that includes traditional and social media elements (ex: All Mom Does/Spirit 105.3). Content to communicate the valuable role beef plays in balanced, healthy family meals and fuel for busy lifestyles.	TBD. Key Performance Indicators established in negotiation of campaign.	Jackie	RELATIONSHIPS & EVENT COORDINATOR
Nutrition	<b>Nutrition Sponsored Content</b>	Explore sponsored content placements in WA lifestyle magazines (print and online) to deliver beef's nutrition and value messages.	TBD. Place one sponsored content piece in 24-25. Key Performance Indicators established in sponsored content agreement.	FEDERATION Jackie	
Nutrition	<b>Creator Content Partnerships: Nutrition</b>	Partner with healthy cooking Influencers/Creators to increase visibility of beef recipes with their audience on social media.	Complete two influencer partnerships. One new partner is identified. Deliverables as outlined in each partnership agreement.	Jackie	RELATIONSHIPS & EVENT COORDINATOR





# BEEF'S NUTRITION

<b>Code</b>	<b>Tactic</b>	<b>Description</b>	<b>Evaluation</b>	<b>Lead</b>	<b>Staff</b>
Nutrition	<b>Nutrition Social &amp; Organic Content</b>	Extend paid digital advertising messages via organic social media. Target Family Food Enthusiasts and Aspiring Advocated on FB, Twitter and Instagram with relevant information about beef's sustainable nutrition.	A quarterly Social Media Calendar is delivered in June, September, December and March for the coming quarter. Deliverables are established and results reported at the end of each quarter.	Jackie	<b>SOCIAL MEDIA SERVICES</b>
Nutrition	<b>Wabeef.org Nutrition Updates</b>	Promote wabeef.org as local source for information on beef's role in a healthy, sustainable diet. Update with local and seasonal content to maintain relevance. Drive traffic to biwfd.com when appropriate.	Visits to wabeef.org Nutrition pages achieves 2,500 views per year.	Jackie	<b>SOCIAL MEDIA SERVICES</b>
Nutrition	<b>Coach/Athlete Outreach</b>	Direct mailing to distribute Sports Nutrition Game Plan resources directly to high school coaches and athletic directors across Washington.	Reach at least 10,000 coaches with direct mailing. 1,000 schools sign up for Sports Nutrition Game Plan program through Texas Beef Council.	Jackie	<b>RELATIONSHIPS &amp; EVENT COORDINATOR and ADVISING RD</b>
Nutrition	<b>Physician Outreach</b>	Extend national effort to distribute beef nutrition education toolkits to 100 physicians offices in Washington State. audiences.	At least 100 toolkits are directly delivered to physicians in Washington. Extend toolkit assets as E-sources via organizations such as WIC, WSDA, OSPI and consider promoting via digital advertising to ideal health professional taragets.	<b>FEDERATION</b> Jackie	<b>ADVISING REGISTERED DIETITIAN</b>
Nutrition	<b>Dietetic Academy Outreach</b>	Sponsor special session speaker at Washington Academy of Nutrition & Dietetics '25 Spring Conference. Maintain and strengthen relationships with nutrition and medical experts who influence consumers and the media about beef's role in a healthy, sustainable diet.	Dietitian Seminar speaker achieves 4 to 5 scores on evaluations. Promote nutrition webinars and emerging research to WSAND via e-blasts and appropriate health professionals via targeted digital advertising.	<b>FEDERATION</b> Jackie	<b>ADVISING REGISTERED DIETITIAN</b>





# BEEF'S NUTRITION

<b>Code</b>	<b>Tactic</b>	<b>Description</b>	<b>Evaluation</b>	<b>Lead</b>	<b>Staff</b>
Nutrition	<b>Advising Registered Dietitian</b>	<i>Negotiate scope of work with a Registered Dietitian to complete Consumer Information and Industry Information programming during fiscal year. RD to seek opportunities to fund expansion of this role through grants.</i>	<i>Execute industry information schools program outreach and one TBD. KPIs to be determined based on negotiated programs/sponsorships.</i>	Jackie	<b>ADVISING REGISTERED DIETITIAN</b>
Nutrition	<b>Consumer Information Program Materials:</b>	<i>Promote food and health influencer materials developed by the national Beef Checkoff.</i>	<i>Resources are provided as needed.</i>	Staff	
Nutrition	<b>Research: Consumer Beef Tracker Dashboard</b>	<i>Invest in the Seattle/Tacoma and Spokane DMAs to heavy up of the Federation of SBC quarterly Consumer Beef Tracker Dashboard study to gauge changes in consumer attitudes about beef and beef production practices. Identify beef's strengths and emerging issues and evaluate program effectiveness.</i>	<i>Use results to benchmark program success and adjust focus as needed. Results are compiled annually and five year trend data is analyzed for SWOT analysis.</i>	<b>FEDERATION</b> Jackie	



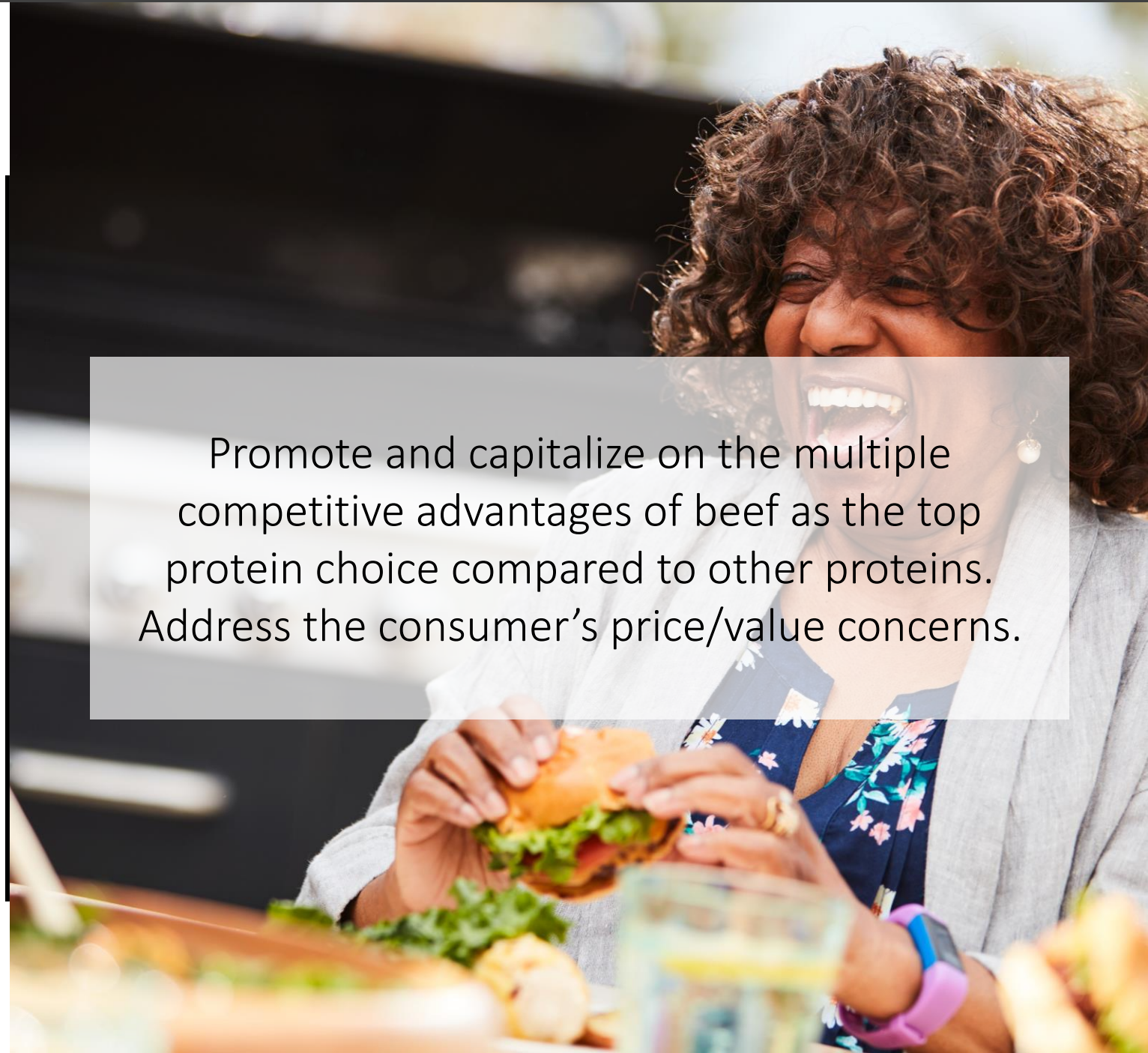


# BEEF'S MULTIPLE ADVANTAGES

Promote and capitalize on the multiple competitive advantages of beef as the top protein choice compared to other proteins. Address the consumer's price/value concerns.



Funded by Washington  
Beef Farmers and Ranchers



# BEEF'S ADVANTAGES STRATEGY OVERVIEW

## BUSINESS OBJECTIVE

*Promote and capitalize on the multiple competitive advantages of beef as the top protein choice compared to other proteins.  
Address the consumer's price/value concerns.*

### MEASURABLE OBJECTIVES

Beef is good for many types of meals.

Increase from 76% to 78%  
*Over 2023*

My kids & family enjoy eating beef.

Increase from 71% to 73%  
*Over 2023*

Beef is a good value for the money.

Increase from 45% to 47%  
*Over 2023*

### CAMPAIGN GOAL

Show consumers, and those who influence them, that beef's taste, convenience, versatility and value are superior to other proteins.  
Dispel the myth that there is a better alternative to beef.

### PRIMARY TARGET

Aspiring Advocates  
Family Food Enthusiasts  
Balanced Rationalists  
International Export Markets



Funded by Washington  
Beef Farmers and Ranchers



# BEEF'S MULTIPLE ADVANTAGES

Code	Tactic	Description	Evaluation	Lead	Staff
Multiple Advantages	<b>Multiple Advantages Advertising</b>	Build awareness of beef's unique multiple advantages over other proteins through digital advertising. Extend nationally produced assets and campaigns.	TBD. Key Performance Indicators established in campaign strategy development with Federation of SBC.	<b>FEDERATION</b> Jackie	
Multiple Advantages	<b>Multiple Advantages Sponsored Content</b>	Explore sponsored content placements in WA lifestyle magazines (print and online) to deliver beef's taste, convenience, versatility and value messages.	TBD. Place one sponsored content piece in 24-25. Key Performance Indicators established in sponsored content agreement.	<b>FEDERATION</b>	
Multiple Advantages	<b>Creator Content Partnerships: Multiple Advantages</b>	Partner with beef cooking Influencers/Creators to increase visibility of mouthwatering beef recipes with their audience on social media.	Complete four influencer partnerships. One new partner is identified. Deliverables as outlined in each partnership agreement.	Jackie	<b>RELATIONSHIPS &amp; EVENT COORDINATOR</b>
Multiple Advantages	<b>E-Commerce Channel Promotions</b>	Coordinate with Federation of SBC to extend nation-wide e-commerce campaign with large national chain. Coordinate with Federation of SBC to place a regional buy with a partner retailer in the PNW.	Two e-commerce promotions are conducted. Incremental beef sales increase and digital goals are achieved as proposed by Federation and retailer(s).	<b>FEDERATION</b> Jackie	
Multiple Advantages	<b>Multiple Advantages Social &amp; Organic Content</b>	Extend paid digital advertising messages via organic social media. Target Family Food Enthusiasts and Aspiring Advocated on FB, Twitter and Instagram with relevant information about beef's multiple advantages over other proteins, specifically: taste, convenience, versatility, price/value and family friendly.	A quarterly Social Media Calendar is delivered in June, September, December and March for the coming quarter. Deliverables are established and results reported at the end of each quarter.	Jackie	<b>SOCIAL MEDIA SERVICES</b>



# BEEF'S MULTIPLE ADVANTAGES

Code	Tactic	Description	Evaluation	Lead	Staff
Multiple Advantages	<b>Relationships &amp; Event Coordination</b>	Negotiate scope of work with a Relationships Specialist and Event Coordinator to complete Promotion, Consumer Information and Industry Information programming during fiscal year.	Execute all events and partnerships as negotiated in scope of work. KPIs to be determined based on negotiated programs/sponsorships.	Jackie	<b>RELATIONSHIPS &amp; EVENT COORDINATOR</b>
Multiple Advantages	<b>Media Relations / TV Cooking</b>	Educate and inspire consumers to cook beef properly and often via seasonal television appearances in the Seattle market.	A reach of over 100 million is achieved via <b>four television interviews</b> . Expand reach of live segments via paid and organic social media and drive consumers to wabeef.org to learn more.	Staff	
Multiple Advantages	<b>wabeef.org Seasonal Recipe &amp; Cookery Updates</b>	Promote wabeef.org as local source for beef cookery information via web-based platforms. Update with local and seasonal content to maintain relevance. Drive traffic to befitswhatsfordinner.com when appropriate.	Site is updated as required by season.	Jackie	<b>SOCIAL MEDIA SERVICES</b>
Multiple Advantages	<b>Price/Value Tactic</b>	Integrate positive <b>PRICE/VALUE</b> messaging across all tactics within the Multiple Advantages and Beef's Nutrition strategic priorities.	Messaging is integrated into content universally.	Staff	
Multiple Advantages	<b>Influencer Cook-Along E-vents &amp; Events</b>	Encourage social media visibility for beef by engaging third party influencers through hosting virtual cook-along e-vents and an in-person beef cookery workshop.	Two virtual cooking events completed with 10 Creator participants. One in-person event hosted with 10 Creator guests.	Jackie	<b>RELATIONSHIPS &amp; EVENT COORDINATOR</b>
Multiple Advantages	<b>Consumer Information Program Resources</b>	Make beef cookery and recipe materials developed by the National Beef Checkoff available to interested consumers, beef marketers and small processors. Continue to support education conferences (FACSE, ACTE) as requested by educational organizations.	Materials are distributed as requested. Every County Cattleman's Association is contacted in the spring prior to "fair season".	Staff	



# BEEF'S MULTIPLE ADVANTAGES

Code	Tactic	Description	Evaluation	Lead	Staff
Multiple Advantages	<b>Miscellaneous Resources / Fairs</b>	Promote Consumer Information resources to Fairs and Farm Shows each spring.	At least 10 counties/fairs request and receive resources for their local events.	Staff	
Multiple Advantages	<b>Research: Consumer Beef Tracker Dashboard</b>	Invest in the Seattle/Tacoma <i>and Spokane DMAs</i> to heavy up of the Federation of SBC quarterly Consumer Beef Tracker Dashboard study to gauge changes in consumer attitudes about beef and beef's taste, convenience, value and versatility. <i>Identify beef's strengths and emerging issues and evaluate program effectiveness.</i>	Use results to benchmark program success and adjust focus as needed. Results are compiled annually <i>and five year trend data is analyzed for SWOT analysis.</i>	<b>FEDERATION</b> Jackie	
Multiple Advantages	<b>Exports: Pacific Northwest Initiative (PNI) Export Promotion</b>	Increase the sale of beef from the Northwest in Japan by partnering with the Oregon and Idaho Beef Councils and the USMEF. Fund retail and foodservice promotions in conjunction with distributors of Northwest beef.	<i>Both volume and value of beef sold in Japan as established in MEF proposal. Partner investments are at least double those of the Beef Commission. Export ROI is + \$400 per head.</i>	<b>USMEF</b>	
Multiple Advantages	<b>Exports: New Exports Promotion</b>	TBD	TBD	<b>USMEF</b>	
Multiple Advantages	<b>Exports: Trade Team Hosting</b>	Educate foreign <i>influencers</i> /trade teams visiting Washington state about local beef production by hosting ranch/feedyard tours, as the opportunity presents.	At least one trade team is supported annually as opportunities arise. Export ROI is + \$400 per head.	<b>USMEF</b>	
Multiple Advantages	<b>Exports: USMEF Membership</b>	Support beef exports throughout the world through membership in the USMEF.	Export ROI is + \$400 per head.	<b>USMEF</b>	



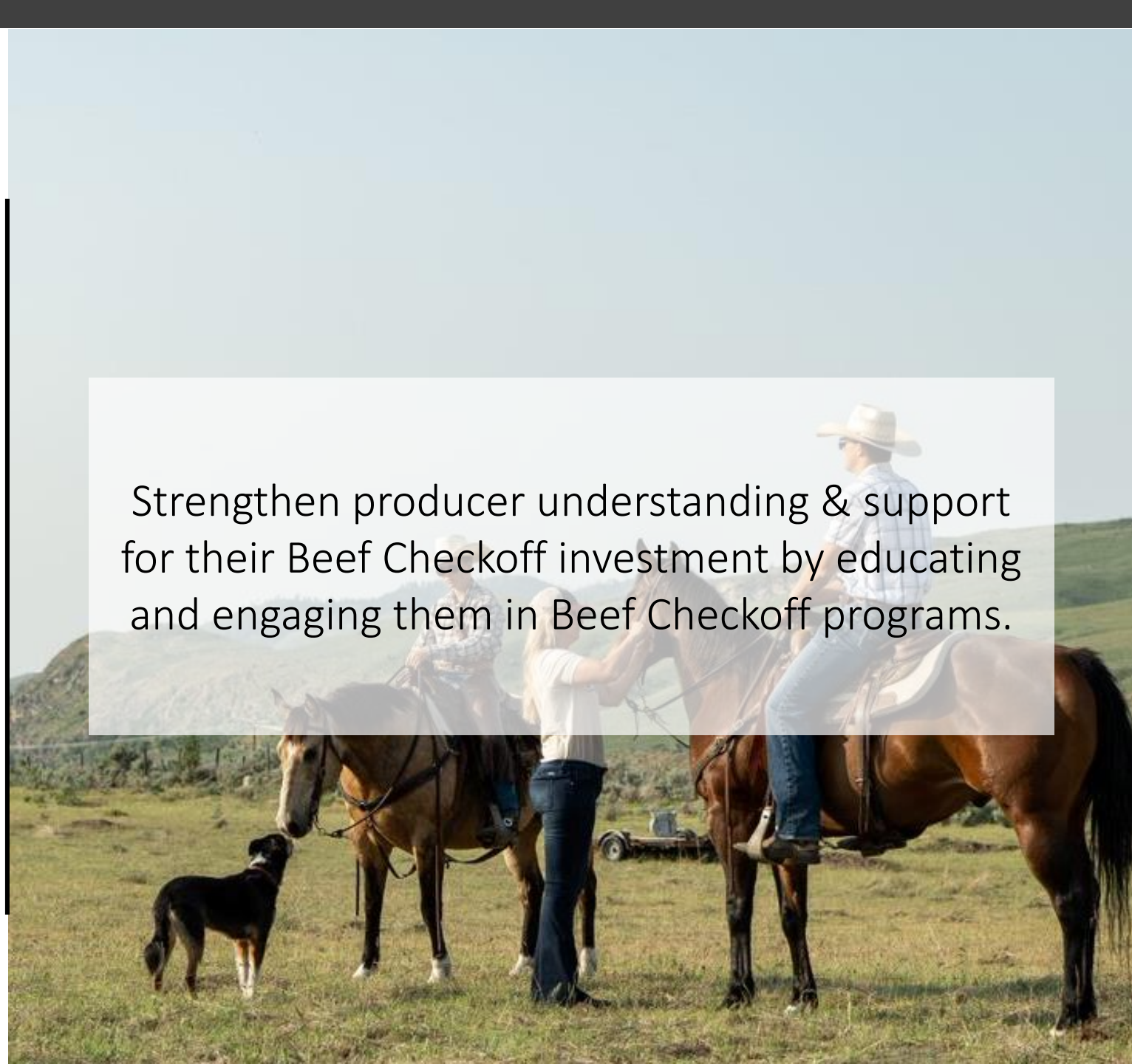


# STAKEHOLDER ENGAGEMENT

Strengthen producer understanding & support for their Beef Checkoff investment by educating and engaging them in Beef Checkoff programs.



Funded by Washington  
Beef Farmers and Ranchers





# ENGAGEMENT STRATEGY OVERVIEW

## BUSINESS OBJECTIVE

*Position the Beef Checkoff as an essential tool for the viability of Washington's beef industry.*

## STRATEGY OBJECTIVES

Increase the number of producer who approve of the Beef Checkoff.

Producers feel well-informed about their Beef Checkoff.

Producers readily communicate their support of the Beef Checkoff.

## CAMPAIGN GOAL

Provide producer testimonials and engagement opportunities to demonstrate support for the Beef Checkoff.

## PRIMARY TARGET

Cow/Calf Producers (emphasis on future leaders)

Dairy Beef Producers

Cattle Feeders

Designated Collection Points + Brand Inspectors





# STAKEHOLDER ENGAGEMENT

Code	Tactic	Description	Evaluation	Lead	Staff
Stakeholder Engagement	<b>Stakeholder Advertising</b>	Deliver stakeholder engagement messages to younger producers via digital advertising. Review and update on wabeef.org to deliver factual information about the Beef Checkoff. Localize CBB "Your Dollar Does" national producer education campaign assets that feature images of Washington producers.	TBD. Key Performance Indicators established in campaign strategy development with Federation of SBC.	<b>FEDERATION</b> Jackie	
Stakeholder Engagement	<b>Wabeef.org Cattleman's Corner Updates</b>	Build out a more robust Cattleman's Corner landing page/information hub to direct click throughs from digital campaign. <i>Include information about changes to the Beef Checkoff, refund procedures, etc.</i>	Page is updated to deliver new resources and assets for producers.	Jackie	<b>SOCIAL MEDIA SERVICES</b>
Stakeholder Engagement	<b>Quarterly The Drive Insert</b>	Continue to provide localized inserts to the CBB's magazine that is distributed to 6,000 beef farmers and ranchers in Washington each quarter. Work with member organizations and WSDA to evaluate and enhance the currently mailing list.	Quarterly insert is distributed to 6,000 producers in Washington State. <i>Mailing list is reviewed and updated for accuracy and efficiency.</i>	Staff	
Stakeholder Engagement	<b>Stakeholder Publications: Beef Checkoff E-Update</b>	Distribute monthly Beef Checkoff E-Update to producers in Washington State to update them on current Beef Checkoff activities. Send special editions as necessary throughout the year. Expand list to include new producer leadership and influencers within Washington's agricultural community.	Open rate exceeds 30%. List expands to 1,000 recipients. Link is shared in the Dairy Federation, Farm Bureau, Cattle Feeders, Cattleman's e-newsletters.	Staff	
Stakeholder Engagement	<b>Stakeholder Publications: Industry Publication Articles</b>	Contribute monthly, or on demand, Beef Checkoff update articles for producer association publications to educate producers on their Beef Checkoff investment.	Articles are printed or e-mailed monthly via associations.	Staff	





# STAKEHOLDER ENGAGEMENT

Code	Tactic	Description	Evaluation	Lead	Staff
Stakeholder Engagement	<b>Stakeholder Publications: Annual Report</b>	Publication to be posted on wabeef.org, shared via digital channels, printed and distributed at producer meetings/events, and submitted to the WA Legislative Agriculture & Natural Resources Committees, <i>Reports to the Legislature website, CBB and WSDA Director's office.</i>	Distribution completed by October 1.	Staff	
Stakeholder Engagement	<b>Ag Trade/Rural Market News Releases &amp; PR</b>	Target producers with information about their Beef Checkoff investment via ag trade media and rural newspapers each quarter. Build e-mail contact list for news releases.	A minimum of four print stories are run.	Staff	
Stakeholder Engagement	<b>WCA/WCW/CPoW Convention &amp; Meetings</b>	Attend at least four WCA Board meetings and county affiliate meetings, request agenda time for Beef Checkoff program update. Provide Beef Checkoff update at the WCA Convention and participate in trade show. Attend WCW Board meeting, request agenda time for Beef Checkoff program update. <i>Request invitation to CPoW meetings and events, request agenda time for Beef Checkoff program update.</i>	Cow/Calf Ranchers across Washington understand and actively support the Beef Checkoff. <i>WSBC Board Members attend two meetings and deliver short Beef Checkoff Update.</i>	Staff	
Stakeholder Engagement	<b>Dairy Federation Convention &amp; Meetings</b>	Attend at least four meetings of the Dairy Federation Board, request agenda time for Beef Checkoff program update. Provide Beef Checkoff update at Annual Meeting and participate in tradeshow. Attend Dairy Industry regional meetings to engage with small groups.	Dairy Federation members understand and actively support their Beef Checkoff program as demonstrated in their policy. <i>WSBC Board Members attend meetings and deliver short Beef Checkoff Update.</i>	Staff	
Stakeholder Engagement	<b>WCF Convention &amp; Meetings</b>	Attend at least four meetings of the Cattle Feeders Board, request agenda time for Beef Checkoff program update.	Cattle Feeders continue to support the Beef Checkoff. <i>WSBC Board Members attend meetings and deliver short Beef Checkoff Update.</i>	Staff	





# STAKEHOLDER ENGAGEMENT

Code	Tactic	Description	Evaluation	Lead	Staff
Stakeholder Engagement	<b>Young SteakHolder Engagement</b>	Strengthen Washington's beef community by continuing to engage young beef producers to help tell the beef story effectively. Engagemnet includes: 1. Host Annual SteakHolder Summit. 2. Follow up with past participants to include at events and activate online. 3. Consistant communication with participants through emails and WSBC E-Update.	40 young producers attend events throughout the year and are added to WSBC E-Update list. Evaluations from event rank an average of 4 or higher.	Staff	
Stakeholder Engagement	<b>BQA/MBA Training</b>	Collaborate with industry organizations and WSU Extension to strengthen producer involvement in the BQA program. Offer BQA (+ MBA) training opportunity to producer association annual meetings/conventions and provide support to WSU Extension trainings.	50 new producers become trained in Washington annually.	Staff	
Stakeholder Engagement	<b>Beef Checkoff Advocate Academy</b>	Develop a Beef Checkoff advocate training meeting specifically targeting leadership of WA stakehold organizations. Deliver facts about the National and Washington Beef Checkoff structure, duties, limitations and programming.	40 attendees are in leadership roles from stakeholder organizations such as WSBC Board, WCA, WCF, WDF, WCW, WDW, and CPoW.	Staff	
Stakeholder Engagement	<b>Beef Spokesperson Training</b>	Identify beef producers that would be effective spokespersons and advocates for Washington's Beef Community. Encourage completion of MBA* on-demand course. Engage Sam Cossio and Arlie Reeves-Kraal, as national MBA Trailblazers in two spokesperson opportunities.	Ten influencers attend training session and agree to engage throughout the year.	Staff	
Stakeholder Engagement	<b>Washington CattleWomen Programs &amp; Relations</b>	Engage Washington CattleWomen's Association in their support of the Beef Checkoff and WSBC programs through supporting their programs (ex: Beef In The Classroom), collaborating on BIWFD hats, and attending their Board meetings.	Attend at least one WCW Board meeting and one WCW Checkoff-funded event. Invite WCW membership to attend all Checkoff events (ex: EBE, WSU Ag Day and Beef Counts distributions).	Staff	







# STAKEHOLDER ENGAGEMENT

<i>Code</i>	<i>Tactic</i>	<i>Description</i>	<i>Evaluation</i>	<i>Lead</i>	<i>Staff</i>
Stakeholder Engagement	<b>Beef Counts: Producer Engagement, Distributions &amp; Rollover Auction</b>	Engage Washington's Beef Community to rally donations in direct support of the Beef Counts program and extension across WA. Update, print and distribute Beef Counts resources at distribution events.	Over \$25,000 is raised at rollover auction and ten producers attend each distribution event. Hand-written thank you notes sent to all donors, donation list provided to Second Harvest.	Staff	
Stakeholder Engagement	<b>Producer Engagement at Checkoff Events</b>	Invite beef farmers and ranchers to work with WSBC staff at consumer events to see first-hand their Beef Checkoff at work. Key events include: Explore Beef Experience, WSU Ag Day, and Beef Counts distribution events.	Producers are engaged from all regions of the state. Emails are collected for E-Updates.	Staff	
Stakeholder Engagement	<b>Producer Education Resources</b>	Create infographics, brochures, check inserts, PowerPoint presentations to help producers explain <i>changes to</i> their Beef Checkoff investment. Provide resources for distribution by producers at fairs and farm shows.	Resources are developed and distributed that clearly communicates essential information about the Beef Checkoff. Producer organizations have appropriate handouts and resources to promote beef and beef production at fairs and farm shows.	Staff	





# COLLECTION & COMPLIANCE

<b>Code</b>	<b>Tactic</b>	<b>Description</b>	<b>Evaluation</b>	<b>Lead</b>	<b>Staff</b>
Collections & Compliance	<b>WSDA Interagency Agreements</b>	Extend the Beef Commission's Interagency Agreement with the WSDA Livestock Identification and the ADT programs.	Interagency agreements with ADT and LID are aligned and extended to 2026.	Staff	
Collections & Compliance	<b>Certified Field Livestock Inspector Education</b>	Work with WSDA to educate certified Field Livestock inspectors of their responsibility to collect the Beef Checkoff assessment. Conduct in-person or virtual training, as possible. Add all inspectors to E-Update list.	Field inspectors are provided hard and soft copy resources to support them when answering questions about changes to the Beef Checkoff.	Staff	
Collections & Compliance	<b>Stakeholder Education Resources</b>	Create infographics, brochures, check inserts, PowerPoint presentations to help producers understand changes to their Beef Checkoff investment.	Resources are developed and distributed that clearly communicates essential information about Beef Checkoff-funded programs. Compliance resources include private treaty sales form, etc.	Staff	
Collections & Compliance	<b>Designated Collecting Point Relations &amp; Outreach</b>	Develop outreach strategy to build strong working relationships and increase Beef Checkoff education among Designated Collecting Points. Consider providing Beef It's What's For Dinner signage, posters, etc.	All DCPs are met with annually in-person, or virtually when necessary. DCPs receive at least one mailing annually with Checkoff Collection supplies, Beef Checkoff updates and resources.	Staff	
Collections & Compliance	<b>Designated Collecting Point Compliance Reviews</b>	Conduct two compliance reviews of Designated Collecting Points each year to insure they understand their Beef Checkoff collection responsibilities under state and federal law.	Two reviews are conducted and collecting points demonstrate understanding of their compliance responsibilities or problems are addressed.	Staff	





# COLLECTION & COMPLIANCE

<b>Code</b>	<b>Tactic</b>	<b>Description</b>	<b>Evaluation</b>	<b>Lead</b>	<b>Staff</b>
<i>Collections &amp; Compliance</i>	<b>Local Beef Directory &amp; WSDA Small Processors Education Outreach</b>	<i>Conduct outreach and relationship building with producers and processors on the Local Beef Directory and WSDA Small Processors lists.</i>	<i>Audit Local Beef Directory list of producers and butcher shops to update contact information. Each direct marketer and small processors/butcher shops are contacted. Provide Beef Checkoff compliance fact sheets, Checkoff remittance materials and beef cookery/marketing resources (ex: cuts charts and recipes) are offered annually.</i>	<i>Staff</i>	
<i>Collections &amp; Compliance</i>	<b>Refund Management</b>	<i>Complete WAC Rules process and internal policies and procedures to efficiently manage quarterly refund requests.</i>	<i>WSBC Policy Manual is updated July 1, 2024. Refunds are completed quarterly. Database is developed and follow-up education/outreach to refund requesters is distributed quarterly, all requesters are added to the E-Update and The Drive lists. Refund requests are below 10% of total collections by June 2025, below 8% June 2026 and below 5% June 2027.</i>	<i>Staff</i>	

