

2023 IOWA BEEF INDUSTRY COUNCIL ANNUAL REPORT



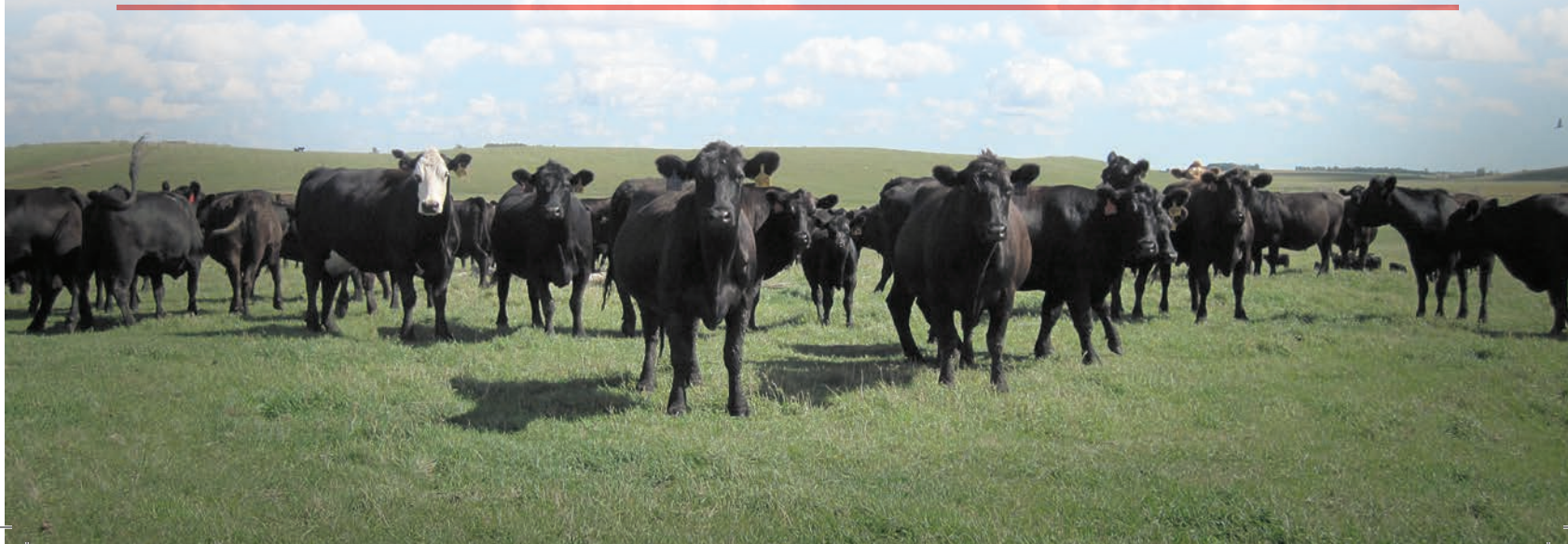
Dan Hanrahan
Board Chair

I represent Iowa's beef producers whose checkoff investments are amplified by telling our story together. Some stories offer hard ROI numbers while others continue to help us build consumer trust and enhance the perception of our industry so we have the freedom to farm that we all desire. ■



Mike Anderson
Executive Director

Our mission is simple but it is not easy: Expanding consumer demand for beef, strengthening beef's position in the global marketplace and improving producer profitability. Your producer-led board and our staff are proud to share a recap of our most influential campaigns from 2023. Together, we'll continue to move our industry forward. ■





YOUTH & NUTRITION OUTREACH

Strong Minds, Strong Bodies Toolkits Set Record Straight

A checkoff-sponsored effort sent 141 nutritional kits to Iowa's healthcare providers to help promote the health benefits of beef. ■

Since distributing the toolkits...

91%

of providers
have recommended
beef in healthy diets

95%

of consumers
prepared or plan to
prepare a meal w/beef

3:4

74% of consumers
recall receiving beef
recommendations

YOUTH & NUTRITION OUTREACH

Next Subject: Beef

This program keeps growing! In 2023, \$29,000 in Family and Consumer Science beef grants available through the checkoff helped us reach 10,000 students across Iowa with the health benefits of beef. ■

Iowa Beef Industry Council Combined Financial Report

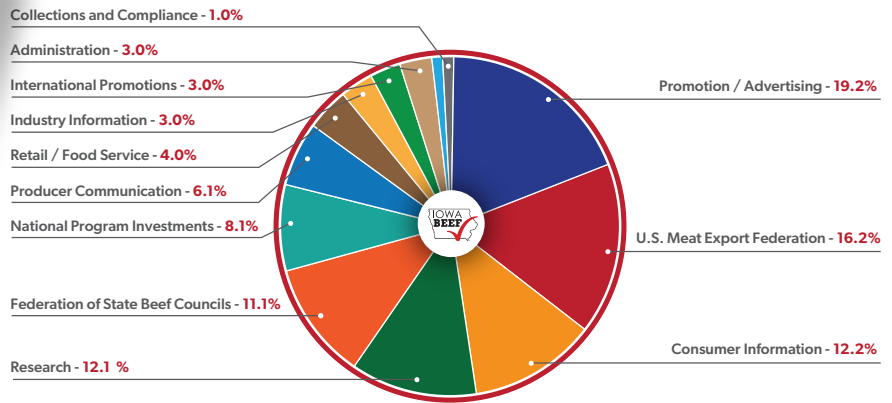
Fiscal Year ended September 30, 2023

REVENUES

Total State & National Checkoff Assessments	5,192,913
Less:	
Remittances of National checkoff to Beef Board	-1,710,297
Refunds of State checkoff	-108,803
	3,373,813
Investment Income and other	89,603

TOTAL REVENUES \$3,463,416

Total Expenses \$3,125,482



Of every National dollar collected in the state, by law, 50 cents is remitted to the Cattlemen's Beef Board for funding of national and international checkoff programs. The chart above shows IBIC's investment of the remaining 50 cents (National program) and the entire 50 cents of the Iowa State Beef Checkoff. ■

CONSUMER PROMOTION

Point, Click, Buy

Buying real Iowa beef is easier than ever thanks to online grocery shopping. That's why your checkoff used digital advertising to keep beef in carts and on menus, reaching 167,152 households statewide. ■

79x ROI

\$79 ROI for every \$1 spent on digital ads.

5K marketing investment resulted in \$395,000 incremental Iowa beef sales.

EXPORTS

Iowa Beef Beyond Borders

Partnering with the U.S. Meat Export Federation (USMEF) and the Iowa Department of Agriculture has helped grow export markets and boost carcass value for producers. ■

\$447.58

U.S. beef exports equated to an additional \$447.58 per head of carcass value.

Top 5 Beef Export Markets (FY22)

- South Korea.....**\$2.7B**
- China/Hong Kong.....**\$2.5B**
- Japan.....**\$2.3B**
- Mexico.....**\$968M**
- Canada.....**\$835M**

RESEARCH

Research-Based ROI

Since 2018, your checkoff has invested more than \$1.5 million to improve herd health, enhance forage and feed intake, and grow your production ROI. ■

Current Iowa Beef Industry Council Research



Beef x Dairy Management Practices



Cover Crops



Under Roof Cattle Economics



Hairy Heel Wart



Feeding High Quality Beef





Funded by the Beef Checkoff.

One Vision One Plan One Unified Voice



State/National partnerships drive demand



Producers control Checkoff funds



Greater Checkoff knowledge = greater Checkoff support



Stay Focused on Long Range Plan

Beef. It's What's For Dinner.

Influencer Campaign Highlights

\$15M

Consumers reached through influencers sharing their personal beef stories, recipes, and tips to inspire consumers.

NBQA Audit

33 YEARS

Of industry improvement has yielded increases in product quality, food safety and resulted in stronger consumer confidence.

Consumer Sentiment

68%

Of consumers have a positive perception of beef and consider taste to be the most important attribute when choosing a protein.



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