

2024 IOWA BEEF INDUSTRY COUNCIL ANNUAL REPORT



Mike Anderson
Executive Director

At the Iowa Beef Industry Council, our small but mighty staff is driving consumer demand for beef, strengthening our place in the global marketplace, and improving producer profitability. Your checkoff dollars are making it happen.

Your multi-year projects like the Build Your Base sports nutrition program and healthcare professional outreach are seeing incredible success. In 2024, our consumer outreach campaign offered a 141-to-1 return on investment.

We're proud to deliver on your mission while keeping a sharp eye on the return on investment for every dollar. This annual report showcases more ways your checkoff is working hard to build a stronger future for your beef. ■



Dan Hanrahan
Board Chair

Dear Fellow Iowa Beef Producers,

As chairman of the Iowa Beef Industry Council, I want to thank you for your continued investment in the Beef Checkoff. Your support drives our mission to expand consumer demand for beef, strengthen our position in the global marketplace, and improve producer profitability. To stay informed about how your checkoff dollars are being invested, I encourage you to sign up for our quarterly e-newsletter. Each issue provides updates on programs that keep beef top of mind for consumers locally and globally, while highlighting progress in promotion, research, and education. Together, we're building a stronger future for beef—join us in staying connected. ■

**Sign Up for the
Quarterly E-Newsletter >>**





HEALTH PROFESSIONAL OUTREACH

Beefed-Up Health Education

10,000 students learned about the health benefits of beef in the classroom thanks to checkoff-sponsored Family and Consumer Science beef grants totaling more than \$37,000. ■

69%

of teachers across Iowa applied for the grant; if your local district is interested in participating, please contact Beef@iabeef.org.

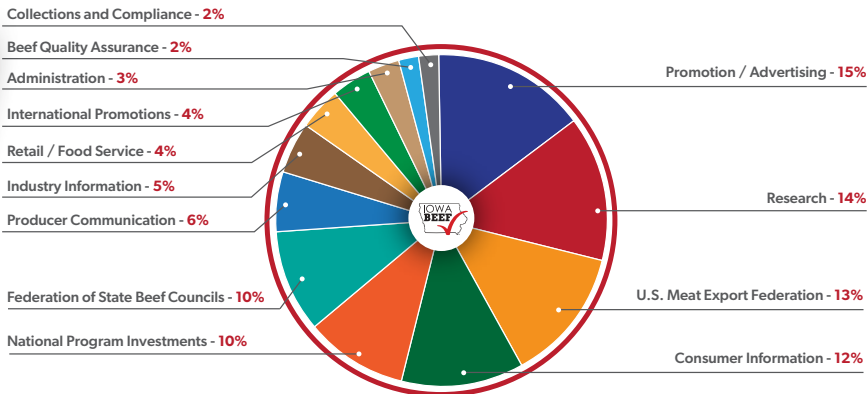


Iowa Beef Industry Council Combined Financial Report

Fiscal Year ended September 30, 2024

REVENUES

Total State & National Checkoff Assessments	5,124,381
Less:	
Remittances of National checkoff to Beef Board	-1,690,081
Refunds of State checkoff	-104,897
	3,329,403
Investment Income and other	98,044
TOTAL REVENUES	\$3,427,447
	-
Total Expenses	\$3,465,976



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. ■

IOWA BEEF PRODUCERS INVEST IN LOCAL RESEARCH VIA CHECKOFF FUNDS

A portion of your state beef checkoff funds are being used to conduct industry-leading research focused on improving your herd's health and your farm's profitability.

Iowa Beef Industry Council-funded studies are tailored to address your specific challenges and opportunities, delivering practical, actionable insights for Iowa's cattle operations. Since 2018, farmers have funded more than **20 projects** valued cumulatively at **\$1.7 million**.

DID YOU KNOW?



Peer-Driven Funding: A team of Iowa cattle producers and local experts reviews every research proposal, ensuring each project hits on what is needed right here in Iowa.



Practical Checks & Accountability: Every project gets regular check-ins, and we share the findings to help make it easier for producers to put them to use on the farm.



Local Research that Works: With Iowa's fifty-cent checkoff, we're backing research that gets to the heart of Iowa cattle operations and the real issues our producers face every day.

“

Research is costly and, by pooling checkoff dollars, we can fund projects that wouldn't be able to be funded by anyone on their own.

- Dean Black, Iowa beef producer

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OUR RESEARCH FOCUS AREAS

IBIC's research is focused on empowering Iowa beef producers with practical tools to improve their operations. Every study—from boosting feed efficiency to tackling herd health—addresses real challenges facing Iowa's beef industry. With input from local producers and careful selection, these projects deliver hands-on knowledge to help increase returns, strengthen herd productivity, and support sustainable practices.



All of this research is important for Iowa beef producers looking for innovative ways to bring a return on investment to their farms and ranches.

- Dr. Dan Thomsen, Iowa State University



EXAMPLES OF PRODUCER RESEARCH RESULTS

Gain & Performance

High-Energy Diets and Implants Enhance Feed Efficiency and Carcass Quality

- Feeding steers with marbling potential a high-energy diet (63 Mcal NEg/lb) for 144 days resulted in higher average daily gain, better feed conversion, and increased live and carcass weights compared to a lower-energy diet.
- Implanting trenbolone acetate and estradiol further increased ADG, feed conversion, live and carcass weights, and ribeye area while maintaining marbling scores and yield grades.

Herd Health

Leverage Biomarker Technology to Improve Diagnosis of Bovine Respiratory Disease

- Biomarker technology shows potential as a tool to help feed yards diagnose bovine respiratory disease (BRD) more effectively.
- Further research is needed to establish critical cutoff points to distinguish between healthy and sick animals, allowing for more precise and timely interventions.

Carcass Quality

Avoid Restricting Intake During Early Feeding to Maintain Cattle Performance and Carcass Quality

- Restricting feed intake during the first 48 days lowered feed costs but resulted in decreased body weight, hot carcass weight (HCWT), and worsened feed conversion.
- Cattle fed on this restricted diet for 119 days underperformed throughout the finishing period.



Gain & Performance



Herd Health



Carcass Quality



Cow-Calf



Reproduction & Genetics



Hairy Heel Wart



Beef x Dairy

For a full listing of research results and key takeaways, scan the QR code or visit

www.iabef.org/cattlemens-corner/production-research



CONSUMER PROMOTION

Buying Beef Made Easy

Buying real Iowa beef is easier than ever thanks to online grocery shopping. That's why **your checkoff invested \$10,000 in digital advertising** encouraging consumers to put beef in their carts and onto plates. More than 2.8 million Iowa consumers saw these ads, resulting in **over \$1.4 million in beef sales.** ■

141:1 ROI
of Digital Advertising Campaign

SPORTS & NUTRITION OUTREACH

Equipping Providers For Nutrition Conversations

A checkoff-sponsored effort sent **186 nutritional kits** to Iowa's healthcare providers focusing on the nutritional needs of tweens and teens during critical growth periods and how beef can help fill nutrient gaps. This multi-year, IBIC-supported project consistently **enhances medical professionals' attitudes toward beef** and increases their likelihood of recommending beef to their patients. ■

- 63% Increase in the likelihood of medical professionals recommending beef to their patients.
- 11% Boost in medical professionals' attitudes towards beef.
- "I didn't realize how many essential nutrients were in beef."

YOUTH & NUTRITION OUTREACH

Powering Performance Through Build Your Base

Your checkoff continues to power Build Your Base with Beef, a comprehensive sports nutrition program that prepares Iowa athletes for success. We distributed 27,500 beef sticks to college and high school athletes and race participants to promote beef as a preferred high-protein recovery food, and our Beef Strong message generated 643,095 video impressions during Iowa high school championship events. Your investment ensures beef fuels both performance and recovery, making it the MVP of sports nutrition. ■

EXPORTS

Boosting Iowa Beef Exports

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

TOP 5 EXPORT MARKETS

1. Korea | 2. Japan | 3. China/Hong Kong | 4. Mexico | 5. Canada

Over the first nine months of 2024, the value of exports per fed head slaughtered increased by 5%—a positive development given recent trends. ■





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

38M

Consumers reached by online influencers who shared inspiring beef recipes, tips, stories, and more.

BQA Certification

12,017

Active Beef Quality Assurance (BQA) foundations course certifications in Iowa, positioning the state as a national leader.

Lean Beef e-Commerce

31:1

ROI of nationwide e-commerce campaign serving nutrition-themed ads to shoppers on retail websites and mobile apps.

