

SOUTH DAKOTA BEEF INDUSTRY COUNCIL

2022 ANNUAL REPORT

2022-2023 SDBIC DIRECTORS

SD BEEF BREEDS COUNCIL
VEA BEA THOMAS (PRESIDENT),
CHRIS EFFLING, TJ GABRIEL

SD STOCKGROWERS
GARY DEERING (VP),
RANDY VOLMER, LES SHAW

SD CATTLEMEN'S ASSOCIATION
TODD MORTENSON, MARSHALL
EDLEMAN, CARL SANDERS

SD FARM BUREAU
MIKE GEBHART, JOSH GEIGLE,
KENT VANDERWAL (TREASURER)

SD CATTLEWOMEN
BECKY LITTAU, ERIN YOST,
DANIELLE KARTAK

**SD LIVESTOCK AUCTION
MARKETS**
KEVIN LARSEN, JUSTIN TUPPER,
CHRISTINA CHRISTENSEN

SD FARMERS UNION
ERIC SUMPTION, DAVID REIS,
LANCE PERRION

SD CATTLEMEN'S AUXILIARY
LAURIE JOHNSON, KELSEY GERAETS,
ASHLEY ILIFF

FEDERATION DIRECTORS
TODD MORTENSON, BECKY WALTH,
STACY HADRICK

USMEF DIRECTORS
STEVE HELLWIG, JT RICKENBAUGH,
JARED KNOCK

SOUTH DAKOTA

BEEF



INDUSTRY COUNCIL



From the Desk of Executive Director *Jodie Anderson*



2022 was definitely a year of change for the SDBIC (South Dakota Beef Industry Council). We said goodbye to two long term employees, Suzy Geppert and Holly Swee, who followed their

passion to work full time with Beef Logic, Inc. where they continue to collaborate with SDBIC and grow the Build Your Base program. I became the new Executive Director for the SDBIC on November 1 and worked with your talented staff to close 2022 with a bang as we celebrated coming "Home for the Holidays with Beef."

In addition to new staff leadership, we moved our office space in the fall of 2022 and invite beef producers to visit our new location in Pierre. We continue to work with SDSU on beef research projects and the Beef 2020 program and are planning another busy summer of promotional activities and events for 2023. I urge beef producers to follow along with the SDBIC through social media and, as always, don't hesitate to reach out with any questions you may have regarding the Beef Checkoff!

VITAL PARTNERSHIPS

State-to-State partnerships expanded the South Dakota footprint to consumers in the Northeast region of the United States where cattle numbers are lower in comparison to consumer population. Whether it is the national expansion of programs like the Build Your Base program that puts beef in front of young athletes or on the ranch tours used to share the beef story and provide insight into modern day production methods, South Dakota's Beef Checkoff works to ensure consumers have access to factual beef information.

CONSUMER OUTREACH FY 2022



The SDBIC has worked diligently to reach beef consumers where they are and has established a significant presence at several large events throughout the state, including the Black Hills Stock Show, Sturgis Motorcycle Rally, and the Sanford International PGA golf tournament. These widely attended events helped beef's message reach South Dakotans, producers and consumers from other states.

HOLIDAY CAMPAIGN

The Christmas season was an opportunity to highlight beef. The 2021 campaign partnered beef with retailers across the state to deliver tricks and tips for creating that perfect family dining experience. Whether it was a large family gathering or a small intimate dinner with close friends, beef provided easy to use options for holiday enthusiasts.

The SDBIC worked alongside retailers to provide toolkits that highlighted the versatility and simplicity associated with beef. In-store promotions included the opportunity to win \$500, \$300, and \$200 in Beef Bucks.



INFLUNCER OUTREACH

Several speakers and events associated with evidence-based educational material on beef's nutritional value and information regarding the pasture-to-plate story were offered in online formats throughout the year. Events included the American Heart Association, SDSU Dietetic Internship Program, and SD Academy of Physicians Assistants. Additionally, SDBIC provided materials to several of our retail partners through retail toolkits and promotions.

SDBIC HOSTS GERMAN CHEF TOUR

The SDBIC was proud to partner with USMEF in July to host German chefs Rüdiger Brummer and Howie Grant. Over the course of 5 days, they toured several South Dakota beef farms and ranches and other key sectors of the industry that make beef one of South Dakota's leading economic drivers. Team Beef South Dakota Chef, Justin Warner, joined Chef Brummer and Chef Grant to demonstrate preparation techniques and serving options for various value cuts of beef utilized in Germany. While showcasing some of their talents, the chefs discussed current German consumer beef trends, the different usage of those cuts in the U.S. vs Germany, and the opportunities created for U.S. beef. To round out the night, a beef and beer pairing opportunity was provided to attendees.



OUR YOUTH - OUR FUTURE SOUTH DAKOTA JR. BEEF AMBASSADORS

The South Dakota Junior Beef Ambassador program expanded significantly for the 2022/2023 cohort with a jump from 33 ambassadors in 2021 to 51 ambassadors in 2022. Jr Beef Ambassadors ranged in age from 5-18 and were from throughout South Dakota. This program is intended to engage youth, so they are prepared to lead the beef industry into the future. Jr Beef Ambassadors led the efforts at local community outreach events, statewide promotion efforts and in SDBIC social media campaigns.



PROMOTION

Beef promotion campaigns showcased beef to millions of consumers. South Dakota worked with two large scale promotion events, the Sturgis Motorcycle Rally and the Sanford International. The Sturgis Motorcycle Rally offered the opportunity to reach over half a million consumers with the Claim Your Steak campaign that featured several restaurants and South Dakota beef farmers and ranchers.

The Sanford International Tour of Champions allowed approximately 80,000 attendees to experience beef through "The Ranch" destination site. This site offered the opportunity to learn about the beef story and experience the taste of beef through the signature burger. New to the tournament this year was the Contest of Champions which featured local BBQ restaurants battling it out at the smokers. Dakota Butcher and BBQ Heaven joined in the fun with product donation and support.



The Blacks Hills Stock Show/Rodeo Rapid City proved again to be a momentous event to connect with both beef consumers and producers from around the state and the region. These events give SDBIC the opportunity to share the beef story and help consumers confidently choose beef as their protein. BHSS featured a destination area for attendees, the Beef and Broncs Experience. Located in the Rodeo Zone, the Beef and Broncs Experience included daily live interviews on the Beef stage, chili cookoff, and video presentations. The highlight event of the week was the Beef, Broncs and Beer tasting hosted by Team Beef Chef Justin Warner.

EDUCATION

SDBIC continued to use several resources to educate beef consumers on the importance of beef in a healthful lifestyle through events and programs. The Build Your Base program grew within our state and on a national level with eight states joining the program. South Dakota had 44 high schools enrolled in the 2021/2022 program and 4 universities. The Build Your Base program drove the demand for beef in local communities and educated athletes and their families on utilizing beef as their premier protein.



FACS, ProStart and AG BEEF programs were implemented into classrooms throughout the state. The FACS Beef program provided South Dakota high school and middle school Family and Consumer Science, ProStart and Agriculture teachers the opportunity to expand their beef educational efforts. The program is designed to help enhance classroom curriculum by providing information on beef cuts, preparation techniques, cooking and nutrition education along with funding to purchase beef for classroom hands-on purposes.



RESEARCH

Innovative beef research guides the beef community at many distinct levels and provides direction in understanding our product, consumers, and the future. South Dakota Beef Checkoff funded research included studies at South Dakota State University to improve beef safety, marbling, quality, and value of beef products through innovative techniques and is key to ensuring consumers' confidence. The SDBIC was proud to help support the following project in 2022; Growing Consumer Trust in Beef Production and Food Safety - Assessment of Regional Differences in Salmonella Prevalence in Beef. Can We Strategically Manage the Elephant in the Room? The lead researcher is Zach Smith.

MAY BEEF MONTH

The SDBIC implemented their newest "Celebrate Beef" campaign encouraging



consumers to get out and celebrate BEEF grilling season. Beef was the highlight at several events across the state including the Back When They Bucked event in Deadwood, SD, as well as the Sioux Falls Storm game. Throughout the month we also celebrated our more than 14,000 beef farmers and ranchers by sharing their beef stories via social media and the Beef Blog.

TEAM BEEF SD 2022

Team Beef South Dakota played a significant role in spreading the beef message to consumers as it exemplifies the importance of beef's role in a healthful lifestyle. South Dakota had nearly 140 Team Beef members in the 2022 season.



From the President...

It's been a busy year for SDBIC. We continue to work with SDSU on research projects that have been funded throughout the year as well as working with all of the folks that have submitted requests in the promotions area. We continue to collaborate with Beef Logic, working on various ways to promote BEEF.

In addition to moving to a new office space, another big change for us this year is that Suzy Geppert as well as Holly Swee both resigned from SDBIC and are now working with Beef Logic. The executive committee hired Jodie Anderson and she started working full time Nov. 1. We are excited to see what 2023 holds for SDBIC.



Venbea Thomas
SDBIC President



LEADERSHIP DEVELOPMENT

Beef Checkoff dollars supported leadership programs at all levels. From the Jr. Beef Ambassadors to programs like SDARL and Beef 2020, your Beef Checkoff is preparing South Dakota's young beef leaders for tomorrow's work with the consumer. This in turn expands opportunities for beef.

INTERNATIONAL MARKETING

With 95 percent of the global population and 80 percent of the global buying power located outside U.S. borders, foreign marketing is essential. South Dakota Beef Industry Council partnered with the United States Meat Export Federation (USMEF), a contractor to the Beef Checkoff, to increase the value and profitability of US Beef in international markets, specifically in Japan and the European Union. Three South Dakota beef producers serve as representatives to the USMEF.

NATIONAL CHECKOFF DOLLARS

By law, the Beef Promotion Operating Committee, and the Cattlemen's Beef Board (CBB) must contract with established national, nonprofit, industry-governed organizations to implement programs for promotion, research, consumer information, industry information, foreign marketing, and producer communications. Contractors are reimbursed only for the work they actually do for the CBB on a cash recovery basis and are not allowed to make a profit from a Beef Checkoff contract. Contractors include, American Farm Bureau Foundation, National Cattlemen's Beef Association, United States Cattlemen's Association, Foundation for Livestock, Meat and Poultry Education Board, North American Meat Institute, United States Meat Export Federation, and the Northeast Beef Promotion Initiative.

AUDITED FINANCIALS

The Beef Checkoff dollars are audited yearly by a third party. This happens at both the state and national levels and serves as a check and balance to ensure your dollars are being used accordingly as designed by the Beef Act and Order. Your South Dakota Beef Industry Council also upholds direct USDA (United States Department of Agriculture) oversight on all communications, contract expenditures, and board activities.

WHERE CAN I FIND THE ANNUAL AUDITED FINANCIALS?

Visit the Beef Checkoff at

www.beefboard.org

South Dakota Beef Industry Council 2022 Audited Financials	
Revenue	
Checkoff Receipts	\$3,818,897
Less State Boards	\$729,744
Less National Boards	\$2,044,336
Net Checkoff Revenue	\$1,044,817
Interests/Other Receipts	\$43,672
Total Net Revenue	\$1,088,489
Expenses	
Promotion/Education/ Events	\$1,209,061
Research Activities	\$71,520
Total Program Services	\$1,280,581
Supporting Services	\$280,658

Cattlemens' Beef Board Fiscal Year 2022 Expenditures	
Promotion	\$11,894,520
Research	\$7,889,334
Consumer Information	\$8,075,733
Industry Information	\$3,225,694
Foregin Marketing	\$9,183,342
Producer Communicions	\$1,717,915
Checkoff Communications	\$192,655
Program Evalution	\$178,560
Program Development	\$449,455
USDA Oversight	\$477,930
Supporting Services & Ligitation	\$133,800
Adminstration	\$1,653,536
Total Expenses	\$45,072,474