

SOUTH DAKOTA BEEF INDUSTRY COUNCIL

122 E Sioux Ave Suite D, P.O. Box 7051, Pierre, SD 57501 ■ 605-224-4722 ■ sdbeef.org

FROM THE DESK OF THE EXECUTIVE DIRECTOR: JODIE ANDERSON

There's no doubt the way we promote and educate consumers about beef has changed dramatically since the inception of the Beef Checkoff nearly forty years ago, and the South Dakota Beef Industry Council (SDBIC) continues to embrace change to reach consumers where they are.

We extended our digital outreach efforts in 2024, focusing solely on digital advertising for the holidays, and supplementing traditional advertising with digital for Beef Month, summer grilling and back to school. As cattle numbers continue to dwindle, along with Checkoff resources, digital advertising is both cost effective and highly measurable. These are of utmost importance as we strive to maximize the greatest return for your checkoff investment.

Other changes for 2024 included a May Beef Month partnership where we teamed up with the South Dakota Cattlemen's Foundation, the SD Retailers Association and Feeding South Dakota on the Beef It Up South Dakota campaign. This campaign encouraged South Dakotans to donate to Feeding South Dakota and all donations were matched dollar for dollar by Parker Freeze Dry. The campaign resulted in \$73,502 to purchase beef for hungry South Dakotans.

We also kicked off our inaugural So Dak's Best Burger contest during Beef Month and we were pleased to receive over 100 nominations. Congratulations to Neighbors Grub and Pub in Summerset for having their Angry Neighbor burger named So Dak's best! The owners have installed a billboard along I-90 near the Summerset exit featuring their Best Burger. Stop in and try their burgers - I promise you won't be sorry!

Of course, we are also continuing to partner with Beef Logic, Inc. as the Build Your Base program is still expanding with high school, collegiate and professional athletes across the country. Be sure to check out their website at www.buildyourbase.org to learn more about this comprehensive program featuring beef as the premier protein.

We said farewell to several long-serving board members at the end of fiscal year 2024 and extend our thanks to all of them for their service. This means we are also welcoming a number of new board members, and we look forward to working with them to promote and educate about beef into 2025 and beyond. Check out our ongoing efforts on social media or visit our website at www.sdbeef.org. ■

SDBIC KICKS OFF SO DAK BEST BURGER COMPETITION



May was Beef Month, and the South Dakota Beef Industry Council (SDBIC) took advantage of the perfect time to introduce the newest SDBIC campaign, the "So Dak Best Burger" contest. Consumers helped highlight South Dakota restaurants by nominating their favorite So Dak restaurant and burger.

SDBIC was pleased to announce the Angry Neighbor Burger from Neighbor's Grub and Pub in Summerset as the 2024 So Dak Best Burger. Rounding out the top five nominees were: Big Al Burger, Circle E Drive-In, Murdo; Famous Murph Burger, Murph's Burgers and Fries, Sioux Falls; Dipt 'N Dusted Burger, The New Frontier, Webster; and the Whiskey Bourbon Burger, Horseshoe Restaurant, Deadwood. Mike's Burger from Baker's Bakery in Custer also earned an Honorable Mention in the 2024 So Dak Best Burger contest. ■

SOUTH DAKOTA BEEF INDUSTRY COUNCIL

2024 AUDITED FINANCIALS

REVENUE

Checkoff Receipts	\$3,534,809.00
Less State Boards	\$606,238.00
Less National Boards	\$1,461,165.00
Net Checkoff Revenue	\$1,467,406.00
Interests/Other Receipts	\$22,161.00
Total Net Revenue	\$1,489,567.00

EXPENSES

Promotion/Education/Events	\$1,042,098.00
Research Activities	\$96,305.00
Total Program Services	\$1,138,403.00
Supporting Services	\$256,077.00

For more information and to subscribe to *The Drive*, visit DrivingDemandForBeef.com/Subscribe.





BEEF WAS BACK AT SEVERAL HIGH-PROFILE EVENTS IN 2024

The South Dakota Beef Industry Council (SDBIC) again placed beef center stage at multiple events throughout the year, including the Black Hills Stock Show, Sanford International, and the Cinch Playoffs Rodeo. Along with our partners at Beef Logic, Inc., a contractor to the SDBIC, we hosted "The Ranch" destination oasis where golf enthusiasts had an opportunity to sample the official sandwich of the tournament, the Rancher's Ribeye.

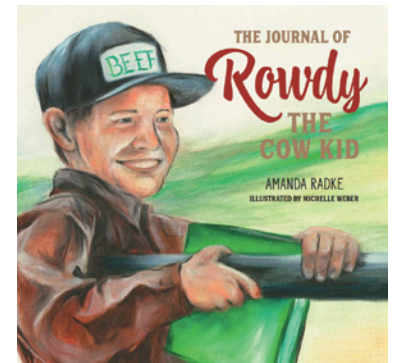
For the second year running, beef was front and center at the Cinch Playoffs Governor's Cup rodeo in Sioux Falls. Thousands of attendees saw ring signage, print ads and beef videos throughout the three-day event and beef was the featured sponsor of the bronc match of the night. ■

NEW CHILDREN'S BOOK RELEASED

The South Dakota Beef Industry Council (SDBIC), with Ag Storytellers, Amanda Radke and Michelle Weber, released their new children's book, "The Journal of Rowdy the Cow Kid" in celebration of Ag Month in March.

The Journal of Rowdy the Cow kid will take you on a 12-month adventure to learn all about what it takes to be a farm or ranch kid raising high-quality beef. Throughout the book you will learn how beef farmers and ranchers support their communities while raising cattle that help the land, water, air and wildlife.

The SDBIC also used the new children's book throughout the month at several events, including Ag Day at the Washington Pavilion and the South Dakota Junior Beef Ambassadors read and donated the book to elementary classes during National Ag Week, March 17-23, 2024. ■



South Dakota Junior Beef Ambassador, Weston Grace helped promote Beef at the Sioux Empire Fair in Sioux Fall, South Dakota.

AMBASSADORS ATTEND SUMMER EVENTS

The South Dakota Junior Beef Ambassadors were busy promoting beef within their local communities throughout the summer. County fair season is a great time for ambassadors to share the benefits of beef with consumers. The South Dakota Junior Beef Ambassadors attended the Turner County Fair, Sioux Empire Fair, Brown County Fair and DakotaFest this past summer.

The Junior Beef Ambassadors also took the opportunity during the South Dakota State Fair to partner with the South Dakota Cattlewomen in handing out Beef Impact Bags to consumers and producers throughout the weeklong event. Beef Impact Bags, including beef recipes, beef gift certificates and other items such as stickers and meat thermometers, were also handed out with other beef swag at the Freedom Stage several times throughout the week. The South Dakota State Fair is a great opportunity to promote BEEF to consumers from around the region ■

For more information and to subscribe to *The Drive*, visit DrivingDemandForBeef.com/Subscribe.

