

LEADERSHIP DEVELOPMENT

The Beef Checkoff dollars continue to support programs at the K-12, collegiate and industry leadership levels. Programs such as FFA, FACS, 4-H, SDARL and Beef SD prepare South Dakota's young beef leaders for tomorrow's work with the consumer. This in turn expands opportunities for beef.

INTERNATIONAL MARKETING

Ninety-five 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 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, Korea, 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 Meat and Poultry Research & Education, North American Meat Institute, United States Meat Export Federation, Meat Importers Council of America, and National Institute for Animal Agriculture. Subcontractors: Kansas State University, New York Beef Council, and Northeast Beef Promotion Initiative.

AUDITED FINANCIALS

The Beef Checkoff dollars are audited on a yearly basis 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 as authorized by the Beef Act and Order. The South Dakota Beef Industry Council also upholds direct USDA 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 2021 Audited Financials	
Revenue	
Checkoff Receipts	\$3,957,466
Less State Boards	\$689,816
Less National Boards	\$1,915,763
Net Checkoff Revenue	\$1,351,887
Interests/Other Receipts	\$73,966
Total Net Revenue	\$1,425,853
Expenses	
Promotion/Education/Events	\$1,188,307
Research Activities	\$68,498
Total Program Services	\$1,256,805
Supporting Services	\$237,908

Cattlemens' Beef Board Fiscal Year 2021 Expenditures	
Promotion	\$8,641,332
Research	\$8,838,176
Consumer Information	\$8,160,511
Industry Information	\$3,138,923
Foreign Marketing	\$8,479,193
Producer Communications	\$1,568,937
Checkoff Communications	\$171,679
Program Evaluation	\$263,087
Program Development	\$316,474
USDA Oversight	\$695,634
Administration	\$1,502,147
Total Expenses	\$40,553,996

South Dakota Beef Industry Council ANNUAL REPORT 2021

2021-2022 SDBIC DIRECTORS

SD Beef Breeds Council
VeaBea Thomas (President), Chris Effling, Jeanne Johnson

SD Stockgrowers
Gary Deering (VP), Randy Volmer, Les Shaw

SD Cattlemen's Association
Todd Mortenson, Becky Walth, Carl Sanders

SD Farm Bureau
Mike Gebhart, Kent VanderWal, Stacy Hadrick

SD Cattlegrowers
Becky Littau, Erin Yost (Treasurer), Lindy Harkin

SD Livestock Auction Markets
Chad Heezan, Justin Tupper, Baxter Anders

SD Farmers Union
Eric Sumption, David Reis, Jeff Kippley

SD Cattlemen's Auxiliary
Laurie Johnson, Shirley Thompson, Ashley Iliff

Federation Directors
Todd Mortenson, Becky Walth, Gary Deering, VeaBea Thomas

USMEF Directors
Steve Hellwig, JT Rickenbaugh, Kati Knock

RESEARCH • EDUCATION • PROMOTION

LETTER FROM THE PRESIDENT

South Dakota Beef Producers, raising a high-quality protein is a job we take very seriously and with a very heartfelt approach. The challenge of dealing with weather, prices and herd health weigh heavy on us year after year, but it's important to remember that the dollar you are investing in the Beef Checkoff is managed and used in the most efficient and effective manner possible. Thank you, South Dakota Beef Producers for your endless commitment to care in producing such a high-quality protein. The South Dakota Beef Industry Council (SDBIC), your qualified state beef council, is made up of twenty-four members from eight different agricultural organizations across the entire state. This provides ample opportunity to hear everyone's voice throughout the state.



As you analyze the highlights from 2021, you see that your Beef Checkoff is hard at work not only here in the state of South Dakota but across the United States through in-state and out-of-state promotions, consumer information, research, industry information, producers' communications, education and national Beef Checkoff programs and outreach.

As a beef producer, I encourage you to contact any of the directors on the board, or our staff at the SDBIC on anything that you may have a question or concern about. The year ahead is yet again looking optimistic with many great opportunities to promote beef to consumers all around. As my time has concluded as the SDBIC president and I pass my duties onto our new president Veabea Thomas, I want to thank you for trusting and believing in me to help guide this remarkable group to better promoting our favorite protein. I look forward to the year ahead as we continue to spread the word of beef. We are continuously looking for opportunity to build beefs demand and welcome your ideas at the next SDBIC Quarterly board meeting. These meeting are open to the public.

-Laurie Johnson

SDBIC BOARD

The SD Beef Industry Council has 24 board members that work together through committees to direct the one-dollar Beef Checkoff. Each member is selected by and serves on behalf of the 8 partner organizations making up the SDBIC. Although, many of these organizations have a policy arm, policy is left at the door. The Beef Checkoff is prohibited by law to engage in any policy or legislative action. It is the consumer arm of the industry designed to increase consumer confidence and build demand for beef.

2021 CONSUMER OUTREACH

The South Dakota Beef Industry Council (SDBIC) provides informational content to consumers on our social media platforms, at in-person and virtual events as well as on our website, www.sdb beef.org. Many consumers have been generationally removed from production ag, and have questions on beef production and sustainability in addition to seeking information on nutrition and proper preparation techniques. SDBIC strives to incorporate various strategies and resources to help bridge this gap and provide evidence-based information to consumers.

SDBIC expanded its consumer outreach this past year by incorporating two new outreach communication strategies. The South Dakota Beef Blog was introduced as a portal for beef producers and consumers to come together. The “Know Your Rancher” blog has been a popular segment that highlights beef producers and their stories. Visit the South Dakota Beef Blog at www.sdb beefblog.com



The Great Faces, Great Places, Incredible Beef video series featured several South Dakota beef producers and their rural communities' stories. The goal of this series was to help bridge the gap between beef consumers and producers. The videos received thousands of views on our social media platforms and the South Dakota Beef Blog.

THE “THANK YOU” CAMPAIGN

The South Dakota Beef Industry Council and 45 South Dakota hospitals joined in a match partnership to provided Beef Bucks/ Beef Certificates to thousands of health care system employees. SDBIC supplied beef jerky to participating hospital break rooms in an effort to thank those in the health care systems. This partnership placed approximately \$50,000 into South Dakota's economy for the purchase of beef. The “Thank You” campaign provided an opportunity to thank our South Dakota health system workers, their families, and in turn support our rural economies.



VITAL PARTNERSHIPS

State to State partnerships offered opportunities to expand the South Dakota Beef Checkoff footprint to consumers in the Northeast region of the United States where cattle numbers are lower in comparison to consumer population. Whether it's the national expansion of programs like the Build Your Base program that puts beef in front of young athletes or on the farm 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.

INFLUENCER OUTREACH

The SDBIC continues to foster relationships with influencers in various fields, including health care, food service, and retail to provide educational resources and partnership opportunites. Several speakers and events associated with evidence-based research on beef's nutritional value and information regarding the pasture-to-plate story were offered both as in-person and virtual formats throughout the year. Events included the American Heart Association, Upper Plains Cardiopulmonary Rehabilitation Association and SD Academy of Nutrition and Dietetics .



MAY BEEF MONTH

Millions of consumers were reached through the May Beef Month kickoff of the “Reclaim the Summer” campaign. Consumers were encouraged to celebrate summer and choose beef during the grilling season. Beef was highlighted at several events across the state throughout May Beef Month including the Prairie Fire Steak Contest, Deadwood Xtreme Bulls, and the Sioux Falls Storm's Hall of Fame game.



INVESTING IN THE FUTURE THROUGH...

EDUCATION

Several resources were utilized to provide educational opportunities to consumers, producers, educators and retailers on the importance of beef from pasture to plate. SDBIC partnered with Dakota Butcher in Clark, South Dakota for the Breaking Down Beef Event. Beef producers and consumers were provided the opportunity to watch firsthand as the Dakota Butcher team fabricated a side of beef into primal, sub-primal and various common cuts, as well as, not so common beef cuts.



FACS, ProStart and Ag Beef programs were implemented in high school and middle school Family and Consumer Science, ProStart and Agricultural classrooms throughout South Dakota. Participating teachers received funds to purchase beef for hands-on educational purposes along with resources to enhance classroom beef curriculum.



The South Dakota Junior Beef Ambassador program expanded to thirty-three ambassadors in 2021. The program is intended to engage youth and help prepare them to lead our industry in the future. Ambassadors lead the effort at local community outreach events, participated in beef promotion videos, and worked alongside the SDBIC staff to spread an accurate beef story. During May Beef Month the Ambassadors carried out a “Be the Good” campaign to recognize outstanding individuals in their community.

RESEARCH

Innovative beef research guides the beef community at many different 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 which is key to ensuring consumers confidence.

BUILD YOUR BASE

The Build Your Base program continued to grow within our state and on a national level with multiple states joining the program. South Dakota has fifty-one high schools enrolled in the 2021/2022 program and four universities. The Build Your Base program works alongside Sanford Health and partnered state beef councils to expand the whole plate program with endorsements from professional athletes, Olympic athletes, numerous organizational partnerships and youth sports programs. The Build Your Base program drives the demand for beef in local communities and educates athletes and their families on utilizing beef as their premier protein. To learn more about the Build Your Base program visit www.buildyourbase.org



PROMOTION

South Dakota showcased beef at the Sturgis Motorcycle Rally to reach over half a million consumers. The “Travel South Dakota” campaign featured four Official Beef Stop restaurants and shed light on several South Dakota beef farmers and ranchers. The Beef Throwdown Burger Battle drew hundreds of attendees to watch as South Dakota beef producers and area media partners battled it out, to see who could grill the best beef burger!



The Sanford International PGA Tournament of Champions provided the opportunity for the beef community to tell their story, engage with consumers, and answer questions about modern beef production. The SDBIC worked alongside Karl's TV & Appliance and Dakota Butcher to serve prime rib sandwiches to military and first responders as well as during the Pro-Am tournament. Additionally, this partnership assisted in the success of the Grillin on the Green event which combined media partners and South Dakota beef producers in a battle to create the best burger.



The Blacks Hills Stock Show/Rodeo Rapid City gave SDBIC the opportunity to share the beef story and help consumers confidently choose beef as their protein.



The SDBIC partnered with the Black Hills Stock Show and multiple steakhouses in the Rapid City area for a beef promotion. The Claim Your Steak campaign helped drive the demand of beef throughout the stock show as the promotion linked the beef booth, ranchers who raise the product, and food service partners together in the gate to plate story. Consumers joined in on the fun as they voted for their favorite steakhouse of the week. Longhorn Steakhouse of Rapid City, SD was the recipient of the 2021 People's Choice Award.

Team Beef South Dakota played a large 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 150 Team Beef members helping to promote beef during the 2021 season.

