

2025



South Dakota Beef Industry Council Annual Report

South Dakota Beef Producers,

The South Dakota Beef Industry Council (SDBIC) has had a busy and exciting year! In June, Jodie Anderson announced she would like to step down from the Executive Director position. After interviewing four really strong candidates, we hired Jon Dilworth. Jon comes to us from Minnesota but is a proud SDSU graduate. One of Jon's first tasks was to hire a new communications director. In September, we welcomed Alex Mills to the SDBIC team. She has been living in Pierre for a while, but originally from Tennessee. If you see a "y'all" in her work that explains that. The amount of knowledge they bring forward for the best use of your Checkoff dollars and their involvement has been very impressive.

We are looking forward to a new year and a new team! There are lots of new thoughts and ideas bouncing around – our board takes the use of Checkoff funds very seriously in attempt to leverage them to the greatest benefit. Please reach out with questions or concerns you may have.

South Dakota, Great Faces, Great Places, Great Steaks (Jon Dilworth quote)

Carl Sanders

SDBIC President

FY 2025: Embracing Change, Energizing the Future - Jon Dilworth

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

In 2025, we expanded our digital outreach efforts, focusing exclusively on digital advertising during the holiday season and supplementing traditional media with digital campaigns for Beef Month, summer grilling, and back-to-school promotions. As cattle numbers and Checkoff resources continue to decline, digital advertising remains both cost-effective and highly measurable two essential qualities as we work to maximize the return on your Checkoff investment.

FY 2025 brought with it a number of impactful programs and partnerships. One of our ongoing highlights is our collaboration with Beef Logic, Inc. through the Build Your Base program. This initiative continues to grow, reaching high school, collegiate, and professional athletes across the country. It's a comprehensive program that positions beef as the premier protein for performance and recovery. To learn more, visit www.buildyourbase.org.

As the fiscal year came to a close, we said farewell to several valued staff members and extended our sincere thanks for their dedication and service. At the same time, we welcomed a number of new team members who bring fresh energy, innovative ideas, and a renewed enthusiasm for our mission. The momentum in our office is strong, and we're excited about the new perspectives shaping the future of SDBIC.

We invite you to stay connected with us and follow our ongoing efforts to promote and educate about beef. Visit www.sdbef.org or follow us on social media to see what's next.

May Beef Month

What is the history behind May Beef Month? April 23, 2019, Gov. Kristi Noem kicked off the month by signing a proclamation officially declaring May as Beef Month in South Dakota. The SDBIC worked alongside the South Dakota Department of Agriculture in organizing the proclamation. Beef Month also kicks off grilling season that shows beef is the king of the grill, with ground beef being the top cut. Summer continues to be the peak season for beef sales with an average of approximately 30 percent of yearly beef dollars captured between Memorial Day and Labor Day.

Keloland Burger Showdown



The South Dakota Beef Industry Council sponsored the Keloland BEEF Burger Showdown during 2025 for May Beef Month. Restaurants across South Dakota competed for and celebrated the best BEEF burger and used the public as the judge. Nominations were open May 1- July 3, 2025. Neighbors Grub and Pub in Summerset, SD, created a burger they call "The Claw." It's a beautifully grilled ½

pound burger, topped with lobster, asiago cheese, and a white wine garlic sauce. 694 people voted in agreement that this is South Dakota's Best Burger. Neighbors Grub and Pub also won the 2024 Keloland BEEF Burger Showdown with "The Angry Neighbor Burger." These two wins reflect not only culinary excellence, but also their commitment to supporting South Dakota's beef producers. "Beef Burger Showdown gained one million impressions in those four months. With four TV stations in the state showing our content, we covered a big part of the state. They [Keloland] were great to work with. The project benefited the beef industry in two ways - the competition encouraged the consumption of beef and the Keloland Living segments increased awareness of additional projects of the SDBIC. We will partner with them again this year," says Carl Sanders, SDBIC President.

Sports Outreach



Beef promotion was a large part of tailgating experiences across South Dakota this fall. SDBIC hosted tailgate cooking contests at both SDU Dakota Days and Augustana football games. Contestants had to enter a beef dish they cooked to a board of judges. Three winners were selected from each and were awarded Beef Bucks! Both events had large turnouts with incredible interaction and publicity.

It was well received by the crowd and had people craving beef after smelling everything good that was cooked up just before the games.

Jr. Beef Ambassadors

The Jr. Beef Ambassadors had a big year. They began the year at the Black Hills Stock Show and Rodeo and went out to their local 4-H groups to educate and promote beef. Some of the bigger events outside of the stock show they helped at were Dakota Fest in Mitchell, SD, South Dakota State Fair in Huron, and the Brown County Fair in Aberdeen. At the State



Fair, the Jr. Ambassadors partnered with the South Dakota Cattlemen where attendees had the opportunity to win Beef swag and Beef Bucks at the Freedom Stage on select days of the fair. SDBIC and the Jr. Beef Ambassadors also set up a booth in the FFA

Nutrition Outreach



Holly Swee, Director of Nutrition for Beef Logic, a contractor to the South Dakota Beef Industry Council, attended several nutrition-focused conferences and health influencer events on behalf of the South Dakota Beef Industry Council, where she engaged with healthcare providers and offered either evidence-based educational material on beef's nutritional value or provided a

beef nutrition-focused speaker. Conferences and health influencer events like this help to bridge current beef nutrition research and information to those currently practicing in the healthcare field. The 2024-2025 events included Monument Health Cardiovascular Wellness Symposium, American Heart Association events in Sioux Falls and Rapid City, and the South Dakota Academy of Family Physicians.



Swee also works with various South Dakota State University nutrition and dietetics graduate students to help meet their competencies through their Nutrition and Dietetics program. Swee shares beef nutrition and foodservice information, has them assist at Build

Your Base sports nutrition events, and helps with media skills, while also mentoring them for their future professional careers in dietetics. In addition, Swee connects with local organizations and groups by providing information on nutrition and dietetics, as well as beef and its nutritional value. She's had opportunities to work with and give presentations to local Health Occupations Students of America (HOSA) chapters.

Retail/Foodservice



During May, the SDBIC participated in a five-state region beef council promotion with Hy-Vee's retail chain, known as the May Beef Month & Mediterranean Diet Month campaign, where Swee corresponded with the Hy-Vee registered dietitians within the state. The campaign ran throughout May. Hy-Vee dietitians were provided with an educational webinar on beef in the Mediterranean diet and

patient educational resources. The promotional campaign during May also had both in-store and digital promotional elements. In-store demonstrations and consumer engagements were discussed with SD Hy-Vee RDs and encouraged by Swee. Swee works throughout the year to share information and educational opportunities to continue to build relationships with this audience.

The SDBIC participated in the South Dakota School Nutrition Association Annual State Conference and Food Show. School Foodservice professionals from across the state were able to see and learn about the beef school foodservice resources available in print and online, as well as a variety of school foodservice beef recipes and information. Swee shares information with this audience throughout the year and works with SDSU Extension Service to provide information to help support their resources for those who participate in the Beef in Schools program.

Beef Logic, Inc. Reports Another Successful Year with the Build Your Base Program



Beef Logic, Inc., a contractor to the SDBIC, has celebrated another successful year of expanding the Build Your Base program. During the 2024-2025 school year, this sports nutrition initiative, featuring beef as its primary protein source, was implemented in 44

high schools and six universities across South Dakota. The program continues to make a positive impact on families nationwide.

In South Dakota alone, Build Your Base provided over 40,000 pre- and post-game beef meals to high school students, addressing food insecurity while fostering camaraderie and emphasizing the benefits of beef in building and repairing muscle. The program successfully distributed 10,521.25 lbs. of beef, which included the meals and beef jerky.

Additionally, the Build Your Base program reached six universities, directly benefiting 2,500 collegiate athletes through beef-centric recovery stations, roundtable sessions that focus on beef meal preparation, athletic performance, and recovery. With

a combination of marketing and digital advertising, the program engages hundreds of thousands of consumers across the state.

Over the past five years, Build Your Base has played a crucial role in providing over a quarter of a million meals to children and facilitated the distribution of approximately 66,326 lbs. of beef throughout South Dakota.

In addition to program implementation within the state, the Build Your Base program continues to grow regionally, nationally, and worldwide through partnerships with other state beef councils, the Indoor Football League, CSCCa, NFHS and four award-winning Olympic athletes. Visit www.buildyourbase.org to learn more about the program and key athletic partnerships that feature beef as the premier protein.

Black Hills Stock Show



SDBIC attended the Black Hills Stock Show in January and more than 235,000 people passed by and stopped into the booth to learn more about South Dakota's Beef Industry Council. This event targeted both consumers and producers, allowing us to promote,

outreach, and educate in every direction that we could. Several Jr. Beef Ambassadors were able to step up and really help our booth to shine.

SOUTH DAKOTA BEEF INDUSTRY COUNCIL 2025 AUDITED FINANCIALS

REVENUE

Checkoff Receipts	\$3,547,532
Less State Boards	\$639,407
Less National Boards.....	\$1,461,619
Net Checkoff Revenue	\$1,446,506
Interest/Other Receipts	\$31,478
Total Net Revenue	\$1,477,984

EXPENSES

Promotion/Education/Events	\$1,024,571
Research Activities.....	\$52,377
Total Program Services	\$1,076,948
Supporting Services	\$252,657





Dear Fellow Producers,

The Federation of State Beef Councils is the perfect example of how working together delivers so much more, and it all starts with you. Cattle producers from across the country share their ideas and expertise to build beef demand by inspiring, unifying and supporting an effective and coordinated state and national Checkoff partnership.

The Federation plays a critical role because we have states that have more cows than people. And then we have other states where their human population is greater. By pooling our money and resources, we can accomplish more to educate people from coast to coast about beef's taste, versatility and nutritional value. Your investment continues to drive demand for beef, and our industry is growing. According to the USDA, beef (cattle and calves) is the top agricultural commodity in the United States.¹

As a volunteer-led organization, we work hard to be effective stewards of the money. The Federation funds research, promotion and outreach that individual producers and states may not be able to do on their own.

This "State of the Federation" demonstrates how producers have come together to direct Federation-supported programs. State beef council investments in the Federation fund research, promotion, consumer and industry outreach, as well as state services and human resources. Your investment truly makes a difference, so thank you for your commitment to this work. You have helped to make beef the number one agricultural commodity in America,¹ and through the Federation, we work to make it consumers' first choice.

Sincerely,

Nancy Jackson

Eupora, Mississippi

Chair, Federation of State Beef Councils

United Through The Federation

The Federation of State Beef Councils builds a larger, more impactful, coordinated plan that is executed as a partnership between the Federation and individual state beef councils (SBCs). State beef councils voluntarily invest in the Federation each year. More than 50% of the Federation's annual budget supplements tactics within Authorization Requests (ARs) approved by the Beef Promotion Operating Committee (BPOC) and executed by NCBA, home of the Federation of State Beef Councils. Supplementing these tactics helps the national Checkoff program have a larger impact on consumer demand.

In 2025, with input from SBC staff, the Federation Executive Committee approved more than \$3.1 million to supplement national efforts. Specific programs made possible by SBC contributions to the Federation include, but are not limited to:

PROMOTION

State Beef Councils Supplement: **\$898,600**

The Federation supports *Beef. It's What's For Dinner.* marketing and advertising efforts to educate and inspire consumers nationally. The Federation investment supplements media buys including cable television advertising and content partnerships focused on nutrition and wellness. Content is developed using trusted influencers and chefs and is used on *BeefItsWhatsForDinner.com* and across media channels to drive brand affinity, increase credibility and attract new consumers.

RESEARCH

State Beef Councils Supplement: **\$1,048,036**

Through the partnership of national funding and state investments in the Federation and to specific projects, the foundation of research provides insights for other Checkoff programs and contractors as well as insights for industry action. Research is conducted in the areas of product quality, beef safety, human nutrition, sustainability and market research.

CONSUMER INFORMATION

State Beef Councils Supplement: **\$787,000**

The Federation advances consumer information efforts including thought leader engagement; nutrition, health and medical expert outreach; and public relations, including the development and distribution of "Cattle Calling" documentary episodes, and other educational content. Examples include supporting states by placing speakers at annual dietetics meetings through the Nutrition Seminar Program; sending beef toolkits to physicians and health professionals; creating content partnerships with food-focused digital media outlets that utilize influencers and pitching beef stories to national media.

INDUSTRY INFORMATION

State Beef Councils Supplement: **\$394,000**

Providing information and resources to the industry remains a critical component of the Federation budget, with funding elevating the Trailblazers advocacy program and supporting the Beef Quality Assurance program with training, advertising, and updating materials.

A Modern Take on Recipe Photography



Beef. It's What's For Dinner. recipe imagery is regularly updated to meet changing consumer trends and tastes. When considering beef imagery in need of updating, old and outdated pictures are prioritized based on

popularity and content on *BeefItsWhatsForDinner.com*. While the recipes themselves may not change how they look and the stylized elements around the entrée do. Beef is showcased by modernizing the environment, colors, props and including appropriate colorful garnishes. Another trend in recipe photography is including step-by-step photos in addition to the final dish.

Nutrition is also a focus when highlighting beef in recipes. Current recipe images often feature a full meal, with beef in the center of the plate accompanied by a variety of colorful fruits and vegetables highlighting beef's role in a healthy diet.

Beef Quality Assurance Journey Made Easier With New Resources



For more than 30 years the Beef Checkoff-funded Beef Quality Assurance (BQA) program has been driving continuous improvement using science-based production practices that assure cattle well-being, beef quality and safety. The program continues to adapt and develop new resources to guide producers on their BQA journey. Resources area available at bqa.org.

Continuing Education Credits Available for Recertification

Those who are BQA certified through in-person or online training are required to recertify every three years. Instead of going through the same foundational training, the BQA program has developed continuing education courses to create a new educational experience for those who need to recertify.

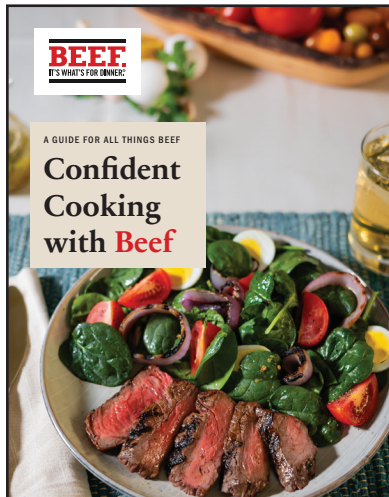
Spanish Language Materials

In response to producer feedback and requests, all BQA materials are in the process of being translated from English to Spanish, with additional Spanish video content to be used for training opportunities.

Updated National Manual & Field Guide

The updated BQA National Manual serves as a resource for science-based cattle production information and is available for free. It was developed to set production standards for beef quality and safety that are appropriate to an operation and that producers can realistically meet or exceed. An abbreviated "Field Guide" version of the manual is also available for cattle producers and on-farm/ranch workers.

The Federation is at Your Service



In addition to the funds invested which supplement the integrated state/national plan, state beef council investments provide services for states and support the governance of the Federation. A variety of services are available at no additional cost to state beef councils, including creative and design services, communications assistance, IT and

website support, human resources facilitation, as well as staff and leadership development, training and education.

Health Professional Toolkits



One project that exemplifies the state-national partnership is the health professional toolkits. These toolkits, sent directly to doctors' offices help correct outdated notions/perceptions and empower medical health professionals to

confidently recommend beef. In 2025, 26 states invested more than \$160,000 to supplement national Checkoff dollars. These additional funds lowered the cost per reach and expanded national impact, which enabled the program to reach more than 5,000 health professionals and more than 500,000 consumers.

1. United States Department of Agriculture Economic Research Service, <https://data.ers.usda.gov/reports.aspx?ID=4052>

For more information, visit ncba.org/federation



Funded by the Beef Checkoff