

DIGITAL MARKETING

FBC leveraged data-driven digital campaigns to reach Florida consumers where they spend their time—online. From search and social media ads to influencer partnerships, the campaigns elevated beef's visibility and connected with audiences on trusted platforms. Strategic placements across digital-out-of-home, Connected TV, native advertising, Google, and YouTube ensured that beef messaging remained relevant and engaging throughout the year.

The Summer Digital Campaign delivered standout results, with ads generating 3,001,380 impressions, 1,771,941 video views, and 1,147,859 audio ad listens during the flight. The Holiday Campaign was equally impactful, delivering more than 2 million impressions and helping position beef as the go-to choice for festive, family-focused meals. These high-performing campaigns continue to drive consumer engagement, brand trust, and demand for beef in Florida's competitive digital marketplace.

NUTRITION-FOCUSED BROADCAST PLACEMENT



To address the growing interest in health and wellness, FBC secured strategic broadcast segments featuring credentialed health professionals who shared the science-backed benefits of beef in a balanced diet. These expert-led segments aired across 84 markets, including both in-state stations

and national syndicates, positioning beef as a smart, satisfying protein choice for everyday meals. On average, segments ran monthly, with additional airings tied to seasonal events and special occasions. The campaign has delivered more than 5 million impressions and generated 15 supporting web posts, with additional performance data still being collected. This steady media presence continues to build trust, reinforce beef's nutritional value, and reach health-conscious audiences across Florida and beyond.

YOUTH CULINARY ENGAGEMENT



FBC proudly invested in the next generation of beef advocates by sponsoring youth culinary events, competitions, and classroom education throughout the state. These efforts go beyond skill-building, they foster creativity, beef appreciation, and real-world

culinary experience. With Florida's thriving hospitality and culinary industries serving as key economic drivers in our tourism-rich state, these programs are especially valuable. By partnering with high schools offering culinary education curriculums, FBC is helping students acquire workforce-ready skills that empower them to step directly into foodservice careers with confidence—and a strong understanding of beef's versatility and value.

"Before this program, I had no idea how many different cuts you could get from one piece of beef. Now, I'm confident breaking it down and building meals around it—it's changed how I cook and how I think about my future in the kitchen." — Kiera, High School Culinary Student, Central Florida

EDUCATOR TRAINING



During the FBC's instructor training initiative, 80 agricultural educators participated in hands-on beef fabrication sessions, breaking down subprimals into retail-ready cuts. This practical experience not only highlighted how to stretch

the grocery dollar, but also reinforced key skills in beef cut identification, meats evaluation, and career pathway exploration. By equipping teachers with real-world knowledge and tools, the FBC strengthened classroom-to-career connections and ensured beef education remains a high-value component in agricultural programs statewide.

CONSUMER OUTREACH PRESENTATIONS



The Florida Beef Council continued to deliver grassroots impact through a series of in-person and virtual presentations tailored to civic groups, health professionals, and community organizations. These interactive sessions built trust in beef by spotlighting its journey from pasture to plate, reinforcing producers' ongoing commitment to transparency and

education. Participants were especially engaged in learning how to stretch their grocery budgets by purchasing whole muscle cuts and fabricating them at home. The presentations also highlighted practical meal planning tips, including strategies for "cook once, eat twice" dishes that bring beef back to the table in smart, satisfying ways.

FLORIDA BEEF COUNCIL FINANCIALS 24

REVENUES

Gross Assessments Collected	596,006
Federation Funding	331,443
Non Checkoff	13,940
Total	941,390

DISBURSEMENTS

Cattlemen's Beef Board	297,793
NCBA Checkoff Division Promotion	10,500
Research	75,929
Consumer Information	15,627
Producer Communications	131,454
Federation Funding	34,970
Collections Compliance	334,650
Administration	13,076
Other	51,757
Total	966,266
Net	(24,876)



FLORIDA BEEF COUNCIL 2024 Annual Report

DEAR FELLOW CATTLEMEN,



As Chairman of the Florida Beef Council, I'm proud to reflect on a year filled with innovation, collaboration, and measurable results. From digital marketing wins to meaningful education initiatives, we've seen firsthand how strategic investment in our programs delivers strong returns for the beef industry. Our work this year has not only strengthened consumer confidence in beef, but also deepened our connections with educators, health professionals, chefs, retailers, and everyday families across the state. I want to thank our board members, staff, partners, and producers for their unwavering commitment to this mission. Together, we're building a stronger future for Florida beef.

Sincerely,
Rick Hartman

SAYING GOODBYE TO JIM HANDLEY



This year marked a significant milestone for the Florida Beef Council as the industry honored Jim Handley, who retired on April 15, 2025, after 27 years of dedicated leadership and service. Jim's unwavering commitment to Florida's cattle producers and his visionary leadership helped shape the Council's growth, credibility, and impact. His legacy continues to guide the Florida Beef Council's mission and inspire the organization's work.

SOUTH BEACH WINE & FOOD FESTIVAL



The Florida Beef Council's debut at the Food Network South Beach Wine & Food Festival brought bold flavors, big names, and unforgettable moments to Miami Beach. With more than 70,000 attendees, beef and veal were showcased to chefs, influencers, foodservice pros, and curious consumers in fresh, exciting ways—sparking conversations, shifting perceptions, and building momentum for what's next.

The event kicked off with EATZ, a high-energy media event that spotlighted the Seminole Tribe of Florida, celebrating heritage

flavors and bridging cattle culture with cuisine. Then came Taste of Italy, where Sicilian Veal Wellington with fennel-apple ragu and ginger-carrot purée, paired with Chianti, wowed the crowd. Steak & Whiskey with Michael Symon delivered bold beef and bold spirits, and Bootcamp & Bites with Robert Irvine showcased sous vide short rib atop smashed avocado toast—proof that beef fuels performance and flavor.

The week wrapped up at the buzzing Asian Night Market, where a chilled Veal Huli with green papaya slaw became the breakout hit—guests came back for seconds, thirds, and raved it was the best bite of the night. Throughout it all, the Florida Beef Council worked alongside Florida International University culinary students, helping shape future food leaders and ensuring the beef story continues well beyond the beach.

RANCH TO RIBEYE BEEF EDUCATION PROGRAM



The 2025 Ranch to Ribeye Tour brought together an influential group of professionals whose collective reach moves billions of pounds of beef across Florida each year. This year's participants included sales

executives, registered dietitians, retail buyers for some of the state's largest entities, educators, culinarians, and food industry leaders. Over two immersive days, attendees gained firsthand insight into Florida's beef production, from ranch management to meat science. By connecting key decision-makers directly with the people and practices behind beef, the tour continues to build trust, drive demand, and strengthen relationships across the entire beef supply chain.

E-COMMERCE

To keep beef front and center in the digital shopping cart, the Florida Beef Council (FBC) strategically invested in multiple e-commerce campaigns in 2024, designed to influence consumer purchases at the point of click. The Spring 2024 campaign generated 8.2 million impressions and drove \$4.75 million in traceable beef sales, delivering a powerful \$94.69 return for every advertising dollar spent. Following that success, the Fall 2024 campaign used an \$8,000 ad buy to generate 1.37 million impressions and \$1.7 million in beef sales—a remarkable ROI of \$205.84 per dollar spent. These results clearly demonstrate that targeted digital activations are driving demand, reaching consumers with high intent, and delivering a strong return on investment for Florida's beef producers.



Dear Fellow Producers,

For more than 60 years, producers have engaged at the grassroots level to drive the demand for beef through the Federation of State Beef Councils. States voluntarily invest in the Federation to build beef demand by inspiring, unifying

and supporting an effective and coordinated state and national Checkoff partnership. Ultimately, it is cattle producers, like you, who direct the Federation's work. Thank you for being one of the "Faces of the Federation."

We continue to share your stories and the work of the Federation to demonstrate the power of building connections. When state beef councils and industry stakeholders come together, we accomplish so much more. The dollars we pool together as the Federation make a tremendous impact on the consumption of beef and ultimately beef demand, from the work we support in research and industry outreach to promotions directed toward consumers.

Consumers want our product not only because it tastes good, but also because they see it as a nutritious and safe product to feed their families. Changing purchasing behaviors doesn't happen overnight. The investments we've made over the last six decades have helped to create the product that consumers desire.

This "State of the Federation" provides an overview of Federation-supported programs that producers have helped to direct over the past year. From research and promotion to consumer and industry outreach, these efforts demonstrate how the many faces of the Federation work together to drive demand for beef. Thanks for making an investment in the future.

Sincerely,

Dan Gattis
Chair, Federation of State Beef Councils
Georgetown, Texas



Funded by the Beef Checkoff

FACES OF 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 2024, with input from SBC staff, the Federation Executive Committee approved more than \$3.3 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: \$814,400

» The Federation supports *Beef. It's What's For Dinner.* marketing and advertising efforts to educate and inspire consumers. The Federation investment supplements media buys for the summer grilling season including potential placements on broadcast television, connected TV, audio, digital and paid search advertising.

» Influencers are also utilized on *Beef. It's What's For Dinner.* media channels to drive brand affinity, increase credibility and attract new consumers.

RESEARCH

State Beef Councils Supplement: \$1,059,197

» State investments in the Federation fund foundational research projects in the areas of product quality, beef safety, human nutrition, beef sustainability and market research.

CONSUMER INFORMATION

State Beef Councils Supplement: \$1,099,300

» The Federation advances consumer information efforts including e-commerce campaigns; thought leader engagement; nutrition, health and medical expert outreach; and public relations, including the development and distribution of "Cattle Calling" episodes.

» Examples include developing a co-branded campaign to increase beef sales through retail, distributor and foodservice channels; creating educational opportunities for influencer partners to learn more about the beef industry; sending beef and heart health toolkits to physicians and health professionals; and pitching beef stories to national media.

INDUSTRY INFORMATION

State Beef Councils Supplement: \$327,700

» Providing information and resources to the industry remains a critical component of the Federation budget, with funding elevating the Masters of Beef Advocacy and Trailblazers programs; supporting Beef Quality Assurance training, awards program and promotion; and disseminating results from the National Beef Quality Audit.

WORKING TOGETHER TO BUILD CONNECTIONS

BRIDGING THE GAP BETWEEN FARM AND FORK

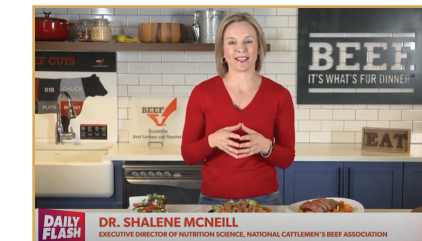


Today's consumers are generations removed from any connection to a farm and ranch, yet they yearn for a relationship

with those who produce their food. Market research continues to show that consumers want to hear from farmers and ranchers about how cattle are raised. The "Cattle Calling" docuseries was created to help bridge the gap between farm and fork. Each episode provides an in-depth look at how cattle are cared for and invites viewers to follow along to see how families across the country adapt to their environments to ensure their legacies continue.

"Cattle Calling" continues the Beef Checkoff's ongoing emphasis on connecting with consumers and sharing the stories of beef producers. The docuseries aims to build relationships and trust between consumers and the cattlemen and women raising food for the family dinner table. For more information and to watch the series, visit CattleCalling.org.

STRENGTHENING BEEF'S ROLE IN A HEALTHY BALANCED DIET



A heart health mailer was sent to registered dietitians, researchers and other health professionals, with a goal to encourage excitement and provide education on the ways

in which current and prospective Beef Aficionados can access and use beef nutrition resources to support their practice. The package included a *Beef. It's What's For Dinner.* cast iron skillet, American Heart Association Heart-Check recipes, a personalized card, and a fact sheet with suggestions to activate on beef nutrition education during Heart Health Month.

More than 750 heart health toolkits were also mailed to healthcare providers, including cardiologists and family physicians, across the contiguous United States. Each professional received a 12-page research booklet outlining recent studies supporting beef consumption for cardiometabolic health, a collection of heart-healthy recipe cards, a lean beef cuts magnet, and 100 educational tear sheets to share with patients.

BUILDING BEEF ADVOCACY THROUGH PRIME PARTNERS SUMMIT



This summer in Colorado, 28 Trailblazers, food content creators and nutrition influencers came together for a Beef Checkoff-funded three-day immersive event designed to educate and encourage collaboration among three unique and influential groups to promote beef. Following a series of educational sessions including information on today's beef consumer, attendees watched a cutting demo, learned about beef's role in a healthy lifestyle and engaged with producers through networking and tours.

With a social media following of more than three million people, attending influencers have posted 250 Instagram stories about their beef experience. According to post-event surveys, 94% of attendees said their perception of the beef industry improved or was very positive and the same number said the information provided was extremely helpful.

FOR MORE INFORMATION, VISIT ncba.org/federation.