

# FY2023

## Missouri Beef Industry Council (MBIC) Annual Report

### Our Vision

A strong and viable beef industry in Missouri.

### Our Mission

To improve the demand for beef.

### Our Priority

Promote and strengthen beef's value proposition. Grow consumer trust in beef and beef production. Protect and enhance the business climate for beef. Drive growth in beef exports.

## Digital Marketing & Promotion

### May is Beef Month Proclamation

Governor Mike Parson proclaimed May is Beef Month at KC Cattle Company's retail location in Parkville on May 4. The Governor recognized not only beef farmers and ranchers across the state, but also the importance of food service and retailers highlighting beef to consumers.

### Race to the Plate

Done in partnership with Missouri Farmers Care and the St. Louis Cardinals, Race to the Plate features a variety of opportunities to reach consumers over radio, in-stadium, and in-person throughout the Cardinals season. The Cardinals have a strong fanbase, consistently hosting over **3,000,000** fans in-stadium and more than **1,000,000** more tuning in over the radio each year.

The program's namesake "Race to the Plate" takes place each Friday home game throughout the season and boasts an average attendance of **40,911** fans. MBIC took over Ford Plaza at the May 6 game, bringing **27** cattle producer volunteers to Busch Stadium to interact with families in a family-oriented interactive opportunity. Volunteers played interactive games, answering questions about agriculture and the beef industry for a couple of hours leading up to the first pitch.

## Producer Outreach & Education

### Beef Quality Assurance In-Person Trainings

Beef Quality Assurance (BQA) in-person trainings are being offered in Missouri once again thanks to a partnership between MBIC and the University of Missouri - Extension. Kicking off the revival in 2023 included a "Train the Trainer" event in May followed by **5** producer trainings in the early fall, resulting in close to **200** producers receiving certifications.

### Meetings and Events

Local producer meetings and livestock barns were visited throughout the year, developing strong relationships with cattle producers and organizations responsible for Checkoff contribution. Educational and promotion items about the Checkoff were distributed at all stops. Over **50** meetings, activities, and events with producers were attended in 2023 by staff and board members.



# Your Dollar At Work

A breakdown of Missouri's Checkoff Dollar.

October 1, 2022 to September 30, 2023

## Support Services - 18%

\$210,380.76

Includes funding for support of programs such as:

- Co-Funded National Projects
- Collections and Compliance
- Staff Expenses
- USMEF International Marketing

## Research - 11%

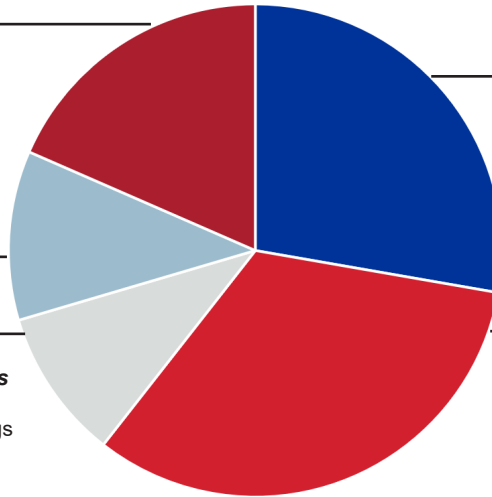
\$126,760.99

## Producer Education - 10%

\$112,582.61

Includes funding for program partnerships such as:

- Beef Quality Assurance In-Person Trainings
- Beef Promotion Grants
- Beef Education Grants
- Educational Materials and Promotion Items



## Consumer Education - 33%

\$374,244.89

Includes funding for program partnerships such as:

- Ag Education on the Move
- Bass Pro Fitness Series
- Beef in the Classroom
- MO Beef Kids

## Beef Promotion - 28%

\$316,341.87

Includes funding for program partnerships such as:

- Chiefs Radio Network
- KY3 "Beef Bites"
- Race to the Plate
- St. Louis University

## Consumer Outreach & Education

### Nutrition Adventure

MBIC partnered with councils in Kansas, Nebraska, and Oklahoma to host the 2023 Nutrition Adventure event. Nutrition Adventure was held in Kansas City and is designed for registered dietitians from across the United States. These professionals join together and learn more about how beef can be incorporated into a variety of diets to supply 10 essential nutrients.

Attendees spent three days listening to speakers that focused on beef nutrition, meal preparation tips and tricks, as well as cattle production management practices. The group was also treated to a tour of a cattle farm where they heard directly from cattlemen about the process of raising the food that finds its way to our plates.



### Mo Beef Kids (MBK)

Mo Beef Kids (MBK) has served over **3 million** lunches since its inception just a few years ago and has **120** schools engaged in the program with another **84** in process of implementing.

Because of the generous support of community members, foodservice workers, school partners, producers, and volunteers, MBK has an estimated student impact of **50,000**. This support includes over **600** individuals from communities all over the state.

There are **8** academy members and mentors that help extend the program mission of more beef in bellies and underscore the important story of beef nutrition in their own communities and regions of the state.

MBK recently added a "Beef in Backpacks" program to share the story of beef alongside Feeding Missouri and other community partners.

## Research

MBIC research funding for FY23 was applied towards research projects handled at the national level through the Federation of State Beef Councils. Funding for Research in FY23 centers around water conservation in the industry and is being conducted at Texas A&M and focuses on "The Impact of Water and Environmental Management". The study will span two years and will focus on the effect of wastewater recycling on AMR and Salmonella shedding dynamics within cattle operations.



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For a board member directory and staff listing, visit [mobeef.org](http://mobeef.org)



Funded by Beef Farmers and Ranchers