

Missouri Beef Industry Council

Annual Report: Fiscal Year 2011



Greetings from the Chairman

This 2011 Annual Report is presented by the Missouri Beef Industry Council as an overview of the programs and services provided for our producers and consumers in Missouri.

2011 will be long remembered for its extreme weather conditions. It has also been an outstanding year for your Missouri Beef Industry Council. I hope you will take a few minutes to review this report and learn more about our accomplishments and commitment to the industry. These are checkoff dollars at work.

I have enjoyed serving as chairman of the Missouri Beef Industry Council this year and working with dedicated staff and council members.

Jim Freeman, Salem, Mo.

Education and Promotion

Masters of Beef Advocacy

The Masters of Beef Advocacy (MBA) program equips beef producers across the country to tell their unique story in presentations to schools and civic groups, through local media and via online social media. Participants complete self-directed online courses in modern beef production, animal care, beef safety, beef nutrition, environmental stewardship and the Beef Checkoff Program. Missouri is ranked fifth in the nation for the number of MBA graduates with more than 175 graduates!



Speaking of Beef

MBA graduates are encouraged to join the Speaking of Beef program, which is facilitated by MBIC to help Missouri's beef advocates share their stories with communities across Missouri. FY2011 was used as a time to restructure the volunteer program, growing from about 10 to 22 volunteers. A June training event focused on building teamwork and leadership skills, media and conversation training, and engagement online and in social media.



Show-Me Beef University

Designed to teach beef producers what happens to their product on the way to the supermarket meat case. Show-Me Beef University held its second year of classes at the University of Missouri Meats Lab during January and May 2011. With an emphasis on food safety at every stage, farmers grade live cattle and then follow them through processing learning about everything from grid pricing to supermarket packaging choices.



Missouri Farmers Care Efforts

In an effort to directly reach Missouri consumers, MBIC partnered with fellow agriculture organizations on a promotion with the St. Louis Cardinals baseball team. The Missouri Farmers Care coalition was able to leverage the dollars of each individual group and reach Cardinal fans using several marketing tactics:

- "Safe at the Plate" tagline for campaign
- Radio advertisements during game broadcasts
- In-stadium tailgate with volunteer farmers
- In-game farmer-to-fan videos and giveaways
- Three \$500 grocery giveaways through online registrations



Sense of Community: Joplin Devastation

Missouri's agricultural community stepped up to assist affected families and volunteers after the disastrous tornado struck



Joplin in May 2011. In the first two weeks of relief efforts, Missouri cattlemen and women coordinated, supplied and cooked meals for more than 12,000 affected people, including area residents and relief workers in Joplin.

Research

MBIC's research committee continues to focus on four primary areas when reviewing research proposals: beef safety, tenderness, pre-harvest carcass influencers and advertising. Projects included detecting rapid Salmonella, correlating tenderness grading, and maintaining or improving carcass quality using alternative feedstuffs with cattle back-grounded to higher weights.

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Fitness and Nutrition

MBIC Beef Running Team

The 2011 Missouri Beef Running Team, or "Team Beef," leveraged checkoff dollars through exposure at multiple events, including the Bass Pro Outdoor Fitness Festival, the Go! St. Louis Marathon, the Show-Me State Games' "Fun Runs," and more. The team consisted of about 65 runners, all of varying levels and diverse backgrounds. Team members were chosen in fall of 2010, based upon their use of beef and desire to share their lean beef success stories to the running world. Team Beef members also participated in MBIC media training and team challenges that focused on running and promoting beef at events and through social media.



Go! St. Louis

In April, MBIC sponsored the Go! St. Louis Marathon and Fitness Weekend. Key pieces of this successful sponsorship included print advertisement, an exhibit booth, and a finish line family reunion tent. MBIC staff handed out educational materials and 90-percent lean beef sticks from Clouds Meats, and spoke to runners and their families at the Health and Fitness Expo. Before the race, MBIC staff hosted the runners in an intimate pep rally to motivate the runners and build a team atmosphere. On race day, more than 30 runners wore MBIC beef team running jerseys among the 17,000 participants and received a lot of positive feedback from fellow runners and the audience.



Beef Month "Fun Runs"

In partnership with the Show-Me State Games, MBIC coordinated family-friendly "Fun Runs" throughout May and June. Stockyards, fairgrounds and a beef research farm created the perfect settings in Carthage, Savannah, Sedalia, and Columbia. Mud pits, haystacks and beef trivia lined the courses. Following the one-mile and 5K races, a healthy steak fajita lunch was served to all race participants. These races served as an opportunity to reach health-conscious, active consumers of all ages. The message that lean beef is an important part of an active lifestyle resonated well with these athletes, who were often families and included meal-time decision makers.

Building Relationships

MBIC made interacting with key Missouri influencers a top priority. Pasture-to-plate panels



at Busch Stadium sparked discussions among St. Louis area "influencers," including dietitians, Family and Consumer Science teachers, retail and foodservice professionals, chefs and food writers. Many annual conventions created a platform of opportunity to provide presentations and interact with Missouri grocers, FACS teachers, culinary experts and more. Sponsoring contests through ProStart and Opa! gave students and school foodservice professionals alike the opportunity to cook with beef.

Through these interactions, MBIC staff and spokespersons are able to build relationships and become first-choice resources for key influencers in urban areas and across the state. These relationships result in food and health professionals making well-informed decisions about choosing beef for use in their everyday careers, which in turn impacts the decisions of their customers, students, patients and families.

MoBeef.org Overhaul

MoBeef.org, the MBIC website, was restructured to make the website much more inviting and simple to use. The website is sectioned for educators, health professionals, and retail and food service professionals. Icons link to the Missouri Beef Industry Council's social media sites, beef store and running team information at the bottom of every page.

By providing user-friendly resources and social media connections to these key influencers, they enjoy their experience on the website and return to us as a first-choice resource. Missouri farmers and ranchers can more easily stay in touch with how their Checkoff dollars are being spent because news and producer communications are also highlighted.

Staff, Directors, Financial Report

MBIC Staff

John Kleiboeker – Executive Director
Ada Gallup – Business Manager
Whitney Wallace – Director of Consumer Outreach
Kaity Holtman – Director of Communications

MBIC Directors

Jim Freeman, Salem – Chairman
John Browning, Palmyra – Vice Chair
Sally Angell, Centralia – Treasurer
John Ridder, Marthasville – Secretary
John Browning, Palmyra
Gerald Campbell, Licking
Andy Cloud, Carthage
Chris Cloud, Carthage
Glen Cope, Aurora
Kevin Frankenbach, Hannibal
Jason McCann, Miller
Matt Reynolds, Huntsville
Larry Runyan, Stewartsville
Pat Wood, LaMonte

Missouri Beef Industry Council Statement of Revenues, Expenses and Other Changes in Net Assets Modified Cash Basis For the Year Ended September 30, 2011

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| REVENUES | |
| Checkoff Collections | \$1,330,266 |
| Beef Sign Project | \$40 |
| Interest Income | \$2,252 |
| Merchandise Income | \$952 |
| Miscellaneous Income | \$292 |
| EXPENSES | |
| Promotion | \$439,222 |
| Export Development | \$11,528 |
| Industry Information | \$18,667 |
| Consumer Information | \$143,075 |
| Research | \$58,094 |
| Administration | \$104,989 |
| Producer Communications | \$93,658 |
| Program Implementation | \$355,839 |
| Collections and Compliance | \$26,747 |
| Equipment | \$35,653 |
| Total Expenses | \$1,287,472 |
| Excess Revenues over (under) Expenses | \$46,330 |
| NET ASSETS | |
| BEGINNING OF YEAR | \$917,110 |
| END OF YEAR | \$963,440 |