

# FY2024

## 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.

### **Beef Promotion**

#### **"Beef Bites" on KY3**

The weekly "Beef Bites" segments air on KY3 (a Springfield, MO, NBC affiliate) to their audiences on KY3, KSPR, and the CW. Over the years, the segments have reached well over **350,000** households, earning more than **5 million** video views and **1 million** additional views on Facebook. The partnership also features a digital streaming component, allowing for exposure in other regions of the state as well.

#### **Chief's Radio Network**

Beef messaging airs live each week with a :30 pregame ad, :15 post game ad, and the Missouri Beef "Big Defensive Play of the Game" feature during each of the pre- and regular season games. In addition to the live plays that air to **1 million** listeners across the 13 state listener area, content is repurposed for use on the Audacy.com Network and garners an additional **200,000** impressions online.

#### **May is Beef Month**

Governor Mike Parson proclaimed May is Beef Month at the annual Missouri Beef Days in Bolivar 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.

### **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. A total of **22** certification trainings were held throughout FY24 in addition to online training support, resulting in over **1,300** producers receiving certifications - a **36%** increase from FY23.

#### **Meetings and Events**

Local producer meetings, banquets, 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 **40** meetings, activities, and events with producers were attended in FY24 by staff and board members.



## Your Dollar At Work

A breakdown of Missouri's Checkoff Dollar.

October 1, 2023 to September 30, 2024

### Producer Education & Advocacy Support - 13%

\$153,847.58

Includes funding for program partnerships such as:

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

### Support Services - 11%

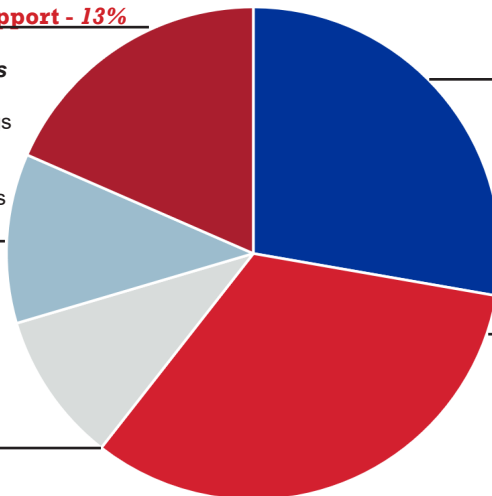
\$124,964.92

Includes funding for support of programs such as:

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

### Research - 8%

\$95,257.05



### Consumer Education - 28%

\$318,453.01

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 - 40%

\$457,947.00

Includes funding for program partnerships such as:

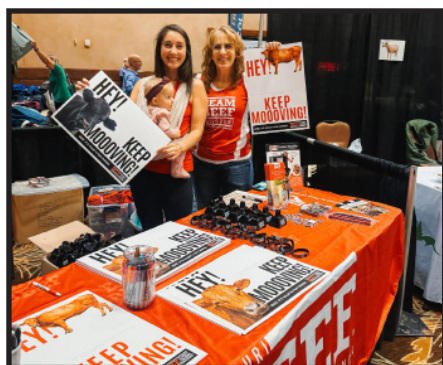
- Chiefs Radio Network
- KY3 "Beef Bites"
- Race to the Plate
- St. Louis University

## Consumer Outreach & Education

### American Heart Association - Going Red for Heart Health

Captilizing on national research and work that shows beef consumption and a heart-healthy lifestyle can go hand-in-hand, this partnership features a connection that keeps beef at the center of the plate at Columbia's Go Red for Women event in the fall and the Jefferson City Heart Ball the following February. At the event in Columbia, the council hosted a booth in the Diva Lounge, handing out heart-healthy recipe samples as well as incorporating beef-centric messaging in the advertisement of the event and with handouts given to each attendee. Jefferson City's Heart Ball provided ample opportunity to mingle with attendees and discern what is important to our consumers in central Missouri.

Roughly 1,000 mid-Missouri residents attended the events. These guests are key decision makers in their homes as well as being influential within their communities. Messaging at both events included beef nutrition information and each guest had access to additional resources.



### Bass Pro Fitness Series

Captilizing on several years of partnership, the Bass Pro Fitness Series serves as a cornerstone of beef being featured in the health and wellness community. From summer of 2023 through fall of 2024, over 30,000 consumers encountered beef health and nutrition messaging while partaking in Fitness Series running events.

Marathon Weekend, a premier race weekend comprised of four exciting races (5k, 10k, half marathon, and full marathon) and three challenging events drew in over 10,000 race enthusiasts from across the nation. This event, featuring an expo booth where staff interacted with runners and their families on a one-on-one basis, generates a significant impact as part of our partnership.

## Research

MBIC research funding for FY24 was applied towards research projects handled at the national level through the Federation of State Beef Councils and the Beef Research team. The primary project co-funded in FY24 is an ongoing study from the University of Arkansas lead by Jamie Baum, PhD, that focuses on assessing the role of daily beef consumption as part of a high protein diet and its effect on successful aging in physically active postmenopausal women.



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

