

WASHINGTON STATE BEEF COMMISSION'S
Annual Report FY 2024-25



Board of Directors



Fellow Beef Producers,

It has been an eventful three years of new opportunities and demand-driving successes at the Beef Commission. With consumer demand for our product at an all-time high and 78% of local consumers reporting eating beef at least weekly, it's a fair question to ask: What's next?

I'm proud to report that we are actively assessing "what's now" and "what's next" for the Beef Checkoff so that we remain a positive force for beef across consumer opinions, confidence and choice. Your Board of Directors is dedicated to listening to our consumer market research to best understand our local consumers; what they love about beef, and what their pain points are with our protein. It's our goal to meet those consumers where they're at, with the information they need and the trust-building efforts to help them continue to say beef is their protein of choice for taste, nutrition, value, and versatility. While it's critical work to focus on our consumers, we also value cultivating the grassroots establishment of our Beef Checkoff by connecting with you, our fellow beef producers and Checkoff investors.

It's our goal to engage and connect Washington's Beef Community from your pastures to the consumers' plates, and in doing so continue to build demand for beef through strategic promotion, engaging with nationally- and locally-funded research and optimizing education of consumer thought influencers here in Washington State.

- Will Derting, WSBC Chair

2024-25 Washington State Beef Commission Board of Directors



Pete Charriere
Cow/Calf Producer



Jim Anderson
Cow/Calf Producer



Hannah Gamble
Cattle Feeder Producer



Austin Allred
Dairy Beef Producer



Jeff Cromer
Packer/Processor



Kale McGuinness
Livestock Market



Dr. Ben Smith
WA State Dept. of Ag

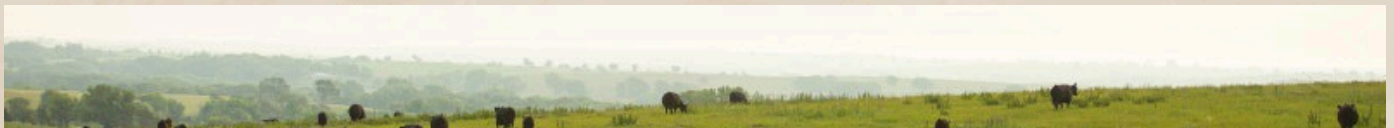


Ruurd Veldhuis
Dairy Beef Producer

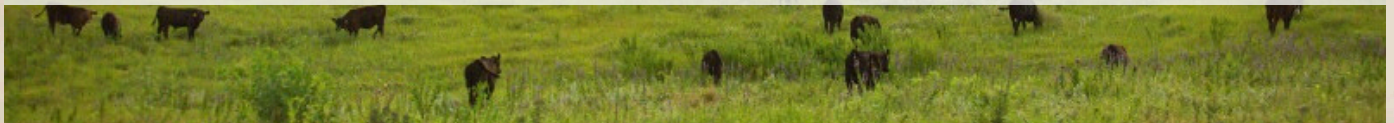


Marty Stingley
WA Rep to Cattlemen's Beef Board

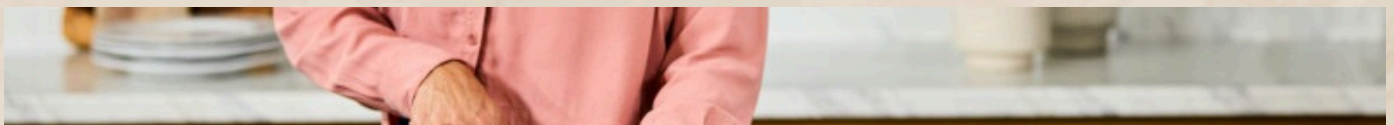
The Washington State Beef Commission is the beef promotion, research and education arm of Washington's Beef Community. It was created at the request of beef producers statewide by the Washington State Legislature in 1969 under RCW 16.67. The WSBC operates under the guidance of its Board of Directors. The Board is comprised of representatives from each of the state's industry sectors: Cow/Calf Ranchers, Dairy Farmers, Cattle Feeders, Livestock Markets, and Beef Processors. In addition, a representative from the Washington State Department of Agriculture is a voting Board member and the Washington representative to the Cattlemen's Beef Board is a non-voting member. The nine board members are appointed by the Director of Agriculture and direct the actions of the WSBC through sector-specific insight and the pursuit of the WSBC's Mission to **increase demand for beef by enhancing trust and connecting our beef community from pasture to plate**. The programs outlined in this Annual Report were activities in the WSBC's 2024-25 Marketing Plan, a plan of work approved by the Board of Directors, Cattlemen's Beef Board and Washington Director of Agriculture. The Marketing Plan is composed annually based on the review of market research, programs made available for use by the National Beef Checkoff and an analysis by the Board of current business conditions impacting the beef industry and beef demand in Washington State.



Raised and Grown Reshape the narrative about sustainable beef production in Washington, defend our beef producers' ability to sustain their business, and build trust in the people and the product.



Multiple Advantages Capitalizes on beef's multiple competitive advantages as consumer's top protein choice over other proteins.



Nutrition Positively engage consumer thought influencers in the sustainable nutrition conversation and spotlight beef's key role in responsibly feeding people.



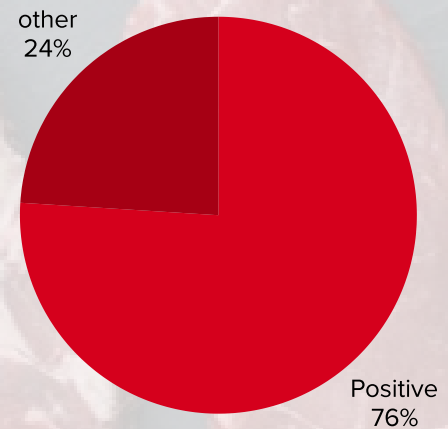
Today's Beef Consumer

63% of consumers have positive perceptions of Beef.

How much beef consumers plan on eating:



Perceptions of Beef's Nutrition:



Emily the Conscious Food Planner



Age: 35
Location: Puget Sound
Income: Middle income
Occupation: Elementary Teacher
Household Type: Health and environment-aware shopper prioritizing quality, sustainability, and transparency.

Buying Behavior:

- Shops at QFC, Whole Foods, or Costco.
- Buys smaller portions of higher-quality cuts.
- Cooks beef 1–2 times per week, usually for planned meals like bowls or slow-cooker dinners.
- Will pay more for local, grass-fed, or traceable products.

Influences & Media Habits:

- Active on Instagram, Pinterest, and Facebook.
- Engages with content on sustainability, local farms, nutrition, and clean-label foods.

Sam the Weeknight Griller



Age: 42
Location: Tacoma Suburbs
Income: Middle income
Occupation: Electrician
Household Type: Busy, family focused, values high-quality protein that fits the active family lifestyle.

Buying Behavior:

- Shops primarily at Costco, Walmart, or Safeway.
- Buys value packs of ground beef, steaks, and roasts for weekly meals.
- Looks for quality and consistency over price.
- Cooks beef 2–3 times per week, especially easy weeknight meals and weekend grilling.

Influences & Media Habits:

- Follows BBQ/grilling pages, YouTube cooking channels, and pro sports.
- Trusts straightforward recipes & beef handling tips.

Beef Brings Flavor to WA

100,274,497
digital consumer
impressions

BEEF
IT'S WHAT'S FOR DINNER.[®]
Funded by WA Beef Farmers and Ranchers

250
beef nutrition
toolkits to
physicians

152
event
attendees

53
new
videos

534,244
consumer social
media reach

From spotlighting beef as a nutritious and delicious protein to sharing the unique stories of how beef is raised and grown across Washington, the WSBC served up the critical message that *Beef. It's What's For Dinner.* 100,274,497 times across the state this year. One of the main priorities of the WSBC is to inspire Washington consumers to choose beef at the grocery store and in restaurants because they love the taste, they believe in it's strong nutrition package, and they trust the people and the process that brings beef from our pastures to their plates.

The **Multiple Advantages** campaign builds awareness of beef's unique multiple advantages over other proteins including: taste, satisfaction, value, versatility and convenience. The WSBC has focused on the fact that beef brings us together whether it's around the tailgate party spread, at a special holiday meal, or for a quick Tuesday night family dinner. This year the WSBC and *Beef. It's What's For Dinner.* launched the new *Real People. Real Stories.* campaign that amplifies how beef brings families and friends together, in consumers' own words.

Our **Raised & Grown** messaging reinforces consumers' positive perceptions of how beef is raised here in Washington, by sharing the stories of local producers. Messages are designed to build connections from pasture to plate. Establishing common ground between our 9,000 family farmers and ranchers raising beef in all 39 counties, and the 74% of our nearly 9 million local consumers, who report having little to no knowledge of how beef is raised is the WSBC's top priority.

The **Nutrition** campaign delivers Beef Checkoff-funded research results in easily digestible bite-sized pieces for the everyday consumer who is making daily nutrition choices for themselves and their families. This fiscal year, nutrition was the leading click driver across all Washington campaigns, with over 90,000 consumers clicking through from digital ads to learned more about beef nutrition and explore recipes to meet their mealtime needs.

Beef at Your Fingertips

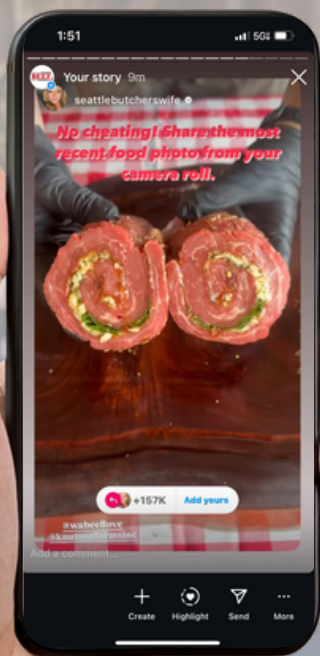
Fueling the Beef Buzz

By partnering with 11 trusted and influential content creators, @WABeefLove showcased the versatility, flavor, and nutritional benefits of beef in everyday meals. These creators developed and shared engaging, high-quality recipes across platforms like Instagram, TikTok, and YouTube—highlighting how beef can be a delicious and convenient choice for breakfast, lunch, and dinner. Through authentic, inspiring content, this program drives awareness, encourages creativity in the kitchen, and reinforces beef's place at the center of every meal, no matter the occasion. Throughout the year, the WSBC partnered with 11 creators totaling **224,652 views** of beefy content, reminding consumers, *Beef. It's What's For Dinner.*



Sharing the Craft: Smoke Summit

Led by Misty Banchero, @SeattleButchersWife on Instagram, a dozen local social media influencers got their hands on some beef to learn a little bit about the art of smoking meat from a pit master. Empowering creators with accurate beef knowledge, strong beef messaging, and engaging content ideas designed to build their confidence in the kitchen and at the grill. The results paid off: through reels, posts, stories, and blogs shared across multiple platforms, these 12 creators produced authentic, high-impact content that reached more than **308,600 consumers** and continues to gain impressions over time. By meeting consumers where they already are—online and in their feeds—we strengthened trust in beef, elevated the story of our producers, and helped drive demand by celebrating beef's flavor, versatility, and central role in gathering people together around the table.



From Pasture to Plate

Our Explore Beef Experience program connects industry professionals directly to Washington’s ranchers, feeders, veterinarians, and processors—showing the full beef lifecycle from pasture to plate. In 2024-25, the WSBC hosted over **54 consumer thought influencers** at events designed to initiate these professionals into Washington’s Beef Community. School foodservice professionals, Instagram and TikTok recipe creators, retailers, meat distributors and chefs all gained first-hand knowledge of our beef production sectors, the fusion of technology and tradition and walked away confident in how we raise and grow beef here in Washington.

Through these immersive tours and conversations, participants gain a deeper understanding of where their beef comes from and return home as more informed, confident voices in their own communities. Whether their platform is a cafeteria tray or a camera lens, these advocates leave with new knowledge, firsthand insight, and a stronger connection to those who raise Washington’s beef.

“It’s inspiring to see everyone in the beef lifecycle working to be continually sustainable and up to date on practices”

-Costco Assistant Buyer



“Considering all you know about beef, what is your opinion?”

- Positives strongly outweigh negatives
- Positives somewhat outweigh negatives
- Negatives somewhat outweigh positives

- Positives strongly outweigh negatives
- Positives somewhat outweigh negatives
- Negatives somewhat outweigh positives



Pre Tour Survey



Post Tour Survey



Beef Counts in Washington

For 15 years, Washington's Beef Community has made it a priority to address the need for high quality protein in their community food banks. While making a positive difference in our rural communities, Washington's media has taken notice. Last year, Beef Counts media coverage and advertising garnered **5,039,000 consumer impressions** sharing the story of our Beef Community's commitment to their neighbors in need. In partnership with Second Harvest, and annual donor Agri Beef Co., beef producers from across the state came together to make nutrient-dense meals possible for nearly 14,000 families through community distribution events and the Mobile Market truck network serving eastern Washington.

126

distributions
with beef



13,825

families receiving
nutritious beef

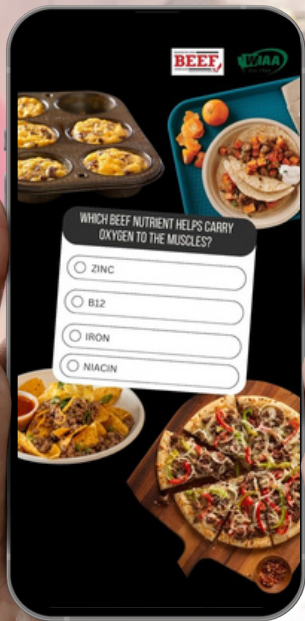


27,650

lbs of beef



Demand Drivers



The *Sports Nutrition Game Plan* is a free resource for Washington's middle and high school athletic directors, coaches, parents, and athletes, designed to enhance the performance of student athletes utilizing tools like beef to fuel their success in the classroom and competition. Based on Beef Checkoff-funded nutrition research and composed by certified sports dietitians and the Texas Beef Council, the *Game Plan* translates sports nutrition research into education, tools, resources, and recipes designed to meet the needs of young athletes. In 2024-25 the WSBC partnered with the Washington Interscholastic Activities Association (WIAA) to promote the *Game Plan* through several activations including educational speakers at athletic director meetings, coach and parent e-newsletters, website advertising, and educational mailers resulting in **11 million impressions** among student athletes, their parents and coaches.

Through the Pacific Northwest Initiative, the WSBC combines resources with the Idaho and Oregon Beef Councils and US Meat Export Federation (USMEF) to promote U.S. Beef in Japan. The partnership pools funds to expand National Beef Checkoff promotional efforts, retail and foodservice partnerships, and education about U.S. Beef among Japanese consumers and thought influencers to continue drive demand for U.S. Beef. Beef exports are a critical added value opportunity to the domestic cattle industry. According to USMEF, from January to May 2025, beef export value per head of fed slaughter cattle averaged **an additional \$413.37**, up 1% from the same time last year. Through promotions orchestrated via USMEF, the Pacific Northwest Initiative aims to strengthen international demand for the quality, safety and sustainability of beef produced in the Pacific Northwest.



The Pacific Northwest Beef Checkoffs partnered this summer grilling season to deliver *Beef. It's What's For Dinner.* advertisements directly to Safeway/Albertsons shoppers. Through grocery store e-commerce apps, web advertising, Pinterest and in-store screens a total of **over 8,400,000 consumer impressions** were achieved, resulting in beef sales of \$318.15 in return for every dollar spent to promote beef. During the campaign the Seattle division's beef category experienced **a 9.42% increase in sales** compared to the same time period last year.

Annual Financial Statement

Checkoff Collections in Washington State

Your \$2.50 Beef Checkoff assessment is collected every time a bovine is sold in Washington State. Fifty cents is remitted to the Cattlemen's Beef Board (CBB) to fund national beef promotion, research and education programs, and the balance is retained by the WSBC to fund local programs and promotions. A network of Designated Collecting Points, including Auction Markets and Packer/Processors, collect and remit the Beef Checkoff to the WSBC at the time of sale. Washington State Department of Agriculture Brand Inspectors collect the Beef Checkoff from individual producers, dealers and order buyers, at special sales, and when cattle enter feedlots. The state's Packer/Processors collect primarily from cattle feeders upon sale prior to processing, as well as on imported cattle bound for slaughter.

Per the Federal Beef Promotion Act & Order, the seller is responsible for paying the Beef Checkoff and the buyer is responsible for collecting the assessment and remitting the Beef Checkoff to fund beef promotion, research and education programs in Washington State, throughout the country, and around the world.

Washington Checkoff Revenue By Sector

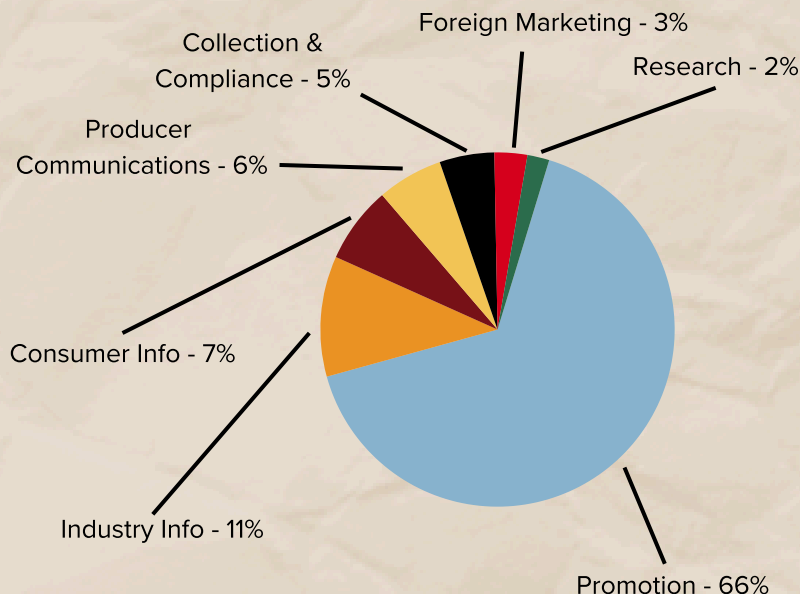
In 2024-25 Packer/Processors remitted 50% of Checkoff collections, primarily from purchases from cattle feeders. Individual remittances, collected primarily by WSDA, represented 35% of collections while Auction Markets collected 15%.

Remittance from importers, collected primarily by Packers, contributed 6% of local Beef Checkoff revenue. Importers are required to pay the Federal \$1.00 Beef Checkoff at the U.S. Border when live cattle or boxed beef enter the U.S. and those funds are remitted directly to the CBB. Upon the sale of those imported cattle in Washington to a producer or packer, the Washington \$2.50 Beef Checkoff is also collected and remitted to the WSBC. According to the CCB, the total annual collection of the Beef Checkoff on live cattle and boxed beef at our U.S. borders adds approximately \$9 million to the Federal Beef Checkoff, while beef imports contribute less than 10% to the total U.S. beef supply.

FY 2024-25 Audited Financials

Net In-State Revenue	\$2,156,224
FY 24-25 Programs	\$1,619,725
Administration	\$176,548
Fiscal Year Reserve	\$354,951

Program Investments



Beef Checkoff Resources



The WSBC has resources for your community, business, schools and events. Contact us at wscb@wabeef.org.

To stay updated on all WSBC programs throughout the year,
sign up for our monthly E-Newsletter!





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