

FY 2026-2027 Marketing Plan

WASHINGTON STATE

BEEF

COMMISSION

Funded by Beef Farmers and Ranchers



JULY 2026 - JUNE 2027

Approved by WSBC Board 5.14.26



FY 26-27 Mission Statement

Increase demand for beef by enhancing trust and connecting our beef community from pasture to plate.

Affirmed by WSBC Board 5.14.16



Long Range Strategic Objectives

Affirmed by WSBC Board 5.14.16

Our Mission

Increase demand for beef by enhancing trust and connecting our beef community from pasture to plate.

Drive



TRUST IN BEEF & THE PEOPLE WHO RAISE BEEF

Defend and protect our producers' ability to sustain their business.

Engage with Beef Checkoff-funded research and resources to be respected as the experts in how beef is raised and grown in Washington.

Grow reputation management programs that reshape the narrative about sustainable beef production.

Offer pasture to plate experiential learning to consumer thought influencers to build first-hand knowledge and affirm trust in the beef community.

Authentically share the unique and diverse practices of producers to champion relatable transparent stories.

Foster



BEEF'S REPUTATION AS THE IDEAL PROTEIN FOR WELL-BEING

Empower health professionals and consumers with confidence in beef's health attributes.

Support outreach to consumers, and those who influence them, that beef is an essential part of a healthy lifestyle.

Enable consumer thought influencers to identify beef's benefits to optimal health and wellness.

Engage and extend Beef Checkoff-funded nutrition research throughout nutrition professional circles.

Cultivate relationships with wellness experts to increase their understanding of and confidence in beef's contribution to community wellbeing.

Enhance



THE CONSUMER'S OPINION OF BEEF'S UNMATCHED TASTE VALUE & EASE

Deliver creative, simple and inspirational recipes that promote and capitalize on beef's value and versatility.

Leverage the brand equity of Beef. *It's What's For Dinner.*

Position beef as the top protein choice across generations and local and global consumer groups.

Demonstrate to consumers that beef's value, versatility, convenience and taste are superior to other protein choices.

Ease the consumer's daily decision-making through reinforcing beef's unmatched satisfaction and everyday value.

Serve



AS A TRUSTED BEEF COMMUNITY PARTNER

Execute tactical beef promotion, research & education programs that elicit pride among our beef community stakeholders.

Steward the Beef Checkoff resources entrusted to our Board and Staff on behalf of Washington's 7,000 beef farmers and ranchers.

Engage with Beef Checkoff stakeholders and share program progress and impact.

Employ the best and brightest team members who are committed to achieving consistent excellence day in and day out.

Prioritize eliciting community partnership through interaction, organic experiences & regular updates.



Background

The Washington State Beef Commission is the beef promotion, research and consumer 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 programs outlined in this document have been identified by the WSBC Board of Directors as priorities to achieve our objective of increasing demand for beef under the authority of the Washington Beef Checkoff program.

The WSBC Board of Directors has reviewed and approved the mission, priorities and tactics based on the review of consumer market research, an analysis of the current business conditions impacting the Washington beef industry, and programs made available for local extension by the National Beef Checkoff program.



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Key Research Findings

Consumers in WA hold favorable views of beef as a protein source. While historically, consumers in Seattle/Tacoma have held more negative perceptions of how cattle are raised and grown versus national averages, we are seeing a 5 year trend towards more consumer trust in the process and people of Washington's Beef Community.

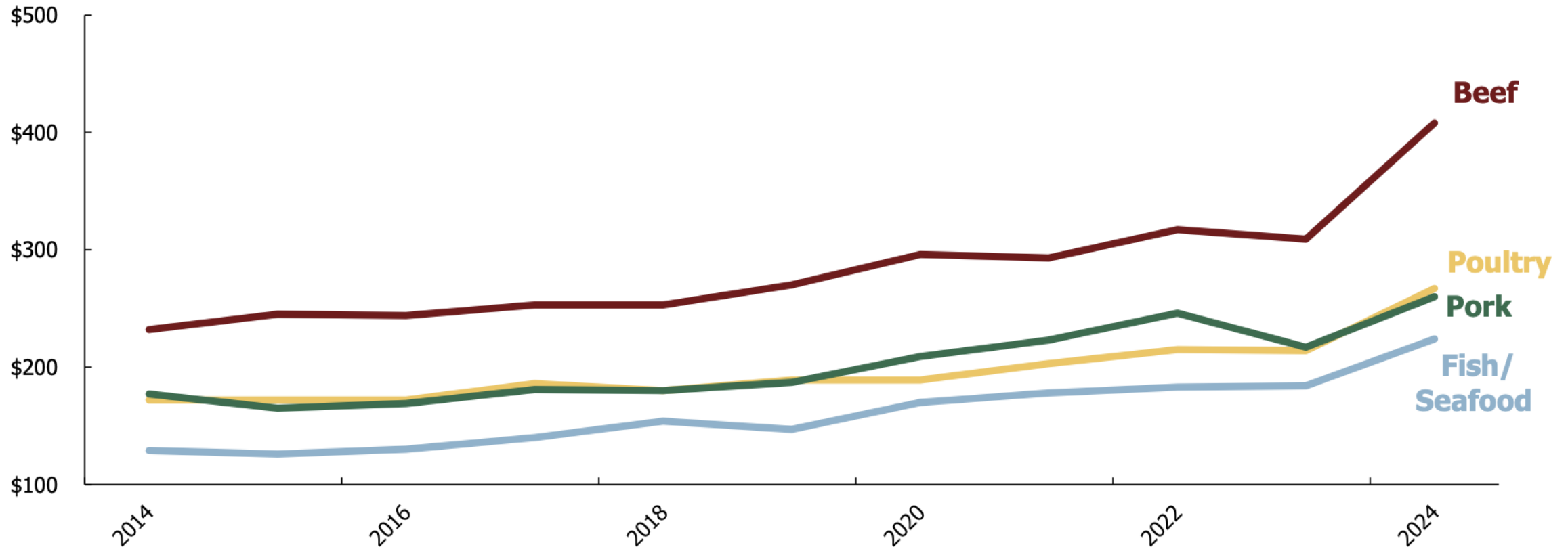
WA consumers prioritize addressing animal welfare as a top concern, and they also place more emphasis on addressing environmental issues such as land, water and climate impact versus the national consumer.

Consumers in WA consistently include beef in their diets, with over two-thirds including it weekly, and most plan on maintaining their current consumption levels. Nation-wide there is a strong trend towards increasing overall protein consumption and consumer desire to seek high quality protein options for their diet/health goals.

In WA, consumers consider the overall eating experience, value, and nutritional factors when choosing meals. Their top three considerations are taste, value for the money/fits their budget, and making healthy meal choices.

Today's Beef Consumer: Real Per Capita Consumption

Consumers continue to choose beef. Beef expenditures increased over 30% from 2023 to 2024, exceeding year-over-year gains of all other proteins.

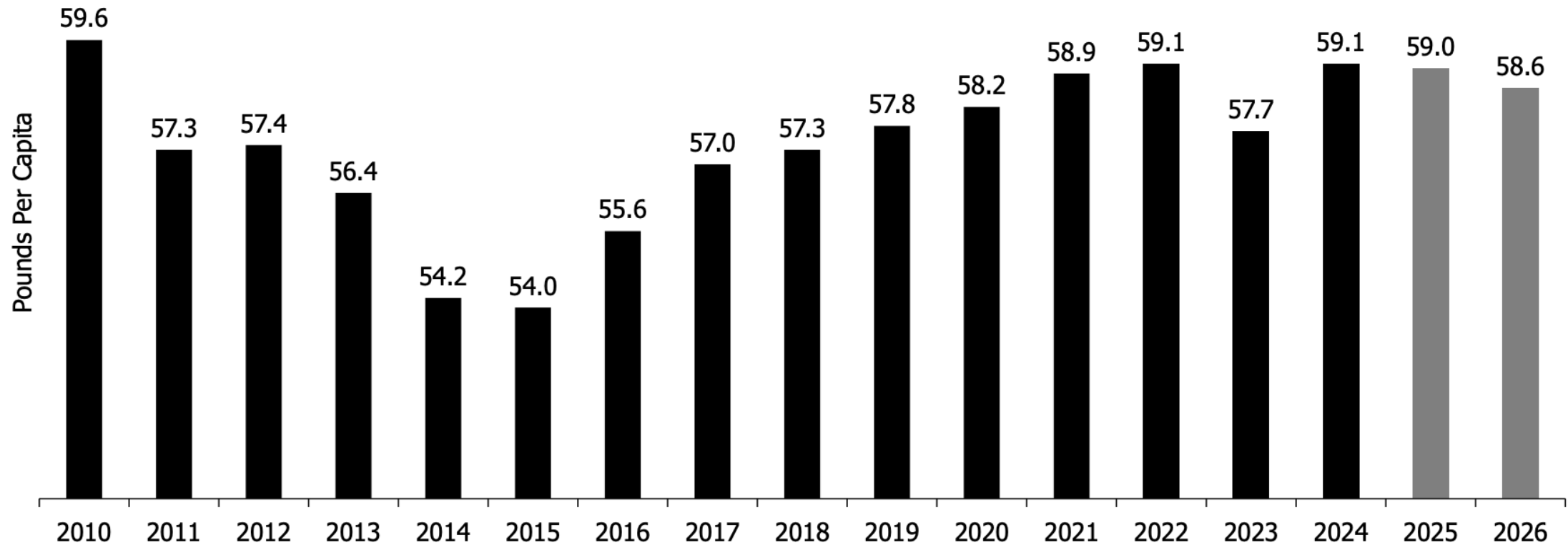


Source: U.S. Bureau of Labor Statistics. December 2025.

Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

Today's Beef Consumer: Per Capita Net Availability

Despite headwinds associated with the national cattle supply, beef availability is projected to hold relatively steady through 2026.



Source: USDA Office of Chief Economist, "World Agriculture Supply and Demand Estimates Report, January 2026"

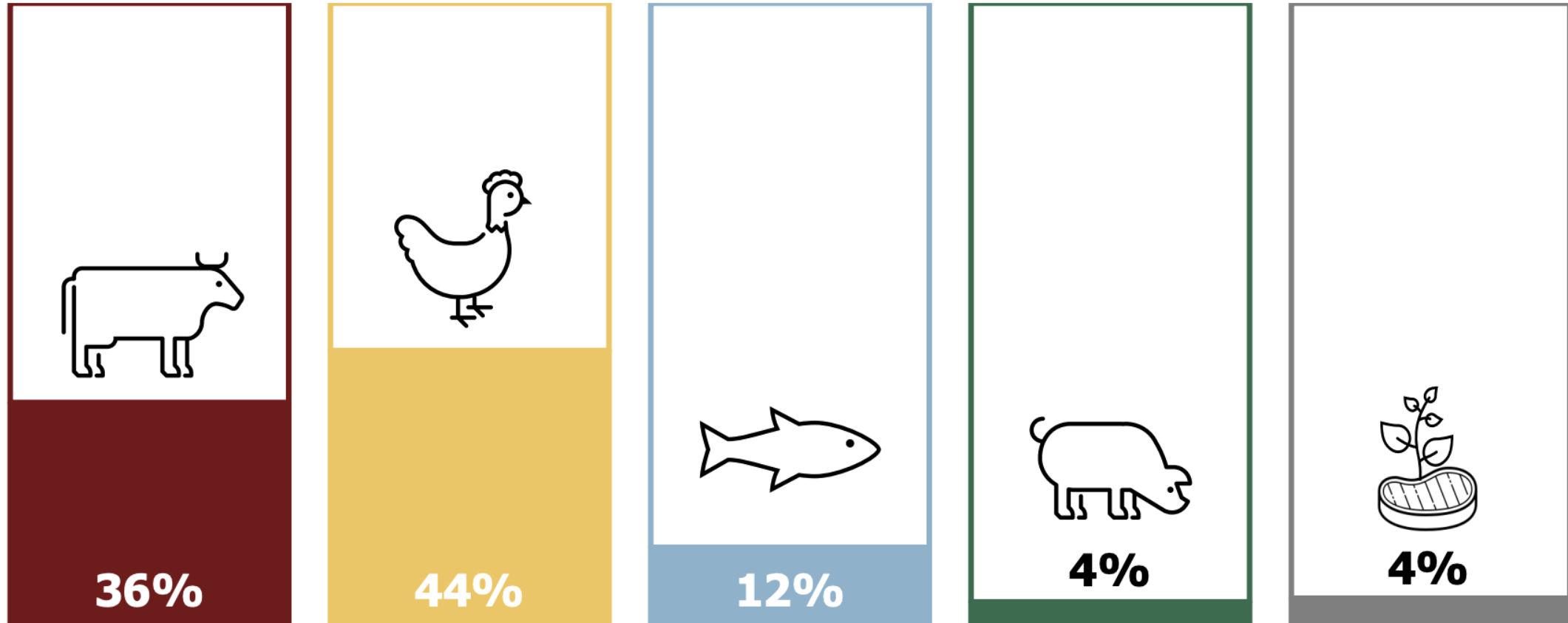
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.



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Today's Beef Consumer: Top Protein Choice

When asked to indicate their overall top protein of choice from the below proteins, **44%** of consumers choose chicken and **36%** of consumers choose beef.



Source: Consumer Beef Tracker, January – December 2025. S12 Now, please tell us which one of the following proteins would be your first choice/number one protein of choice?

Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.



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Today's Beef Consumer: At Home Eating

Three-quarters of meals are being cooked at home and 35% of consumers anticipate cooking more meals at home. **95%** of consumers who are cooking **more** meals at home, plan to continue doing so.



74%

of consumers report preparing or cooking meals at home.

Source: Consumer Beef Tracker, January – December 2025. Q3. Thinking about the number of meals you are currently cooking at home; what percentage of your meals do you think you are preparing and/or cooking at home? Q4. Is {Q3/TotalSum} percent of meals prepared and/or cooked at home more, less or about the same as 6 months ago? Q4a. Do you expect to continue preparing and/or cooking more meals at home?

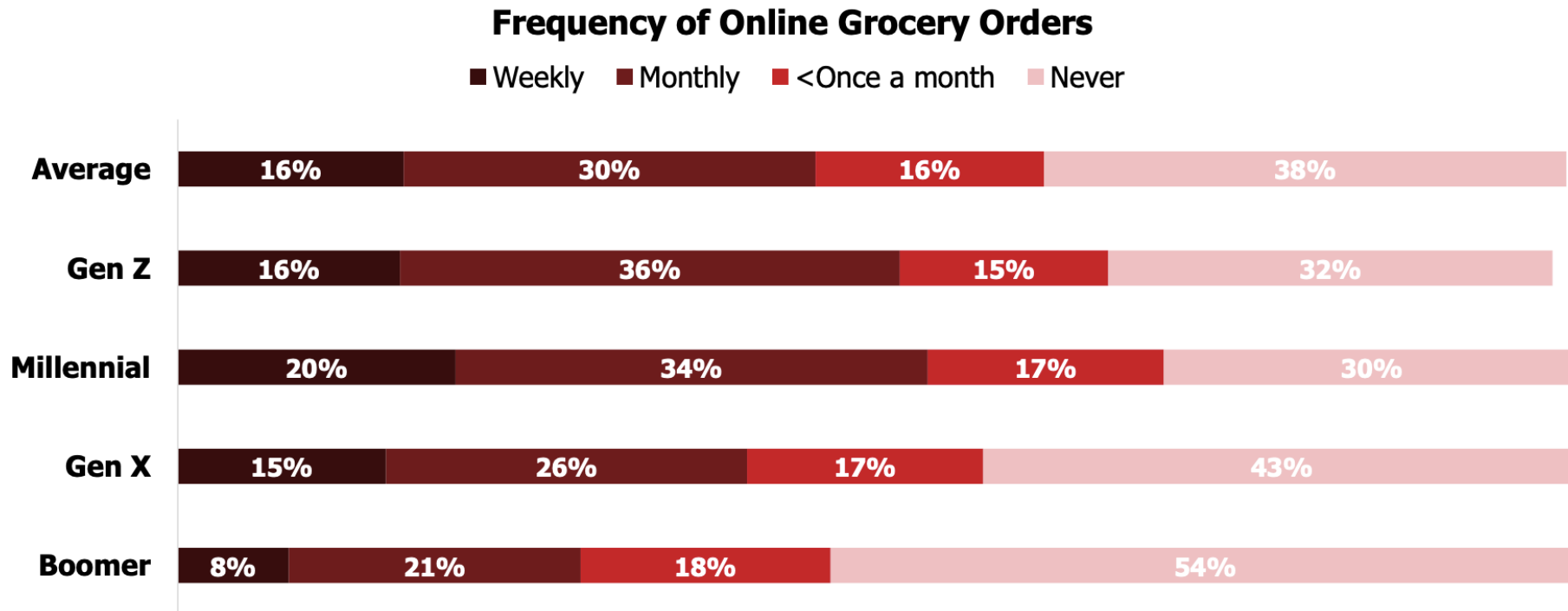
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.



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Today's Beef Consumer: Shopping & Dining Habits

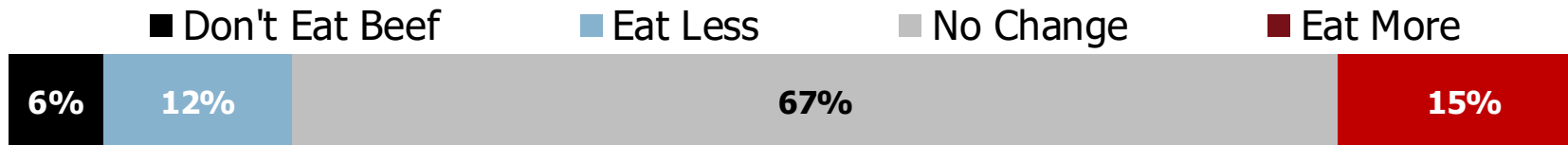
Driven by price/value sensitivity, consumers anticipate changing their behavior by looking for **deals**, dining out less, using **leftovers**, and **stocking up** or freezing items more often. At the same time market-influencing generations are seeking **convenience** with over **50%** of Millennials and Gen Xers shopping for groceries online at least once a month.



Source: Consumer Beef Tracker, January – December 2025. Q15: How often, if ever, do you order groceries online for pick-up/delivery?
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

Today's Beef Consumer: Future Consumption

85% of consumers plan to eat more or maintain their beef consumption levels. Consumers who plan to eat more beef are most motivated by the taste and **adding more protein to their diet**. Of those who plan to eat less beef, **price sensitivity** and **health concerns** are the greatest barriers.



REASONS TO EAT LESS BEEF

- 💰 Price is too expensive
- 👤 Other meats are healthier
- 🥩 Beef has too much fat
- 👤 Concerned beef negatively affects health
- 👤 Cutting back due to health conditions



REASONS TO EAT MORE BEEF

- 👍 Enjoy the taste of beef
- 👤 **Adding more protein to your diet**
- 👤 Beef is quick and easy to prepare
- 👤 Grilling more often
- 🥩 **Lean beef fits in a healthy diet**

Source: Consumer Beef Tracker January – December 2025. Q3 Looking forward, do you plan to eat more, less, or about the same amount of each of the following? (Beef); Q13/Q14: “Earlier you mentioned that you plan to eat more/less beef. Which of the following statements are reasons why you plan to eat more/less beef in the future?”

Analysis: National Cattlemen’s Beef Association, a contractor to the Beef Checkoff.

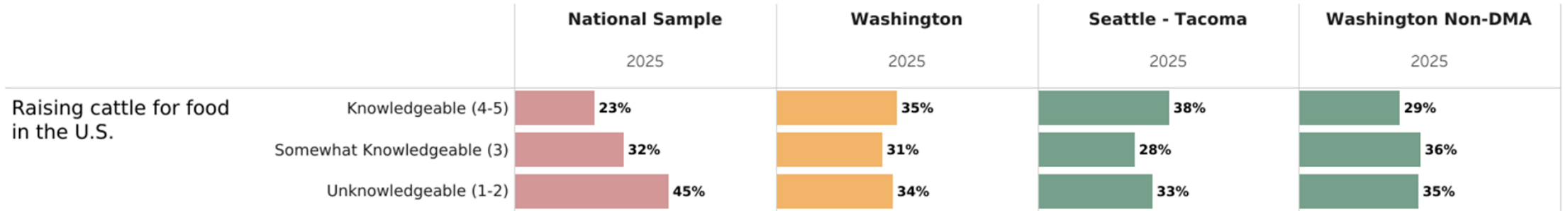
Raised & Grown Insights



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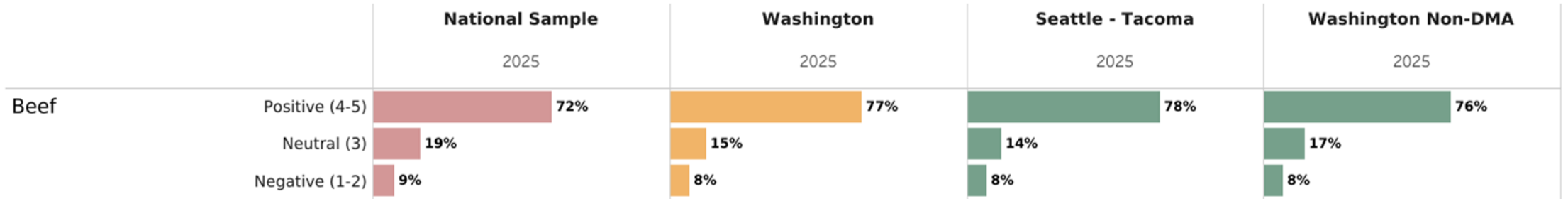
CR1: (Grouped Categories) Please indicate how knowledgeable you are about each of the following:

Percent Responding, Washington vs. National Sample



6-8: (Grouped Categories) What is your perception of each of the following proteins?

Percent Responding, Washington vs. National Sample



RAG Trust Metrics

CR4: (Grouped Categories) Thinking about how cattle are raised for food in the U.S., please tell us how much you trust each of the following statements.

Percent Responding "Trust" (4-Somewhat Trust & 5-Completely Trust), Washington vs. National Sample

	National Sample	Washington	Seattle - Tacoma	Washington Non-DMA
	2025	2025	2025	2025
Beef is nutritious	73%	80%	81%	78%
Beef is safe to eat	72%	78%	78%	78%
Most cattle eat grass as part of their diet	57%	64%	68%	58%
Protocols to prevent diseases in cattle are followed	55%	64%	66%	61%
The safety of beef is continually researched and monitored	55%	63%	68%	56%
Sanitation guidelines are followed when processing and packaging meat	53%	64%	65%	62%
Cattle health is a priority	53%	63%	68%	54%
Beef farmers and ranchers embrace innovation to help improve quality, safety and ani..	53%	63%	66%	56%
Beef farmers and ranchers care for the environment	50%	58%	61%	53%
Beef does not negatively impact your long-term health	50%	60%	63%	54%
Cattle are given room to roam	49%	54%	58%	47%
Most cattle spend at least half of their life on pasture	46%	55%	59%	48%
Environmental practices are continuously improving to protect and conserve water, air..	46%	55%	57%	51%
Cattle are treated humanely	45%	57%	62%	48%
Ethical practices are continually monitored and improved	45%	55%	56%	54%
Cattle are not a major contributor to climate change	42%	48%	53%	41%
That the beef industry openly shares information with the public	39%	51%	54%	44%
Antibiotics are used responsibly	39%	50%	54%	43%
Hormones are used responsibly	36%	46%	50%	38%

Year: (ALL) | Quarter: (ALL) | Source: NCBA

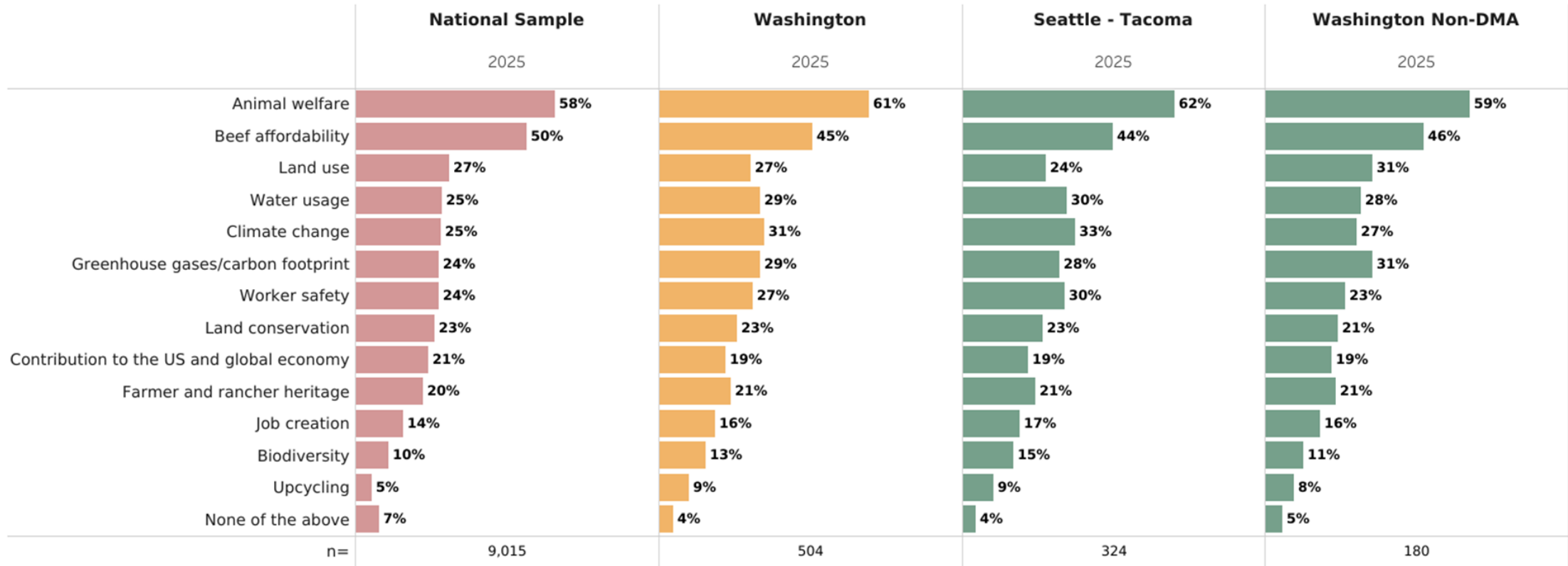


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Most Important Topics Related to Beef & Sustainability

CR6: Which of the following are the most important to address when it comes to beef and sustainability? Please select up to 5.

Percent Responding, Washington vs. National Sample



Year: (ALL) | Quarter: (ALL) | Source: NCBA



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Beef's Multiple Advantages Insights

Beef's Nutrition Insights



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11: (Grouped Categories) For the statement shown, please rate beef based on your experiences. You can rate beef anywhere from Agree Completely (100) to Disagree Completely (0).

Percent Responding "Agree" (61-100), Washington vs. National Sample

	National Sample		Washington		Seattle - Tacoma		Washington Non-DMA	
	2025		2025		2025		2025	
Is great tasting	81%	81%	80%	80%	80%	80%	79%	79%
You know how to prepare it	80%	80%	77%	77%	75%	75%	82%	82%
Is a great source of protein	79%	79%	80%	80%	79%	79%	81%	81%
Is good for many types of meals	79%	79%	76%	76%	76%	76%	76%	76%
Is a very pleasurable eating experience	78%	78%	76%	76%	77%	77%	76%	76%
Is good for social gatherings or special occasions	78%	78%	78%	78%	78%	78%	79%	79%
Kids or family enjoy eating it	77%	77%	79%	79%	78%	78%	82%	82%
Is a food that gives me strength	76%	76%	75%	75%	76%	76%	73%	73%
Is my #1 protein choice	76%	76%	77%	77%	77%	77%	75%	75%
Is safe to eat	73%	73%	75%	75%	73%	73%	77%	77%
Is quick/fast to prepare	72%	72%	73%	73%	72%	72%	76%	76%
Is nutritious	71%	71%	72%	72%	73%	73%	72%	72%
Is good for young children	68%	68%	70%	70%	72%	72%	68%	68%
Is a healthy choice	64%	64%	65%	65%	65%	65%	66%	66%
Fits my budget	63%	63%	67%	67%	67%	67%	67%	67%
Is a good value for the money	62%	62%	65%	65%	67%	67%	61%	61%
Has a positive impact on the community (jobs, economy, etc.)	59%	59%	62%	62%	63%	63%	59%	59%
Is a lean protein	58%	58%	59%	59%	59%	59%	58%	58%
You trust the people that raise the animals	55%	55%	59%	59%	60%	60%	57%	57%
Is raised humanely	55%	55%	58%	58%	60%	60%	54%	54%
You know how the food source was raised/grown	52%	52%	54%	54%	53%	53%	56%	56%
Is produced in an environmentally friendly way	51%	51%	54%	54%	56%	56%	50%	50%
The product supports causes that are important to me	43%	43%	44%	44%	47%	47%	39%	39%

Year: (ALL) | Quarter: (ALL) | Source: NCBA



Increasing Consumption

14a: Which of the following would encourage you to prepare or eat beef meals more often? Select all that apply.

Percent Responding, Washington vs. National Sample

	National Sample	Washington	Seattle - Tacoma	Washington Non-DMA
	2025	2025	2025	2025
Quick and easy meal ideas using beef	41%	38%	37%	41%
Healthy recipe ideas	36%	36%	38%	32%
Ideas for how to use ground beef	28%	26%	26%	24%
Knowing where my beef comes from	23%	26%	26%	26%
Nutritional information about beef	22%	21%	25%	13%
Understanding the differences between cuts and types of beef	22%	23%	20%	27%
Chef-inspired recipes	21%	20%	22%	16%
Beef cooking instructions and videos	19%	23%	23%	21%
Information on how cattle are raised	16%	20%	20%	19%
Information on local beef farmers and ranchers	15%	18%	17%	21%
Kid friendly beef recipes	15%	18%	18%	18%
Beef safety information	15%	15%	16%	14%
Information about the people who raise beef	12%	16%	17%	15%
Other	6%	6%	6%	6%
None of the above	14%	12%	12%	11%
n=	9,015	504	324	180

Year: (ALL) | Quarter: (ALL) | Source: NCBA



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Top 3 Considerations for Protein at Home

10a: Now we would like you to choose the top 3 factors that you most consider when deciding to have a meal at home with beef, chicken, pork, fish, meat alternatives or some other source of protein.

Percent Responding, Washington vs. National Sample

	National Sample	Washington	Seattle - Tacoma	Washington Non-DMA
	2025	2025	2025	2025
Is great tasting	35%	32%	29%	37%
Fits my budget	33%	33%	32%	35%
Is a good value for the money	29%	28%	25%	32%
Is a great source of protein	19%	17%	17%	16%
Is safe to eat	19%	16%	17%	15%
Is a healthy choice	17%	24%	29%	15%
Is nutritious	17%	16%	18%	13%
Is quick/fast to prepare	16%	11%	9%	14%
You know how to prepare it	15%	14%	11%	20%
Is good for many types of meals	15%	16%	16%	16%
Kids or family enjoy eating it	11%	11%	9%	13%
Is a very pleasurable eating experience	11%	14%	13%	15%
Is free from added hormones	8%	7%	8%	7%
Is a food that gives me strength	8%	5%	5%	5%
No antibiotics used	8%	7%	7%	7%
Is a lean protein	5%	7%	8%	7%
Is raised humanely	5%	5%	6%	4%
Is good for young children	4%	7%	8%	5%
You know how the food source was raised/grown	3%	2%	3%	1%
Is produced in an environmentally friendly way	3%	5%	8%	
You trust the people that raise the animals	2%	5%	4%	5%
Is good for social gatherings or special occasions	2%	3%	3%	3%
The overall impact on the community (jobs, economy..)	1%	1%	2%	
The product supports causes that are important to me	1%	3%	4%	2%
n=	4,313	238	146	92

Year: (ALL) | Quarter: (ALL) | Source: NCBA

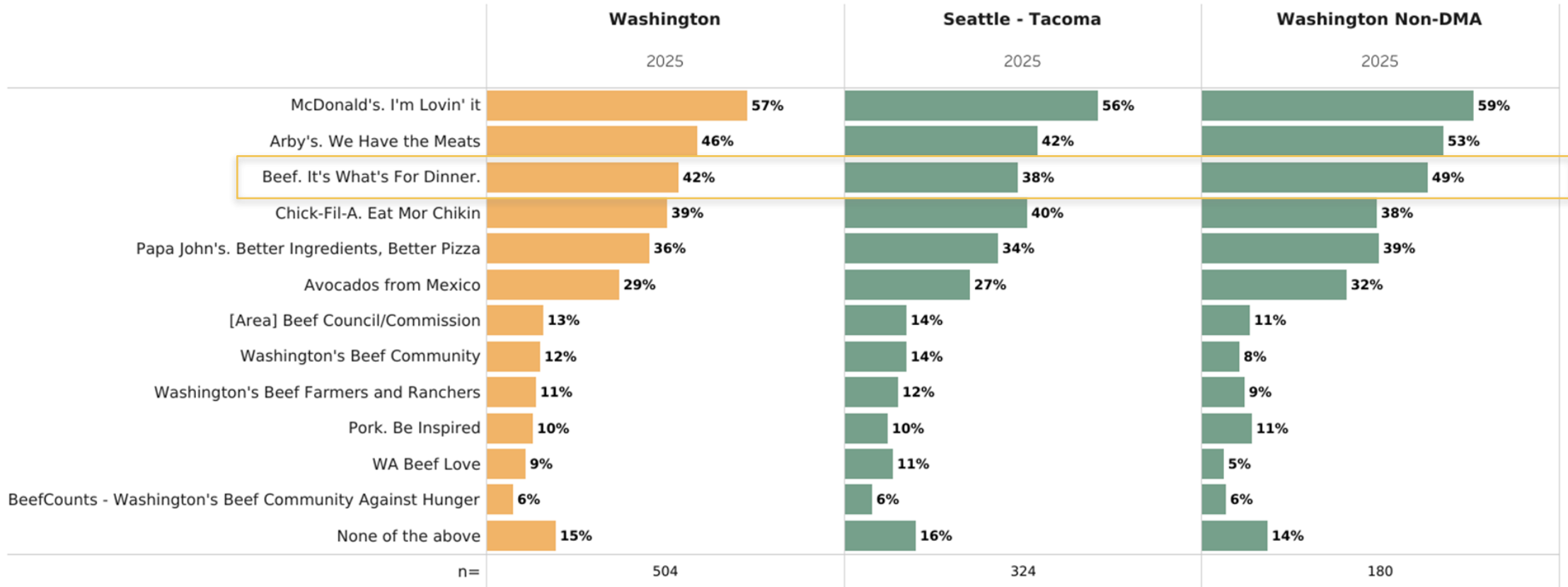


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BIWFD Brand Awareness

AW2: In the recent months, which of the following have you read, seen, or heard about? Select all that apply.

Percent Responding, Washington vs. National Sample



Year: (ALL) | Quarter: (ALL) | Source: NCBA



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Raised & Grown

Implement reputation management strategies to reshape the narrative about sustainable beef production and the environment.

Defend our producers' ability to sustain their business.



Beef's Nutrition

Positively engage in the sustainable nutrition conversation and beef's key role in responsibly feeding people.



Beef's Multiple Advantages

Promote and capitalize on the multiple competitive advantages of beef as the top protein choice compared to other proteins.

Address the consumer's price/value concerns.



Stakeholder Engagement

Strengthen producer understanding and support for their Beef Checkoff investment by educating and engaging them in Beef Checkoff programs.

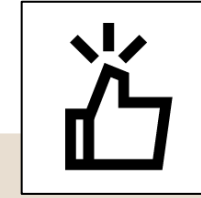
Consumer Demand Drivers



Consumption



Value



Preference

Raised & Grown



How beef is raised and grown.

Beef's Nutrition

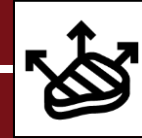


Beef's nutrition package and benefits.

Beef's Multiple Advantages



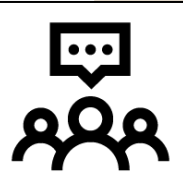
Eating Experience



Convenience & Versatility



Price



FY 26-27 WSBC Marketing Plan & Strategic Priorities



WSBC Target Audiences

The Beef Checkoff invests in Consumer Market Research that tracks consumer attitudes and behaviors to better understand the actions and aspirations of our consumers. The WSBC strives to apply that research to fine tune our target audiences to efficiently communicate, educate and promote on behalf of Washington's 7,000 beef farmers and ranchers.

In FY 2025-2026, the WSBC expanded our market targets to include the Seattle/Tacoma, Spokane and Tri Cities DMAs, and explored the efficiency of reaching Washington's smaller, emerging consumer markets. The success of this expansion has encouraged us to continue investing in state-wide promotion and maintaining our efforts to understand the evolving needs of all our consumers into FY 26-27.

The WSBC will continue to focus on leveraging Consumer Demand Drivers identified by National Beef Checkoff-funded consumer market research to identify and prioritize messaging for each Strategic Priority.



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Raised & Grown

Implement reputation management strategies that reshape the narrative about sustainable beef production and the environment.

Defend our beef producers' ability to sustain their business.



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RAG Business Objective

Defend and protect our beef producer's ability to sustain their business.



Priority Goal

- Show consumers, and those who influence them, that beef is responsibly raised and grown by people they can trust.
- Implement reputation management strategies that reshape the narrative about sustainable beef production.



Measurable Objectives

- 75% have a positive perception of how cattle are raised for beef.
- 65% trust that beef producers embrace innovation to improve quality, safety and animal welfare.
- 60% say beef producers care for the environment.



Beef's Nutrition

Positively engage in the sustainable nutrition conversation and beef's key role in responsibly feeding people.



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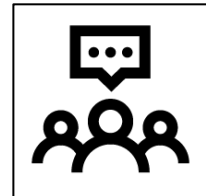
NUT Business Objective

Achieve confidence among consumers that beef is healthy and sustainably produced.



Campaign Goal

- Encourage consumers to express the specific, immediate benefit of including beef in the weekly diet.
- “Beef is an important part of a healthy, sustainable food system.”



Measurable Objectives

- 80% say beef is a great source of protein.
- 80% believe beef is nutritious.
- 70% agree beef is a healthy choice.



Beef's Multiple Advantages

Promote and capitalize on the multiple competitive advantages of beef as the top protein choice compared to other proteins.

Address the consumer's price/value concerns.



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MAD Business Objective

Promote and capitalize on the multiple advantages of beef as the top protein choice.



Campaign Goal

- Show consumers, and those who influence them, that beef's taste, convenience, versatility and value are superior to other proteins.
- Dispel the myth that there is a better alternative to beef.



Measurable Objectives

- 80% agree beef is their #1 protein choice.
- 80% say my kids and family enjoy eating beef.
- 70% believe beef is a good value for the money.

Stakeholder Engagement

Strengthen producer understanding and support for their Beef Checkoff investment by educating and engaging them in Beef Checkoff programs.



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SE Business Objective

Position the Beef Checkoff as an essential tool for the viability of WA's beef industry.



Campaign Goal

- Provide producer testimonials and engagement opportunities to demonstrate support for the Beef Checkoff.



Focused Objectives

- Increase number of producers who approve of the Beef Checkoff.
- Producers feel well-informed about their investment.
- Producers readily communicate their support of the Beef Checkoff.

Budget: PROMOTION

Strategic Priority	Tactic	Outputs	Outcomes	BUDGET
Advertising Tactics				
Raised & Grown	Trust Advertising	Maintain always-on advertising campaign to build Trust through delivering unique, local stories of how beef is raised and grown as a solution to consumer concerns about beef's sustainability, animal welfare, cattle care, stewardship of natural resources, and connection to the community.	Key Performance Indicators to be confirmed upon finalization of FY 26-27 Media Strategy from Federation Media Team. Achieve a minimum of 100 million consumer impressions, 3 million audio listens, 50 million video views and 200,000 clicks to BIWFD.com or wabeef.org, across all 3 campaigns.	\$500,000
Nutrition	Wellness Advertising	Maintain always-on advertising campaign to educate consumers about beef's ability to contribute to Wellness at all ages and stages of life and has a critical role to play in a healthy, sustainable diet. Extending nationally produced Cornerstones and Wellness assets.	Key Performance Indicators to be confirmed upon finalization of FY 26-27 Media Strategy from Federation Media Team. Achieve a minimum of 100 million consumer impressions, 3 million audio listens, 50 million video views and 200,000 clicks to BIWFD.com or wabeef.org, across all 3 campaigns.	\$450,000
Multiple Advantages	Taste & Ease Advertising	Maintain an always-on advertising campaign to build awareness of beef's unique multiple advantages over other proteins, leveraging beef's Taste, Ease and Value to maintain consumer preference for beef as their top protein choice. Extend nationally produced Cornerstones assets.	Key Performance Indicators to be confirmed upon finalization of FY 26-27 Media Strategy from Federation Media Team. Achieve a minimum of 100 million consumer impressions, 3 million audio listens, 50 million video views and 200,000 clicks to BIWFD.com or wabeef.org, across all 3 campaigns.	\$400,000
Multiple Advantages	Consumer Social Echo Advertising	Deliver Cornerstones Strategy messages across all social advertising platforms, driving engagement and education. Optimize use to locally and nationally produced assets from all three priorities.	Achieve 5 million social media impressions across all Washington audiences, reach 1.5 million WA residents and solicit at least 50,000 total clicks/engagements.	\$12,000
Raised & Grown	Sponsored Content	Execute two digital sponsored content suites (inc. advertorial article, images, video and native advertising) that optimize BIWFD raised and grown story-telling strategies with a large western Washington media organization. Develop content that builds Trust among consumers in beef's positive contribution to sustainable food systems and Washington's community. Optimize any new asset development by further promoting and deploying across other paid, social and earned digital efforts.	Two flights of content achieve 60,000 reads and 8 million total impressions. Engaged readers click through from at least 10% of the article reads and completed video views surpass 25%.	\$50,000
Raised & Grown	Advertising Asset Development	Optimize BIWFD story-telling framework to develop local assets in video, photo and print that builds Trust in beef's story from pasture to plate; elevate beef's role in Wellness for all ages and stages of life; and inspires and educates consumers about beef's satisfying Taste, Ease and Versatility in preparation, and total Value proposition. Development of new assets to align with BIWFD brand standards and Cornerstones campaign creative; repackage or update of aging assets as needed.	Two complete asset suites developed to support the Trust campaign and sponsored content strategy. Taste, Ease and Wellbeing asset localization built to accommodate the needs to those campaigns, social organic and echo advertising, and local youth sports sponsorship.	\$30,000
Sponsorships & Partnerships Tactics				
Nutrition	Youth Sports Sponsorship (WIAA)	Year two of three-year sponsorship with WIAA to deliver science-based, Checkoff-funded beef nutrition facts about beef's role in athletic fueling, performance and recovery with Sports Nutrition Game Plan. Prioritize reaching middle school and high school-aged athletes, parents and coaches/directors across multi-media efforts including in-person training, video training, social media videos and content, e-mail newsletters, native digital advertising and social media content.	Sports Nutrition Game Plan content to reach 1 million combined media impressions. 300 districts/schools/coaches sign up for on-demand program. SNGP content extended beyond high school youth sports audience (content partnership and/or 1 month social echo advertising) to achieve 100,000 social media impressions, with 10% click/engagement rate.	\$47,250
Nutrition	Wellness Creator Content Partnerships	Partner with 2 Registered Dietitian Wellness social content creators and consumer opinion influencers through year-long partnerships, activating once per quarter. Original content to elevate and educate consumers about beef's important contributions to Wellness across all ages and stages, through sharing inspiring, healthy beef meals and recipes.	Content Creator Partnerships to achieve 500,000 content views, 250,000 consumer reach, 10% clicks/engagement, and combined Creator following of 250,000 across year.	\$40,000
Multiple Advantages	Taste Creator Content Partnerships	Partner with 3 Taste social content creators and consumer opinion influencers through year-long partnerships, activating once per quarter. (+ As staff time allows, partner with an additional Creator each quarter delivering at last 3 activations.) Original content to elevate and educate consumers about beef's satisfying Taste, Ease of preparation, inspiring Versatility and unmatched Value.	Content Creator Partnerships to achieve 500,000 content views, 250,000 consumer reach, 10% clicks/engagement, and combined Creator following of 250,000 across year.	\$45,000
Channel Partner Promotion				
Multiple Advantages	E-Commerce Channel Promotions	Target regional grocery chain partner to leverage BIWFD Taste, Ease and Value messaging to encourage increased consumer purchases of beef through e-commerce platforms during Summer Grilling season. Two e-commerce promotions are conducted July-Aug 26 and May-June 27 to stretch across key Summer Grilling months. Coordinate with Federation of SBCs and PNW regional SBCs to extend e-commerce campaign activation beyond WA and increase buying power of the promotional dollars.	10 million consumer impressions from digital advertising and incremental beef sales deliver a \$250/dollar return on ad spend.	\$50,000

Budget: CONSUMER INFORMATION					
Strategic Priority	Tactic	Outputs	Outcomes	BUDGET	
Public & Media Relations Tactics					
Multiple Advantages	Value (Price) Strategic Messaging	Integrate positive Value, Versatility and Ease messaging across all tactics within the Multiple Advantages and Beef's Nutrition strategic priorities.	65-75% of Washington consumers report that beef "fits my budget" and "is a good value for my money" in the WA State Consumer Research Dashboard Annual Report.	\$0	
Multiple Advantages	Media Relations / TV Cooking	Educate and inspire consumers to cook beef properly and often via seasonal television appearances in the Seattle market.	A reach of over 100 million is achieved via four television interviews. Expand reach of live segments via paid and organic social media and drive consumers to wabeef.org to learn more.	\$1,000	
Raised & Grown, Nutrition & Multiple Advantages	Media Monitoring	Utilize Federation of SBC media monitoring tools and Digital Command Center staff to track and monitor consumer media daily, weekly, monthly and during issues management scenarios. Leverage DCC staff to gather topic-specific media coverage dashboards to measure PR and MR efforts (ex: earned media coverage of Beef Counts Holiday tactic).	DCC quarterly trend or topic reports capture at least 4 locally-released stories (from rural media releases, Beef Counts PR/MR tactics, TV Cooking Segments, etc), resulting in 100,000 impressions.	\$1,500	
Nutrition	Wabeef.org Updates	BIWFD brand refresh update of wabeef.org across all pages and all content to be completed by end of Q1. wabeef.org content maintenance, additions and updates scheduled each quarter in support of seasonal content spotlighted in paid and earned digital and social activities.	250,000 wabeef.org website views achieved through paid and earned digital and social activities.	\$2,000	
Nutrition	Wellness Social Content Strategy (Organic)	Maintain high-quality, engagement-inducing content that provides the foundation for the Social Echo Advertising strategy. Activate platform-appropriate content across Facebook, Instagram, TikTok and Pinterest with relevant information about beef's role in achieving Wellness at all ages and stages. Quarterly social media calendar delivers inspiring and educational, seasonally-relevant content to consumers seeking beef nutrition information and beef-based solutions to their Wellness goals.	Achieve 5 million social media impressions across all Washington audiences, reach 1.5 million WA residents and solicit at least 50,000 total clicks/engagements.	\$0	
Multiple Advantages	Taste Social Content Strategy (Organic)	Maintain high-quality, engagement-inducing content that provides the foundation for the Social Echo Advertising strategy. Activate platform-appropriate content across Facebook, Instagram, TikTok and Pinterest with relevant information about beef's Taste, Ease, Versatility and Value. Quarterly social media calendar delivers inspiring and educational, seasonally-relevant content to consumers seeking beef recipe inspiration.	Achieve 5 million social media impressions across all Washington audiences, reach 1.5 million WA residents and solicit at least 50,000 total clicks/engagements.	\$0	
Influencer Relations Tactics					
Multiple Advantages	Creator Cook-Along Mailings/Events	Cultivate rich and rewarding Content Creator relationships through immersive learning experiences no other brand or protein can deliver. Create opportunities for social media visibility for beef by engaging third party influencers through mailings, hosting virtual cook-along e-events, and/or executing an in-person beef cookery workshop.	12-20 Creator guests with at least 200,000 combined followers deliver "earned" social content, achieving at least \$30,000 in earned media value and 20% follower engagement.	\$5,000	
Nutrition	Athlete/Coach Outreach	Amplify Youth Sports Sponsorship tactic via coach and athlete-targeted outreach. Complete coach-direct mailing timed to be included with existing WIAA mailing effort, deliver pre-recorded Coach/AD training promotion, and promote Online Coaches School education assets produced in FY25-26. Update this tactic to target student athletes/parents by partnering with a Registered Dietitian/Wellness social Content Creator through a year-long partnership, activating once per quarter (3 sports seasons + 1 summer season). Original content to elevate and educate high school athletes about beef's critical contributions to performance in sports and school.	Coach mailings delivered to each school district, each sports season (x3/year), reaching approximately 2,000 WA State middle and high school coaches. Content Creator partner develops sports-seasonally relevant content and reaches 50,000 consumers with 10% engagement. Creator content is amplified through social advertising efforts at least twice during the year.	\$20,000	
Nutrition	Physician Outreach	Extend Federation effort to distribute beef nutrition education toolkits to physician's offices in Washington State targeting cardiologists, pediatricians and general practitioners. Explore extending doctor toolkit assets as E-sources via organizations such as WIC, WSDA, OSPI and consider promoting via digital advertising to ideal medical professional targets.	At least 500 toolkits are directly delivered to physicians in Washington.	\$30,000	
Nutrition	Dietetic Academy Outreach	Maintain and strengthen relationships with nutrition and medical experts who influence consumers and the media about beef's role in a healthy, sustainable diet. Deliver the newest beef research outcomes and resource materials to nutrition professionals as they become available from the Beef Checkoff. (No conference sponsorship this year.)	3-5 credentialed Registered Dietitians are engaged through our outreach and relationships to support other tactics across Promotion and Consumer Information programs.	\$1,000	
Nutrition	School Nutrition Sponsorship & Workshops	Continue to build upon WSNA and School Foodservice relationships to increase awareness of beef's role in healthy school nutrition program, in alignment with the Food Guide Pyramid. Focus on developing print/digital resources and delivering hands-on learning opportunities that educate about beef's nutrition profile, local purchasing/sourcing, whole muscle cut cooking skills, and beef recipes for schools. Attend WSNA Convention for networking purposes and target speaker sponsorships/workshops for future events.	Leverage 1-2 Registered Dietitians and other subject matter experts to deliver at least 2 workshop experiences. 20 schools in Washington state engage with digital resources, report serving whole muscle cut beef recipes, and/or locally sourcing beef for their school menus (measure via clicks, web page visits and surveys)	\$10,000	
Program Materials					
Multiple Advantages & Nutrition	Consumer Information Program Resources	Make beef nutrition, cookery and recipe materials developed by the Federation and WSBC available to interested consumers, beef marketers and small processors. Support Consumer Information tactics with needed materials and resources.	Materials are distributed as needed across tactics and as requested by organizations.	\$5,000	
Multiple Advantages	Miscellaneous Resources / Fairs	Promote beef nutrition, cookery and recipe materials to local/county producer groups for fairs and farm shows.	Every County Cattleman's Association is contacted in the spring prior to "fair season". At least 10 counties/fairs request and receive resources for their local events.	\$1,500	
Program Implementation					
Multiple Advantages	Relationships & Event Coordinator Services	Negotiate new professional services agreement with a Relationships Specialist and Event Coordinator to complete Promotion, Consumer Information and Industry Information tactics during fiscal year.	Engages with all scope of work tactics to deliver against projected KPIs.	\$30,000	
Nutrition	Advising Registered Dietitian	Negotiate scope of work with a Registered Dietitian to provide subject matter expertise in support of Consumer Information tactics such as School Nutrition Workshops, Physician Outreach, and Athlete/Coach Outreach.	Credentialed individual engages with at least 2 tactics to deliver against projected KPIs.	\$8,000	

Budget: INDUSTRY INFORMATION

Strategic Priority	Tactic	Outputs	Outcomes	BUDGET
Public & Media Relations				
Raised & Grown	Issues Management: Bovine Issues Working Group	Continue to lead the Bovine Issues Working Group to prepare for and manage any industry crisis impacting the business climate of beef and dairy producers in Washington State. Coordinate work with WSDA stakeholder agencies to solidify WA plan for NWS and other invasive species/disease. Update WSBC and BIWG Crisis Management Plans annually. Coordinated BIWG Crisis Management Plan is updated annually and distributed to all BIWG stakeholder organizations. Participate in additional Issues & Crisis Management workshops, summits and trainings with stakeholder agencies, as needed.	All member organizations participate in and understand their role in issues response and crisis management in Washington State.	\$1,000
Raised & Grown	EBE Quarterly E-newsletter	Build an email contact list of previous and current year EBE attendees to send a quarterly newsletter. Content to include update stories on the locations they have visited (ex: "it's calving season", hay harvest, etc) and modern beef production stories.	E-newsletter is created and delivered to 150 partners each quarter. Above average open rate is accomplished.	\$0
Raised & Grown	Trust Social Content Strategy (Organic)	Maintain high-quality, engagement-inducing content that provides the foundation for the Social Echo Advertising strategy. Activate platform-appropriate content across Facebook, Instagram and TikTok with relevant information about how beef is raised and grown in WA. Quarterly social media calendar delivers educational, seasonally-relevant content to consumers seeking deeper connections to how beef and raised and grown in WA, cultivating a greater trust in the protein, the product, the process and the people.	Achieve 5 million social media impressions across all Washington audiences, reach 1.5 million WA residents and solicit at least 50,000 total clicks/engagements.	\$0
Program Tactics				
Raised & Grown	Taste Washington Raised & Grown Tour	Strengthen the knowledge and support of consumer thought influencers by hosting an educational, collaborative commodity production tour with WA Potato, Wine and Dairy. Target content creation and media professionals that influence consumer protein choices and maintain platforms from which food production education can amplify.	6-12 consumer thought influencers attend event and produce media-ready content that reaches at least 1 million followers and generates 500,000 consumer impressions and/or views. Participants express greater confidence in understanding how beef, potatoes, wine and dairy is raised and grown in Washington, as determined by the pre- and post-tour survey. All attendees express trust in the product, the process and the people raising food.	\$15,000
Raised & Grown	Crave Media Raised & Grown Sponsorship	Develop new sponsorship with Crave TV to deliver farm to fork content and segments to optimize other promotional efforts across Trust, Taste and Wellness priorities.	Crave content and segments reach consumers across the PNW 1 million times.	\$10,000
Raised & Grown	Future Ag Leader Event Sponsorship	Build on 2026 Washington State FFA Convention sponsorship to increase student and advisor engagement with MBA and BQA programs through workshops and education seminar attendance. Enhance the Convention BBQ Competition with a learning opportunity/BBQ Workshop element.	At least 50 FFA students participate in BBQ Competition and 25 sign up for MBA. 25 FFA Advisors participate in MBA Workshops throughout the year and report back using the program in their classrooms.	\$12,000
Raised & Grown	Educator Outreach	Attend at least 2 local educator workshops or conferences with the objective of making Beef Checkoff funded resources readily accessible to educators in Washington.	At least 40 educators sign up for and engage with Beef Checkoff-funded resources or WCW Beef In The Classroom program.	\$1,000
Raised & Grown	Beef Counts Promotions	Promote <i>Buy Beef & Fight Hunger</i> during 16-18 week Summer Grilling promotion via KREM media sponsorship and Inland Life special segment features. Partner with local retailer to increase awareness of the Beef Counts program in Eastern Washington through the <i>Buy Beef and Fight Hunger</i> campaign in stores and online. Partner with Second Harvest to increase awareness of the Beef Counts program in Eastern Washington through media outreach and public relations during summer promotional period and holiday season distributions.	Key Performance Indicators to be established in campaign agreement and MOUs with partner organizations including KREM, Second Harvest, Agri Beef Co and Rosauers/Super1Foods. Target 4.5 million paid media impressions and 700,000 earned media impressions across year-long project presence in the marketplace.	\$40,000
Raised & Grown	Ag in the Classroom	Sponsor beef education content in Washington Ag in The Classroom publication.	Support is provided as requested.	\$500
Program Materials				
Raised & Grown	Industry Information Program Materials	Make beef production materials developed by the Federation and WSBC available to interested consumers, beef marketers and small processors. Support Industry Information tactics with needed materials and resources.	Materials are distributed as needed across tactics and as requested by organizations.	\$2,000

Budget: FOREIGN MARKETING

Strategic Priority	Tactic	Outputs	Outcomes	BUDGET
Program Tactics				
Multiple Advantages	Pacific Northwest Initiative (PNI) Export Promotion	Increase the sale of beef from the Northwest in Japan and Pacific Rim by partnering with the Oregon and Idaho Beef Councils and the USMEF. Fund retail and foodservice promotions in conjunction with distributors of Northwest beef and beef products.	Both volume and value of beef sold in Japan as established in USMEF proposal. Maintain or increase the + \$400 per head added value related to exported beef products.	\$50,000
Multiple Advantages	Pacific Rim Export Promotion	Expand PNI-type promotion and education tactics into other critical Pacific Rim markets (ex: Japan, Korea, Taiwan).	Based on KPIs set in USMEF proposal.	\$15,000
Multiple Advantages	Trade Team Hosting Support	Support USMEF trade team visits to the PNW, as opportunities arise during the year.	Based on KPIs set in USMEF proposal.	\$5,000
Multiple Advantages	USMEF Membership	Support beef exports throughout the world through membership in the USMEF.	Export ROI is + \$400 per head.	\$8,600

Budget: PRODUCER COMMUNICATIONS				
Strategic Priority	Tactic	Outputs	Outcomes	BUDGET
Stakeholder Relations & Education Tactics				
Stakeholder Engagement	Social Echo Stakeholder Advertising	Deliver Cornerstones Strategy messages across all social advertising platforms, driving engagement and education. Optimize use to locally and nationally produced assets from all three campaigns.	Achieve 5 million social media impressions across all Washington audiences, reach 1.5 million WA residents and solicit at least 50,000 total clicks/engagements.	\$12,000
Stakeholder Engagement	Stakeholder Social Content Strategy (Organic)	Maintain high-quality, engagement-inducing content that provides the foundation for the Social Echo Advertising strategy. Activate platform-appropriate content across @WABeefCheckoff Meta platforms with relevant information about Beef Checkoff program impact. Quarterly social media calendar delivers exciting and educational, seasonally-relevant content to stakeholders seeking knowledge about their Beef Checkoff investment.	Achieve 5 million social media impressions across all Washington audiences, reach 1.5 million WA residents and solicit at least 50,000 total clicks/engagements.	\$0
Stakeholder Engagement	Quarterly The Drive Insert	Continue to provide localized inserts to CBB's magazine that is distributed to 6,000 beef farmers and ranchers in Washington each quarter. Work with member organizations and WSDA to evaluate and enhance the currently mailing list.	Quarterly insert is distributed to 6,000 producers in Washington State.	\$8,000
Stakeholder Engagement	Stakeholder Publications: Beef Checkoff E-Update	Distribute monthly Beef Checkoff E-Update to producers in Washington State to update them on current Beef Checkoff activities. Send special editions as necessary throughout the year. Expand list to include new producer leadership and influencers within Washington's agricultural community. Link is shared in the Dairy Federation, Farm Bureau, Cattle Feeders, and Cattlemen's e-newsletters.	Open rate exceeds 30% monthly. List expands to 1,000 recipients.	\$700
Stakeholder Engagement	Stakeholder Publications: Industry Publication Articles	Contribute monthly, or on demand, Beef Checkoff update articles for producer association publications such as the KetchPen to educate producers on their Beef Checkoff investment.	Articles are printed or e-mailed monthly via associations.	\$0
Stakeholder Engagement	Stakeholder Publications: Annual Report	Publication to be posted on wabeef.org, shared via digital channels, printed and distributed at producer meetings/events, and submitted to the WA Legislative Agriculture & Natural Resources Committees, Reports to the Legislature website, CBB and WSDA Director's office.	Distribution completed by October 1.	\$0
Stakeholder Engagement	Ag Trade/Rural Market News Releases & PR	Educate beef producers about the impact of their Beef Checkoff investment via ag trade media and rural newspapers. Deliver at least one program spotlight story to media each quarter. Build e-mail contact list for news releases.	At least 4 print/electronic stories are run during the year, reach metrics are tracked by NCBA's DCC.	\$0
Stakeholder Engagement	Wabeef.org Cattlemen's Corner Updates	Build out a more robust Cattlemen's Corner landing page/information hub to direct click throughs from digital campaign. Include information about changes to the Beef Checkoff, refund process, etc.	Page is updated to deliver new resources and assets for producers as they become available.	\$0
Producer Engagement Tactics				
Stakeholder Engagement	WCA/WCW/CPoW Convention & Meetings	Attend at least 4 WCA Board meetings and 10 county/regional affiliate meetings, request agenda time for Beef Checkoff program update. WSBC Board Members attend one local county meeting each and deliver short Beef Checkoff Update. Provide Beef Checkoff update/sponsored speaker at the WCA Convention and participate in trade show. Attend WCW Board meeting, request agenda time for Beef Checkoff program update. Request invitation to CPoW meetings and events, request agenda time for Beef Checkoff program update.	Cow/Calf Ranchers across Washington understand and actively support the Beef Checkoff. Sector organizations provide highly engaged sector representatives to the WSBC Board.	\$2,000
Stakeholder Engagement	Dairy Federation Convention & Meetings	Attend at least 2 meetings of the WA Dairy Federation Board, request agenda time for Beef Checkoff program update. WSBC Board Members attend meetings and deliver short Beef Checkoff Update.	Dairy Federation continues to support the Beef Checkoff and provide highly engaged sector representatives to the WSBC Board.	\$1,000
Stakeholder Engagement	WCF Convention & Meetings	Attend at least 3 of 4 quarterly meetings of the WA Cattle Feeders Board, request agenda time for Beef Checkoff program update. WSBC Board Members attend meetings and deliver short Beef Checkoff Update.	Cattle Feeders continues to support the Beef Checkoff and provide highly engaged sector representatives to the WSBC Board.	\$100
Stakeholder Engagement	Young SteakHolder Engagement	Strengthen Washington's Beef Community by continuing to engage young beef producers to help tell the beef story effectively. Activations include: 1. Annual SteakHolder Summit with YF&R. 2. Follow up with past participants to include at events and activate online. 3. Consistent communication with participants through emails and WSBC E-Update.	40 young producers attend events throughout the year and are added to WSBC E-Update list. Evaluations from event rank an average of 4 or higher.	\$2,000
Stakeholder Engagement	BQA/MBA Training	Collaborate with industry organizations, WA State FFA, and WSU Extension to strengthen producer involvement in the BQA program. Offer BQA (+ MBA) training opportunity to producer association annual meetings/conventions, including PNW YF&R and provide support to WSU Extension BQA trainings.	20 new producers become trained in PNW annually.	\$1,000
Stakeholder Engagement	Beef Checkoff Advocate Academy	Develop a Beef Checkoff advocate training meeting specifically targeting leadership of WA stakeholder organizations. Deliver facts about the National and Washington Beef Checkoff structure, duties, limitations and programming.	40 attendees are in leadership roles from stakeholder organizations such as WSBC Board, WCA, WCF, WDF, WCW, WDW, and CPoW.	\$2,000
Stakeholder Engagement	Washington CattleWomen Programs & Relations	Engage Washington CattleWomen's Association in their support of the Beef Checkoff and WSBC programs through supporting their programs (ex: Beef In The Classroom) and attending their Board meetings. Invite WCW membership to attend all Checkoff events (ex: EBE and Beef Counts distributions).	Attend at least one WCW Board meeting and one WCW Checkoff-funded event.	\$2,500
Stakeholder Engagement	Beef Counts: Producer Engagement, Distributions & Rollover Auction	Engage Washington's Beef Community to rally donations in direct support of the Beef Counts program and extension across WA. Increase producer engagement and awareness of opportunity to participate through association outreach. Update, localize, print and distribute Beef Counts resources at distribution events.	Over \$25,000 is raised at rollover auction and ten producers attend each distribution event.	\$0
Stakeholder Engagement	Producer Engagement at Checkoff Events	Invite beef farmers and ranchers to work with WSBC staff at consumer events to see first-hand their Beef Checkoff at work. Key events include: Explore Beef Experience and Beef Counts distribution events.	Producers are engaged from all regions of the state. Emails are collected for E-Updates.	\$0
Program Materials				
Stakeholder Engagement	Producer Education Resources	Create infographics, brochures, check inserts, PowerPoint presentations to help producers explain changes to their Beef Checkoff investment. Provide resources for distribution by producers at fairs and farm shows.	Resources are developed and distributed that clearly communicates essential information about the Beef Checkoff. Producer organizations have appropriate handouts and resources to promote beef and beef production at fairs and farm shows.	\$2,500

Budget: RESEARCH

Strategic Priority	Tactic	Outputs	Outcomes	BUDGET
Program Tactics				
Raised & Grown, Nutrition & Multiple Advantages	Research: State Dashboard Consumer Tracking	Invest in the Seattle/Tacoma and Spokane DMAs to heavy up of the Federation of SBC quarterly Consumer Beef Tracker Dashboard study to gauge changes in consumer attitudes about beef and beef production practices. Identify beef's strengths and emerging issues and evaluate program effectiveness.	Use results to benchmark program success and adjust focus as needed. Results are compiled annually and five year trend data is analyzed for SWOT analysis.	\$1,000
Raised & Grown	Research: University of Idaho Cardio Study	Co-fund with Washington Cattle Feeders Association study of cardio-renal stress markers in feedyard setting to explore animal welfare and cattle care interventions.	KPIs to be determined based on study scope and timeline.	\$22,400
Raised & Grown, Nutrition & Multiple Advantages	Research: TBD	Co-fund with Federation a national research project that engages PNW researchers and/or meets National Research Roadmap needs in alignment with WSBC's Priorities of Raised & Grown, Nutrition or Multiple Advantages.	KPIs to be determined based on study scope and timeline.	\$26,600

Budget: COLLECTIONS & COMPLIANCE

Strategic Priority	Tactic	Outputs	Outcomes	BUDGET
DCP & Collections Engagement Tactics				
Collections & Compliance	WSDA Interagency Agreements	Extend the Beef Commission's Interagency Agreement with the WSDA Livestock Identification and the ADT programs.	Interagency agreements with ADT and LID are aligned and extended to 2027.	\$60,000
Collections & Compliance	Certified Field Livestock Inspector Education	Work with WSDA to educate certified Field Livestock inspectors of their responsibility to collect the Beef Checkoff assessment. Conduct in-person or virtual training, as possible. Add all inspectors to E-Update list.	Field inspectors are provided hard and soft copy resources to support them when answering questions about changes to the Beef Checkoff.	\$0
Collections & Compliance	Designated Collecting Point Relations & Outreach	Develop outreach strategy to build strong working relationships and increase Beef Checkoff education among Designated Collecting Points. Consider providing Beef It's What's For Dinner signage, posters, etc.	All DCPs are met with annually in-person, or virtually when necessary. DCPs receive at least one mailing annually with Checkoff Collection supplies, Beef Checkoff updates and resources.	\$0
Collections & Compliance	Designated Collecting Point Compliance Reviews	Compliance reviews and annual visits to Designated Collecting Points are conducted throughout the year to insure they understand their Beef Checkoff collection responsibilities under state and federal law.	Compliance reviews are conducted at 2-3 DCPs and all DCPs demonstrate understanding of their compliance responsibilities or problems are addressed.	\$0
Collections & Compliance	Local Beef Directory & WSDA Small Processors Education Outreach	Conduct outreach and relationship building with producers and processors on the Local Beef Directory and WSDA Small Processors lists. Audit Local Beef Directory list of producers and butcher shops to update contact information. Each direct marketer and small processors/butcher shops are contacted. Provide Beef Checkoff compliance fact sheets, Checkoff remittance materials and beef cookery/marketing resources (ex: cuts	Outreach to 50 contacts is completed once annually.	\$0
Collections & Compliance	Refund Management	Follow internal policies and procedures, and be responsive to producer inquiries and requests, to efficiently manage quarterly refund process. Report refund activity to Board of Directors at each Board meeting, in accordance with WSBC Policy. Refunds are completed quarterly. Database is maintained and follow-up education/outreach to refund requesters is distributed quarterly. All requesters are added to the E-Update and The Drive lists.	Refund requests are below below 7% for fiscal year.	\$0
Program Materials				
Collections & Compliance	Stakeholder Education Resources	Create infographics, brochures, check inserts, PowerPoint presentations to help producers understand changes to their Beef Checkoff investment. Resources are developed and distributed that clearly communicates essential information about Beef Checkoff-funded programs. Compliance resources include private treaty sales form, etc.	Resources are developed and distributed that clearly communicates essential information about the Beef Checkoff. DCPs have appropriate handouts and resources to ensure proper collections and compliance with State and Federal Beef Checkoff.	\$1,000

FY 26-27 Media Plan



July 2026 - June 2027
Federation Media Team



FY 26-27 Media Strategy

In coordination with the Media Services Team at the Federation of State Beef Councils, the WSBC will deliver three campaigns across WA in FY 26-27.

Looking to build upon positive trends in consumer perceptions of how beef is raised and grown in WA, the **Trust Campaign** will expand on our local brand's story-telling efforts to deepen the connection of WA's Beef Community from pasture to plate.

Addressing consumer demand for high quality protein, increasing protein consumption trends, and the heightened emphasis on healthy living through the lens of wellbeing, the **Wellness Campaign** will amplify nationally-produced nutrition education assets.

With 80% of consumers maintaining that the critical factor in making their protein choice remains the eating experience including the taste, ease of preparation, and versatility across recipes/cuisines, the **Taste & Ease Campaign** will encourage consumer confidence and inspiration in their beef recipe choices and cultivate beef as their family's #1 protein choice.

The final media strategy will enhance our **Stakeholder Engagement Echo** effort by strategically delivering Beef Checkoff assets in targeted rural markets across WA.

Trust Campaign

TRUST (5320)		
Channel	FY27 Budget	FY27 Spent
YouTube	\$ 125,000.00	
Google Search	\$ 6,600.00	
Google Display	\$ 5,000.00	
Trade Desk- Audio	\$ 36,000.00	
Trade Desk- CTV	\$ 125,000.00	
Reddit	\$ 25,000.00	
KING5	\$ 145,000.00	
KIRO7	\$ 27,400.00	
KREM2	\$ 5,000.00	
Media Reserve	\$ -	
FY27 Starting Budget	\$ 500,000.00	
Additional Funds (TBD)		
Additional Funds (TBD)		
Total Budgeted Funds	\$ 500,000.00	
Total Planned Funds	\$ 500,000.00	
Difference	\$ -	

Wellness Campaign

WELLNESS (5322)		
Channel	FY27 Budget	FY27 Spent
YouTube	\$ 120,000.00	
Google Search	\$ 5,000.00	
Google Display	\$ 7,500.00	
Trade Desk- Audio	\$ 50,000.00	
Trade Desk- CTV	\$ 120,000.00	
KING5	\$ 27,500.00	
KIRO7	\$ 62,000.00	
KREM2	\$ 5,000.00	
Media Reserve	\$ 53,000.00	
FY27 Starting Budget	\$ 450,000.00	
Additional Funds (TBD)		
Additional Funds (TBD)		
Total Budgeted Funds	\$ 450,000.00	
Total Planned Funds	\$ 397,000.00	
Difference	\$ 53,000.00	

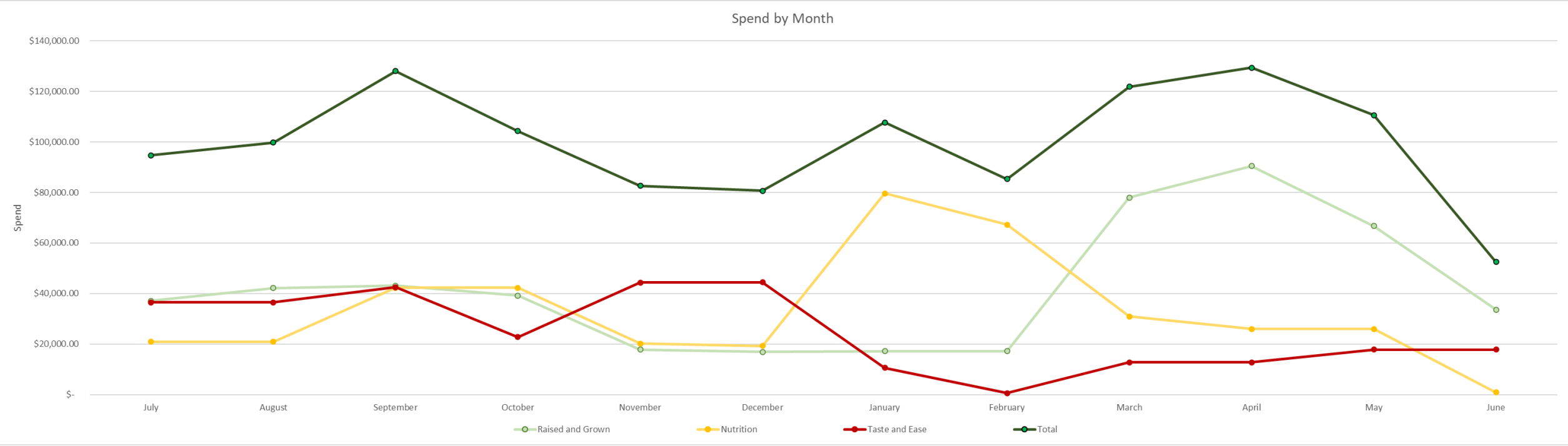
Taste & Ease Campaign

TASTE & EASE (5321)		
Channel	FY27 Budget	FY27 Spent
YouTube	\$ 80,000.00	
Google Search	\$ 5,000.00	
Google Display	\$ 5,000.00	
Trade Desk- Audio	\$ 30,000.00	
Trade Desk- CTV	\$ 80,000.00	
Mariners TV	\$ 50,000.00	
FOX13	\$ 50,000.00	
<i>KIRFootball Fridays</i>	\$ 25,000.00	
Media Reserve	\$ 75,000.00	
FY27 Starting Budget	\$ 400,000.00	
Additional Funds (TBD)		
Additional Funds (TBD)		
Total Budgeted Funds	\$ 400,000.00	
Total Planned Funds	\$ 325,000.00	
Difference	\$ 75,000.00	

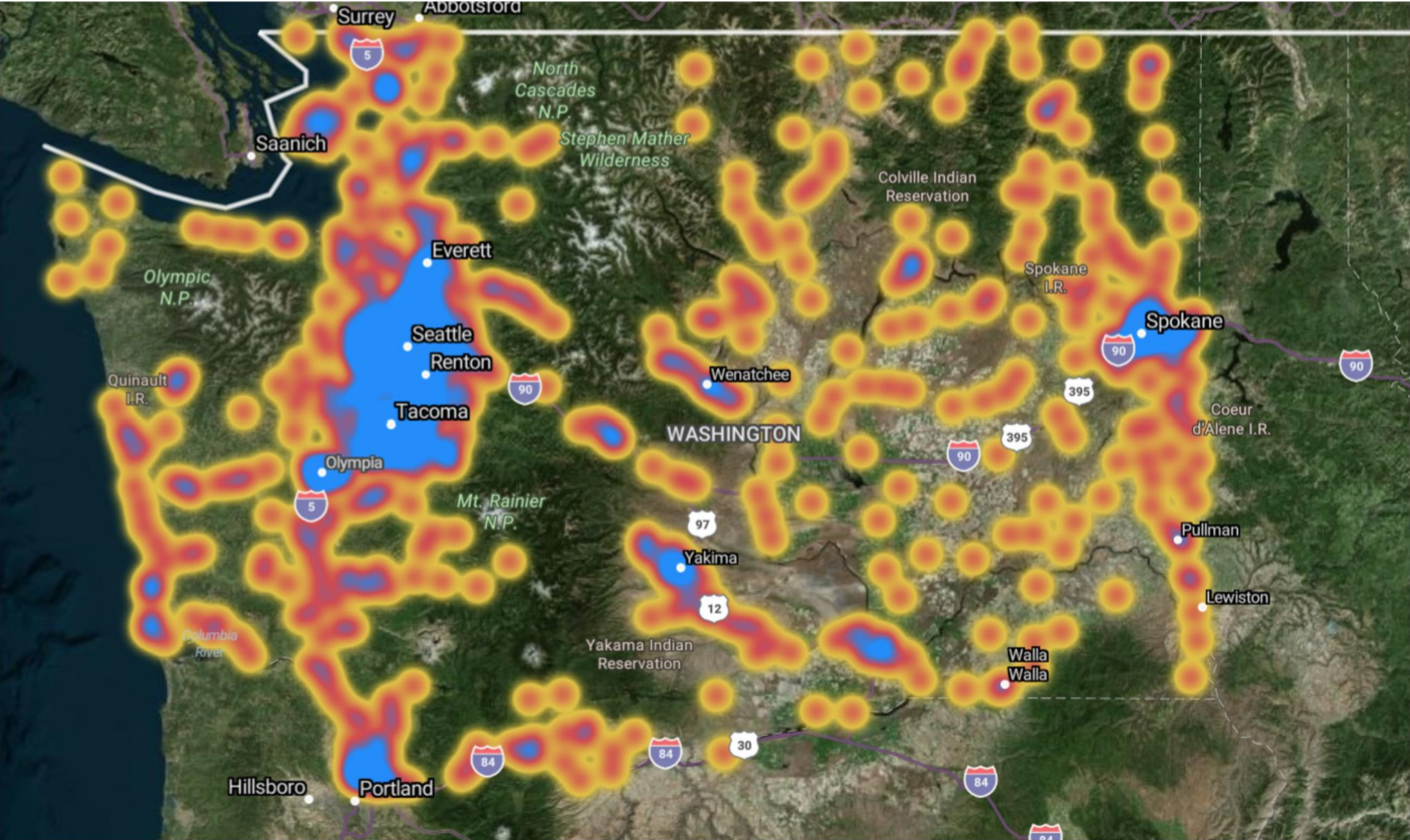
Spend by Channel

Spend By Channel	
YouTube	\$ 325,000.00
Google Search	\$ 16,600.00
Google Display	\$ 17,500.00
Trade Desk- Audio	\$ 116,000.00
Trade Desk- CTV	\$ 325,000.00
Media Reserve	\$ 128,000.00
Reddit	\$ 25,000.00
KING5	\$ 172,500.00
KIRO7	\$ 89,400.00
FOX13	\$ 50,000.00
KREM2	\$ 10,000.00
Mariners	\$ 50,000.00
<i>KIRFootball Fridays</i>	\$ 25,000.00
Total Spend by Channel	\$ 1,350,000.00
Total Budgeted	\$ 1,350,000.00
Unallocated Funds	\$ -

Monthly Spend (Estimated)



FY 25-26 Media Impact Heat Map (Q1-Q3)



WASHINGTON STATE

BEEF

COMMISSION

Funded by Beef Farmers and Ranchers



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