



FY 2025-2026 Marketing Plan

WASHINGTON STATE
BEEF
COMMISSION
Funded by Beef Farmers and Ranchers

JULY 2025 - JUNE 2026



FY 25-26 Mission Statement

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





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.





Key Research Findings

Consumers in WA hold favorable views of beef as a protein source. However, a higher percentage of consumers in the Seattle/Tacoma area have negative perceptions of how cattle are raised and grown, possibly stemming from limited knowledge of the subject.

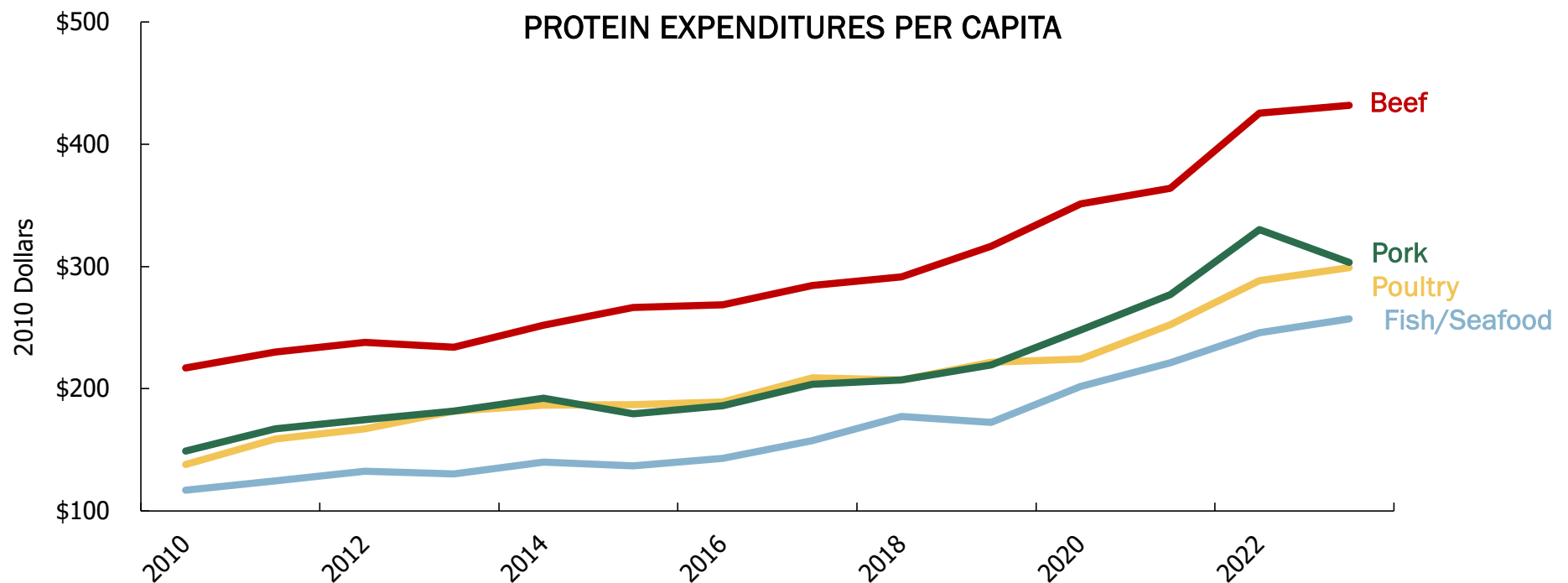
Consumer trust levels in Seattle/Tacoma occasionally differ from the national response, with lower trust across some attributes regarding cattle raising and the environment. Seattle/Tacoma consumers prioritize addressing animal welfare as a top concern, and they also place more emphasis on addressing environmental issues than nationally.

Many 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.

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, and protein content.

Today's Beef Consumer: Real Per Capita Consumption

Consumers continue to choose beef. Save for years 2012 to 2013, real expenditures on beef have grown since 2010, up nearly 100%.



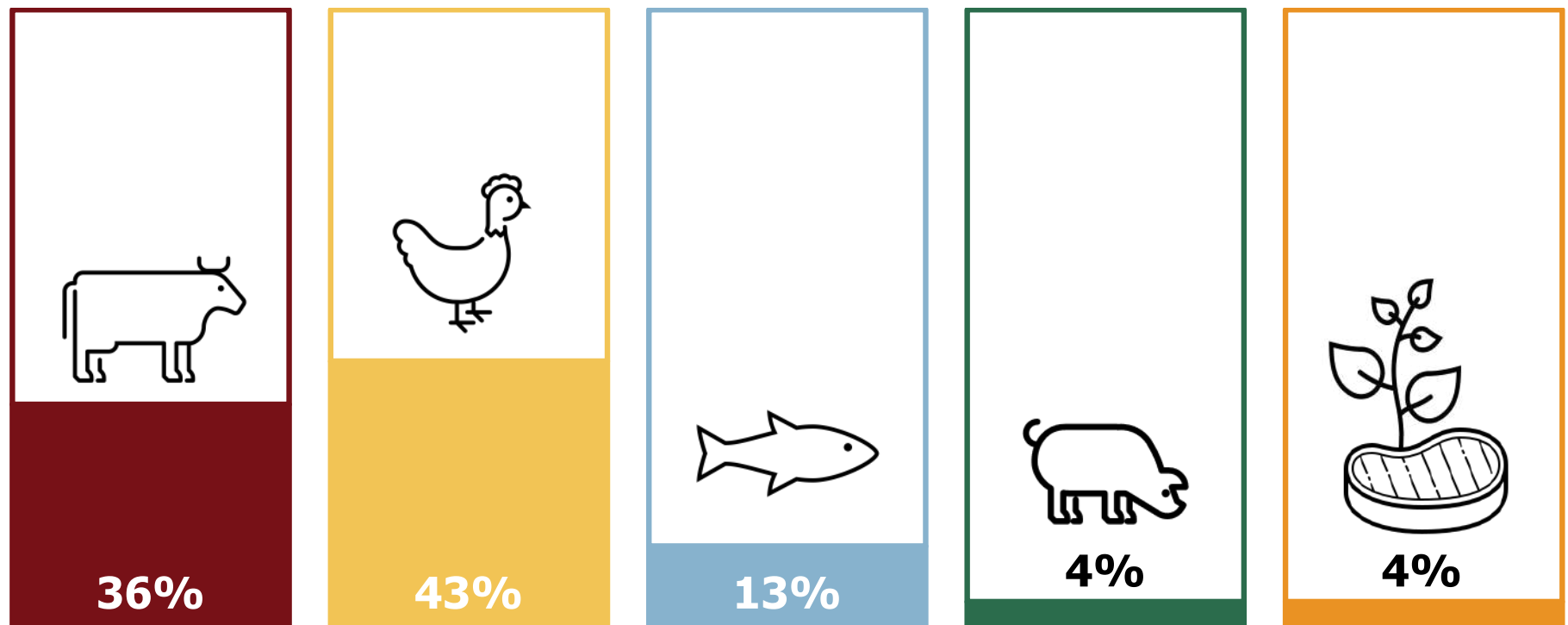
Source: U.S. Bureau of Labor Statistics. September 2024.

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



Today's Beef Consumer: Top Protein Choice

When asked to indicate their overall top protein of choice from the below proteins, 43% of consumers choose chicken and 36% of consumers choose beef.



Source: Consumer Beef Tracker, January – December 2024. 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.

Today's Beef Consumer: At Home Eating

Three-quarters of meals are being cooked at home and 35% anticipate cooking more meals at home and the majority plan to continue doing so. And **94%** of consumers who are cooking **more** meals at home, plan to continue doing so.



73%

of consumers report preparing or cooking meals at home.

Source: Consumer Beef Tracker, January – December 2024. 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.

Today's Beef Consumer: Shopping & Dining Habits

Consumers anticipate changing their behavior in the next six months by looking for **deals**, dining out less, using **leftovers**, and **stocking up** of freezing items more often.

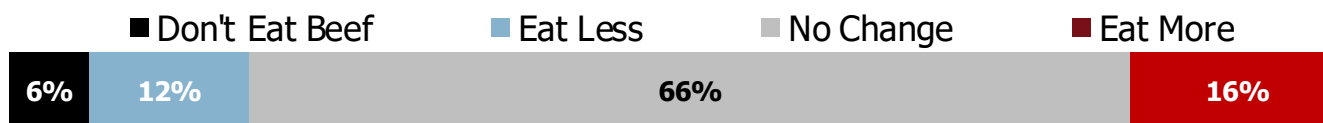


Source: Consumer Beef Tracker, January – December 2024. Q24: Thinking about your current shopping and dining habits, in which ways, if any, do you see them changing in the next 6 months? Select all that apply.

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

Today's Beef Consumer: Future Consumption

More than 80% 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. Of those who plan to eat less beef, price sensitivity and health concerns are the greatest motivators.



REASONS TO EAT LESS BEEF

- 💰 Price is too expensive
- 👤 Other meats are healthier
- 🥩 Beef has too much fat
- 👤 Concerned beef negatively affects health
- 🌱 Trying to eat more plant-based protein



REASONS TO EAT MORE BEEF

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

Source: Consumer Beef Tracker January – December 2024. 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

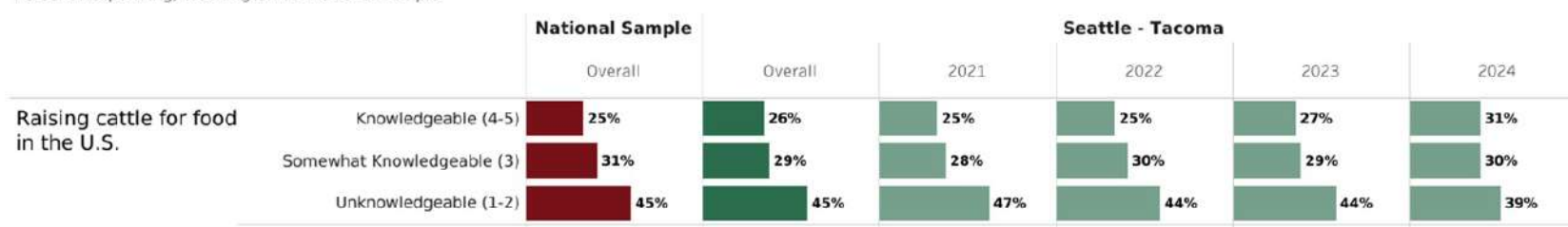


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RAG Insights

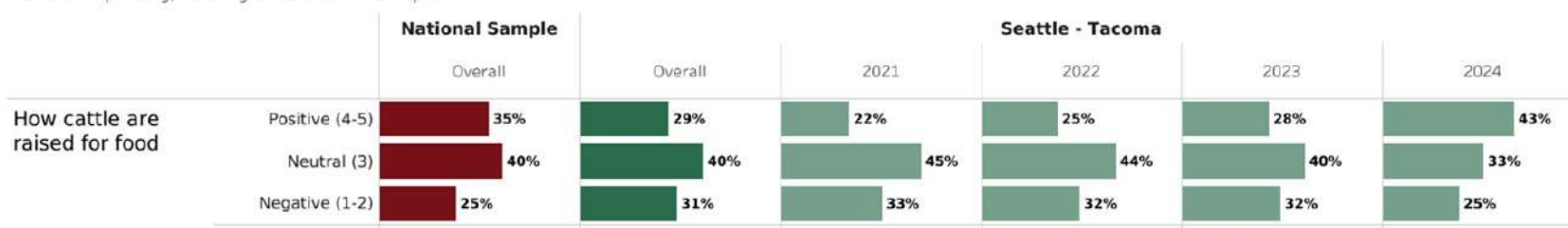
CR1: (Grouped Categories) Please indicate how knowledgeable you are about each of the following:

Percent Responding, Washington vs. National Sample



CR2: (Grouped Categories) What is your perception of how each of the following are raised for food?

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 Sam..		Seattle - Tacoma			
	Overall	Overall	2021	2022	2023	2024
Beef is nutritious	74%	76%				76%
Beef is safe to eat	64%	60%	56%	56%	62%	73%
Most cattle eat grass as part of their diet	54%	49%				58%
Protocols to prevent diseases in cattle are followed	53%	48%				60%
The safety of beef is continually researched and monitored	52%	48%				60%
Cattle health is a priority	50%	45%	43%	40%	46%	56%
Sanitation guidelines are followed when processing and packaging meat	50%	45%	44%	41%	43%	56%
Beef farmers and ranchers embrace innovation to help improve quality, safety and ani..	49%	44%	42%	39%	39%	56%
Ethical practices are continually monitored and improved	48%	52%				52%
Beef farmers and ranchers care for the environment	47%	41%	40%	35%	37%	52%
Cattle are given room to roam	46%	38%	36%	32%	38%	49%
Beef does not negatively impact your long-term health	44%	38%	40%	33%	37%	48%
Most cattle spend at least half of their life on pasture	44%	37%	35%	33%	33%	46%
That the beef industry openly shares information with the public	42%	41%				41%
Cattle are treated humanely	41%	35%	34%	30%	34%	46%
Cattle are not a major contributor to climate change	40%	35%	34%	32%	31%	42%
Environmental practices are continuously improving to protect and conserve water, air..	40%	38%	41%	37%	37%	47%
Antibiotics are used responsibly	37%	32%	31%	24%	31%	42%
Hormones are used responsibly	35%	29%	28%	23%	25%	39%

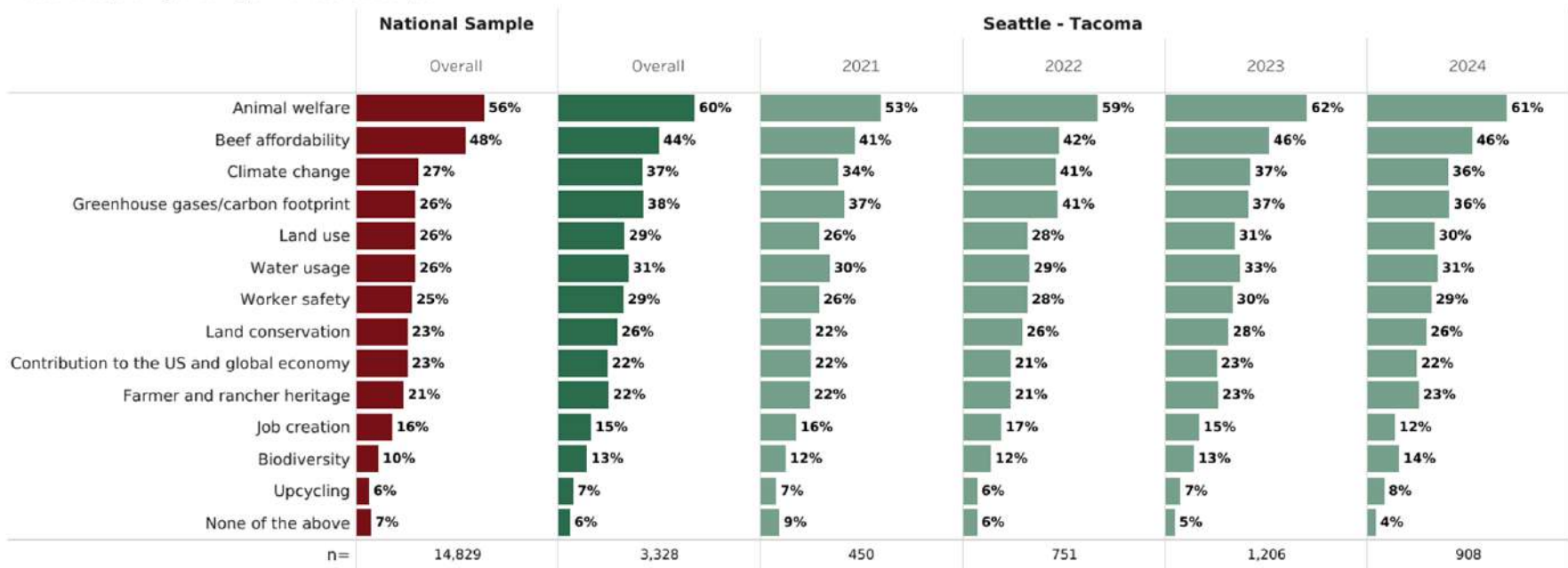
Year: (ALL) | Quarter: (ALL) | Source: NCA



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



Beef's Multiple Advantages Insights

Beef's Nutrition Insights



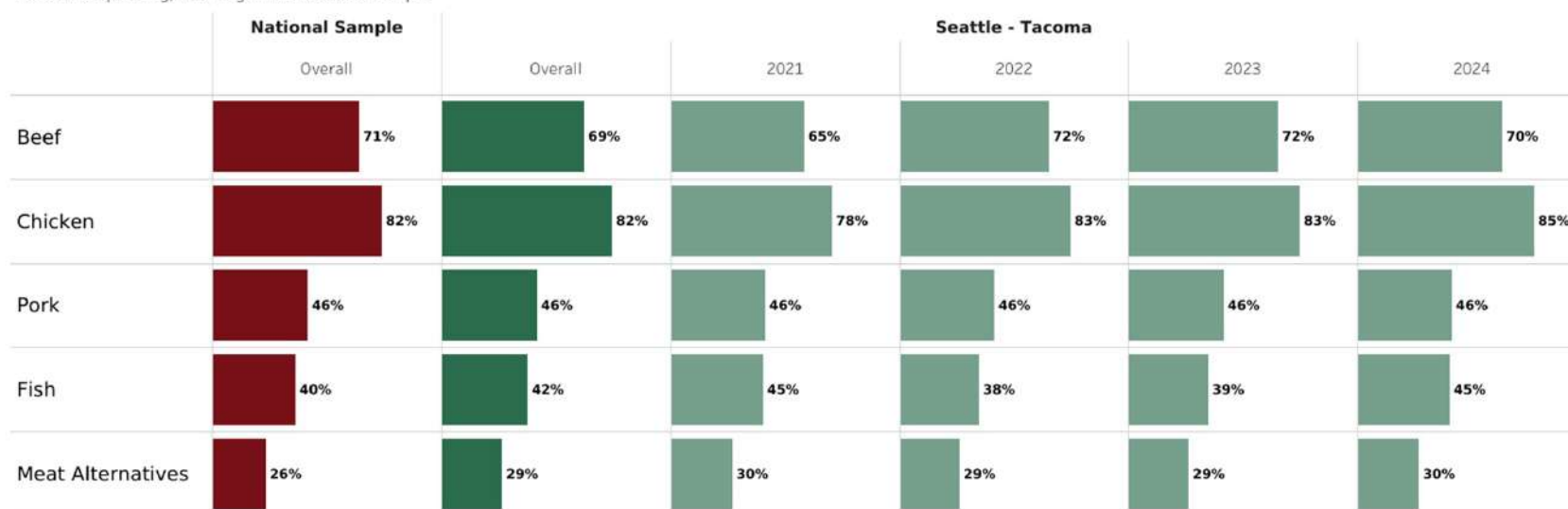
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MAD & NUT Insights

1: (Grouped Categories) Thinking about all of your meals - breakfast, lunch, dinner, and snacks - how frequently do you eat each of the following types of food?

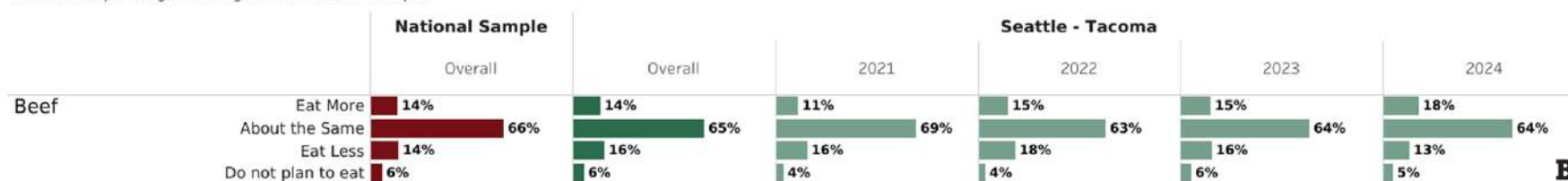
Percent Responding "Weekly"

Percent Responding, Washington vs. National Sample



3: Looking forward, do you plan to eat more, less or about the same amount of each of the following?

Percent Responding, Washington vs. National Sample



MAD & NUT Insights

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

Percent Responding "Agree" (4 & 5-Strongly Agree), Washington vs. National Sample

	National Sample		Seattle - Tacoma			
	Overall	Overall	2021	2022	2023	2024
You know how to prepare it	88%	91%				91%
Is a very pleasurable eating experience	87%	88%				88%
Is my #1 protein choice	84%	84%				84%
Is nutritious	81%	70%			64%	77%
Is great tasting	81%	78%	77%	76%	77%	86%
Is a great source of protein	81%	78%	75%	78%	78%	86%
Is good for many types of meals	80%	76%	75%	76%	76%	85%
Is good for young children	79%	76%				77%
Kids or family enjoy eating it	77%	71%	68%	71%	71%	82%
Is good for social gatherings or special occasions	76%	68%	65%	67%	67%	81%
Is a food that gives me strength	74%	67%	64%	66%		86%
Is safe to eat	73%	67%	64%	66%	68%	78%
Fits my budget	73%	73%				74%
Has a positive impact on the community (jobs, economy, etc.)	72%	69%				69%
Is a lean protein	71%	70%				70%
Is quick/fast to prepare	67%	60%	60%	57%	60%	74%
Is a good value for the money	63%	50%	49%	41%	45%	67%
Is a healthy choice	63%	52%	45%	48%	50%	69%
Is raised humanely	62%	44%			32%	59%
You know how the food source was raised/grown	54%	39%	36%	30%	34%	56%
You trust the people that raise the animals	52%	39%	37%	31%	34%	59%
Is produced in an environmentally friendly way	49%	34%	33%	27%	28%	53%
The product supports causes that are important to me	47%	31%	30%	23%	27%	45%

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		Seattle - Tacoma			
	Overall	Overall	2021	2022	2023	2024
Quick and easy meal ideas using beef	30%	28%	31%	37%	38%	39%
Healthy recipe ideas	28%	28%	34%	34%	40%	36%
Knowing where my beef comes from	23%	32%	36%	34%	39%	33%
Ideas for how to use ground beef	21%	18%	22%	23%	25%	25%
Understanding the differences between cuts and types of beef	21%	22%	23%	28%	26%	24%
Nutritional information about beef	19%	23%	26%	28%	26%	27%
Information on how cattle are raised	18%	25%	28%	27%	31%	27%
Information on local beef farmers and ranchers	16%	22%	26%	25%	28%	24%
Beef cooking instructions and videos	16%	15%	16%	18%	19%	19%
Chef-inspired recipes	15%	10%	16%	17%	4%	22%
Beef safety information	14%	18%	22%	24%	24%	21%
Kid friendly beef recipes	13%	13%	17%	15%	18%	19%
Information about the people who raise beef	13%	17%	20%	21%	22%	19%
Other	4%	3%		5%	3%	5%
None of the above	10%	8%	9%	12%	9%	10%
n=	19,572	4,550	600	754	1,211	908

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

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		Seattle - Tacoma			
	Overall	Overall	2021	2022	2023	2024
Is great tasting	42%	42%	41%	44%	40%	38%
Is a good value for the money	30%	33%	31%	32%	34%	28%
Is safe to eat	28%	30%	30%	28%	28%	27%
Is a great source of protein	27%	33%	34%	35%	32%	27%
Is a healthy choice	23%	28%	25%	28%	30%	23%
Is good for many types of meals	21%	21%	23%	22%	19%	17%
Is quick/fast to prepare	18%	19%	17%	17%	20%	15%
Kids or family enjoy eating it	16%	16%	16%	17%	18%	16%
Is a lean protein	14%	11%	24%	25%		4%
Fits my budget	11%	2%				14%
Is produced in an environmentally friendly way	7%	11%	11%	11%	10%	7%
Is nutritious	7%	11%			26%	23%
You trust the people that raise the animals	7%	8%	9%	8%	6%	6%
Is good for social gatherings or special occasions	6%	5%	6%	4%	5%	3%
You know how to prepare it	5%	1%				7%
You know how the food source was raised/grown	5%	8%	11%	10%	11%	8%
Is a very pleasurable eating experience	4%	1%				7%
Is free from added hormones	3%	1%				4%
Is a food that gives me strength	3%	0.4%				3%
No antibiotics used	3%	1%				4%
Is raised humanely	2%	6%			16%	10%
The product supports causes that are important to me	2%	3%	5%	4%	4%	2%
Is good for young children	1%	0.3%				2%
The overall impact on the community (jobs, economy..)	0.4%	0.1%				1%
n=	14,288	4,252	600	765	1,227	592

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



FY 25-26 Strategic Priorities



Raised & Grown

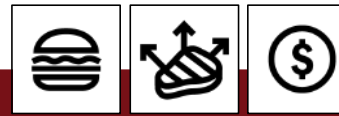
Implement reputation management strategies to reshape the narrative about sustainable beef production and the environment.

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 25-26 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 9,000 beef farmers and ranchers.

In FY 2025-2026, the WSBC will expand our market targets to include the Seattle/Tacoma, Spokane and Tri Cities DMAs, and explore the efficiency of reaching Washington's smaller, emerging consumer markets.

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





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.



RAG Business Objective

WASHINGTON STATE

BEEF

COMMISSION

Funded by Beef Farmers and Ranchers



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



Campaign 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

- 45% have a positive perception of how cattle are raised for beef.
- 58% trust that beef producers embrace innovation to improve quality, safety and animal welfare.
- 54% say beef producers care for the environment.

RAG Tactics

	Code	Tactic	Description	Evaluation	Lead	Staff
	Raised & Grown	Raised & Grown Advertising	Invest in digital advertising to position 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.	TBD. Key Performance Indicators established in campaign strategy development with Federation of SBC.	FEDERATION	Jackie
	Raised & Grown	Raised & Grown Sponsored Content	Optimize NCBA work in WA lifestyle magazines and news publications (print and online) to share beef's positive contribution to sustainable food systems. Further extend previous and/or new published content via digital media plan tactics.	TBD. Place one major sponsored content digital suite in 25-26. Key Performance Indicators established in sponsored content agreement.	Tessa	Jackie
	Raised & Grown	Advertising Asset Development	Optimize BIWFD story-telling framework to develop local assets in video, photo and print that communicate that beef's story from pasture to plate. Repackage or update aging assets as needed.	Create two new complete asset bundles for use in local digital advertising campaign.	Tessa	
	Raised & Grown	Raised & Grown Social & Organic Content	Extend the paid digital advertising via social media. Target Family Food Enthusiasts and Aspiring Advocates on FB, Twitter/X and TikTok with relevant information about beef's positive impact on a sustainable food production system.	A quarterly Social Media strategy is collaborated on and a written plan is delivered in June, September, December and March. Deliverables are established and results reported at the end of each quarter.	Tessa	SOCIAL MEDIA SERVICES
	Raised & Grown	Wabeef.org Raised & Grown Updates	Continually refresh wabeef.org to include new producer profiles and photography and maximize impact with consumers. Build R&G story landing pages in support of campaigns in market for in-depth learning opportunities for consumers.	Visits to wabeef.org Raised & Grown pages achieves 2,500 views per year.	Tessa	
	Raised & Grown	Explore Beef Experience Channel Immersion	Strengthen the knowledge and support of retail and food service thought influencers by hosting them on the annual EBE tour. Target channel professional that influence consumer attitudes about modern beef production.	30 thought influencers attend tour. The number of participants who believe the positives of beef production outweigh the negatives increases by 40% as determined by the pre- and post-tour survey.	Tessa	Staff

RAG Tactics

Raised & Grown	Explore Beef Experience Creator Immersion	Strengthen the knowledge and support of social media thought influencers by hosting them on the annual EBE tour. Target content creation professionals that influence consumer protein choices.	12 Influencers/Creators attend event. Participants express greater confidence in understanding how beef is raised and grown in Washington and deeper knowledge of beef cuts and beef cookery, as determined by the pre- and post-tour survey.	EVENT COORDINATOR SERVICES	Tessa
Raised & Grown	Explore Beef Experience Schools Immersion	Strengthen the knowledge and support of local school foodservice and nutrition professionals by delivering EBE learning experiences as stand-alone and events adjacent to other professional development opportunities. Target school foodservice professionals that influence the menus and protein choices made in schools.	30 school districts in Washington participate in a learning experience and express a greater understanding of and trust in how beef is raised and grown in Washington State.	Tessa	Staff
Raised & Grown	Explore Beef Experience Attendee E-Update	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.	Tessa	Jackie
Raised & Grown	Taste Washington Commodity Collaboration	Collaborate with Washington Commodity Commissions to expand the scope of the Wine Commission's Taste Washington brand. Opportunities include e-commerce promotions, Taste Washington Grand Tasting event, Creator collaborations, and recipe content development.	KPIs to be determined based on final program outline and MOUs with partners.	Jackie	Tessa
Raised & Grown	Industry Information Sponsorship	Explore sponsorship opportunities to elevate the story of how beef is raised and grown in Washington State. Programs should include an emphasis on digital extension of an IRL learning experience.	KPIs to be determined based on final program and sponsorship.	Jackie	Tessa

RAG Tactics

Raised & Grown	Future Ag Leader Event Sponsorship	Build on 2025 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 sign up for MBA. 25 FFA Advisors participate in MBA Workshops throughout the year and report back using the program in their classrooms.	Tessa	Jackie
Raised & Grown	Educator Outreach	Attend local educator workshops with the objective of making Beef Checkoff funded resources readily accessible to educators in Washington.	Attend two educator workshops or conferences. At least 25 educators sign up for and engage with Beef Checkoff-funded resources (MBA, MBA Next Gen, BQA, On the Farm STEM, etc).	Tessa	Jackie
Raised & Grown	Beef Counts Promotions	Promote "Buy Beef & Fight Hunger" for summer grilling via KREM media sponsorship. Partner with local retailers to increase awareness of the Beef Counts program in Eastern Washington through the Buy Beef and Fight Hunger 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.	TBD. Key Performance Indicators established in campaign agreement and MOUs.	Shannon	Staff
Raised & Grown	Butchery Education	Explore the opportunity to sponsor WSDA/WSU/Meat Up Mobile Butcher Teaching Truck and/or NWSPA to deliver butcher instruction and education across Washington. Attend the PNW Meat Up Conference, and offer support to have the Teaching Truck in action at that event.	Sponsor and promote two Teaching Truck events in Washington in 25-26. Promote these learning opportunities to 25 small processors and invite beef producers to attend the event and deliver Beef Checkoff information specific to direct marketers.	Jackie	Tessa
Raised & Grown	Ag in the Classroom	Sponsor beef education content in Washington Ag in The Classroom publication.	Support is provided as requested.	Shannon	

RAG Tactics

Raised & Grown	Issues Management: Bovine Issues Working Group	Continue to lead the Bovines Issues Working Group to prepare for and manage any industry crisis impacting the business climate of beef and dairy producers in Washington State. Update WSBC and BIWG Crisis Management Plans annually. Coordinate work with WSDA Emergency Management team and other stakeholder agencies. Facilitate WCFA biosecurity functional exercise.	Two update meetings are held annually, and participants understand their role in issues response and crisis management in Washington State. Coordinated BIWG Crisis Management Plan is updated annually and distributed to all stakeholder organization representatives to BIWG. Participate in additional Issues & Crisis Management workshops, summits and trainings with stakeholder agencies.	Jackie	Staff
Raised & Grown	Media Monitoring & BIWG Issues Response	Continue to monitor the media and combat misinformation about beef and modern beef production practices by investing in Meltwater media monitor. Respond as appropriate.	Daily media monitoring is conducted, and issues addressed as identified.	Jackie	Staff
Raised & Grown	Industry Information Program Materials	Develop strategy to promote raised and grown materials developed by the national Beef Checkoff.	Resources provided as needed.	Staff	
Raised & Grown	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.	FEDERATION	Jackie
Raised & Grown	Research: New Project	TBD.	KPIs to be determined based on study scope and timeline.	Jackie	FEDERATION



Beef's Nutrition

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



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

- 87% say beef is a great source of protein.
- 79% believe beef is nutritious.
- 70% agree beef is a healthy choice.

NUT Tactics

Code	Tactic	Description	Evaluation	Lead	Staff
Nutrition	Nutrition Advertising	Invest in digital advertising to educate consumers about beef's role in a healthy, sustainable diet. Extend nationally produced assets and localize when possible.	TBD. Key Performance Indicators established in campaign strategy development with Federation of SBC.	FEDERATION	Jackie
Nutrition	Nutrition Youth Sports Sponsorship	Partner with WIAA to deliver science-based facts about beef's role in athletic fueling, performance and recovery. Prioritize reaching middle school and high school-aged athletes, parents and coaches/directors.	Negotiate 3 year agreement to stabilize price of sponsorship. Leverage the Sports Nutrition Game Plan program as a critical asset to promote, extend and localize in reaching audience. KPIs established in negotiation of sponsorship.	EVENT COORDINATOR SERVICES	Jackie
Nutrition	Nutrition Mixed Media Sponsorship	Target Family Food Enthusiasts and Aspiring Advocate audiences via a mixed media sponsorship that includes traditional and social media elements via All Mom Does/Spirit 105.3. Content to communicate the valuable role beef plays in balanced, healthy family meals and fuel for busy lifestyles.	TBD. Key Performance Indicators established in negotiation of campaign.	EVENT COORDINATOR SERVICES	Jackie
Nutrition	Nutrition Creator Content Partnerships	Partner with healthy cooking Creators to increase visibility of beef recipes with their audience on social media.	Complete two Creator partnerships. Deliverables as outlined in each partnership agreement.	EVENT COORDINATOR SERVICES	Jackie
Nutrition	Nutrition Social & Organic Content	Extend paid digital advertising messages via organic social media. Target Family Food Enthusiasts and Aspiring Advocates on FB, Twitter/X, Instagram, TikTok and Pinterest with relevant information about beef's sustainable nutrition.	A quarterly Social Media Calendar is delivered in June, September, December and March for the coming quarter. Deliverables are established and results reported at the end of each quarter.	Tessa	SOCIAL MEDIA SERVICES
Nutrition	Wabeef.org Nutrition Updates	Promote wabeef.org as local source for information on beef's role in a healthy, sustainable diet. Update with local and seasonal content to maintain relevance. Drive traffic to biwfd.com when appropriate.	Visits to wabeef.org Nutrition pages achieves 2,500 views per year.	Tessa	

NUT Tactics

Nutrition	Coach/Athlete Outreach	Direct mailing to distribute Sports Nutrition Game Plan resources directly to high school coaches and athletic directors across Washington.	Reach at least 10,000 coaches with direct mailing. 1,000 schools sign up for Sports Nutrition Game Plan program through Texas Beef Council.	EVENT COORDINATOR SERVICES	Jackie
Nutrition	Physician Outreach	Extend national effort to distribute beef nutrition education toolkits to 100 physicians offices in Washington State audiences.	At least 100 toolkits are directly delivered to physicians in Washington. Extend toolkit assets as E-sources via organizations such as WIC, WSDA, OSPI and consider promoting via digital advertising to ideal health professional targets.	FEDERATION	Jackie
Nutrition	Dietetic Academy Outreach	Sponsor special session speaker at Washington Academy of Nutrition & Dietetics '25 Spring Conference. Maintain and strengthen relationships with nutrition and medical experts who influence consumers and the media about beef's role in a healthy, sustainable diet.	Dietitian Seminar speaker achieves 4 to 5 scores on evaluations. Promote nutrition webinars and emerging research to WSAND via e-blasts and appropriate health professionals via targeted digital advertising.	FEDERATION	Jackie
Nutrition	Advising Registered Dietitian	Negotiate scope of work with a Registered Dietitian to complete Consumer Information and Industry Information programming during fiscal year. RD to seek opportunities to fund expansion of this role through grants.	Execute industry information schools program outreach and one TBD. KPIs to be determined based on negotiated programs/sponsorships.	Jackie	ADVISING REGISTERED DIETITIAN
Nutrition	Consumer Information Program Materials: Nutrition	Promote food and health influencer materials developed by the national Beef Checkoff.	Resources are provided as needed.	Staff	
Nutrition	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's role in a healthy sustainable diet. Identify beef's strengths and consumer concerns.	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.	FEDERATION	Jackie

A close-up, profile shot of a young woman with blonde hair, smiling and holding a beef burger. The burger is on a bun and has a thick patty, cheese, and a slice of tomato. The background is blurred, showing other people in a social setting.

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.



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

- 86% agree beef is their #1 protein choice.
- 84% say my kids and family enjoy eating beef.
- 70% believe beef is a good value for the money.

MAD Tactics

Code	Tactic	Description	Evaluation	Lead	Staff
Multiple Advantages	Multiple Advantages Advertising	Build awareness of beef's unique multiple advantages over other proteins through digital advertising. Extend nationally produced assets and campaigns.	TBD. Key Performance Indicators established in campaign strategy development with Federation of SBC.	FEDERATION	Jackie
Multiple Advantages	Price/Value Tactic	Integrate positive PRICE/VALUE messaging across all tactics within the Multiple Advantages and Beef's Nutrition strategic priorities.	Messaging is integrated into content universally.	Staff	
Multiple Advantages	Advantages Creator Content Partnerships	Partner with beef cooking, recipe and butchery Creators to increase visibility of mouthwatering beef recipes and beef knowledge with their audience on social media.	Complete eight Creator partnerships. One new partner is identified. Deliverables as outlined in each partnership agreement.	EVENT COORDINATOR SERVICES	Jackie
Multiple Advantages	Creator Cook-Along Events	Encourage social media visibility for beef by engaging third party influencers through hosting virtual cook-along events and an in-person beef cookery workshop.	Two in-person cooking events completed with at 10-12 Creator participants. One virtual cook-along event hosted with 10-12 Creator guests.	EVENT COORDINATOR SERVICES	Jackie
Multiple Advantages	E-Commerce Channel Promotions	Coordinate with Federation of SBC to extend nation-wide e-commerce campaign with large national chain. Coordinate with Federation of SBC to place a regional buy with a partner retailer in the PNW.	One e-commerce promotions are conducted. Incremental beef sales increase and digital goals are achieved as proposed by Federation and retailer(s).	FEDERATION	Jackie
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.	Jackie	
Multiple Advantages	Multiple Advantages Social & Organic Content	Extend paid digital advertising messages via organic social media. Target Family Food Enthusiasts and Aspiring Advocates on FB, Twitter/X, Instagram, TikTok and Pinterest with relevant information about beef's multiple advantages over other proteins, specifically: taste, convenience, versatility, price/value and family friendly.	A quarterly Social Media Calendar is delivered in June, September, December and March for the coming quarter. Deliverables are established and results reported at the end of each quarter.	Tessa	SOCIAL MEDIA SERVICES

MAD Tactics

Multiple Advantages	wabeef.org Seasonal Recipe & Cookery Updates	Promote wabeef.org as local source for beef cookery information via web-based platforms. Update with local and seasonal content to maintain relevance. Drive traffic to beefitswhatsfordinner.com when appropriate.	Site is updated as required by season.	Tessa	
Multiple Advantages	Social Media Services	Negotiate scope of work with a Social Media Services professional to complete Promotion, Consumer Information and Industry Information communication efforts during fiscal year.	Execute all content as negotiated in scope of work. KPIs to be determined based on negotiated program content.	Jackie	SOCIAL MEDIA SERVICES
Multiple Advantages	Relationships & Event Coordinator Services	Negotiate scope of work with a Relationships Specialist and Event Coordinator to complete Promotion, Consumer Information and Industry Information programming during fiscal year.	Execute all events and partnerships as negotiated in scope of work. KPIs to be determined based on negotiated programs/sponsorships.	Jackie	EVENT COORDINATOR SERVICES
Multiple Advantages	Consumer Information Program Resources	Make beef cookery and recipe materials developed by the National Beef Checkoff available to interested consumers, beef marketers and small processors. Continue to support education conferences (FACSE, ACTE) as requested by educational organizations.	Materials are distributed as requested. Every County Cattlemen's Association is contacted in the spring prior to "fair season".	Staff	
Multiple Advantages	Miscellaneous Resources / Fairs	Promote Consumer Information resources to Fairs and Farm Shows each spring.	At least 10 counties/fairs request and receive resources for their local events.	Staff	
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's taste, convenience, value and versatility. 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.	FEDERATION	Jackie

MAD Tactics

Multiple Advantages	Exports: Pacific Northwest Initiative (PNI) Export Promotion	Increase the sale of beef from the Northwest in Japan by partnering with the Oregon and Idaho Beef Councils and the USMEF. Fund retail and foodservice promotions in conjunction with distributors of Northwest beef.	Both volume and value of beef sold in Japan as established in MEF proposal. Partner investments are at least double those of the Beef Commission. Export ROI is + \$400 per head.	USMEF	Jackie
Multiple Advantages	Exports: New Export Promotion	TBD Drafted plan includes culinary school education programs in Japan and an opportunity to extend support into another critical Pacific Rim market (ex: Japan, Korea, Taiwan).	Based on KPIs set in USMEF proposal.	USMEF	Jackie
Multiple Advantages	Exports: Trade Team Hosting/Board Experience	Educate foreign influencers/trade teams visiting the PNW about local beef production. Coordinate opportunity for two Board members to experience and evaluate USMEF programs in Japan.	Two Board members to engage in experience and evaluation of in-market promotions during FY 25-26. One trade team supported annually, as opportunities arise. Export ROI is + \$400 per head.	USMEF	Jackie
Multiple Advantages	Exports: USMEF Membership	Support beef exports throughout the world through membership in the USMEF.	Export ROI is + \$400 per head.	USMEF	Jackie



Stakeholder Engagement

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



Funded by Washington
Beef Farmers and Ranchers



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.

SE Tactics

Code	Tactic	Description	Evaluation	Lead	Staff
Stakeholder Engagement	Social Echo Stakeholder Advertising	Deliver stakeholder engagement messages to younger producers via digital advertising. Review and update on wabeef.org to deliver factual information about the Beef Checkoff. Localize CBB "Your Dollar Does" national producer education campaign assets that feature images of Washington producers.	TBD. Key Performance Indicators established in campaign strategy development with Federation of SBC.	Tessa	Jackie
Stakeholder Engagement	Stakeholder Social & Organic Content	Extend paid digital advertising messages via organic social media on @WABeefCheckoff. Target rural residents and beef farmers/rancher on FB, Twitter/X, Instagram, and TikTok with relevant information about their Beef Checkoff-funded programming.	A quarterly Social Media Calendar is delivered in June, September, December and March for the coming quarter. Deliverables are established and results reported at the end of each quarter.	Tessa	Jackie
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.	Tessa	
Stakeholder Engagement	Quarterly The Drive Insert	Continue to provide localized inserts to the 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. Mailing list is reviewed and updated for accuracy and efficiency.	Tessa	Jackie
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.	Open rate exceeds 30% monthly. List expands to 1,000 recipients. Link is shared in the Dairy Federation, Farm Bureau, Cattle Feeders, Cattlemen's e-newsletters.	Tessa	Jackie

SE Tactics

Stakeholder Engagement	Stakeholder Publications: Industry Publication Articles	Contribute monthly, or on demand, Beef Checkoff update articles for producer association publications to educate producers on their Beef Checkoff investment.	Articles are printed or e-mailed monthly via associations.	Jackie	
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.	Jackie	Tessa
Stakeholder Engagement	Ag Trade/Rural Market News Releases & PR	Target producers with information about their Beef Checkoff investment via ag trade media and rural newspapers each quarter. Build e-mail contact list for news releases.	A minimum of four print stories are run.	Tessa	
Stakeholder Engagement	WCA/WCW/CPoW Convention & Meetings	Attend at least four WCA Board meetings and county affiliate meetings, request agenda time for Beef Checkoff program update. Provide Beef Checkoff update 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. WSBC Board Members attend two meetings and deliver short Beef Checkoff Update.	Jackie	
Stakeholder Engagement	Dairy Federation Convention & Meetings	Attend at least four meetings of the Dairy Federation Board, request agenda time for Beef Checkoff program update. Provide Beef Checkoff update at Annual Meeting and participate in tradeshow. Attend Dairy Industry regional meetings to engage with small groups.	Dairy Federation members understand and actively support their Beef Checkoff program as demonstrated in their policy. WSBC Board Members attend meetings and deliver short Beef Checkoff Update.	Jackie	
Stakeholder Engagement	WCF Convention & Meetings	Attend at least four meetings of the Cattle Feeders Board, request agenda time for Beef Checkoff program update.	Cattle Feeders continue to support the Beef Checkoff. WSBC Board Members attend meetings and deliver short Beef Checkoff Update.	Jackie	

SE Tactics

Stakeholder Engagement	Young SteakHolder Engagement	Strengthen Washington's beef community by continuing to engage young beef producers to help tell the beef story effectively. Engagement includes: 1. Host Annual SteakHolder Summit. 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 through out the year and are added to WSBC E-Update list. Evaluations from event rank an average of 4 or higher.	Tessa	Jackie
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 and provide support to WSU Extension trainings.	50 new producers become trained in Washington annually.	Tessa	Jackie
Stakeholder Engagement	Beef Checkoff Advocate Academy	Develop a Beef Checkoff advocate training meeting specifically targeting leadership of WA stakehold 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.	Jackie	Tessa
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.	Attend at least one WCW Board meeting and one WCW Checkoff-funded event. Invite WCW membership to attend all Checkoff events (ex: EBE and Beef Counts distributions).	Jackie	
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. Update, print and distribute Beef Counts resources at distribution events.	Over \$25,000 is raised at rollover auction and ten producers attend each distribution event. Hand-written thank you notes sent to all donors, donation list provided to Second Harvest.	Shannon	Staff

SE Tactics

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.	Staff	
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.	Shannon	

Collection & Compliance Tactics

Code	Tactic	Description	Evaluation	Lead	Staff
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.	Jackie	Shannon
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.	Jackie	Shannon
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.	Shannon	
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.	Shannon	Jackie
Collections & Compliance	Designated Collecting Point Compliance Reviews	Conduct two compliance reviews of Designated Collecting Points each year to insure they understand their Beef Checkoff collection responsibilities under state and federal law.	Two reviews are conducted and collecting points demonstrate understanding of their compliance responsibilities or problems are addressed.	Shannon	Jackie
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 charts and recipes) are offered annually.	Shannon	
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 8% June 2026, below 5% June 2027 and below 3% June 2028.	Shannon	Jackie



Long Range Strategic Objectives

WASHINGTON STATE
BEEF
COMMISSION
Funded by Beef Farmers and Ranchers

JULY 2025 - JUNE 2028

FY 2025-2028 Strategic Objectives

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.

TBD Staff Objective

Foster

BEEF'S REPUTATION AS THE IDEAL SOURCE OF PROTEIN



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.

TBD Staff Objective

Enhance

THE CONSUMER'S OPINION OF BEEF'S VALUE & VERSATILITY



Deliver creative, simple and inspirational recipes that promote and capitalize on beef's multiple advantages.

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

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

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

Develop and grow relationships with food industry experts that believe in beef's value.

TBD Staff Objective

Serve

AS A TRUSTED INDUSTRY PARTNER



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

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

Employ the best and brightest team members who are committed to the success of demand-driving programs.

Steward the Beef Checkoff resources entrusted to our Board and Staff on behalf of Washington's 9,000 beef farmers and ranchers.

TBD Staff Objective

WASHINGTON STATE

BEEF

COMMISSION

Funded by Beef Farmers and Ranchers



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