

# FY 2025-26
# Impact Report

WASHINGTON STATE
BEEF
COMMISSION
Funded by Beef Farmers and Ranchers

# Washington State Beef Commission Annual Report



DOWNLOAD THE REPORT

*Fellow Beef Producers,*

*The last three years have seen our industry move forward with purpose and passion as our $3.00 Washington Beef Checkoff went to work in the local and regional marketplace to continue to strategically push demand for beef forward. As a result, we've re-established state-wide advertising, shifted consumer opinion trends about the people and process behind our amazing protein, reached more practicing doctors with beef nutrition research, extended national e-commerce campaigns across the PNW and co-funded US Beef promotions with partners in Japan. But our work is not done.*

*I'm proud to report that your Washington State Beef Commission is locked in on executing more projects across our program areas that deliver measurable impact. Your Board of Directors is dedicated to listening to our consumer market research, so we work strategically with what they know, love, and want to learn about beef - the people, the process, and the protein. From everyday solutions like a simple weeknight meal video, to an example of how beef is a great pre-workout fuel for student athletes, or a relatable explanation of the science behind animal nutrition - the Beef Checkoff remains the ultimate expert that consumers can trust when it comes to their protein of choice for taste, nutrition, value, and versatility.*

*As we continue to connect Washington's Beef Community from our pastures to the consumers' plates, we will focus on building demand for beef through building trust, leveraging high quality research, and optimizing education and connection to our beef-loving consumers across Washington State.*

*- Pete Charriere, WSBC Chair*

## 2026 Washington State Beef Commission Board of Directors



Will Derting
Cattle Feeder



Jim Anderson
Cow/Calf Producer

Dr. Alika Conley
Cattle Feeder



Austin Allred
Dairy Beef Producer



Jaxon Smart
Beef Packer/Processor



Kale McGuinness
Livestock Market



Dr. Ben Smith
WA State Dept of Ag



Hessel Veldhuis
Dairy Beef Producer

Allen Miller
Cattlemen's Beef Board

# The WSBC Mission & Marketing Plan

**The Washington State Beef Commission** is the beef promotion, research and education arm of Washington's Beef Community. It was created at the request of beef producers statewide by the Washington State Legislature in 1969 under RCW 16.67 to support and sustain Washington's Beef Industry. The WSBC operates under the guidance of its Board of Directors. The Board is comprised of representatives from each of the state's industry sectors: Cow/Calf Ranchers, Dairy Farmers, Cattle Feeders, Livestock Markets, and Beef Processors. In addition, a representative from the Washington State Department of Agriculture is a voting Board member and the Washington representative to the Cattlemen's Beef Board is a non-voting member. The nine Board members are nominated by beef producers and appointed by the Washington Director of Agriculture. The Board directs the activities of the WSBC through sector-specific insight and the pursuit of the WSBC's Mission to increase demand for beef by enhancing trust and connecting our beef community from pasture to plate.

The programs outlined in this Impact Report were activities in the WSBC's Fiscal Year 2025-26 Marketing Plan, a plan of work approved by the WSBC Board of Directors, Cattlemen's Beef Board, and Washington Director of Agriculture. The Marketing Plan is composed annually based on the review of market research, programs made available for use by the National Beef Checkoff, and an analysis by the Board of current business conditions impacting the beef industry and beef demand in Washington State.

## To increase demand for beef by enhancing trust and connecting our beef community from pasture to plate.

The WSBC Mission is achieved by focus on four **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 consumer thought influencers in the sustainable nutrition converstaion and beef's key role in responsibly feeding people.



### Beef's Advantages

Promote and capitalize on the competitive advantages of beef as the top protein of choice compared to other proteins. Address consumer value/price sensitivity.



### Stakeholder Engagement

Strengthen producer understanding and support of their Beef Checkoff investment by educating and engaging them in Beef Checkoff programming.



**IN FY 2025-26, THE WSBC FUNDED AN UPDATE TO THE BEEF INDUSTRY ECONOMIC IMPACT STUDY CONDUCTED BY WSU.**

The study found that the Beef Industry contributed $5.85 billion to Washington's economy and $2.08 billion in value-added contributions in 2024. The WSBC works strategically to build demand for beef and sustain our Beef Industry's viability.

LEARN MORE ABOUT US

# WSBC Delivers Impact



**133 Million**
CONSUMER IMPRESSIONS

**72%**
EAT BEEF WEEKLY IN WA

**58 Million**
VIDEOS WATCHED

**2,731,886**
SOCIAL MEDIA REACH

**54**
EVENT ATTENDEES

**59**
CONTENT COLLABS

**126**
MOBILE MARKETS

**+ $431**
EXPORT VALUE ADDED

**$615**
RETURN ON AD SPEND

**440**
NUTRITION TOOLKITS

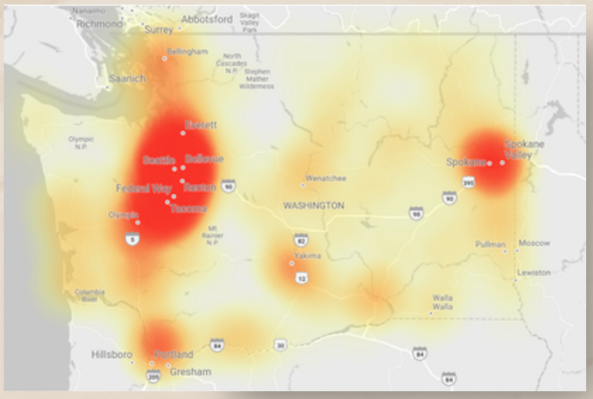
**72%**
DOCS RECOMMEND BEEF

**1,654**
COACHES EDUCATED

# Beef. It's What's For Dinner. Statewide




FY 2023




FY 2026

## NEW MEDIA MIX DELIVERS REACH & FREQUENCY

Washington consumers from Seattle to Spokane heard more about beef, more often thanks to your $3.00 Washington Beef Checkoff. By purchasing a wider variety of media - including mainstream television, streaming television like Netflix and Hulu, streaming radio, Google search, Reddit search, YouTube video, billboards, and special sports broadcast sponsorships including Apple Cup, March Madness, PBR, and the Super Bowl - both reach and frequency was amplified dramatically in the last year.

The heatmap shows how your $3.00 Washington Beef Checkoff investment has impressively expanded the reach and delivery of your advertising across the state of Washington. While the tight marketplace footprint, seasonal campaign flights, and strongly defined consumer audience of Seattle/Tacoma Millennial Parents was the focus in previous years, current funding and strategy allows for the WSBC to **deliver more promotional messages to more markets, more audiences, more often**. The WSBC has substantially increased consumer touch points by strategically leveraging the media-buying budget to secure cost-effective media placements that further stretch each Beef Checkoff advertising dollar. As a result, your Beef Checkoff has a stronger, more consistent, and more visible advertising presence statewide.

The Raised & Grown campaign takes a video-centric approach to disseminate the complex story of how beef is raised in Washington and focuses on sharing the unique, relatable and engaging stories of local producers. Seven-year trend data shows that this education campaign is working with **60% of Washington residents stating they trust the people that raise beef**, up from 34% in 2019. And **56% of consumers agree that beef is produced in an environmentally friendly way**, up from 25% agreeing seven years ago.

The Nutrition campaign is designed to deliver Beef Checkoff-funded research facts in easily digestible bite-sized pieces for the everyday consumer. This fiscal year, nutrition was the leading click driver across all Washington campaigns, with **over 103,000 consumers clicking through to learn more** about beef nutrition and explore recipes to meet their mealtime needs.

The Multiple Advantages campaign builds awareness of beef's unique multiple advantages over other proteins including: taste, satisfaction, value, versatility and convenience. This year the Federation of State Beef Councils cooperatively launched a fresh take on our legacy brand, *Beef. It's What's For Dinner.*, celebrating the fact that *Beef Does It All*.

**293,991 CLICKS**

**133,032,007 IMPRESSIONS**

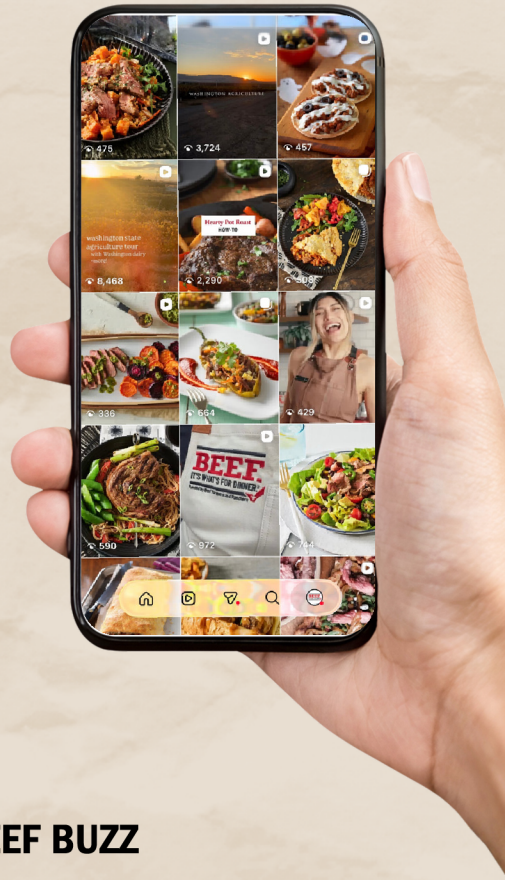
**58,417,784 VIDEO VIEWS**

**5,105,771 LISTENS**

# The Power of Mobile Media

## THE SOCIAL ECHO TACTIC

One of the most powerful tools in the Washington State Beef Commission's marketing strategy is Social Media Advertising — placing targeted beef messaging directly in front of Washington consumers on the platforms they use every day. The WSBC runs monthly campaigns across platforms like Facebook, Instagram, and TikTok, and **reached consumers across the state 2,142,637 times** last year with content designed to build trust in beef, inspire meals, educate about the power of beef's nutritional bundle, and tell the story of our dedicated and innovative Beef Community.




Unlike traditional advertising, purchased social media ads allow the WSBC to strategically target audiences by location, interests, and behaviors - ensuring your Beef Checkoff investment is reaching the right people, at the right time. Whether it is a first-time home cook discovering a new beef recipe or a health-conscious consumer learning about beef's nutritional benefits, these ads are crafted to meet Washington consumers where they are and give them another reason to choose beef.

These efforts are designed to keep beef top-of-mind with Washington consumers and drive them to click trough to trusted resources on wabeef.org and beefitswhatsfordinner.com. Last year these ads prompted **24,548 clicks to learn more** from Washington-based audiences. These monthly campaigns continue to be a key component of Beef Checkoff-funded efforts to maintain beef's relevance in an increasingly competitive protein marketplace ensuring consumers not only choose beef, but feel confident preparing it at home.

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

## NOTIFICATIONS ON: FUELING THE BEEF BUZZ

By partnering with 10 trusted and influential Content Creators, **@WABeefLove generated 589,249 views of videos** spotlighting the value, versatility, flavor, and nutritional benefits of beef in everyday meals. These creators developed and shared engaging, high-quality recipes across platforms like Instagram, TikTok, and YouTube highlighting how beef can be a delicious and convenient choice for breakfast, lunch, and dinner, sometimes even as a post-workout snack!

Through authentic, inspiring content, this program drives beef awareness, encourages creativity in the kitchen, and reinforces beef's place at the center of every meal, no matter the occasion. With nearly an "always on" cadence of these partnerships, beef is top of mind and top of the feed for Washington consumers.

**Follow along on your favorite social platform by searching @WABeefLove.**




## GIRLS WHO GRILL & BRING THE SIZZLE

The WSBC Content Creator strategy is rooted in an effort to cultivate both education and advocacy for beef. By bringing Creators into the **Prime Partners program**, the WSBC builds trust, becomes a resource for knowledge and education, and nurtures Creator confidence in beef. This past year, the WSBC hosted two in-person Creator Cook-Along Events, *Cast Iron Cooking* and *Girls Who Grill*, hosting **31 female attendees and extending the educational reach to over 190,000 followers in real time** through the content shared during the events. Each event paired Content Creators with culinary experts, like @SeattleButchersWife, to grow their confidence in the kitchen and beef-specific skill set. *Cast Iron Cooking* focused on mastering the techniques of creating the perfect sizzle with classic cast iron skillets, while *Girls Who Grill* boosted grilling fundamentals and confidence over the flames.

These hands-on events make sure that these consumer thought influencers leave with real skills and firsthand experience they can translate into authentic beef-centered content. Just as importantly, the events generate genuine relationships with the Creators who help tell beef's story as beef advocates who feel confident, connected, and invested in cooking with beef.

**18 EVENT GRID POSTS**

**2.5 MILLION FOLLOWERS**

## A WASHINGTON RAISED & GROWN ROAD TRIP

**Partnering with the Washington Potato, Dairy and Wine Commissions**, the WSBC hosted an educational, and delicious, agriculture experience for a small, elite group of social media Content Creators in Eastern Washington last year.

Visiting operations from the Kittitas to Yakima valleys, the group met animal agriculture up close and personal with tours at a cow-calf ranch and beef feedyard, then a dairy farm. They then dug deeper into Washington agriculture, visiting potato fields, vineyards and wineries down the valley into the Tri-Cities. This immersive learning experience concluded in the kitchen, where the local ingredients they saw in production came together on their plates.

The power of this experience shined through the Creators' social lenses as they shared their experience with their followers **reaching over 318,000 consumers with the facts** about how some of Washington's most economically critical commodities are raised and grown - making the connection from farm to fork.




**168 STORIES & 8 GRID POSTS**

**318,000 FOLLOWERS**




## BEEF COUNTS IN WASHINGTON

For 16 years, Washington's Beef Community has made it a priority to address the need for high-quality protein in local food banks. The Beef Community's commitment to feeding the world, starting with our own neighbors, is making a meaningful difference across rural Washington. And local media is taking notice. Last year, **Beef Counts media coverage and advertising garnered 6,852,744 consumer impressions** sharing the story of our Community's commitment to nourishing our neighbors in need. In partnership with Second Harvest, and annual donor Agri Beef Co., beef producers from across the state came together to make nutrient-dense meals possible for nearly 31,500 families through community distribution events and the Mobile Market truck network serving 126 communities across Eastern Washington.

**126**
**MOBILE MARKETS**
Beef was delivered to communities across Washington on 126 Mobile Market trucks.

**31,500**
**FAMILIES FED**
Families in 21 counties across WA received beef through Beef Counts last year.

**3,000,000**
**POUNDS OF BEEF**
Since 2010, more than 3 million pounds of beef has been distributed by food bank partners.

**6,400**
**VOLUNTEER HOURS**
State-wide and year-round, beef producers have volunteered to fill boxes and feed families.



**10.27 MILLION WA E-COMMERCE AD IMPRESSIONS**

**$22 MILLION WA BEEF PURCHASES**

**65% OF WA CONSUMERS AGREE BEEF FITS THEIR FAMILY BUDGET**

## E-COMMERCE CAMPAIGNS SPARK SALES

A nation-wide coordinated retail e-commerce campaign with one of America's largest grocery stores ignited **$108.3 million in attributable beef sales nationally** last spring. This number represents the beef purchases of every household that was served a nationally-funded *Beef. It's What's For Dinner.* ad, and in-turn purchased beef in-store or online within a 14-day window. In Washington specifically, this national retail partner reported delivering 6.7 million ad impressions to Washington consumers and tracked $12.3 million in traceable/attributable beef sales. These sales resulted in **$615 to $1 ratio in attributable beef sales to ad dollars invested in Washington State**.

A smaller regional retail e-commerce partnership coordinated between the Washington and Idaho Beef Checkoffs sparked similar scaled results. Consumer impressions of 3.57 million in just six weeks, garnered **$9.69 million in attributable beef sales resulting in a $172 return on ad spend**.

With beef supplies tight and prices high at retail, consumer demand for beef does not appear to be waning. But for price-sensitive consumers, e-commerce efforts such as these keep the choice of beef top of mind and encourage consumers to keep up their habits of weekly beef purchases.

## U.S. MEAT EXPORT FEDERATION: THE PACIFIC NORTHWEST INITIATIVE

In 2025, the leading export markets for U.S. Beef, by volume, included Japan, South Korea, Mexico, and China. And while **South Korea surged to the top value market**, Japan remains critical as the second-largest market by export value. Despite elevated beef prices and challenging economic conditions, demand for U.S. Beef remained steady last year, making **Japan the largest volume market for U.S. Beef exports**.

During FY 2025-26, the Oregon Beef Council, Idaho Beef Council, and Washington State Beef Commission partnered to support four promotions with key Japanese retail partners through the Pacific Northwest Initiative. These programs were designed to strengthen U.S. Beef positioning, increase consumer awareness, and drive sales growth within Japan's competitive retail landscape. Additionally, the WSBC invested in several more foodservice promotions, the American Beef Seminar at the Koen Culinary Institute, and a retail chilled beef promotion in South Korea - further amplifying the work of the U.S. Meat Export Federation as a contractor to the National Beef Checkoff.



# Fueling Beef Nutrition Education

## HEALTH PROFESSIONAL TOOLKITS

The WSBC continues to prioritize health professional education, equipping the medical community with the science and tools to advise their patients confidently about beef's role in a healthy diet for all ages and stages of life. Last year, **440 medical doctors in Washington received educational toolkits** based on Beef Checkoff-funded nutrition research.

After receiving an educational toolkit from the WSBC, **81% of doctors reported feeling more knowledgeable about beef as a high-quality protein** and 88% felt better equipped to translate protein science into practical, everyday guidance for their patients. This year's toolkits spotlighted Heart-Healthy Beef, Beef's Role in Adolescent Development and Beef as a High-Quality Protein Choice for GLP-1 Patients. When it comes to nutrition, beef being a healthy choice is one of the top five reasons consumers choose to include beef in their diet.




**72%** **OF HEALTH PROFESSIONALS WILL RECOMMEND EATING MORE BEEF TO THEIR PATIENTS AFTER RECEIVING A TOOLKIT.**




## FUELING COMPETITION & THE CLASSROOM

The *Sports Nutrition Game Plan* is a free resource for Washington's middle and high school athletic directors, coaches, parents, and student athletes. Designed to enhance the performance of students in their classrooms and competitions by fueling with beef. Based on Beef Checkoff-funded nutrition research and composed by certified sports dietitians and the Texas Beef Council, the *Sports Nutrition Game Plan* translates sports nutrition research into practical education, tools, resources, and recipes designed specifically to meet the needs of young athletes.

The WSBC partnered with the Washington Interscholastic Activities Association (WIAA) again last year to promote the *Sports Nutrition Game Plan* by sponsoring educational speakers at athletic director meetings and through the virtual Coaches School continuing education portal, **educating a total of 1,654 coaches this summer**. Promotion of the program through digital platforms resulted in **over 12 million mixed media impressions among Washington's student athletes, their parents and coaches**.

**1,654 COACHES SCHOOL ATTENDEES**

**244 SCHOOLS USING GAME PLAN RESOURCES**

# FY 2025-26 Audited Financial Report

## THE WASHINGTON BEEF CHECKOFF

Your $3.00 Washington Beef Checkoff assessment is collected every time a bovine is sold in Washington State, in alignment with RCW 16.67. Fifty cents is remitted to the Cattlemen's Beef Board (CBB) to fund national beef promotion, research and education programs, and the balance is retained by the WSBC to fund your local programs and promotions. A network of Designated Collecting Points, including auction markets and packer/processors, collect and remit the Beef Checkoff to the WSBC at the time of sale. Washington State Department of Agriculture Brand Inspectors collect the Beef Checkoff from individual producers, dealers and order buyers, at special sales, and when cattle enter feedyards. The state's packer/processors collect primarily from cattle feeders upon sale prior to processing, as well as on imported cattle bound for slaughter.

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

LEARN MORE

## FY 2025-26 REVENUE REPORT

During Fiscal Year 2025-26, packer/processors remitted 49% of Beef Checkoff collections in Washington State, primarily from purchases from cattle feeders and imported cattle bound for slaughter. Individual remittances, collected primarily by WSDA Brand Inspectors, represented 36% of collections, and auction markets collected 15%.

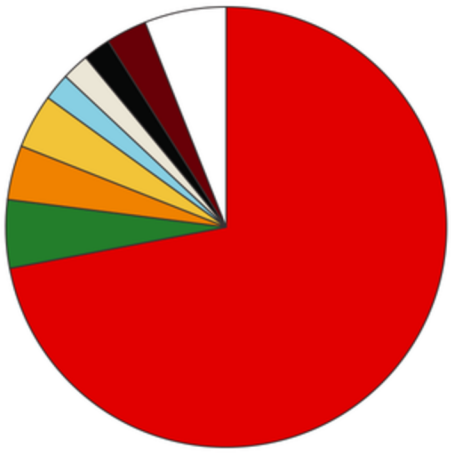
Remittance from importers, collected primarily by packer/processors, contributed 3% of local Beef Checkoff revenue. Importers are required to pay the Federal $1.00 Beef Checkoff at the U.S. Border when live cattle or boxed beef enter the U.S. and those funds are remitted directly to the CBB. Upon the sale of those imported cattle in Washington to a producer or packer, the Washington $3.00 Beef Checkoff is also collected and remitted to the WSBC.

## Fiscal Year 2025-26 Audited Financial Statements

| | |
|---|---|
| NET REVENUES | $ 2,686,330 |
| PROGRAM EXPENSES | $ 2,541,731 |
| ADMINISTRATION | $ 169,200 |
| OPERATIONAL RESERVE* | $ 773,439 |

*WSBC Policy 3030P, as advised by CBB and WSDA, requires maintenance of an Operational Reserve Fund.

## Fiscal Year 2025-26 Beef Checkoff Program Investments



- 72% Promotion
- 5% Industry Information
- 4% Foreign Marketing
- 4% Consumer Information
- 2% Producer Communications
- 2% Research
- 2% Federation of SBC
- 3% Collection & Compliance
- 6% Administration

# Connect with us.

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253-625-3770 • wsbc@wabeef.org • www.wabeef.org













The WSBC has a variety of printed and digital resources for your website, community, business, schools and events.

**CONTACT US TO ORDER AT WSBC@WABEEF.ORG**