

# COLORADO BEEF COUNCIL

## 2024-25 ANNUAL REPORT



### 2024-2025 Board of Directors

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Meghann Blach  
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The Colorado Beef Council connects farmers and ranchers with consumers, enhancing trust and confidence in the multiple advantages of beef.



[www.cobeeff.com](http://www.cobeeff.com)



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# 2024-2025 Goals

Strengthen Processes to Assure Effective and Efficient Operations

Improve Producer and Stakeholder Engagement to Grow Support for the Beef Checkoff

Leverage Producer Investment to Execute High-Quality, Impactful Programs that Enhance Consumer Trust and Deliver Return for Investors



## Strategic Priorities

### GROW CONSUMER TRUST

Activities that: educate consumers and health professionals about beef and beef production; collaborate with all partners, telling the positive story of beef production; share the positive sustainable nutrition messages; communicates about the importance of food safety of beef; communicates to consumers and supply chain decision makers about the benefits of animal care programs like BQA and their impact on animal well-being.

### PROMOTE AND CAPITALIZE THE MULTIPLE ADVANTAGES OF BEEF

Activities that: promote the role of beef in a healthy and sustainable diet; cultivate collaborative promotion partnerships; address the consumer's price/value concerns; focuses on the positive eating experience of beef; promote underutilized beef cuts; positively engage in the sustainable nutrition conversation and beef's key role in responsibly feeding people.

### SUPPORT INTERNATIONAL MARKETING

Activities that: promote US beef in foreign markets; identifies high-potential markets and invest in product innovation, research, marketing and education programs that leverage the unique attributes of US beef and beef variety meats.

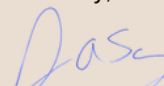
Fellow cattlemen, producers, processors, and consumers:

2024-2025 was a challenging, inspiring, and rewarding year for the Colorado Beef Council. As we build demand for beef in Colorado, the U.S., and globally, we're proud to share our annual report, highlighting the results of our work, made possible by your Beef Check Off funds. Firstly, I want to thank the hardworking staff, whose efforts after our 2024 reorganization have

greatly improved our efficiency and content creation, focusing on three priorities: Growing Consumer Trust, Promoting Beef Benefits, and Supporting International Markets. Despite a shrinking herd and limited budget, we are energized about programs in FY 2025/2026 to increase demand for safe, nutritious beef. It's an honor to represent Colorado's Beef

## From the Chair

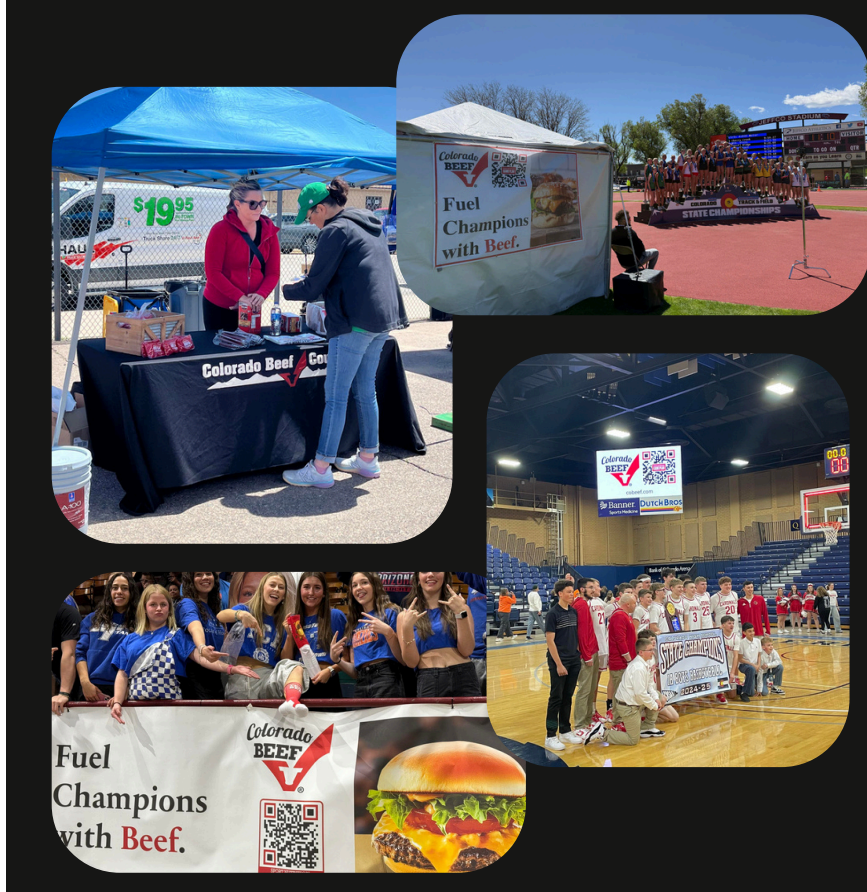
Farmers and Ranchers and work with the passionate members of the Colorado Beef Council. We welcome input from producers—please stay involved, and thank you for trusting us to serve the industry. Sincerely,

  
John A. Scanga, Ph.D., Chairman

# PROMOTION

## Colorado Beef Council and CHSAA Join Forces!

The Colorado Beef Council partnered with the Colorado High School Activities Association (CHSAA) throughout the year to highlight beef nutrition through the Sports Nutrition Game Plan. This innovative program equips high school athletes, parents, and coaches with practical, science-based nutrition guidance to support athletic performance and overall health. Delivered through webinars and in-person engagement at state wrestling, basketball, and track championships, the partnership reinforced beef's role as a powerful nutrient-dense food for student-athletes. Through this collaboration, the Colorado Beef Council continues to strengthen the connection between beef, performance, and smart nutrition choices.



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## Big Box Campaigns Score Big!

Through partnerships with major Colorado retailers as part of the national Beef. It's What's for Dinner. campaign, the Colorado Beef Council executed in-store and digital promotions generating strong engagement and sales impact. Campaigns delivered more than 2.6 million impressions and over \$6.6 million in attributable beef sales, with returns ranging from \$250 to \$535 for every dollar invested.

**2.6 million**

impressions

**\$6.6 million**

attributable beef sales

## Reaching Chefs with Beef Education



La Cumbre 2025, hosted by the Hispanic Restaurant Association, brought together more than 150 chefs, restaurateurs, and industry leaders for hands-on learning, beef butchery demonstrations, and discussions on innovation and local sourcing—strengthening partnerships across the food and agriculture community.

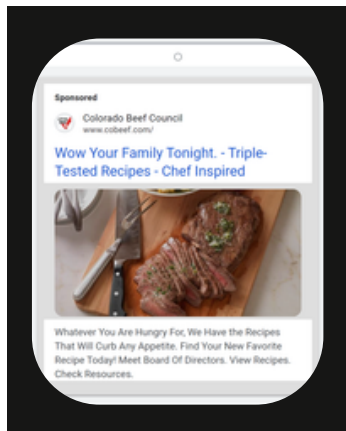
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# ADVERTISING & SOCIAL MEDIA



## Connected TV & Streaming

Connected TV advertising reached engaged consumers with motivating beef messages across major streaming platforms, including Hulu, HBO Max, Paramount+, Disney+, and Fox. The campaign generated more than 798,000 video views, reinforcing beef purchase intent while viewers watched their favorite content.



## Google Display Ads

A digital display campaign placed motivating beef messages across premium websites, generating more than 66,000 clicks to BIWFD.com and COBeef.com and driving strong consumer engagement. Top placements included Fox News, Weather.com, ESPN, Denver7, Forbes, WebMD, CNN, KDVR, and CBS Sports.



## YouTube

A year-round YouTube campaign maintained consistent market presence during key beef seasons, including tailgating, holidays, and grilling. The campaign generated more than 1.2 million video views and achieved an average view rate exceeding 50%, demonstrating strong audience engagement.

### Performance:

**7 million**

Total Impressions

**1.96 million**

Total video views

**78,500**

Total clicks

## Radio & Podcasting

Targeting both consumer radio and farm radio the Colorado Beef Council reached Coloradoans all over the state. New in 2025 podcast ads were run on the iHeart Media platform and were tagged with pixels to serve a listener with an ad later after they had listened to the ad.

# NUTRITION

## Building Strong Foundations: Beef in Adolescent Nutrition

The Colorado Beef Council distributed 361 science-based adolescent nutrition toolkits to physicians statewide, highlighting beef as a nutrient-dense option for growth and active lifestyles.



**63%** increase in the likelihood of medical professionals recommending beef to their patients

**11%** boost in medical professionals' attitudes towards beef

## From Pasture to Plate: Nutrition Experts Explore Colorado Beef Production

Each year, dietetic interns participate in a hands-on day exploring cattle production, beef nutrition, and culinary applications—equipping future RDNs with practical, science-based knowledge.



In July, the Colorado Beef Council hosted Colorado School Nutrition Association members for a pre-convention farm tour, providing insights into the beef industry while strengthening relationships and supporting continued partnership in school nutrition programs.

## Nurse Practitioners Engaged at National Symposium

The Colorado Beef Council participated for the seventh year in the National Nurse Practitioners Symposium in Keystone, connecting with hundreds of healthcare professionals. A session led by Dr. Nina Crowley and Monica Reinagel highlighted lean beef's role in supporting patients using GLP-1 medications. The event strengthened relationships and reinforced beef's place in evidence-based nutrition.



# EDUCATION

## Beef Grant for Schools

Launched in 2001, the Beef Grant for Schools supports beef use in Colorado high school FCS and ProStart programs, reinforcing lessons on selection, preparation, and nutrition.

**77 schools**

**Nearly 15,000 students**



## On the Farm STEM: Professional Development for Educators



The Colorado Beef Council partnered with Colorado Agriculture in the Classroom to deliver the On the Farm STEM program, equipping teachers with hands-on lessons highlighting Colorado's beef industry and modern agricultural innovation.

## Cattle, Corn & Courage - Ag Literacy Project

The 2025 Ag Literacy Project was the story of Dr John Matsushima and his journey raising cattle in 4-H and FFA to becoming a legendary scientist in beef cattle nutrition inventing steam flaked corn. Each student received a beef stick for the tasting portion of the project and

**47,000 students**

corn to steam flake in their classroom.



# PRODUCER COMMUNICATION & EDUCATION

## Colorado BQA & Transportation

Colorado’s Beef Quality Assurance (BQA) program grew in FY2024–25, with more than 700 producers and employees certified or recertified, bringing the statewide total to over 2,100 active certifications. BQA Transportation also expanded to 700+ certified haulers, supported by in-person, online, and continuing education opportunities.



**Over 700 certified for transportation**



## Colorado Local Directory Grows

The Colorado Beef Council’s Local Beef Directory connects consumers with Colorado ranchers and local sellers, making it easy to purchase locally raised beef while strengthening trust in Colorado agriculture. Over 160 beef producers have listed their businesses in the directory.

# INTERNATIONAL MARKETING

In FY2025, the Colorado Beef Council supported U.S. Meat Export Federation efforts to expand U.S. beef demand in South Korea, a key export market. Despite global challenges, exports increased 8% in volume and 9% in value to \$1.55 billion. Targeted digital promotions across leading e-commerce platforms boosted online sales and reinforced U.S. beef’s strong position in the Korean retail and foodservice sectors.



**8%**  
Increase in volume



**9%**  
Increase in value



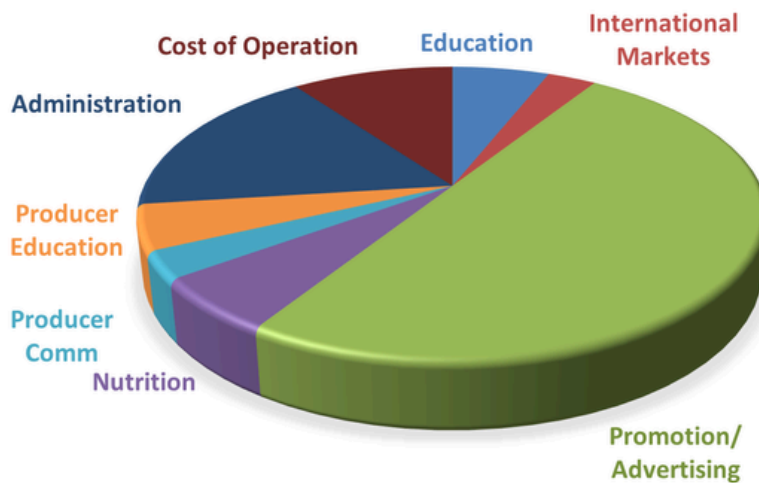
**\$1.55 billion**  
Exports to South Korea

# FINANCIAL STATEMENTS

Fiscal year 2024-2025

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## EXPENSES



### Income

Checkoff Receipts.....	\$3,605,294
Interest Income.....	\$4,825
Investment Income.....	\$68,240
<b>Total Income.....</b>	<b>\$3,678,359</b>

### Direct Costs

Cattlemen's Beef Board.....	(\$1,378,173)
Return to State of Origin.....	(\$849,139)
3% Inspection Fee.....	(\$84,983)
<b>Total Direct Costs.....</b>	<b>(\$2,312,295)</b>

**Gross Income..... \$1,366,064**

### Expenses

Education.....	\$79,518
International Marketing.....	\$45,099
Promotion/Advertising.....	\$706,099
Nutrition.....	\$82,810
Producer Comm.....	\$40,722
Producer Education.....	\$72,912
Administration.....	\$242,369
Cost of Operation.....	\$146,601
<b>Total Expenses.....</b>	<b>\$1,416,130</b>

**Net Income (Loss)..... (\$50,066)**



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