



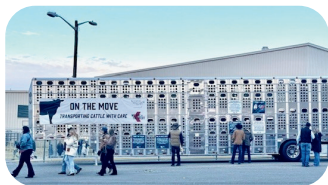
2025-2026 HIGHLIGHTS

EDUCATION

707 classrooms and over 15,000 students were supported by the Colorado Beef Grant to learn to cook beef in their Family & Consumer Science classes



National Western Stock Show activities reached the over 700,000 attendees with educational and marketing messages. New in 2026 was a cattle truck to explore and learn about transportation



ADVERTISING

PODCASTING - iHeart Media & Spotify

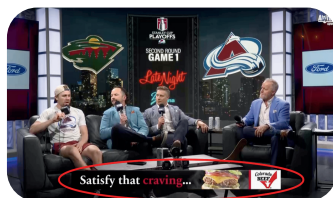
ALTITUDE TV - Avalanche playoffs

CTV / STREAMING - 1.7M impressions

YOU TUBE - 2.96M impressions

BROADCAST - Broncos, Rockies, KOSI
KYGO, KXXL, KIMN, KKSE, KOA

BEST BURGER CONTEST DURING BEEF MONTH



PROMOTION



Downtown Denver was home to the inaugural Beef Festival in August 2026. Attendees met ranchers, enjoyed interactive cooking demonstrations and mouthwatering beef dishes prepared by talented chefs.

Girls Who Grill gathered women from the Denver metro area to learn essential grilling techniques in a hands-on event designed to make summer cooking both fun and approachable.



Beef: A+ meal choice.
Make every table a great one.

Partnering with big box retailers can bring in big returns. Using both in-store and digital promotions, an extra \$862,000 of beef was sold during the promotion reaching almost 97,000 households.

NUTRITION



Reached over 300 physicians and nurse practitioners and 15,000 patients with the optimizing protein toolkits and patient resources

Connected with 125+ dietitians and dietetic interns to share current research on recommendations on beef's role in healthy eating patterns

Achieved an audience reach of 220,677 through CHSAA state championship activations, promoting the Sports Nutrition Game Plan and delivering performance nutrition messaging to student-athletes, families, coaches and fans.

PRODUCER EDUCATION

CONGRATULATIONS

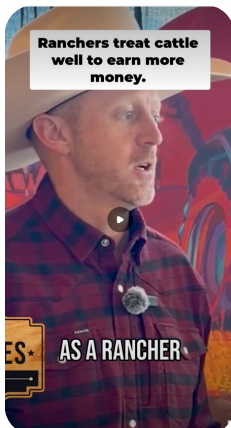


ORDWAY CATTLE FEEDERS

FOR RECEIVING THE 2026 NATIONAL BQA FEEDYARD AWARD!!

Beef Quality Assurance (BQA) continues to share best practices with beef producers, employees, and transporters. Everyone plays a role in quality.

Ordway Cattle Feeders received the 2026 National BQA Feedyard award. An important part of Ordway Cattle Feeders' culture includes day-to-day animal care and handling.



SOCIAL MEDIA

FY2025-26

9M Views



29K Visits +308%

111K Content Interactions +250%

FOLLOW ALONG:



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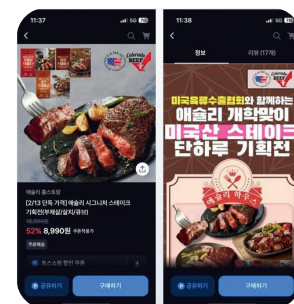
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INTERNATIONAL MARKETING



The Colorado Beef Council supported beef promotions in South Korea capitalizing on e-commerce sales for online food and beverages.

In 2025, 270,606 metric tons of Beef Variety Meats were exported in 2025 - including beef tongue, liver, kidney, intestine and others.

MISSION: THE COLORADO BEEF COUNCIL CONNECTS BEEF FARMERS AND RANCHERS WITH CONSUMERS ENHANCING TRUST AND CONFIDENCE IN THE MULTIPLE ADVANTAGES OF BEEF