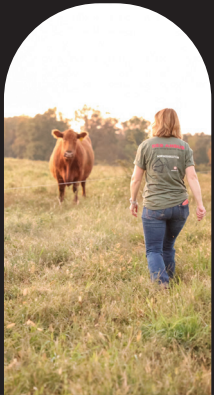


# 2025



# Pennsylvania Beef Council Annual Report



## Consumer Outreach



### BEEF. IT'S WHAT'S FOR DINNER. TEAMED UP WITH LITTLE LEAGUE®

The Pennsylvania Beef Council (PBC), in partnership with *Beef. It's What's For Dinner.* and the National Cattlemen's Beef Association, a contractor to the Beef Checkoff, expanded its presence

at the Little League World Series through billboard activations, targeted social promotion, and on-site engagement. Four billboards along Rt. 22 and at Harrisburg International Airport generated nearly 1 million impressions. PBC's nutrition partners appeared on Good Day PA and PHL 17 to highlight beef's role in a healthy diet, and registered dietitian Sarah Schlichter amplified messaging through social media and a podcast. PBC staff and Pennsylvania beef producers participated in a special player meal for more than 240 athletes during the Little League Baseball® World Series.

1.41%—more than double industry averages. For every dollar spent, PBC reached 72 consumers, demonstrating a strong return on investment and sustained digital engagement.

## Retail & Foodservice Outreach



### MCDONALD'S TOUR CONNECTS PRODUCERS TO INDUSTRY LEADERS

PBC engaged McDonald's owner/operators from Central and Western Pennsylvania during a March farm tour highlighting the company's purchase of 19,350,000 pounds of Pennsylvania

beef annually. The event, hosted at the Hunsberger Farm, offered participants an up-close look at cattle care, beef production practices, and farm-to-plate connections in celebration of National Agriculture Month. Media coverage amplified the value of local producers' role in supporting the McDonald's supply chain.



### INTERACTIVE BEEF DISPLAY EARNS "BEST COMMERCIAL VENDOR"

The 109th Pennsylvania Farm Show welcomed 500,000 visitors, offering PBC a major platform to share beef's sustainability story through an award-winning interactive booth. Attendees—

including Gov. Josh Shapiro—engaged with hands-on displays, sustainability videos, and a popular by-products sensory station. The booth earned the 2025 Best Commercial Vendor Display award. Beef and Veal Day, held on Jan. 4, featured cooking demonstrations at the PA Preferred® Culinary Connection Stage and concluded with the Thermador Chefs Challenge.

## Veal Outreach



### BEEF AND VEAL DAY HIGHLIGHTS CULINARY EXCELLENCE

Beef and Veal Day was celebrated on Saturday, Jan. 4, at the PA Preferred® Culinary Connection Stage with a

full lineup of engaging cooking demonstrations featuring both beef and veal. The event culminated in the Thermador Chefs Challenge, an "Iron Chef"-style cook-off showcasing local chefs Kristina Wisneski of Pure Roots Provisions and Bridget Callahan of SAVONA, joined by regional TV media personalities. The competition drew strong consumer interest and helped with spotlight veal's versatility, flavor, and role in Pennsylvania's culinary landscape.

## Digital Outreach



### 2060 DIGITAL REACHES CONSUMERS WITH TARGETED CONTENT

PBC partnered again with 2060 Digital to deliver high-impact marketing across Facebook, Instagram, Pinterest, TikTok, and email, generating 7.5 million impressions. Social ads drove

40% of total website traffic and achieved a click-through rate of

## Nutrition Outreach



### CULINARY EXPERIENCE AND EDUCATION FOR PA RDs

At the PA Academy of Nutrition and Dietetics (PAND) annual continuing education conference, cookbook author and registered dietitian, Deanna Segrave-Daly led a hands-on culinary workshop on sustainable

Mediterranean-style eating with beef, guiding 35 dietitian attendees through an engaging cook-along experience. PBC staff registered dietitian Beth Stark, RDN, LDN also exhibited at the conference and engaged with approximately 50 attendees, providing nutrition resources and discussing beef's role in healthy eating patterns. The relationship with PAND has been growing for years, and they continue to remain a supportive partner of our programming efforts to reach membership.

## Educator Youth Outreach



**PA BEEF TO PA SCHOOLS EXPANDS LOCAL IMPACT**  
Now in its third year, the PA Beef to PA Schools Program reached 120 districts—nearly 25% statewide—and connected 220,000 students with over 133,000 lbs. of locally sourced beef.

The program strengthens relationships between school foodservice directors and local beef producers, helping increase access to nutritious, high-quality protein in Pennsylvania cafeterias.

## PA Beef Foundation



**BEEFING UP BACKPACKS LAUNCHES TO SUPPORT WEEKEND MEALS**  
The PA Beef Foundation, a newly established 501(c)(3), launched the Beefing Up Backpacks program in January 2025 to increase access to high-quality protein for food-insecure children across Pennsylvania. This

initiative produced 60,000 beef sticks to support weekend backpack programs, reaching 9,500 youth across 17 counties. With animal protein currently accounting for less than 2% of backpack contents, the program aims to fill a critical nutritional gap by delivering shelf-stable, protein-rich beef sticks to families in need. The effort relies on strong community partnerships and donor support to expand its impact statewide.

## Producer Education Outreach



**BIOSECURITY WORKSHOPS STRENGTHEN PRODUCER READINESS**  
PBC's series of Intensive Biosecurity Workshops in New York and PA brought together 53 producers managing more than 26,403 cattle across the two states. Participants

received training on disease transmission, sanitation, livestock movement, visitor policies, traceability, and emergency response. Each producer left with a customized biosecurity plan and toolkit to implement on their operation. Survey data and participant feedback demonstrate measurable improvements in both biosecurity knowledge and plan completeness. Following the program, with the help of the Center for Beef Excellence, the PA Beef Council will promote and open a grant to support the implementation of biosecurity practices for producers in the spring of 2026.

## PENNSYLVANIA BEEF COUNCIL FINANCIALS

FOR THE YEAR ENDING SEPTEMBER 30, 2025

PA Net Checkoff Collections	343,052
Contracts, Interest, Other income	<u>2,690,127</u>
	3,033,179
Consumer Trust	
Influencer Outreach	5,329
Health Outreach	10,920
PA Beef to PA Schools	11,076
Promote & Capitalize	
Digital Outreach	6,166
Channel Outreach	4,605
Consumer Outreach	9,165
Veal Promotion and Outreach	3,344
Beef and Veal in the Classroom	3,997
Checkoff Collaboration & Federation Investment	30,332
Producer & Education	
Producer Communications	3,410
Beef Quality Assurance	22,041
Checkoff Mailer	<u>10,000</u>
Total Program Coordination	120,385
Total Contract Services	2,742,055
Net Administrative Costs	82,592
Unrestricted Expenses	-
Total Expenses	<u>2,945,032</u>
Excess Rev over Expenses	<u>88,147</u>

## A YEAR IN REVIEW SNAPSHOT OF PRODUCER TRAININGS



**1484+**

INDIVIDUALS REACHED DURING INDUSTRY OUTREACH Trainings, workshops and programs ranged from virtual webinars to online interactive programs to in-person BQA Chute Side events. All with a platform for BQA.

**45**

IN-PERSON EVENTS

PA Producers had 8 opportunities for in-person BQA Certification and 27 opportunities to recertify during in-person educational opportunities. These took place in 21 unique counties, maximizing the visibility of the BQA program. Other events included Biosecurity Workshops, industry education programs and other industry events.

**7,600**

PRODUCERS IN THE PA BQA DATABASE

These producers have access to PA Beef program news and receive monthly emails from the PA Beef Council and other beef industry groups.