

# FY2025

## Missouri Beef Industry Council (MBIC) Annual Report

### Our Vision

A strong and viable beef industry in Missouri.

### Our Mission

To improve the demand for beef.

### Our Priority

Promote and strengthen beef's value proposition. Grow consumer trust in beef and beef production. Protect and enhance the business climate for beef. Drive growth in beef exports.

## Beef Promotion

### "Making the Cut" on KRCG13

The "Making the Cut" segments air on KRCG13 (a New Bloomfield, MO, CBS affiliate) to their audiences on the second Thursday of each month, reaching over **80,000** impressions in FY25. The partnership also featured digital streaming ads, email marketing blasts, social media posts, and website banner ads. Through these additional forms of media, the partnership reached more than **4.2 million** consumers across the state.

### Chief's Radio Network

Beef messaging airs live each week with a :30 pregame ad, :15 post game ad, and the Missouri Beef "Big Defensive Play of the Game" feature during each of the pre- and regular season games. In addition to the live plays that air to **1 million** listeners across the 13 state listener area, content is repurposed for use on the Audacy.com Network and garners an additional **200,000** impressions online.

### May is Beef Month

Governor Mike Kehoe proclaimed May is Beef Month in the Governor's Office on April 28. The Governor recognized not only beef farmers and ranchers across the state, but also the importance of food service and retailers highlighting beef to consumers.

## Producer Outreach & Education

### Beef Quality Assurance In-Person Trainings

Beef Quality Assurance (BQA) in-person trainings are being offered in Missouri once again thanks to a partnership between MBIC and the University of Missouri - Extension. A total of **13** certification trainings were held throughout FY25, including an action-packed Stockmanship & Stewardship event that brought **182** producers together from across North America.

### Meetings and Events

Local producer meetings, banquets, and livestock barns were visited throughout the year, developing strong relationships with cattle producers and organizations responsible for Checkoff contribution. Educational and promotion items about the Checkoff were distributed at all stops. Over **30** meetings, activities, and events with producers were attended in FY25 by staff and board members.



# Your Dollar At Work

A breakdown of Missouri's Checkoff Dollar.

October 1, 2024 to September 30, 2025

## Research - 9%

\$134,152.00

## Producer Ed. & Advocacy Support - 13%

\$192,848.58

Includes funding for program partnerships such as:

- Beef Quality Assurance In-Person Trainings
- Beef Promotion Grants
- Beef Education Grants
- Educational Materials and Promotion Items

## Consumer Education - 25%

\$378,337.52

Includes funding for program partnerships such as:

- Ag Education on the Move
- Bass Pro Fitness Series
- Beef in the Classroom
- MO Beef Kids
- Missouri Academy of Nutrition & Dietetics

## Support Services - 9%

\$132,130.66

Includes funding for support of programs such as:

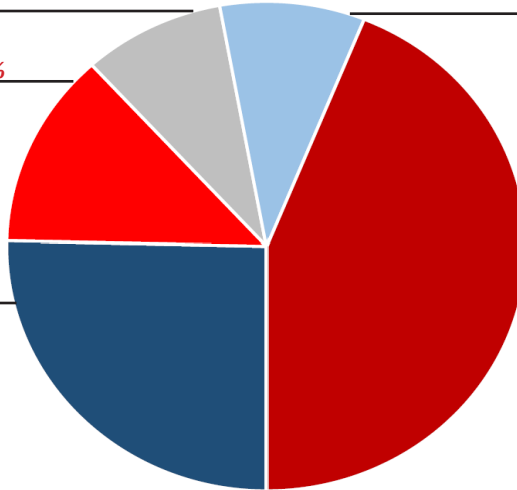
- Co-Funded National Projects
- Collections and Compliance
- Staff Expenses
- USMEF International Marketing

## Beef Promotion - 44%

\$655,052.64

Includes funding for program partnerships such as:

- Chiefs Radio Network
- KY3 "Beef Bites"
- Race to the Plate
- KRCG13 "Making the Cut"



## Consumer Outreach & Education

### Missouri Academy of Nutrition & Dietetics

MBIC continued a longstanding partnership with the Missouri Academy of Nutrition and Dietetics in FY25 to reach members of the nutrition community. The partnership included both in-person and online events as well as a new initiative that supported dietetic students and interns by reimbursing the cost of ingredients when their required educational demonstrations featured beef as the primary protein. This program strengthened connections with instructors and emerging professionals across the state while ensuring future nutrition leaders understand beef's benefits and versatility.

In total, the partnership connected Missouri's beef industry with nearly 1,000 consumers, including students, registered dietitians, medical professionals, and several interested guests.



### Bass Pro Fitness Series

Captilizing on several years of partnership, the Bass Pro Fitness Series serves as a cornerstone of beef being featured in the health and wellness community. From summer of 2024 through fall of 2025, over 34,000 consumers encountered beef health and nutrition messaging while partaking in Fitness Series running events.

Marathon Weekend, a premier race weekend comprised of four exciting races (5k, 10k, half marathon, and full marathon) and three challenging events drew in nearly 15,000 race enthusiasts from across the nation. This event, featuring an expo booth where staff interacted with runners and their families on a one-on-one basis, generates a significant impact as part of our partnership.

## Research

MBIC research funding for FY25 was allocated to two projects. The first project, conducted through the Federation of State Beef Councils, focuses on the anabolic response to beef vs. plant protein in aging adults. The other project, conducted through the University of Missouri, is a carbon balance analysis on tall fescue pastures in Missouri, with the goal of proving the beef consumption is the solution to consumer sustainability concerns.



Follow us @mobeefcouncil!

For a board member directory and staff listing, visit [mobeef.org](http://mobeef.org)



Funded by Beef Farmers and Ranchers