

SOUTH DAKOTA BEEF INDUSTRY COUNCIL

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LETTER FROM THE SDBIC PRESIDENT, GARY DEERING

South Dakota cattle producers, it is my honor to represent you as the South Dakota Beef Industry Council (SDBIC) President. Along with my parents Pat and Frankie, wife Jessica, and three boys, Porter, Shea and Dawson, I ranch along the Belle Fourche River in a community called Hereford.

It has been quite a journey since I was asked, and reluctantly accepted, in 2008 to represent the Stockgrowers, on the SDBIC. The SDBIC has given me the opportunity to meet many people, who may not always agree but share a goal of making South Dakota's cattle industry thrive. Whether it is our unique structure, our independence or good old South Dakota stubbornness, we have come up with many "outside the box" ideas that we are proud of. Our Build Your Base with Beef program started with 10 South Dakota high schools. It has grown to now include, 52 South Dakota high schools, several Olympic athletes, the Indoor Football League, seven of South Dakota's universities, as well as athletic programming in several other states.

About three years ago a strength coach with the national champion SDSU Jackrabbits told me recruits were asking him about Build Your Base, and it was a selling point for their football program! This strength coach, originally from Omaha, held no previous allegiance to the cattle industry and Brookings was the smallest town he had ever been to!

DeAnna Price, an Olympic hammer thrower, 2019 World champion, and holder of the second farthest hammer throw for women

in world history, has become a major beef advocate. After she broke a bone, doctors told her she would not compete in the Tokyo Olympics in 2021. On her next appointment, there wasn't a doctor that could explain her quick recovery, and told her she was eight weeks ahead of schedule! DeAnna competed in Tokyo, placed eighth, and tells everyone her recovery owes a great deal of the credit to her diet, which of course is based on beef. Just this year DeAnna went on to win the gold medal in the Pan American Games and smash the world record in the Weight Throw event!

The Build Your Base Program experienced so much growth we had to form a separate 501(c)(3) to handle the interest in beef and our program. To my knowledge no other state beef council has had to form a separate entity to handle the demand for a program. Go check out Beef Logic's websites, www.buildyourbase.org or www.beeflogicinc.org, for more information on the program. Stories such as these are among the many things I am proud to have been part of.

There are definitely mixed opinions on the Checkoff, I too have had questions. However, I'm proud our board and staff work hard to create quality programs and put dollars to good use, versus simply rubber-stamping a check. My children are the fifth generation to be part of our ranch. I owe a great deal to the generations before me and take nothing for granted. Like many reading this, I am invested and need this industry to prosper for my family's well-

being. Over the course of fifteen years on the SDBIC I have won and lost some debates, and have drawn a line in the sand on a few issues. I have also seen that when we can get 24 South Dakotans to agree on something we can do things that nobody else can even imagine!

I invite all producers to attend one of our quarterly meetings, check out our website at www.sdbeef.org, and please reach out to me at any time, to discuss your ideas, of how to build beef demand to make our industry better. ■



Gary Deering

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SOUTH DAKOTA BEEF INDUSTRY COUNCIL 2023 AUDITED FINANCIALS

REVENUE

- Checkoff Receipts – \$3,509,003.00
- Less State Boards – \$550,042.00
- Less National Boards – \$1,414,590.00
- Net Checkoff Revenue – \$1,544,371.00
- Interests/Other Receipts – \$9,704.00
- Total Net Revenue – \$1,554,075.00

EXPENSES

- Promotion/Education/Events – \$1,522,640.00
- Research Activities – \$155,662.00
- Total Program Services – \$1,678,302.00
- Supporting Services – \$274,721.00

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DrivingDemandForBeef.com/Subscribe.

EDUCATION

SDBIC continued to prioritize educating consumers about the importance of beef in a healthy lifestyle. The South Dakota Junior Beef Ambassador program expanded again to include 43 Junior Beef Ambassadors in the 2022-2023 cohort, including youth ages 5-18 from all corners of the state. The Jr. Beef program is intended to engage youth and prepare them to lead the beef industry into the future. They promoted beef at local community outreach events, state promotion events and in SDBIC social media campaigns.

Team Beef South Dakota exemplifies the importance of beef in a healthful lifestyle by engaging runners and bikers in beef promotion efforts at races across the state. During the 2023 season, 77 Team Beef members shared the story of beef and how it helps their athletic performance.

Beef Logic, Inc., a contractor to the SDBIC, had another successful year of growing the Build Your Base program. In 2022-2023 school year, the high school program had a direct reach of 4,877 athletes at 52 South Dakota schools. The indirect reach of the program was nearly 66,000 with 53,439 pre- and post-game beef meals served. Between those meals and beef jerky that was distributed, the program moved 22,919 lbs. of beef. The Build Your Base program was also implemented in six South Dakota universities with a direct reach of 2,275 athletes in South Dakota alone!

In addition to program implementation within the state, the Build Your Base program continues to grow regionally, nationally and worldwide through partnerships with other state beef councils, Midco Magazine, the Indoor Football League, the National Scholastic Athletic Foundation (NSAF) and three award-

winning Olympic athletes. Visit www.buildyourbase.org to learn more about the program and key athletic partnerships that feature beef as the premier protein. ■



A YEAR OF BEEF TRIUMPHS



The SDBIC has worked diligently to reach beef consumers and has established a significant presence at several large events throughout the state, including the Black Hills Stock Show + Rodeo Rapid City. Located in the Rodeo Zone, the Beef and Broncs Experience included daily live interviews on the beef stage, Chili Cookoff and video presentations. The highlight event of the week was the Beef and Wine tasting hosted by wine enthusiast Laurie Forster and South Dakota Chef, Clark Braun.

The 2023 Sturgis Motorcycle Rally again gave SDBIC a tremendous opportunity to promote beef to 617,000 Rally attendees from around the world. The SDBIC Beef Booth, restaurant and billboard signage encouraged attendees to choose beef.

The 2023 Sanford International PGA Tour Champions attracted 66,000 attendees and provided a fantastic opportunity for SDBIC and our partners at Beef Logic to share beef's story. "The Ranch" destination located next to hole 17 was a popular stop to enjoy yard games and learn about beef. Back by popular demand was the Beef BBQ Contest of Champions that brought some of South Dakota's best BBQ chefs to compete for bragging rights. This year's Beef BBQ Champions were Mr. Dude's BBQ, Ardell Veldkamp, matched with SDBIC Director, Eric Sumption. The People's Choice winners were 605 Barbecue Co., Zach Bauer, who was partnered with SDBIC Director, Marshall Edelman.

Other key promotion events throughout the year included the Cinch Playoffs PRCA Rodeo, several trips to the Stockyards Ag Experience in Sioux Falls, Beef Battle and Beef Bowl football games at numerous South Dakota universities, Back When They Bucked, Beef Night at the Sioux Falls Stampede, the Prime Time Gala, American Heart Association events in Sioux Falls and Rapid City, the Back Forty Beef Corn Maze, DakotaFest, the South Dakota State Fair and many more. ■

NUTRITION OUTREACH

Several speakers and events associated with evidence-based educational material on beef's nutritional value and information regarding the pasture-to-plate story were offered in person and online formats throughout the year. Events included Monument Health Cardiovascular Wellness Symposium, American Heart Association events in Sioux Falls and Rapid City, South Dakota Academy of Nutrition and

Dietetics, South Dakota Academy of Family Physicians, and the South Dakota School Food Service Association.

FACS, ProStart and Ag Beef programs were implemented into classrooms throughout the state. The FACS Beef program provided South Dakota high school and middle school Family and Consumer Science, ProStart, and Agriculture teachers the opportunity to expand their beef educational efforts through funds to

purchase beef and educational materials. The program is designed to help enhance classroom curriculum by providing information on beef cuts, preparation techniques, cooking and nutrition education along with funding to purchase beef for classroom hands-on purposes. This year, 50 classrooms benefited from the program and the hands-on education impacted more than 8,000 students in South Dakota. ■

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