

WEST VIRGINIA

BEEF

INDUSTRY COUNCIL

2026-2027 Marketing Plan

Overview:

The West Virginia Beef Industry Council is an organization whose mission is promote and advance the West Virginia beef industry through marketing, education and research. The WVBIC is funded by beef producers through the Beef Checkoff.

According the 2022 census of Agriculture, there are just over 10,000 cattle producers in West Virginia, and total cattle inventory is approximately 370,000 head. West Virginia currently ranks 34th nationally in beef cow inventory, and census data indicate around 200,000 head of cattle are marketed annually. From a national perspective, West Virginia has a relatively small beef industry, and thus the WVBIC budget is limited; therefore, the WVBIC must leverage limited assets and available Federation resources for the highest possible consumer impact and producer visibility.

During the prior fiscal year, WVBIC focused marketing efforts on building partnerships and developing relationships with key stakeholders. In the current fiscal year, WVBIC plans to expand upon these connections and focus on making the checkoff investment more visible to producers within the state.

Objectives:

1. Stakeholder Engagement—make checkoff dollars visible to producers
2. Leverage Federation investment through utilization of available resources
3. Invest available dollars in high impact, high return consumer education and outreach programs
4. Support producer education

Marketing and Promotion Investments:

1. Kentucky Beef Council—Social Media Management

The WVBIC will contract with the Kentucky Beef Council for social media management/engagement services. By engaging the KBC professional staff, we can deliver consistent, timely and professional content across our social media platforms, engaging both consumers and producers and growing our impact.

Objectives Met: 1,3

Measurables:

1. Social media metrics—increase in number of follows, shares, interactions, etc.

2. Southeast Regional Director of Nutrition

The WVBIC will employ the services of the Southeast Regional Director of Nutrition, a professional dietitian/nutritionist with the Kentucky Beef Council. The SRDN will work closely with the WVBIC Executive Director to engage the health services community in West Virginia through an e-newsletter, attend health professional meeting on behalf of the WVBIC and assist in coordinating the Nutrition Seminar Program in the state.

Objectives Met: 1,3

Measurables:

1. Number of meetings attended
2. Number of newsletter subscriptions
3. Number of nutrition/medical professionals educated

3. WVSSAC Corporate Partnership

The WVBIC will partner with the West Virginia Secondary Schools Activity Commission as the primary marketing effort for a three-year period. The WVSSAC is the state's sanctioning body for middle and high school sports. This partnership will make the WVBIC present in all 55 WV counties through messaging in all the states 124 high schools and over 250 middle schools. In addition, it will include on-site advertising and activation at 24 separate state championship events over 19 days and at four different locations. Primary emphasis will be on spring sports championships that occur during "Beef Month"; however,



messaging will be present during all sports championships. On-site advertising will include videoboard messages, PA announcements, video commercials and radio live reads. The 2026 softball and baseball championships had over 160,000 views alone. The WVBIC is excited to leverage this opportunity to both make the Checkoff investment visible to producers but also to reach consumers of all ages.

Objectives Met: 1,2,3

Measurables:

1. Social media metrics—increase in number of follows, shares, interactions, etc.
2. Digital metrics—number of ads produced, watches, listens, etc.

4. Beef Quality Assurance

The Beef Quality Assurance Program in WV is coordinated by the West Virginia University Extension Service. The WVBIC will support the delivery of BQA trainings throughout West Virginia through promotion, sponsorship and production of teaching materials. In addition, the WVBIC will promote BQA to producers through our livestock market network by providing signage and encouraging livestock markets to promote BQA principles to their customers.

Objectives Met: 1,4

Measurables:

1. Number of trainings supported
2. Number of producers certified/re-certified

5. Nutrition Seminar Program

The Federation of State Beef Councils will provide nationally credentialed nutrition and dietetics professionals to speak at professional meetings. The WVBIC plans to leverage our federation investment to have a speaker participate in at least one professional medical and/or nutrition/dietetics meetings across the state. Potential meetings include:

1. West Virginia Academy of Nutrition and Dietetics
2. West Virginia Osteopathic Medical Association Annual CME Conference
3. Health Care Leadership Summit—Joint Annual Meeting of the West Virginia State Medical Association and West Virginia Hospital Association



Participating in a meeting of health care and nutrition professionals will educate a high-impact group of individuals on the health benefits of beef in a balanced diet and encourage greater levels of beef consumption among their clients and patients.

Objectives Met: 2,3

Measurables:

1. Number of meetings attended
2. Number of nutrition/medical professionals educated

6. Promotional/Educational Materials

The WVBIC will invest in a variety of promotional and educational materials to promote beef consumption and further the BIWFD message in West Virginia. These include pamphlets, promotional items, and print materials to be distributed at various events (i.e. BQA trainings, WV Beef Expo, WV Small Farms Conference, WV Academy of Nutrition and Dietetics, WV State Fair, etc.). Specifically, the WVBIC will leverage our relationship with WV Farm Bureau to provide and distribute youth educational materials to elementary age youth through the Ag In The Classroom program and Mobile Ag Science Laboratory. This program reached 35 elementary schools in 22 counties during the 2024-2025 school year. Additionally, the WVBIC plans to utilize the Federation creative services to develop custom audio and video promotional pieces that will increase awareness of the WVBIC, educate consumers on beef safety and affordability and promote beef consumption.

Objectives Met: 1,2,3

Measurables:

1. Number of locations/events where materials distributed
2. Number of students provided with educational materials

7. Producer Education and Engagement

The WVBIC will dedicate resources to engage West Virginia producers and educate them about the checkoff, making the WVBIC and the checkoff more visible so producers understand how their investment is being utilized. The focus of this effort will be coordinating with our livestock markets and dealers, providing additional educational



materials, customizable buyer/load cards, etc. Additionally, WVBIC plans to host a Checkoff Academy in the current fiscal year.

Objectives Met: 1, 4

Measurables:

1. Checkoff Academy hosted
2. Number of educational materials requested/delivered

8. Program Sponsorship

The WVBIC will be visible to stakeholders and provide support to producer related meetings and functions to build the Beef Checkoff brand, address concerns and grow trust in the investment made during each transaction. Additionally, the WVBIC will be visible to consumers and become a trusted source for beef related information from conception to consumption by sponsoring events and coordinating producer advocates to attend. Examples could include the State Fair of West Virginia, state medical and nutrition association meetings, West Virginia Oil Marketers and Grocers Association. These events will also provide opportunities to distribute promotional/educational materials. The WVBIC plans to sponsor a minimum of three events for the fiscal year.

Objectives Met: 1,3

Measurables:

1. Number of events sponsored
2. Number of attendees

