



# IDAHO BEEF COUNCIL ANNUAL REPORT

Fiscal Year July 2020 – June 2021

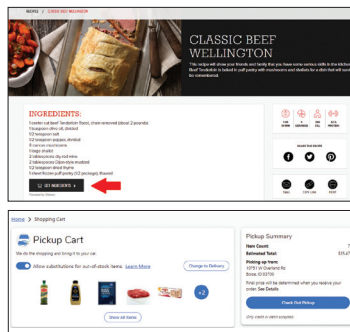
The Idaho Beef Council (IBC) is the producer-funded and industry-directed marketing arm of Idaho's beef industry. Funded by a \$1.50 per head assessment on the sale of cattle in Idaho, the IBC carries out beef promotion, research, and education on behalf of local beef producers. The checkoff program is authorized under state and federal law to implement programs that increase consumer demand for beef.

Communicate beef's value proposition and overcome misperceptions

Grow consumers' trust in beef and beef production

## DRIVING BEEF SALES AT RETAIL

For the holiday season, the IBC gave consumers an e-commerce shopping option with the Holiday Chicory Campaign to help consumers in Idaho add more beef to their online shopping carts through the click of a button. From early November through December, the campaign paired online ads with *Beef. It's What's For Dinner.* recipes and allowed shoppers to select and purchase ingredients from local retailers, including Kroger and Albertsons/Safeway. Based on the 280 orders sent to basket, an estimated \$15,651.55 in beef sales were realized. With a campaign investment of \$3,000 the return on ad spend was 521%. In addition to sales results, the campaign generated increased awareness with 279,593 consumer impressions and 529 content clicks to learn more.



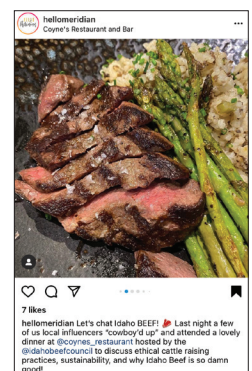
## BEEFING UP IDAHO MENUS TAKES INNOVATION

Sterling Rice Group (SRG) was contracted in Q4 as IBC's agency of record to leverage their expertise in market research and foodservice innovation. Robust research led to the development of a culinary platform and creative brief and a live prototype exploration involving the SRG culinary team and the IBC board of directors. They presented 22 concepts for tasting, each came with an ingredient list, beef cut recommendations and a recipe that included back-of-house preparation considerations for foodservice operators. This work established the foundation for FY22 where selected concepts are advancing with go-to-market strategies, resources and activities to engage operators, driving the goal of getting more beef on menus.



## COYNE'S RESTAURANT INFLUENCER EVENT

The IBC partnered with Coyne's Restaurant for the "The Steak Out Soiree" to educate local influencers on Idaho beef's sustainability story by promoting a video by Chef's Roll, one of the largest chef networks in the world. Five key influencers, whose content focuses on food and Idaho experiences, attended the event where they enjoyed a Butler Steak Risotto as ranchers educated them about Beef Quality Assurance certification and the role of the Beef Checkoff program. They also learned how quality beef is procured for restaurants and other foodservice categories and virtually toured the Brackett Ranch with 360-degree VR goggles. Afterwards they shared their new knowledge with 135,000 Idaho consumers and of those reached, 4,779 watched, liked and shared the video and posts.



## RESEARCH EMPOWERS PRODUCER SUCCESS AND TOP QUALITY BEEF

Dr. Gordon K. Murdoch, University of Idaho, conducted a research project titled, "Advanced Carcass Maturity: Developing an Understanding, Screening Method and Possible Solution."

The project investigated the link between carcass maturity and beef quality across the U.S. by testing whether specific genetic markers could be used to identify the potential for advanced maturity grades in beef cattle, especially heifers, when tested in a large (1400) population of A-, B-, and C- maturity carcasses.

Results concluded that certain genotypes are more susceptible to advanced skeletal maturity and validated three genetic tests that producers might be able to use in the future to indicate whether their cattle could show advanced skeletal maturity even when harvested at ages less than 30 months. The project also found that the overall likelihood of certain genotypes of beef cattle to have advanced skeletal maturity was affected by the potency of implants used in "at risk" genotypes identified by the tests. This provides a potential management strategy that producers could use in the future if their cattle were tested with the genotyping assays and were found to have a certain genotype that puts them at higher risk of advanced skeletal maturity.

Communicate the heritage and commitment to sustainability of Idaho's multi-generational family farms and ranches

Promote the attributes of Pacific Northwest beef in key export markets

### NY BLOGGER EVENT

The IBC collaborated with the New York Beef Council and delivered a blogger event to introduce New Yorkers to Idaho's beef industry and our state specialty, Idaho finger steaks. Central to the event was a hands-on cooking experience engaging 11 influential food and dietitian bloggers. The influencers took a guided virtual tour of an Idaho Ranch, owned, and operated by the Prescott Family where they learned about Idaho's ranching heritage and commitment to land stewardship.

Influencers shared the experience with their followers on Instagram (178,000), Facebook (677,000), Twitter (59,400). The story and recipes resonated with consumers generating 704 recipe post views, 322 story views, 3,733 video views, and thanks to 4,555 engagements (likes, shares and comments) a total of 30,939 individuals were reached.



Carry out special projects that lay the groundwork for growth in demand and industry profitability

### DATA MANAGEMENT AND PROCESSES EFFICIENCIES

As the beef industry faced economic uncertainty in an altered marketplace, the IBC pivoted to strategic initiatives that position the IBC and the beef industry to enhance beef sales, program effectiveness, and operational efficiencies.

In January 2021, a Request for Proposal including detailed system requirements for a custom database solution was developed and sent to 20 tech contractors. Ultimately, after extensive research and analysis, the iMIS application was identified as the most cost-effective platform to deliver contact management, robust communication functionality, and enhanced efficiency and compliance in Beef Checkoff administration. With selection complete, the system will be fully implemented in FY22.

### EXPORTS DROVE GROWTH FOR U.S. BEEF

To increase consumer demand for U.S. beef in Asian markets, the world's fastest growing middle class, the IBC funded promotional efforts that delivered beef to new markets, China and South Korea.

**WOWBEEF IN CHINA** – A series of holiday promotions included Snake River Farms (SRF) Wagyu and U.S. Angus cuts. During the campaigns, over 8,250 packages of U.S. beef products were sold, with sales amounting to approximately USD \$97,000. WOWPrime restaurant groups are also now showcasing U.S. beef brands such as JBS Aspen Ridge, SRF and others thanks to the success they experienced with the U.S. product.



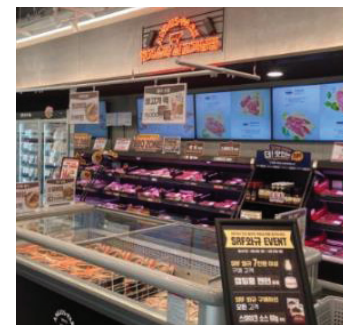
The IBC supported U.S. beef's participation in two "livestream" activities that highlighted U.S. beef's nutritive value for children, its delicious taste, and where consumers could find U.S. beef at retail. These events reached more than 1.46 million followers with 745,600 consumer views.

**SOUTH KOREA** – Driven by excellent retail demand in both traditional venues and e-commerce, Korea is the leading value market for U.S. beef in 2021. IBC support here focused on specialty retail chains, incorporating various promotional elements that push U.S. chilled beef, Prime grade beef, specific cuts and categories based on analysis of each store's needs.

In total, these promotions achieved a total of \$683,500 in sales and delivered a return on ad spend of 1,964%.



USMEF teamed up with Rivervalley to promote several packaged cuts including ribeye, boneless short rib, chuck short rib, inside skirt, chuck flap tail and petite tender.



Innovative purchase incentives advanced U.S. beef sales in important niche retailers to capitalize on COVID-19 shifts in consumption patterns favoring retail.

## FROM THE CHAIRMAN: A Look at Beef Markets and Programming with Idaho Beef Council Chairman, Bill Lickley



Bill Lickley  
FY21 Vice-Chair and FY22 Chairman  
Cow/Calf, Jerome, ID

As Chairman of the Idaho Beef Council (IBC) 2021-2022, it is my pleasure to share the year-end report with you. I am proud of the work IBC volunteers and staff accomplished to enhance beef demand. Despite the constantly changing landscape, we were able to leverage your Checkoff dollars in many meaningful ways. As an organization we've charted new strategic pathways, which gives me a great deal of optimism and excitement about the future.

In response to shifts in consumer food purchasing patterns paired with families spending more time at home and online, the IBC pivoted programming to maximize the reach and influence of beef messaging by leveraging social media influencers to amplify online consumer education and engagement. Significant audiences were also reached by advertising during critical television moments including the Summer Olympics in Tokyo. This report highlights several of the creative and impactful ways Checkoff programming shifted from large in-person activities to enriching and cost-effective consumer strategies that gave consumers new perspectives about how beef is raised in Idaho and the many ways beef contributes to a healthy lifestyle.

This past year the industry was affected both by pandemic concerns as well as the transition in priorities for the beef industry. The National Cattlemen's Beef Association (NCBA) finalized the 2021-2025 Long Range Plan, shifting some

priorities and strategies to building systems that strengthen and protect the beef industry now and into the future. We are strongly positioned to move forward in ways that will deliver on both fronts.

We will build trust in beef and beef production for Idaho's new consumers by telling YOUR story. While Idahoans have stronger beef consumption and positive perceptions of beef compared with national peers, we cannot lose sight of the fact that 1,000 people per week are moving here from larger metro areas who don't have the same understanding and appreciation of Idaho's beef industry. We will build demand for Idaho beef among our new neighbors by telling the story of IDAHO BEEF. RAISED RIGHT, HERE. This past year we launched a robust social media strategy reaching more than five million consumers and will continue to push hard to reach beef enthusiasts who may not connect the beef they love with the people that raise it.

We have a great board, who represent their segments well, and who come together to make thoughtful decisions on behalf of all producers who pay the Checkoff. The Beef Council takes spending Checkoff dollars very seriously and do not make funding decisions lightly and above all, we want producers to know where Checkoff funds are spent, and the returns achieved.

The IBC will continue to reach out through local livestock industry groups, Cattlemen's Beef Board's quarterly, "The Drive," and through print and broadcast media to keep you informed of the work we are doing on your behalf. The IBC looks forward to a great year ahead and I encourage you to stay connected by subscribing for updates on IDBeef.org/Cattlemen's Corner.



**JAPAN** – Expanding marketing efforts in Japan, Idaho finger steaks brought a taste of the Pacific Northwest through a locally produced recipe and how-to video presented by influencer Rika Yukimasa reaching 8 million consumers. In a separate initiative, Costco Wholesale Japan promoted an "American Beef Roadshow" event at seven outlets, driving 22 metric tons (MT) of sales. Another 200 MT in sales were achieved through promotional partnerships with four leading regional retailers in 248 outlets using point of sale materials and online banners with a sweepstake promotion.



## PACIFIC NORTHWEST INITIATIVE

**AEON**, Japan's largest retail group, promoted beef cuts from the Pacific Northwest, including Washington Beef, through in-store demonstrations to engage customers resulting in sales of 460 MT of U.S. beef during the promotional period (December - January).



**WUSATA Project:** Videos were created for the WUSATA Japan project and posted on YouTube, featuring beef as a part of two types of bento boxes. One included St. Helen's brand beef strip loin habanero and the other contained beef chuck tenderloin from Double R Ranch as finger steaks.



## FINANCIALS

### THE IDAHO BEEF COUNCIL

Audited Financial Statements, June 30, 2021

#### REVENUE:

Checkoff Assessments	\$ 2,750,044
Less Remittance to Beef Board	(907,454)
<b>Net Assessments</b>	<b>\$1,842,590</b>
Interest Income	50

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**Net In-State Revenue** **\$1,842,640**

#### EXPENSES:

Consumer Program	\$ 504,108
Retail Program	28,756
Foodservice Program	13,634
Research Program	49,107
Industry Outreach Program	211,493
International Marketing Program	170,049
National Program	129,137
Collection Fee Paid to State Brand Dept.	135,324
Administration	167,552
Beef Graduate Fellowship Endowment	3,893
Special Programs	124,363

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**Total Expenses** **\$1,537,416**

**Change in Net Assets** **\$ 305,224**



Kim Brackett, Chef Shawn Smith and Ira Brackett during filming of Chef's Roll Video at Brackett ranch.



The Prescott ranch was featured in the NY Blogger event to give consumers a glimpse into how beef cattle are raised in Idaho.

## THE IBC BOARD OF DIRECTORS (July 2020 – June 2021)



Left to right: Bill, Lee, Steven, Matt, Trish, Ira, Jeff and Willie

#### Cattlemen's Beef Board Representatives

Jared Brackett, Rogerson, Idaho  
Trish Downton, Ellis, Idaho

#### Federation of State Beef Councils Representatives

Jeff Johnson, Parma, Idaho  
Bill Lickley, Jerome, Idaho  
Lee Bradshaw, Caldwell, Idaho

#### U.S. Meat Export Federation Representatives

Bill Lickley, Jerome, Idaho  
Lee Bradshaw, Caldwell, Idaho

Jeff Johnson, Chairman, Cattle Feeder, Parma, Idaho  
Bill Lickley, Vice-Chairman, Cow/Calf Producer, Jerome, Idaho  
Lee Bradshaw, Secretary/Treasurer, Cattle Feeder, Caldwell, Idaho  
Trish Downton, Cow/Calf Producer, CattleWomen, Ellis, Idaho  
Steven Taylor, Auction Market, Jerome, Idaho  
Ira Brackett, Cow/Calf Producer, Homedale, Idaho  
Matt Nelson, Dairy Producer, Burley, Idaho  
Willie Bokma, Dairy Producer, Twin Falls, Idaho

#### Idaho Beef Council Staff

T.K. Kuwahara, Chief Executive Officer  
Shari Gulledege, Office Manager  
Donna Kovaleski, Communications Manager  
Tiffany Sanford, Administrative Assistant (part-time)



1951 W. Frederic Lane  
Boise, ID 83705  
(208) 376-6004  
BeefCouncil@IDBeef.org  
www.IDBeef.org