



IDAHO BEEF COUNCIL ANNUAL REPORT

Fiscal Year July 2019 - June 2020

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.

EXPANDING BEEF’S DIGITAL REACH

A lot has changed regarding how consumers get their information and make purchasing decisions. Nowadays an effective consumer marketing strategy needs to reach consumers where they are: online.



That’s why the IBC generated a much stronger presence for Idaho beef across the internet and social media last year. A greatly expanded digital profile enabled the IBC to interact more often and more effectively with consumers. The IBC also included more local messaging and social media contact points by which to communicate beef’s benefits, overcome misperceptions and build consumer trust.



The increased emphasis on digital marketing coincided with COVID restrictions that limited physical marketing activities at the same time consumers increasingly sought online resources.

Advertising was a key strategy for the expanded digital footprint:

- Google Search advertising focused on popular consumer search queries for beef recipes, with beef checkoff advertising viewed 277,437 times by Idahoans. This prompted 26,278 viewers to click on links to learn more. The 9.4% clickthrough rate is more than double the industry standard.
- More than 4.2 million video views resulted from a targeted YouTube campaign featuring Rethink the Ranch, Beef Quality Assurance, Lance Pekus the Ninja Cowboy and Nicely Done video ads. With 1.75 million residents in the state, that means many Idahoans watched these clips more than once. Because of the power of repetition, these were more likely to stick in the minds of viewers.
- The IBC ran audio ads featuring “Winter Grilling” throughout December 2019 on Spotify, a popular digital music, podcast, and video streaming service. The Idaho Spotify campaign delivered almost 430,000 listens of the beef checkoff spots.



SOCIAL MEDIA GENERATES BUZZ FOR BEEF

As part of its enhanced digital presence, the IBC mixed it up with different social platforms to engage, inspire and educate consumers about Idaho's beef industry. A greatly expanded social media campaign resulted in improved reach and engagement from the previous year across IBC Facebook, Instagram, Pinterest, LinkedIn and YouTube channels:

- IBC's Facebook posts reached 166,821 with 9,413 engagements, an increase of 39% and 71%, respectively.
- Instagram posts reached 52,814 with 3,377 engagements, up 72% and 38%, respectively.
- IBC's YouTube channel reached 2,300 viewers, up 218%, with 446 video views, up 309%.
- On LinkedIn the IBC garnered 180 unique visitors with 419 page views, and Pinterest posts delivered 17,560 impressions with 308 engagements.*

*Note: While these platforms are not new to the IBC, we first began measuring them in FY20.

INFLUENCERS BOOST BEEF ON SOCIAL MEDIA

New and enhanced partnerships with key online influencers brought third-party credibility to the beef checkoff message, while the use of local ranchers lent a powerful voice to educate people about the cattle industry.



The IBC's ongoing partnership with **Lance Pekus** put serious muscle behind its social media campaign. The recognition and respect Lance has earned as an Idaho rancher and Ninja Warrior champion, paired with his strong social media presence, provided a powerful edge in educating

Idahoans about the state's beef industry. Lance's 28,600 Facebook followers, when added to the IBC's 16,000, boosted outreach. For example, in May 2020, Lance hosted a Facebook Live virtual ranch tour with the opportunity to ask questions that he answered in real time. The event yielded more than 5,500 views with over 125 interactions.



The IBC also partnered with **Jessie Jarvis**, a third-generation Idaho cattle rancher and mom from King Hill, Idaho, whose 35,000 followers include viewers not just in the U.S. but other countries as well. Jessie hosted a Facebook Live cooking session to share her family's favorite recipe for beef enchiladas in May and

led viewers on a ranch tour that was shared on Instagram, resulting in more than 5,000 views of each feature.

Another addition to the line-up was **Justine Howell**, social media influencer and lifestyle blogger known online as *The Typical Mom*. She featured three BIWFD recipes during May/June 2020 on her blog, Facebook and Pinterest. Like Lance and Jessie, her popularity and ability to deliver a receptive audience were a powerful advantage. Media monitoring showed that *The Typical Mom* posts were some of the IBC's best performers, averaging a reach of about 150,000 for each post.



BEEF SCORES WITH SPORTS FANS



Sports sponsorships reinforced positive consumer impressions of beef as a source of enjoyment while connecting beef to physical fitness and nutritional

benefits. Partnerships with the Boise Hawks, Idaho Falls Chukars, Boise State University Broncos, University of Idaho Vandals and Idaho Steelheads all highlighted beef checkoff messaging via in-game events, announcements and signage, as well as online, print and radio promotion. Harnessing the power of social media, the IBC also worked with the teams to pair sporting events with digital campaigns promoting beef. Besides reaching a physical audience of more than 266,000 attending the 20 sporting events at which beef was featured, digital campaigns made 672,290 impressions on viewers. During home football games for BSU and IU, Idaho beef received 2,439 radio mentions during game broadcasts, resulting in 4.5 million radio impressions during the football season.

KTVB SPOTS CREATE POWERFUL IMPACT

Beginning on May 27, the IBC teamed up with NBC-affiliates KTVB in the Treasure Valley and KTFT in the Magic Valley for a new weekly lifestyle series called Idaho Today that ran during summer 2020. Hosted by Mellisa Paul, the series reached directly into Idahoans' homes with messages about how Idaho beef is responsibly raised and contributes to land stewardship. It also focused on how beef contributes to nutrition and to delicious summer menus. The segments ran during the Wednesday noon news on KTVB and were re-aired on Saturday mornings. The program also appeared on KTFT in Twin Falls. Segments are online at KTVB.com and were posted on KTVB Facebook, YouTube and Twitter. Between the two television stations and the re-airing, the series generated 2.47 million weekly impressions. Though the televised series has ended, the segments will continue to educate consumers who visit IDBeef.com.



FIGHTING HUNGER WITH BEEF



IBC activities educated and inspired the community to donate \$66,955.37 for the Beef Counts program, which,

through a special donor matching contribution, received an additional \$45,000 from Agri Beef to feed hungry families in Idaho. Beef Counts is a partnership between Idaho's beef community and The Idaho Foodbank that helps ensure access to nutritious, high-quality protein for those struggling with food insecurity. Not only does this important program aid the Idaho community, it also helps to increase awareness of the value of beef nutrition.

Through the combined annual contributions totaling \$111,955.37, the program delivered 274,199 three-ounce servings of beef.

Idaho Beef Month in July 2019 served as a strong vehicle through which to raise awareness for this program. Albertson's grocery stores celebrated Idaho Beef Month with retail promotions that doubled as a fundraiser for Beef Counts. Also, on July 8, Payette Brewing partnered with the IBC to create an event called Ale to the Beef dedicated to alleviating hunger.

Throughout the year, the IBC continued to use activities as a platform to promote this cause, with the most notable instances being the annual Race for the Steaks in October 2019 and Beef Night on the Ice with the Steelheads in February.



The 2019 Race for the Steaks promoted beef as fuel for the finish and raised \$5,380 for The Idaho Foodbank.

NEW WEBSITE DRIVES INTEREST IN BEEF

A new IBC website launched in May 2020 and provided consumers more ways to get inspired about beef. New and updated information makes the new website a one-stop shop for consumers seeking information on recipes, beef cuts, beef preparation methods, beef nutrition, beef production, and even local sources to buy beef. It also includes numerous links to BIWFD.com. It puts a local face to the story of beef by featuring local ranchers and beef experts in videos and stories. The new website is an expanded resource for industry members as well, with a special section called the Cattleman's Corner. Website visits totaled 9,506 for the year, up 55% from the prior year.



CONNECTING BUYERS WITH LOCAL PRODUCERS

Consumers are increasingly interested in knowing where the food they eat comes from—and that translates into more consumers seeking to buy direct. During FY20, the IBC helped fill this need by developing and launching a Local Producers and Suppliers Directory on its website. This list of local beef producers and ranches helps Idaho consumers locate options to purchase beef directly from beef ranchers.



BROULIM'S LAUNCHES IDAHO FINGER STEAKS

On the heels of its successful international launch of Idaho Finger Steaks, the IBC worked to generate new sales for this Idaho specialty in the U.S. as well by facilitating Broulim's launch of finger steaks in its freezer section. The IBC partnered with Broulim's to create POS materials, and Broulim's promoted the new product via in-store sampling during September 2019. Within the first few months of launching, the company had sold approximately 2,000 pounds of the product resulting in net new business. The retailer now offers the product in its Idaho and Wyoming stores.



RESEARCH INVESTS IN THE FUTURE

Industry research represents a crucial investment in the present and future of the beef industry in Idaho and speaks directly to the key objective of building consumer trust. The FY20 program funded the following research projects:

- Extending the Shelf-Life of Beef Steaks Using Acerola Cherry Powder and Rosemary Extract in Order to Remain Competitive in the International Market (Dr. Michael Colle, University of Idaho)
- Advanced Carcass Maturity*: Developing an Understanding, Screening Method and Possible Solution (Dr. Gordon K. Murdoch, University of Idaho)
- Functional Importance of Microbiota on Sensory Attributes of Whole-Muscle Dry-Aged Beef* (Dr. Phillip Bass, University of Idaho)

*Note: These projects extended into FY21 due to COVID restrictions.

DRIVING GROWTH IN BEEF EXPORTS

The international marketing program continued to showcase the Idaho Finger Steak through a series of activities to introduce this local favorite to Japanese consumers. In September 2019, the IBC brought a five-member Japanese media team to Idaho, an activity that resulted in sixteen pages of Idaho beef ranch coverage in three magazines, reaching a combined circulation of 632,000. Ongoing trade relations and follow-up with contacts convinced two restaurant chains and one supplier of processed meats to add finger steaks made with U.S. beef to their offerings.



In other international activities, the IBC continued its successful partnership in the Pacific Northwest Initiative (PNI), a collaborative effort with the Washington State Beef Commission and the Oregon Beef Council, carried out by the U.S. Meat Export Federation. The PNI sponsored more than six promotions with large regional and national retail chains in Japan featuring beef from the Pacific Northwest, achieving incremental sales of 1,645 metric tons, or 3.62 million pounds.



HELPING YOUTH CONNECT TO AG

The youth education program used agriculture week celebrations at school districts to educate families regarding the value of the beef industry in Idaho. Here, Lemhi County celebrates Ag Week with a drive-through community breakfast.

INCREASING INDUSTRY OUTREACH

Beefed-up industry communications, including a state insert in the Cattlemen's Beef Board publication, *The Drive* and monthly articles and ads in the *Idaho Cattlemen's Association's Line Rider* magazine, helped to keep the Idaho beef industry better informed regarding the use of their checkoff dollars last year.



TAILGATING TREASURES

An expanded partnership with BSU and UI worked to make beef the tailgating food of choice during college football season, and highlighted Homegater recipes, like mojo-beef-kabobs.



BEEF MONTH

Beef Month celebrated Idaho's proud ranching heritage with an array of beef activities and served as the perfect time to gather around the BBQ to create high-quality protein beef meals that strengthen bodies and Idaho's economy!

FROM THE CHAIRMAN

A Look at Beef Markets and Programming with Idaho Beef Council Chairman, Jeff Johnson



Jeff Johnson, Chairman
Feeder Rep., Parma, ID

Every sector of the U.S. cattle industry has been impacted by the COVID-19 challenges this year. The initial shock of shutting down the economy resulted in plummeting commodity and live cattle prices. Cattle producers were hit especially hard. At the same time, consumers faced new challenges brought on by changes in supply fluctuations and cooking more often at home. In a matter of weeks, the way that beef is purchased, used, and marketed in our industry changed drastically.

Despite the challenges impacting retail, foodservice and the process of delivering beef to market, one thing remains constant: consumer demand for high quality beef protein has never been stronger. While consumers have explored new ways to prepare healthy beef meals at home, restaurants have increased their pick-up and outside dining options. Online sales are increasing, and retail sales remain strong as consumers have explored cooking options to meet their families' needs. As households across the globe have experienced similar constraints, exports are rebounding, and we are seeing new, inventive ways of marketing beef through alternate channels.

As Chairman, I would like to encourage everyone to use the Idaho Beef Council website (www.IDBeef.org) as a resource to find information you can use as well as to use IBC's social media channels to share and connect with others.

I feel strongly that development of these new marketing channels and changes to the way we support consumers will undoubtedly help to create stronger long-term demand for beef as things return to normal.

Beef cattle producer checkoff dollars play a big role in creating demand and the importance of their contribution cannot be overstated. That is why the Idaho Beef Council (IBC) remains committed to the implementation of core Idaho strategies developed for our market based on the National Long Range Plan (LRP).

I am impressed with the adaptability and creativity I see in our industry as we work through these unexpected circumstances. I am very proud of Idaho's beef producers, especially the important role we play in strengthening Idaho's economy and our ability to provide beef to consumers around the globe.

FINANCIALS

THE IDAHO BEEF COUNCIL

Audited Financial Statements, June 30, 2020

REVENUE:

Checkoff Assessments	\$2,553,066
Less Remittance to Beef Board	(849,311)
Net Assessments	1,703,755
Use of carryover revenue from prior years	20,157
Interest Income	441

Net In-State Revenue **\$1,724,353**

EXPENSES:

Consumer Program	\$ 586,857
Retail Program	63,196
Foodservice Program	13,854
Research Program	90,306
Industry Outreach Program	122,504
International Marketing Program	163,395
National Program	143,273
Collection Fee Paid to State Brand Dept.	126,732
Administration	164,236
Beef Graduate Fellowship Endowment	250,000

Total Expenses **\$1,724,353**

VISION:

To enhance the profitability of the Idaho beef industry through investments in strategic initiatives.

MISSION:

To expand global and domestic consumer demand for beef.

STRATEGIC OBJECTIVES:

- **Communicate** beef's value proposition and overcome misperceptions
- **Communicate** heritage and commitment to sustainability of Idaho's multi-generational family farms and ranches
- **Grow** consumers' trust in beef and beef production
- **Develop** the next generation of beef industry stakeholders
- **Promote** the attributes of Pacific Northwest beef in key export markets



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WHAT'S INSIDE

Letter from the Chairman
FY20 Financials
Highlights of FY20 Marketing Program

THE IBC BOARD OF DIRECTORS (July 2019 – June 2020)



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

- 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

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

Idaho Beef Council Staff

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



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