

# • IDAHO BEEF COUNCIL • ANNUAL REPORT

FISCAL YEAR 22 (FY22): JULY 2021 – JUNE 2022

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.

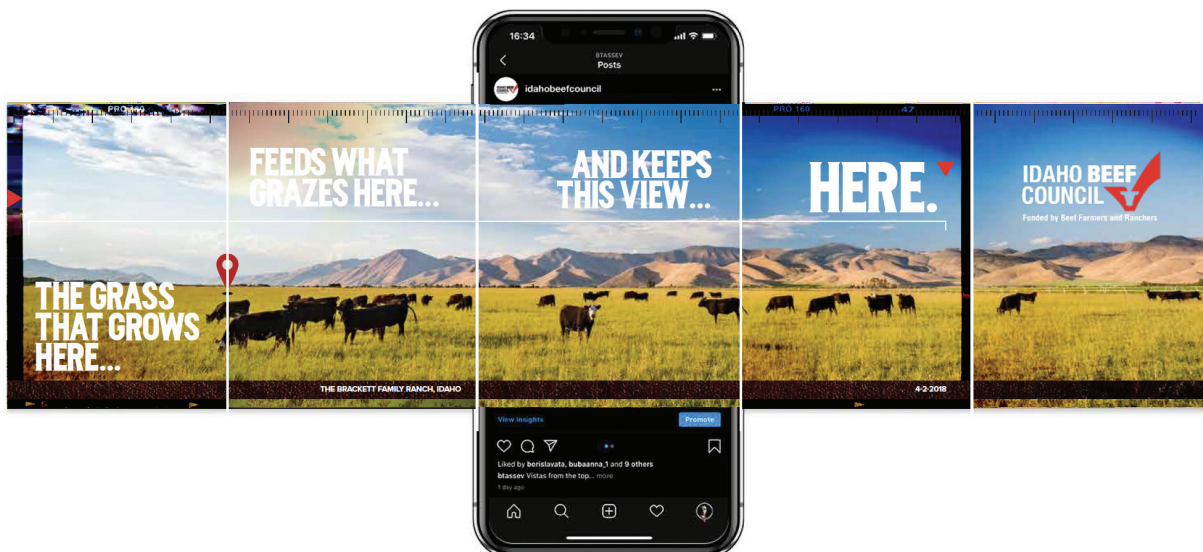
## STRATEGIC PLANNING. A vision for the future.

Partnering with Idaho beef industry stakeholders, the IBC completed a five-year strategic plan to guide its beef checkoff investments focusing on key objectives, maximizing impact, and resulting in higher return on investment (ROI). The process started with reviewing the national beef Long Range Plan (LRP), receiving input from all sectors of the Idaho beef industry, and gathering insights into local industry challenges and opportunities for consideration. The IBC Board of Directors prioritized the information into the following strategic objectives, providing guardrails and clear direction for activity implementation through June 2025. The following strategic initiatives implemented are highlights of the work conducted.

## STRATEGIC OBJECTIVE 1: GROW CONSUMER TRUST IN BEEF AND IDAHO BEEF PRODUCTION

**Nourish Idaho Campaign:** Idaho has a special story to tell; it's a place where every segment of the beef industry exists and is flourishing from best-in-class genetics to value added beef manufacturing. There's an undeniable, home-grown, deep-rooted history and passion for the Idaho beef industry. But there are also more people moving to Idaho than any other state right now — and while we don't blame them for wanting to make the move, it's important that they know our story and how cattle ranching is woven into the fabric of our state's economy and landscape. Marketing programs were targeted at Idaho consumers, chefs, and operators in order to increase trust in Idaho beef and beef production, build awareness of Idaho cattle ranching practices, and increase demand. These programs feature images of real Idaho ranches, beef industry facts,

and easy-at-home recipes in social media campaigns on Facebook and Instagram. The social posts garnered over 15.6 million impressions. The Nourish Idaho Video delivered an 86% VCR (video completion rate) well beyond the 65% established benchmark. The video continued to drive strong video engagement and audience retention — at the end of the fiscal year, it continued to exceed the VCR goal by 23%. These efforts lead to positive consumer perceptions as measured by the National Cattlemen's Beef Association (NCBA) quarterly consumer tracking study. As of May 2022, nearly half (46%) of Idaho consumers stated they had positive perception of the beef industry's commitment to safety, sustainable practices, and animal well-being. In this same national consumer study, only 41% of consumers nationally agreed. (continued on page 3)

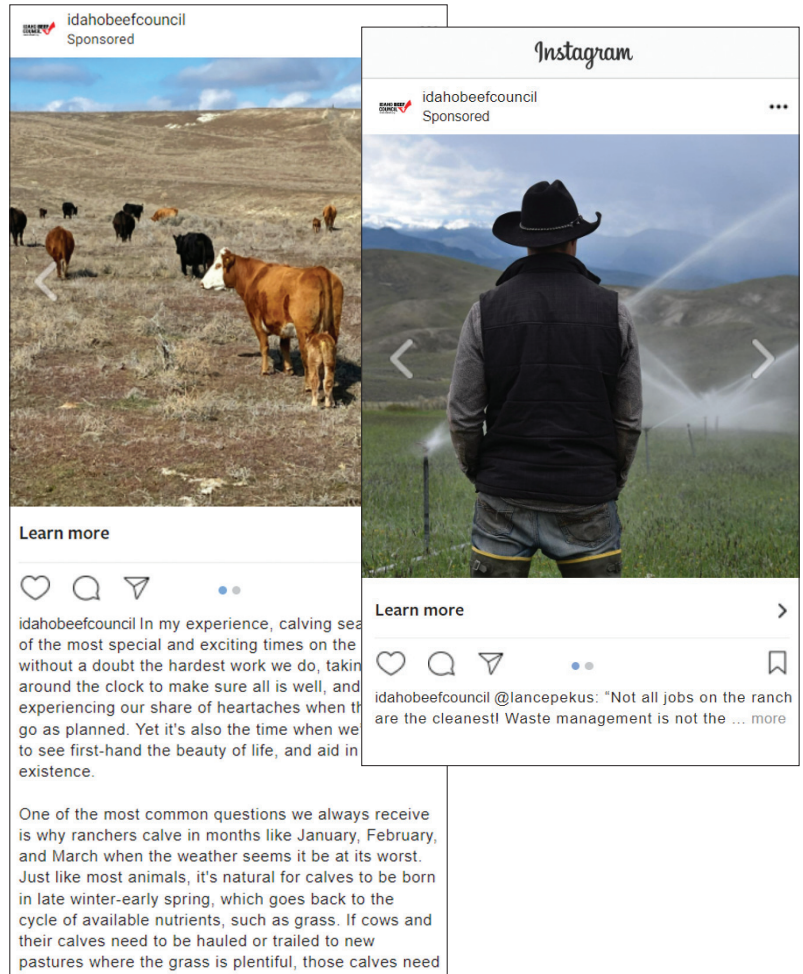


## STRATEGIC OBJECTIVE 2: EXPAND CONSUMER KNOWLEDGE OF THE HERITAGE AND COMMITMENT TO THE SUSTAINABILITY OF IDAHO'S MULTI-GENERATIONAL FAMILY FARMS AND RANCHES

### Local ranchers and social media influencers, Jessie Jarvis and Lance Pekus, sharing the Idaho beef story throughout Idaho and beyond:

Between Jessie Jarvis and her husband, Justin, their family represents 8 generations of Idaho ranching. "Being a steward of the land is one of the most important parts of being a rancher," says Jarvis. "We know that in order to have a prosperous business that relies on the health of our ecosystem, we must leave the land better than we found it." IBC's social media campaign features topics such as calving, branding, land preservation and more. All with the goal of educating consumers on how the cattle ranching business contributes to Idaho, culturally and financially. The campaign objective was to drive reach to new Idahoan consumers at highly efficient costs. The campaign was the most efficient FY22 campaign, beating the cost goal by +27%.

Lance Pekus, famous for his time on America Ninja Warrior as the Cowboy Ninja, has a strong Instagram following totaling over 67,000 consumers. Lance's engaging personality and beef ranching experience brought a unique view to interviews with the Beyler and Shiner Ranches highlighting land use, conservation, and animal health. These interviews became unique videos that were then shared on Facebook and Instagram, delivering 1.24 million impressions. Lance's Irrigation reel was the strongest post delivering the most efficient impressions. This reel also had the strongest engagement of all influencer content with a 16.74% Engagement Rate (compared with 2.45% average) and had a high number of comments.



## STRATEGIC OBJECTIVE 3: INCREASE DEMAND FOR IDAHO AND PACIFIC NW BEEF IN DOMESTIC AND KEY EXPORT MARKETS

### Idaho Finger Steak Initiative, creating net new business:

Idahoans love finger steaks! Outside of Idaho, they are not widely familiar. Technomic data showed that finger steaks/steak strips only showed up on US menus less than .10% of the time. This identified a great opportunity to increase



beef demand and deliver positive industry impact. University of Idaho (UI) conducted research identifying underutilized, less expensive cuts suitable for use as finger steaks. Results indicated batter coated beef can increase the acceptability for underutilized cuts from the round and chuck. Sterling Rice Group (SRG) conducted innovation work yielding 22 new concepts with recipes, cut recommendations and

back-of-house prep instructions to be used in addition to the UI research to build a foodservice toolkit, introducing these concepts to foodservice partners around the world. A webpage, IdahoFingerSteaks.com, dedicated entirely to finger steaks, including their storied history and inspirational recipes, is currently being marketed to chefs, operators, and consumers to introduce the menu concept. People are spending on average 4:45 minutes on the Idaho finger steak story page and media is starting to share the information widely. In addition, the media is now using the website to detail the history of this unique Idaho specialty and sharing the story widely. Internationally, US Meat Export Federation (USMEF) is introducing finger steaks in Japan at the Yakiniku Business Fair, Supermarket Tradeshow and Foodex which had 90,000 visitors.



## FORGING LEGACIES AND SHAPING THE FUTURE OF THE IDAHO BEEF INDUSTRY.

It has been my pleasure to serve as Chairman of the Idaho Beef Council this year. The annual report gives me a chance to reflect on the significant changes we have made in our programs over my 5+ year term on the IBC. While we respect the great work done over the past 50 plus years of the beef checkoff, your representatives on the council recognized that it was time to address the new consumer in new ways.

In some ways, Idaho is changing faster than any state in the union. We have one of the fastest growing populations in the country. Our new neighbors' perception of agriculture, ranching, feeding, and beef are often very different than those of us who grew up here. Likewise, the beef industry has seen more change than any other state in the US. Integrated production and marketing programs have gained traction here. We see Idaho leading the trend of "beef on dairy" production of cross-bred calves replacing straight bred dairy steers in the production cycle. Three new processing plants opened in 2023 with very different, but innovative business models.

This confluence of a changing consumer with a rapidly evolving production environment is both exciting and challenging for the Idaho Beef Council as we tell the story of our industry and work to educate consumers, industry partners, and our producers to build demand and provide a product we can all be proud of. Highlighting our efforts to inform the new consumer is the "Nourish Idaho" campaign. We have had over 20 million consumer interactions sharing facts about who Idaho ranchers are and why they are a benefit to the state and to the landscapes they live and work on. In addition, consumers that have found preparing beef at home to be economical and rewarding once again are looking for ideas on quick, easy recipes and tips on preparation, which we have provided through connecting them with Beef. It's What's For Dinner. in a variety of ways.

Our "one-two" punch of Idaho influencers, Lance Pekus and Jessie Jarvis, has been very effective in telling the Idaho ranching story as well as meeting that consumers' need for

more information about preparing a meal, they can both enjoy and successfully execute.

The training we have provided to chefs, meat cutters, and wholesale purveyors has added value to their businesses by helping them add value to beef through their knowledge of the production process, values in the cuts, and new ways to prepare beef that will drive new sales in the state of Idaho.

"Explore Idaho Beef" has been a very effective partnership with the University of Idaho to deliver this information and build relationships in our Idaho beef community.

I am very proud of the work done by the Idaho Beef Council to reinvigorate the Beef Quality Assurance program in Idaho. Through a lot of hard work and cooperation throughout the industry, including producers, processors, allied industry, and University of Idaho faculty and staff, we have dramatically increased the capacity to train beef industry on best practices for producing the best quality, safest beef in the world.

Thank you to the hard-working board members of the Idaho Beef Council. They have served with dedication and humility to allocate checkoff dollars to the best possible investments. Finally, I want to recognize our staff. T.K. Kuwahara, CEO, works tirelessly to maximize the impact of the checkoff to improve demand for beef in Idaho and the Northwest. Shari Gulledge keeps a watchful eye on the finances and has improved and documented processes and procedures to ensure compliance and continuity moving forward. The industry has been well served by these two individuals. As I complete my term in June 2023 on the Idaho Beef Council, I take pride in the progress we have made and look forward to the great work to come building beef demand for Idaho beef!



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

(continued from page 1)

### **Building capacity and a competitive advantage through Beef Quality Assurance (BQA) program:**

Beef Quality Assurance (BQA) is a nationally coordinated, state implemented checkoff funded program, that raises consumer confidence through offering proper management techniques and a commitment to quality within every segment of the beef industry. The newly restructured program ensures all Idaho beef producers receive the same quality, high-standard training throughout the state. An advisory board was activated, a program to certify qualified trainers was implemented, and value-add educational opportunities added.

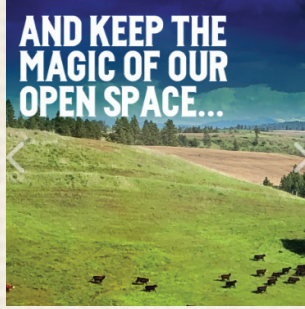
Data from a 2022 NCBA survey suggests that Idahoans are interested in and have opinions about the beef industry that can influence their decisions about buying and consuming beef. BQA certification documents and formalizes the standards for quality, transparency, and safety of products

and improves consumer trust. According to a study by Colorado State University, BQA also yields a higher premium for producers when the certification is mentioned at auction markets.



For the future of Idaho's beef industry, the BQA certified producer and BQA-Transportation certified transporters will lead the way to safeguarding, sustaining, and expanding the market share and profitability for Idaho's beef products. FY22 resulted in 343 BQA and 205 BQAT certifications with the expectation this number will expand significantly in the future.

Visit [IdahoBeefQuality.com](https://IdahoBeefQuality.com) for additional information.



Telling the Idaho beef story through Nourish Idaho social media.

## FINANCIALS

### THE IDAHO BEEF COUNCIL

Audited Financial Statements, June 30, 2022

#### REVENUE:

Checkoff Assessments	\$2,941,321
Less Remittance to Beef Board	(975,094)
<b>Net Assessments</b>	<b>\$1,966,227</b>
Interest Income	52

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**Net In-State Revenue** **\$1,966,279**

#### EXPENSES:

Consumer Program	\$ 419,576
Retail Program	156,392
Foodservice Program	208,662
Research Program	224,928
Industry Outreach Program	251,738
International Marketing Program	158,460
National Program	139,668
Collection Fee Paid to State Brand Dept.	145,661
Administration	182,564
Special Programs	239,974

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**Total Expenses** **\$2,127,623**

**Change in Net Assets** **\$(161,344)**

## FY22 IBC BOARD OF DIRECTORS ~ Nominated by industry. Appointed by the Governor.



Left to right: Willie, Steven, Don, Bill, Trish, J.W., Lee, and Ira

- Bill Lickley**, Chairman, Cow/Calf Producer, Jerome, Idaho
- Lee Bradshaw**, Vice-Chairman, Cattle Feeder, Caldwell, Idaho
- Steven Taylor**, Secretary/Treasurer, Auction Market, Jerome, Idaho
- Trish Dowton**, Cow/Calf Producer, CattleWomen, Ellis, Idaho
- Ira Brackett**, Cow/Calf Producer, Homedale, Idaho
- Willie Bokma**, Dairy Producer, Twin Falls, Idaho
- J.W. Wood**, Cattle Feeder, Parma, Idaho
- Don Gaalswyk**, Dairy Producer, Castleford, Idaho

#### Cattlemen's Beef Board Representatives

Trish Dowton, Ellis, Idaho  
Tucker Shaw, Parma, Idaho

#### Federation of State Beef Councils Representatives

Bill Lickley, Jerome, Idaho  
Lee Bradshaw, Caldwell, Idaho  
Steven Taylor, Jerome, 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, Finance & Operations Director



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