



# ANNUAL REPORT

FOR THE FISCAL YEAR 2013 - 2014



## What's inside:

- A letter from our Chairman
- FY2014 Financials
- A recap of the year's marketing efforts

## BUILDING CONSUMER DEMAND

### ADVERTISING AND MEDIA FUEL PASSION FOR BEEF

When it comes to building awareness about beef and Idaho's beef industry - advertising and media play a critical role. In fiscal 2014 we had a comprehensive media plan involving radio, TV, print, billboard and digital media, as well as some new, non-traditional advertising mechanisms. Utilizing a wide variety of media, and multiple touch-points, we keep beef top of mind with consumers, reinforce their passion for beef and promote beef's healthy qualities.

More than 1.3 million Idahoans were exposed to beef messaging through 10 weeks of statewide radio ads, 50 billboards placed in high-traffic areas around the state, 5 on-air radio promotions and quarterly digital marketing ads. The 2014 Sochi Winter Olympics provided an excellent opportunity to showcase beef on TV being that Idaho is one of

the leading states for Olympic TV viewership. A new TV ad was developed to appeal to today's busy millennial moms and to remind them to "make it a beef night."

In August 2013 we launched live-read radio programming on Wednesdays. Appealing to consumers who do not know what they're fixing for dinner, the live-read radio during the afternoon drive time asks them "Do you know what you're having for dinner tonight? How about \_\_\_?" Every week a new recipe is highlighted and consumers are directed to the IBC Facebook page for easy meal-time solutions.

Capitalizing on the idle time travelers spend at the airport, we installed airport advertising displays in the Boise and Idaho Falls airports reaching 2.8 million consumers annually with beef messaging.

Internet and social media platforms continue to gain ground as the primary way consumers seek information and share opinions. With checkoff dollars, the IBC reaches Idahoans online through IBC maintained social media sites to engage consumers and facilitate dialogue about beef, and by placing quarterly digital banner ads and videos on leading Idaho-consumer websites targeting individuals as they search for recipes or cooking tips. As the world's largest social network, Facebook, continues to be a key channel to communicate facts about beef, our industry, recipes, cooking information and more. This past year the IBC Facebook page saw a 252% increase in followers/fans and today has close to 10,000 followers who we engage with weekly.



1. Boise airport display
2. "Make it a Beef Night" TV spot
3. Save the Beef-Ugly Grill Contest
4. The 12 Cuts of Christmas Facebook promotion



# Greetings

Fellow Beef Producers,



It's been another great year for the beef industry – and another great year for your Beef Checkoff program.

In this report, you'll get an idea of the variety of programs and activities developed and executed on your behalf during fiscal 2014. Through programs like consumer advertising, retail and foodservice promotions, outreach to health professionals, international market development and many others, you will be able to see how our checkoff has been on the front lines in the battle to increase demand for the beef we raise. While we cannot include every project that was conducted in fiscal 2014 I believe the report gives you a great overview of some of the IBC's work.

I would like to thank the members of our board. These members, who represent the various segments of Idaho's beef industry, all have been very dedicated to the IBC and have been generous to our industry with their energy, time and expertise.

They are charged with how to invest your checkoff dollars to get the most

“bang for your buck.” And, your buck is going a long ways. A recent independent research concluded that for every dollar you invested in the Beef Checkoff between 2006 and 2013 it returned an impressive \$11.20 to the beef industry. The Beef Checkoff program continues, year-after-year, to make a difference.

Both challenges and opportunities lie ahead for the beef industry. The mission of the Idaho Beef Council is to take on the challenges and let you benefit from the opportunities. I thank you for your continued support and investment in the Beef Checkoff – our only self-help tool to maintain strong beef demand. As always, if you have any questions on the checkoff please don't hesitate to contact the IBC office or one of our board members.

*Judy Hinman*

**JUDY HINMAN**  
Chair – Idaho Beef Council

## IDAHO BEEF COUNCIL Audited Financial Statements

for the  
Year Ending *June 30, 2014*



### REVENUE:

Checkoff Assessments	\$2,700,378
Less Remittance to Beef Board	(902,486)
Net Assessments	1,797,892
Interest Income	266
Other Income	5,344
<b>Net In-State Revenue</b>	<b>1,803,502</b>

### EXPENSES:

National Programs	387,147
International Marketing Programs	136,781
Promotion Programs	437,298
Consumer Information Programs	192,305
Research Programs	177,372
Industry Information	38,592
Producer Communications	58,203
Collection Fee Paid to State Brand Dept.	153,465
Administration	151,494
Depreciation	3,922

**Total Expenses** 1,736,579

**Increase in Net Assets** 66,923

### NET ASSETS:

Beginning of Year	512,289
<b>End of Year</b>	<b>579,212</b>

## CHECKOFF DOLLARS AT WORK OUTSIDE OF IDAHO

### BEEF PROMOTION AND RESEARCH BOARD

By law, 50 cents of the \$1.50 collected in Idaho goes to the Cattlemen's Beef Board (CBB). These funds form the base for national beef promotion, education and research programs. For more information on how these funds are spent, contact the Idaho Beef Council or log onto [www.mybeefcheckoff.com](http://www.mybeefcheckoff.com).

### FEDERATION OF STATE BEEF COUNCILS

Idaho is one of 45 state beef councils who make up the Federation of State Beef Councils. In addition to the \$0.50 we send to CBB, the IBC contributes additional funds each year toward national promotion activities through the Federation of State Beef Councils. Last year the IBC contributed \$164,000 and the IBC Board of Directors specifically chose which national activities to fund based upon the IBC's strategic priorities.

In addition to our investment in the Federation of State Beef Council's, Idaho contributed an extra \$50,000 to a special fund for states with high populations and few cattle, such as New York, Florida and California, to assist in consumer-driven beef promotion activities.

### INTERNATIONAL MARKETING

Expanding the opportunity to sell beef around the globe, the IBC contributed \$128,000 to the U.S. Meat Export Federation (USMEF) for continued support of beef promotion in international markets. IBC Board Member Morgan Evans and Dan Hinman (former) represent Idaho producer's interests as USMEF delegates.

With the 2013 increase in the age limits for U.S. beef cattle from 20 months of age or under to under 30 months of age, a significant amount of new business opportunity exists in the Japan foreign market for U.S. beef, and in particular Northwest beef. Capitalizing on this, the IBC contributed \$25,000 toward a Pacific Northwest beef promotion in Japan. Together with the Washington and Oregon beef councils, a total of \$65,000 in checkoff funds were used, along with matching funds from targeted Japanese retail chains, to introduce and promote Northwest beef to Japanese consumers, regional distributors and retail buyers during summer 2013. The Pacific Northwest campaign included an educational program targeting retail buyers and chefs to ensure their understanding and commitment to carrying U.S. beef and customized promotions and tasting demonstrations were carried out to reintroduce the high-quality taste of U.S. beef to the Japanese consumer.

アメリカ北部の広大な大地で育った旨味のあるアンガス種の牛肉です。

**St. Helens BEEF**

アメリカを食べつくせ!

アメリカ産ブラックアンガス 398円 (430円)

6月14日(土) 15日(日) アメリカ産ブラックアンガス セントヘレンズビーフフェア

アンガス種とは、イギリス原産の肉専用種で、全身を被う黒毛が特徴。柔らかくてジューシー、そして霜降りと赤身が適度にバランスのとれた牛肉として知られています。

The results were impressive, with the total amount of beef sold during the promotion period estimated by USMEF at over 3.2 million pounds. The promotion attracted new buyers to U.S. beef and expanded the range of cuts available, allowing Japan to reclaim its position as a leading destination for U.S. beef exports.

## BUILDING CONSUMER DEMAND



### PROMOTING BEEF PRODUCTS TO IDAHOANS

Left and top right: Beef day at Boise State University. Bottom right: Team BEEF members.

FY14 was another busy year for checkoff-funded consumer education and outreach. The IBC took part in 52 consumer-focused programs around the state. Participating in consumer events not only allows us to promote beef, provide samples, recipes and nutrition information, it also allows us the opportunity to connect with consumers, address misperceptions on food safety, animal handling and beef farming practices. Over 205,000 consumers were reached through food events, cooking demonstrations, health and fitness expos, fairs and large format events in fiscal 2014.

“Beef - It’s What’s For Dinner...and for Tailgating” was the message 36,000 consumers received at the 4th annual Beef Day at Boise State University. To continue enhancing beef’s reputation and build excitement for it, a unique program has been developed with Boise State athletics for beef to be the game day sponsor of a football game. Multiple consumer touch-points occurred, both inside the stadium as well as during the tailgating pre-game hours. More than 50 ranchers, cattle feeders and industry partners volunteered and served over 6,000 samples of beef chili in the Beef VIP tent prior to the start of the game as a way to connect consumers to the men and women who raise beef. Football fans witnessed beef messaging all throughout the game via the stadium jumbotron, announcements, signage, on-field activities at kickoff, media interviews, half-time contests and more.

BBQ Boot Camp was held once again in FY14. Now in its fifth year, the event kicks off grilling season and continues to grow in popularity. This year 90 attendees got down in the trenches and learned all things beef. Stations included Burgers, Steaks, Roasts, Rubs and Marinades, pairing beef with wine and more. From the basics about food safety and preparing beef, to the different types

and grades of beef, Boot Camp participants honed their beef skills and enhanced their beef knowledge while tasting some amazing food. Post-event evaluations indicated we moved the needle on these consumers in their confidence in selecting and cooking beef, which should result in long term loyalty and an increase in the number of times they consume beef.

The power of Beef was once again front and center to the 12,000+ athletes and spectators at the 2014 Boise Ironman Triathlon. Beef was visible at all pre- and race day activities including the 2-day sports expo, on-course race signage and the Beef Recovery Zone where athletes re-fueled themselves by dining on Beef Sliders. The Beef Swat Team worked various locations throughout the 70.3 mile race course passing out beef jerky, Powered by Beef cheer signs and cow bells. Over 80 Team BEEF competitors donned “BEEF - Fuel for the Finish” race jerseys and created a huge buzz along the race course as they demonstrated the power of protein. One of our signature check-off-funded programs, this event continues to provide an excellent vehicle to link beef to a healthy, active lifestyle and build beef’s position as the number one protein in consumer minds.

And, our Beef Team continues to educate and advocate the nutritional benefits of beef all year long, all across the state. Team BEEF Idaho is a community of over 120 runners and triathletes who recognize the nutritional benefits of beef and the vital role high-quality protein plays in their training. As a member of Team BEEF, athletes must complete an annual orientation with the Idaho Beef Council. Here they learn about Idaho’s beef industry, the nutritional aspects of beef and how to talk to other consumers about beef. Close to 500 appearances, reaching more than 150,000 consumers, were made by team members who participate in runs and triathlons in their “Beef -

Fuel for the Finish” jerseys. Not only does this group serve as moving billboards along the race course, these beef ambassadors advocate for our industry by engaging in meaningful conversations about beef with fellow runners and they help spread the word about beef to family, friends and their community.

The Idaho Beef Council has created several seasonal campaigns to connect with beef consumers year-round. The goal of these campaigns is to show the versatility of beef and reinforce its positioning as the top protein for meal occasions. The campaigns are done in partnerships with radio stations and/or industry partners such as grocery stores and restaurants. Some of the campaigns in fiscal 2014 included:

- **30 Minute Thursdays** (March/April) - a campaign designed to appeal to today’s busy moms, each Thursday a new beef recipe was highlighted that can be made in under 30 minutes.
- **Hot Off the Grill** (May/June) - featured the best beef cuts for your summertime grilling.
- **Beef My Valentine** (February) - Valentine’s day is for lovers...beef lovers that is. This campaign highlighted great beef recipes to woo your sweetheart and over 17,200 consumers entered our contest to win a new Kamado Joe Grill and beef prize package.



## EDUCATING OUR FRONT LINE

It's more important now than ever that we arm our industry partners with the knowledge they need to keep beef's positioning in the meat case and on restaurant menus.

In February 2014 the IBC hosted its first beef immersion workshop to help educate key decision makers from Idaho's foodservice distributors, grocery store chains and major restaurants. As rising food prices and reduced beef supply cause foodservice operators to rethink their menus and retailers look for ways to promote consumers to buy more beef, the event aimed to inform attendees on the versatility and selling power of beef.

The group of over 30 attendees had the opportunity to learn about new and exciting beef menu items, how beef can be a profit driver for their operation, and how to focus on secondary cuts and other cost saving measures. The workshop included a demonstration by Bridget Wasser, NCBA Meat Scientist, who showed attendees how to cut down the chuck roll and the new value cuts. In addition, a producer Q&A panel allowed the attendees to ask questions directly from those in the industry about the future outlook and trends, why beef prices are what they are, sustainability, animal care and other hot topics. Programs like these build strong relationships with industry partners and help educate the people who are critical to building the future marketplace for beef.

To equip chef's and culinary professionals with the knowledge they need to build their menus and protect their beef business, the IBC, in partnership with the Washington Beef Council, held a 2-day Pasture-to-Plate Tour for 36 chefs. The tour provided chefs a complete picture of the beef industry and included visiting a cow/calf and feedlot operation, beef processing plant and



Bridget Wasser, NCBA Meat Scientist, shows a workshop attendee how to cut down the chuck roll and the new value cuts.

comprehensive overview of culinary trends, new products and cutting demonstrations. The IBC also conducted beef training sessions at American Culinary Federation (Idaho chapter) and College of Western Idaho culinary school. All training participants received checkoff-funded resource packets developed specifically for foodservice operations to keep beef the number one selling item in foodservice.

## RETAIL PROGRAMS TO DRIVE SALES

Grocery retailers represent the primary interface with consumers buying beef, so the IBC makes it a priority to develop impactful programs with this segment of the industry. IBC worked with retailers across Idaho to develop campaigns reminding consumers to choose beef for their holiday and summer grilling meals. Checkoff-funded Holiday Roast and Summer Grilling point-of-purchase merchandising kits were distributed to 131 retailers to grab consumer attention in the meat case and encourage beef purchases. IBC also provided 27,900 recipe and informational brochures to Idaho retailers to hand out to their customers.

A number of retail programs were conducted to stimulate beef sales during fiscal 2014 including:

**Winco:** In an effort to provide some price relief at the checkout counter, the IBC in partnership with Winco, offered at \$10 instant rebate coupon on rib roasts during the holidays. The on-pack coupon included a QR code that drove consumers to the [Beefitswhatsfordinner.com](http://Beefitswhatsfordinner.com) website for great holiday roast recipes and other cost-cutting tips. The results? The Idaho stores reported a 400% (yes, 400%) increase in rib roast sales over the same time period the prior year.

**Costco:** During the month of September, in-store demonstrations and consumer samplings took place on Tri-Tips during the weekends at five Idaho Costco locations. A very successful promotion, the stores reported a 23% increase in pounds sold on Tri-Tips over the same time the prior year. Promotions such as these give consumers a firsthand experience of the delicious taste of beef.

**Fred Meyer:** The IBC partnered with Oregon and Washington beef councils for a 3rd year to conduct a Pacific Northwest promotion at 140 Fred Meyer locations featuring Tri-Tip steaks and roasts during the months of April and May. Partnership elements included beef ad featuring by the retailer, on-pack recipe labels and meat case signs.

Other retail campaigns conducted throughout the year included an Easter promotion with 19 retailers, Holiday Roast Pop-Up Timer campaign with 25 Idaho retailers, an online \$5.00 off coupon with Winco and Cowboy Cookout at Rosauers - a one-day beef blitz and parking lot sampling event.

Summer Grilling in-store displays, Confident Cooking with Beef retailer materials, and Winco on-pack coupon.

Another use of checkoff dollars, in addition to retail promotions, is retailer education and point-of-sale materials to bring attention to beef in the meat case. Confident Cooking with Beef in-store training guides that address the most common beef questions and cooking information were provided for all Idaho Albertson's and Winco meat departments. To make beef stand-out from the competition in the meat case, new Beef - It's What's for Dinner meat case dividers were designed by the Idaho Beef Council and placed in 34 retailers across the state.



## FOODSERVICE MARKETING AND OUTREACH

With consumers spending 47% of their food dollar on meals prepared away from home, marketing beef to foodservice professionals is a necessity for the industry. The IBC reaches influencers in the foodservice channel through checkoff-funded promotions and education programs.

The Idaho Beef Checkoff partnered with Tri-City Meats, one of the leading distributors in the state, for a six-week sales promotion for their sales reps focused on increasing sales of beef in the foodservice channel. The promotion kicked off with a sales rep training on beef and

resulted in a 5% increase in sales versus the prior year, which equates to approximately 100,000 pounds of new beef business during the promotion period. Done at the same time each year, this was the 4th year the promotion has been conducted with this distributor and every year we've seen a positive growth in sales ranging from 5% to 14.5%.

With more food and wine tastings and food-inspired events popping up around the state the IBC offered "beef dollars" to chefs participating in culinary events like Savor Idaho (attended by 900 consumers) and the Culinary Walkabout

(attended by 650 consumers). Chefs feature beef as their main dish at the event and can be reimbursed for a portion of the beef used in the recipe. This is a great way to ensure beef is present as these types of events, as well as showcase the great taste and menu versatility of beef to consumers.



# PROTECTING & ENHANCING THE BUSINESS CLIMATE FOR BEEF

## PROMOTING BEEF'S NUTRITIONAL ADVANTAGE

Checkoff-funded research continues to provide strong evidence that beef does not contribute to heart disease, cancer or chronic diseases. It's critical we educate health gatekeepers about the nutritional benefits of beef in the diet and the unintended consequences of omitting or reducing beef, while reinforcing the accessibility and popularity of the more than 30 cuts of lean beef.

The IBC maintained a high level of visibility and distributed educational resources at conferences held by the Id. Dietetic Assoc., Id. Medical Assoc., Id. Academy of Family Physicians, Id. Nurses Assoc., and Id. Academy of Physician Assistants and over 23,900 health professionals across Idaho were reached with the latest research findings about beef and how it can be part of a healthy diet.

The Idaho and Washington beef councils teamed up in April 2014 for this year's joint state conference of the Academy of Nutrition & Dietetics held in Spokane. The group of 400 professional registered dietitians was targeted by the Beef Checkoff as nutrition thought influencers. An in-depth pre-conference tour was arranged for 30 dietitians who were given a unique learning experience on the Rathbun Angus Ranch. Animal handling, cattle nutrition and welfare, environmental impact, and land management were all discussed. The Beef Checkoff provided Kim Stackhouse, Director of Sustainability Research at NCBA, as the keynote speaker for the health

conference. Her presentation on the latest body of research benchmarking the progress of beef production's improvement in efficiencies was very well received by attendees.

Continuing with a long-standing relationship, the IBC partnered with the American Heart Association (AHA) Idaho affiliate for the 11th consecutive year to share the many ways beef fits into a heart-healthy diet. Beef was showcased at the AHA Go Red for Women luncheon via a multi-layer sponsorship that included beef as the entrée item at lunch, an exhibit booth to share with attendees the latest beef nutrition science, visibility in pre- and post-event marketing and a checkoff-funded keynote speaker. Dayle Hayes, a registered dietitian and member of the highly esteemed National Council for Women's Nutrition Solutions, presentation broke down the myths surrounding beef and heart disease and showcased beef's role in optimal health to the 300+ audience at the event.

Partnering with reputable health organizations helps reach thousands of consumers and creates a positive correlation between beef and health. Other checkoff-funded partnerships this part year included St. Lukes Hospital, St. Alphonsus Hospital, Idaho School Nutrition Association, Stampede for the Cure, Twin Falls Tough Enough to Wear Pink, and various community health and wellness groups.



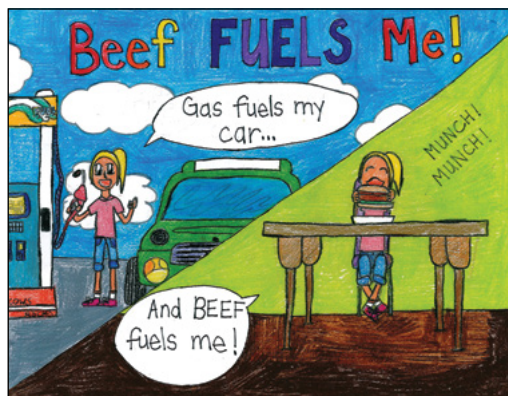
Top and middle: Academy of Nutrition & Dietetics Conference. Bottom: Health ad placed in state physician magazines

## EDUCATING THE NEXT GENERATION OF CONSUMERS

Today's youth represent our future beef shoppers. More than 24,200 students were reached with a beef message in fiscal 2014 through educational materials and programs funded by the checkoff. And, nearly 22,000 pieces of beef nutrition, cooking information and curriculum materials were distributed to educators across the state.

IBC staff presented a workshop at the Family & Consumer Science Teachers of Idaho annual conference ensuring beef's place in the classroom. Further, the successful Beef in the Classroom program for Consumer Science teachers keeps growing. For the 2013-14 school year, we had a 12% increase in the number of applications received for beef grants. During this difficult economic time, checkoff dollars are instrumental in helping middle and high schools in Idaho teach students to cook beef.

As most of today's youth are two or three generations removed from farming and ranching, and the amount of agricultural-related lesson plans in schools continue to decrease, our popular Cattle are Amazing! Drawing Contest continues to teach students about beef and Idaho's beef industry. To participate educators must teach a 30 minute lesson plan on such topics as beef nutrition, cattle and the environment or how cattle enrich our lives. Over 2,500 Idaho students submitted entries depicting how cattle are amazing this past year. Not only did this program educate our youth about the important role cattle play in our lives it also garnered attention in various newspapers around the state as well as online with social media.



Top: The winning "Cattle are Amazing!" drawing contest entry. Bottom: Cattle are Amazing! contest information poster.

## RESEARCH FOR OUR FUTURE

Research is an integral part of our continued success in the beef industry. The Idaho Beef Checkoff awards funding toward select projects that seek to improve the safety, nutritional attributes and/or quality and consistency of beef. The following research projects were funded in 2013-2014:

- Will feeding supplemental polyunsaturated fatty acids (PUFAs) to pre-ruminating calves preferentially stimulate development of marbling (Matthew Doumit, PhD, Univ. of Idaho)
- Improving retail color stability of beef after extended aging (Matthew Doumit, PhD, Univ. of Idaho)
- Bovine muscle and fat cell co-culture; validating natural means of favorably influencing muscle (Gordon Murdoch, PhD, Univ. of Idaho)
- Isolation of novel bacteriophage capable of lysing Escherichia coli O157:H7 - year 2 (Peter Sheridan, PhD, Idaho State Univ.)



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## BOARD OF DIRECTORS

### IDAHO BEEF COUNCIL BOARD OF DIRECTORS (2014-2015)

The board is comprised of 8 appointed volunteers, representing various segments of the industry.

**Judy Hinman**  
*Chair*  
(Emmett)  
Cow/Calf Producer &  
CattleWomen

**Morgan Evans**  
*Vice Chairman*  
(Downey)  
Cow/Calf Producer

**Scott McNeley**  
*Secretary/Treasurer*  
(Grand View)  
Feeder

**Cevin Jones**  
*Feeder*  
(Eden)

**Bruce Mulkey**  
*Cow/Calf Producer*  
(Salmon)

**Frank Teunissen**  
*Dairy*  
(New Plymouth)

**Lou Murguritis**  
*Dairy*  
(Boise)

**Bruce Billington**  
*Auction Market*  
(Twin Falls)

#### Cattlemen's Beef Board Representatives

**Kim Brackett**, Castleford  
**Lynn Keetch**, Montpelier

#### Federation of State Beef Councils Representatives

**Judy Hinman**, Emmett  
**Morgan Evans**, Downey  
**Scott McNeley**, Grand View  
**Cevin Jones**, Eden

#### USMEF Representatives

**Morgan Evans**, Downey  
**Dan Hinman**, Emmett

#### Idaho Beef Council Staff

**Traci Bracco**, Executive Director  
**Janice McGehee**, Program Manager  
**Katlin Davis**, Marketing Coordinator  
**Becky Miller**, Office Coordinator

## Our MISSION STATEMENT

To build consumer  
**DEMAND FOR BEEF**  
in the global marketplace  
through support of  
integrated local, state,  
national and  
international programs there-  
by enhancing the  
opportunity for  
**IDAHO PRODUCER  
PROFITABILITY**  
through checkoff investment.