

ANNUAL REPORT

FOR THE FISCAL YEAR 2015 - 2016



BUILDING CONSUMER DEMAND

ADVERTISING AND MEDIA FUEL PASSION FOR BEEF

When it comes to inspiring beef usage in meals and building awareness about beef and Idaho's beef industry - advertising and media play a critical role. To reach today's consumers it requires us to come at them in a variety of ways. If they're on the computer, listening to the radio, in their car or waiting at the airport - we've got an opportunity to reach them with a beef message. In fiscal 2016 our comprehensive plan involved traditional media as well as non-traditional advertising tactics. Utilizing multiple touch-points, we keep beef top of mind with our consumers, reinforce their passion for beef and promote beef's healthy qualities.

More than 1 million Idahoans were exposed to beef messaging through 52 weeks of "live read" radio advertising during traffic reports, 8 weeks of streaming/online radio ads, 32 outdoor billboards placed around the state, and 20 weeks of online digital and programmatic advertising.

Some of the non-traditional ways we're reaching consumers is through advertising in airports and mass transit and placing ads in targeted publications. Capitalizing on the idle time travelers spend at the airport, we installed airport advertising displays in five Idaho airports reaching a captive audience of over 3 million consumers annually with beef messaging. For Earth Day, in April, IBC took a proactive approach to fend off potential negative consumer feelings toward animal agriculture, and possible misinformation circulating about our industry, by placing an ad in the state's largest alternative weekly newspaper, the Boise Weekly. Reaching over 35,000 urban Treasure Valley

consumers, the full-color, back page ad reminded consumers that the land is our livelihood and provided factual information about the great things our industry is doing to raise beef with fewer resources.

Internet and social media platforms continue to gain ground as the primary way consumers seek information. Millennials, more than any other generation, use social media to create, share and exchange information with each other and the world around them. As the world's largest social networks, Facebook and Instagram, continue to be primary online channels to communicate facts about beef, our industry, beef's nutrition, versatility and ease of preparation, and much more. The IBC Facebook page grew 14% this past year and today has close to 16,000 followers and in 2016 we launched our Instagram page. In FY16 we executed five campaigns to raise awareness of beef and enhance the confidence to buy: Mad Herbie was a comical twist on what happens to your popularity if you don't serve beef to your family and friends; the Mistakes Happen - Turkey Day Face Off showcased beef's taste appeal and satisfaction (vs. turkey); the National Hamburger Day campaign emphasized the popularity of burgers and provided recipes for new burger meals; Dads that Grill kicked off the summer grilling season by providing tips and ways to make your summer meals sizzle along with a chance to win your dad a new grill; and our Instagram Cooking Party pitted four Idaho based food bloggers against one another as they blogged, photographed and posted their way through a Sunday night beef meal preparation for their family.

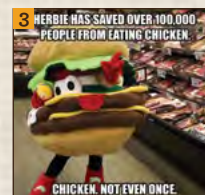
fiscal 2016. Key features of the new site include a cleaner and more attractive design, a more engaging user experience with enhanced search and navigation, and optimization for mobile devices allowing consumers to better interact with the beef council online. Since the re-launch the average user time on our site has increased by 22%.

In October 2015 the IBC partnered together with the Idaho Dairy Council, Dept. of Ag, Wine Commission and Idaho Tourism Dept. and hosted a media tour for 14 national media writers and bloggers. The 4-day tour highlighted the food and agriculture scene in Idaho and included boots-on-the-ground stops at Agri Beef's Boise Valley Feeders feedlot and Si-Allen Farms dairy to give the participants first-hand experience in beef and dairy production and allow them to engage directly with producers themselves. These events are a very effective way to show how cattle are raised and put a face on our industry. They improve knowledge of and shift perceptions about our industry and help build consumer trust. Over 550 social media posts were shared by the participants within the first 30 days of the tour featuring their own experiences, pictures and quotes. In addition, editorial placements were written in such notable publications as Epicurean Traveler, The Bulletin, Luxe Beat Magazine, Zester Daily and Country Living.

In total, Idaho's beef checkoff achieved over 35 million impressions with our advertising and media efforts during fiscal 2016. Our solid advertising and media plan compliments our in-state activities, increases awareness and helps drive demand.

A new, redesigned version of the Idaho Beef Council's website, www.idbeef.org, was unveiled in

1. Earth Day ad
2. Airport advertising
3. Mad Herbie social media meme
4. New IBC website
5. Media tour stop at feedlot



From THE CHAIRMAN

It's a pretty tough time for the beef producers in Idaho right now. Cattle prices and markets have been dismal. Even with the downturn, the Idaho Beef Council is working hard to increase demand and markets for our beef in Idaho, in the U.S. and globally. Let's begin by taking a closer look at the Idaho Beef Council and other organizations that IBC partners with to accomplish beef promotion and marketing for our producers.

The Idaho Beef Council is a beef marketing organization in Idaho, accountable to all Idaho beef producers and responsible for ensuring effective and efficient use of checkoff funds. The IBC Mission Statement is "To build global consumer demand for beef thereby enhancing profitability for Idaho producers." The 2016-2017 Strategic Priorities for the Idaho Beef Council this year are:

1. Grow consumer trust in beef and beef production.
2. Align and collaborate with industry partners and organizations to protect beef's image and build consumer trust.
3. Ensure beef's inclusion in dietary recommendations as part of a healthy diet.
4. Deliver messages to consumers directly about beef's quality, safety and nutritional value and beef producers commitment to animal well-being and the sustainable use of natural resources.

With these priorities in place, the Idaho Beef Council and staff continues to work tirelessly to accomplish them. The IBC's effectiveness in promoting beef through educational programs, articles in newspaper and magazines, flyers, videos, live coverage, community events, social media, and advertising has been amazing. The activities and programs implemented throughout the year resulted in over 100 presentations, meetings, athletic and other events, conferences and food/nutrition workshops, just to name a few.

Our Idaho Beef Checkoff program funds reached out to thousands of people in our state and many from outside this state who came to Idaho to participate. It has impacted how individuals, communities, groups and consumers perceive beef as a healthy addition to their meals.

The Idaho Beef Council has worked very successfully with the U.S. Meat Export Federation (USMEF), who also works with all state beef

councils in the U.S., to market and promote beef here and around the world. Our Northwest Japan Project is one example which marketed beef to Southeast Asia. It had tremendous success, with huge returns on our checkoff investment. This organization needs Idaho's continued support of programs such as this to accomplish our mission of promoting beef throughout the world.

NCBA's Global Growth Committee is aligned with the USMEF to support projects nationally and worldwide utilizing checkoff funds from the Beef Promotion Operating Committee. They are a powerful beef promotion and marketing tool for us. Better markets and promotion of our U.S. Beef equals more demand and sales.

I appreciate serving with the men and women on the Idaho Beef Council. I would like to recognize Judy Hinman for her work and dedication during her service as a Board Member and past Chairman of the Idaho Beef Council. We welcome our new IBC board members, Trish Dowton and Don Taber and look forward to working with them. It is a privilege to work with the very capable Idaho Beef Council staff who does a terrific job planning and implementing these very crucial beef events, activities and programs.

The Idaho Beef Council works for the Idaho beef producers to promote and market Idaho Beef. The IBC is accomplishing this by getting out the word about beef to social media, individuals, groups, organization and communities around the state and by networking and partnering with national organizations that also promote and market beef, thus giving us access to beef markets on a much larger scale. The result gives Idaho beef producers greater ability to increase demand, promotion and marketability of our Idaho beef nationally and globally.

I am proud to serve on the Idaho Beef Council, grateful for the opportunity to dedicate my time to an organization that actively supports Idaho cattle producers. I appreciate all those that serve with me and for all of your support.

Wishing you the best as we go forward.



MORGAN EVANS
Chair - Idaho Beef Council

IDAHO BEEF COUNCIL Audited Financial Statements

g June 30, 2016

REVENUE:	
Checkoff Assessments	\$2,377,929
Less Remittance to Beef Board	(794,665)
Net Assessments	1,583,264
Interest Income	73
Other Income	4
Net In-State Revenue	1,583,341
EXPENSES:	
National Programs	179,641
International Marketing Programs	133,560
Promotion Programs	484,359
Consumer Information Programs	189,685
Research Programs	190,043
Industry Information	47,302
Producer Communications	51,586
Collection Fee Paid to State Brand Dept.	135,478
Administration	207,849
Depreciation	9,217
Total Expenses	1,628,720
Increase in Net Assets	(45,379)
NET ASSETS:	
Beginning of Year	441,126
End of Year	395,747



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.

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 chose which national activities to fund based upon the IBC's strategic priorities.

INTERNATIONAL MARKETING

Expanding the opportunity to sell beef around the globe, the IBC contributed \$103,000 to the U.S. Meat Export Federation (USMEF) for continued support of beef promotion in international markets. IBC Board Member Morgan Evans serves as Idaho's Checkoff USMEF delegate and Cevin Jones, former IBC board member, also serves a national role with USMEF as the Beef/Veal Committee Chair.

The IBC contributed an additional \$25,000 in export dollars toward a Pacific Northwest beef

promotion in Japan this past year. Together with the Washington and Oregon beef councils, a total of \$75,000 in checkoff funds were used, along with matching funds from targeted Japanese retailers and third party contributors, to introduce and promote Northwest beef to Japanese consumers, regional distributors, retail buyers and restaurant chains during fiscal 2016. Idaho's \$25,000 was used to fund two months of retail and foodservice promotions that ultimately generated more than 178.4 metric tons (393,304 pounds) valued at over \$4.9 million in U.S. beef sales.



BUILDING CONSUMER DEMAND



1. Race for the Steaks starting line 2. Beef sampling at a consumer event 3. Beef Night at the Steelheads 4. BBQ Bootcamp participant 5. Team Beef volunteer project

PROMOTING BEEF PRODUCTS TO IDAHOANS

It was another busy year for checkoff-funded consumer education and outreach. Your beef council staff executed 53 consumer-focused programs around the state during fiscal 2016. Participating in consumer events not only allows us to promote beef and provide samples, recipes and nutrition information, it also gives us the opportunity to connect with consumers and address misconceptions on food safety, animal handling and beef farming practices. Over 220,000 consumers were reached through food events, cooking demonstrations, health and fitness expos, fairs and large format events.

The power of beef was front and center at the annual Race for the Steaks 5k and 15k run put on by the Idaho Beef Council. The event is all things beef. From the participant t-shirts, to the cowbell medals handed out to top finishers, to the post race Tri-Tip steak dinner... beef messaging is everywhere with this event. And, we've brought in some key partners to help offset some costs. Such as the YMCA who helps with logistics and Agri Beef Co. who graciously donates the beef for the post-race steak dinner and finisher prizes. Race for the Steaks is owned, and trademarked, by the Idaho Beef Council giving us full control of the event. In 2016 we had over 750 participants and the event continues to grow year-after-year. The buzz is building about Race for the Steaks in the running community and we envision it becoming one of the largest races in Idaho within the next 5 years.

Beef Night on the Ice was enjoyed by 5,200 consumers in January at the Idaho Steelheads. In an effort to build loyalty and shape positive consumer attitudes of beef and Idaho's beef industry, this one night event was a beef takeover of a hockey game. Consumers got to enjoy half off burgers all night, witness a number of beef-themed contests during intermissions and on-ice programs throughout the evening. Beef advertising and signage could be seen all throughout the hockey rink and leading up to the night a comprehensive radio and online campaign promoted beef night. In addition, a partnership was formed with the Steelheads whereas \$1.00 from each general ticket sale was donated to the

Beef Counts program with the Idaho Foodbank. Following the game, a post-event community distribution was done with the Beef Counts partners and members of the Steelheads hockey team where they passed out beef roasts to low-income seniors on food assistance. The beef distribution event received media coverage by KTVB (the largest news station in Idaho), the Idaho Statesman, the ECHL (hockey's news wire) and various other news outlets.

"Beef - It's What's For Dinner...and for Tailgating" was the message 38,000 consumers received at the 6th annual Beef Day at Boise State University. Multiple consumer touch-points occurred, both inside the stadium as well as during the tailgating pre-game hours. Producer volunteers served over 6,000 samples of beef chili to football fans 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. Beef messaging was witnessed all throughout the game via the stadium jumbotron, announcements, signage, on-field activities, media interviews, half-time contests and more.

BBQ Boot Camp kicked off the summer grilling season in June 2016. Over 100 attendees spent an evening in the trenches and learned all things beef. From the basics about food safety and preparing beef, to the different types and grades of beef, Boot Camp participants honed their beef skills while tasting some amazing food. By increasing consumer confidence in selecting and cooking beef, this will result in long term loyalty and an increase in the number of times they consume beef.

Team BEEF Idaho continues to educate and advocate on our behalf all year long, all across the globe. Team BEEF Idaho is a community of 150 Idaho-based 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 the team, athletes must complete the online Beef MBA course and an annual team orientation with the IBC. Here they learn about Idaho's beef industry, the nutritional aspects of beef and how to talk to consumers about beef. In addition, team members must

complete at least one volunteer project annually. Team members have advocated on our behalf online and in their local communities by doing beef presentations to youth groups, helping out at IBC events, writing articles for blogs and social media postings, and much more. In fiscal 2016, team members made close to 800 appearances in their beef jerseys. Not only does these beef ambassadors serve as moving billboards along the race course, and link beef to good health, they engage in meaningful conversations about beef with fellow runners and help spread the good word about beef to family, friends and their community.

Other consumer outreach activities include:

- **Beef Night at Idaho Falls Chukars and Les Bois Park horse track** to celebrate Beef Month in July. In addition to generating a lot of sales on burgers and hot dogs during these nights, events like these build loyalty and shape positive consumer attitudes of beef and Idaho's beef industry with a captive audience.
- **A booth at the Fit One Race Expo.** Fit One is one of the largest races in Idaho with over 10,000 participants. At the 2-day expo, runners stopped by the IBC expo booth to sample a beef recipe, learn about beef nutrition and pick up some new beef meal ideas.
- **Beef meal sponsorships at the 4 Summit Challenge** in Cascade, NAIA College World Series banquet in Lewiston, Mountain Home Air Force Community BBQ, Lemhi County Businessmen's Appreciation BBQ, Beehive Community Picnic in Rexburg and several more events around the state.
- **Partnership with the Univ. of Idaho extension** to celebrate National Ag Week with a drive-thru breakfast and educational activities in Butte, Custer, and Lemhi County elementary schools to educate youth and adult consumers about the economic impact of the beef industry.
- **And, participation in numerous health fairs, ag pavilions and community expos** around the state to educate and inform thousands of people about Idaho's beef industry and the many benefits of beef.

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. A number of retail programs were conducted during fiscal 2016 to stimulate beef sales including:

Rosauers: To encourage consumers to create an Easter tradition with beef, the IBC partnered with Rosauers grocery store in the Treasure Valley to feature beef roasts during the lead up to Easter. The campaign consisted of a heavy radio blitz with ads reminding consumers that their family and friends prefer beef over other proteins. The radio was complimented with in-store promotions on beef roasts. A very successful campaign, Rosauers reported a 29% increase in roast sales over the same time period prior year.

Costco: To kickoff the summer grilling season and drive sales of beef, in-store demonstrations and consumer samplings took place on Top Sirloins over Father's Day weekend at five Idaho Costco locations. Very impressive results were achieved! The Idaho stores delivered a 383% increase on Top Sirloins in pounds sold over the same time versus the prior year. Promotions such as these give consumers a firsthand experience of the delicious taste of beef.

Broulim's: The IBC and Broulim's expanded the popular What's For Dinner Wednesdays weekly featuring program in 2016. This campaign is aimed toward time-strapped consumers by highlighting on the radio, as well as in-store displays, a complete dinner meal that is available at their local Broulim's. During the 3-month campaign, each of the 10 Idaho Broulim's locations built in-store displays featuring the recipe being broadcasted on radio that included the beef cut, ingredients, side items and recipe card instructions. Placed at the front of the store, consumers could walk in, grab everything in one place and get on their way home. A great volume driving campaign, total beef sales increased 66% during the campaign period versus the previous year's figures.

Winco: IBC teamed up with Winco and the Washington State Beef Commission in Spring 2016 and offered a \$1.50 instant rebate coupon on Petite and Top Sirloins to push beef sales. The peel-off coupon included a leave-behind recipe and drove consumers to the Beefitswhatsfordinner.com website for recipe ideas and beef tips. The results? Winco reported a 40% increase of Top Sirloins and 20% increase of Petite Sirloins in pounds sold over the same time period the prior year.

FOODSERVICE MARKETING AND OUTREACH

The battle for America's stomach is fiercely competitive. With consumers spending close to 50% of their food dollar on meals prepared away from home, marketing beef to foodservice professionals is a necessity for the industry.

The Idaho Beef Checkoff once again partnered with Sysco Foodservice, the largest foodservice distributor in Idaho, with a sales incentive program for their sales reps focused on increasing sales of beef and developing new business in the foodservice channel. Due to the very successful history of this program with Sysco, we expanded it in fiscal 2016 to twice a year (vs. once) and executed both a Fall and Spring sales program. Both promotions kicked off with a sales rep training on beef and each had outstanding results. The Fall promotion resulted in a 12% increase on the total beef category in sales versus the prior year and the Spring program resulted in a 13% increase.

IBC offered "beef dollars" in FY16 to chefs participating in culinary events like Savor Idaho Coeur d'Alene and Boise (attended by 1,000 consumers) and the Culinary Walkabout (attended by 500 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. The beef checkoff is also a top-tier sponsor of A Chef's Affair annual event attended by 400 people each Fall. This exquisite 6-course culinary spectacular features the Treasure Valley's top chefs and sells out each year. Investing in programs like these ensure beef is well-represented at these types of events, as well as they showcase the great taste and menu versatility of beef.

To equip chefs and retail 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 30 consumer thought influencers. The tour provided participants a behind-the-scenes look into cattle ranching and modern beef production practices and included visiting a cow/calf and feedlot operation, beef processing plant and a comprehensive overview of culinary trends, new products and cutting demonstrations. The result? A strongly positive attitude shift in the views of our product by the tour participants toward those who produce beef, as well as enthusiasm about spreading the good news that beef is produced with care, respect, quality and thoughtful efficiency here in the Northwest.



Clockwise from top left: Broulim's recipe of the week poster, in-store display, Beef in the Classroom education program, Winco instant rebate coupon.



PROTECTING AND ENHANCING THE BUSINESS CLIMATE FOR BEEF

PROMOTING BEEF'S NUTRITIONAL ADVANTAGE

Research continues to provide strong evidence that beef does not contribute to heart disease, cancer or chronic disease. 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. Medical Assoc., Id. Academy of Family Physicians, Id. Healthcare Assoc., Id. Perinatal Assoc., Id. Nurses Assoc., and Id. Academy of Physician Assistants.

Close to 200 registered dietitians attended the annual Idaho Academy of Nutrition & Dietetic Association convention where the IBC's exhibit booth shared the latest beef nutrition science. In addition, the beef checkoff provided Barbara Mayfield, RDN as the keynote speaker for the convention. A leading nutrition expert, her presentation "Examine the Evidence" highlighted the latest nutrition trends, broke down myths, and compelled nutrition professionals to look behind the headlines to gather facts before changing their mindset regarding nutrition or a particular food item. Her presentation was the highest attended session of the entire conference.

The beef checkoff was a top-tier sponsor for the American Heart Association's Go Red Week. Beef was dined on at the Go Red for Women Luncheon and their VIP awards gala, recipe and nutritional materials were distributed at community events and Bridget Sweeney, a registered dietitian and nutrition expert, was provided as the keynote speaker at the Go Red for Women Luncheon on behalf of the beef checkoff. Her presentation, "It's the Taste Silly" provided the audience ways to increase the flavor of your meals while still being nutritionally sound. She also highlighted the nutrition profile of beef and how it fits into a heart-healthy diet to the audience of 350 people. This relationship with the American Heart Association is very important to the beef industry because it helps enhance the image of beef as part of a heart-healthy lifestyle.

Other checkoff-funded partnerships this past year included a nutrition workshop with the Treasure Valley dietitians group in partnership with the Idaho Dairy Council and programs with St. Lukes Hospital and St. Alphonsus Hospital, attendance at Oneida County, Jerome, Pocatello, and Franklin County health fairs, and various other community health and wellness groups.



Above: The Idaho Beef Council booth at the Idaho Academy of Nutrition & Dietetic Association Convention.



EDUCATING THE NEXT GENERATION OF CONSUMERS

Today's youth represent our future beef shoppers so it's important we develop a lasting preference for beef among youth through pursuing a positive beef environment in schools and youth events and activities. Close to 23,000 students were reached with a beef message in fiscal 2016 through educational materials and programs funded by the checkoff. Two of the new programs rolled out in fiscal 2016 include:

Junior Chef's Cooking Camps: Idaho Beef Council partnered with three YMCA locations in Idaho for beef to be included in their Junior Chef's youth summer cooking camps. From June to August, beef was featured as part of the curriculum as well as in hands-on recipe demonstrations. More than 180 kids participated in the camps and were taught cooking skills and about the various types and kinds of beef available. Building kids knowledge of beef through hands on activities helps develop their comfort level in cooking beef and establishes a lifelong preference for our product.

MOOvie Showing: In a way for youth to learn about the importance of agriculture and the men and women who put food on their table, in FY16 the checkoff did a Farmland MOOvie campaign with 4-H and FFA clubs across the state to do a

community showing of the film Farmland, a documentary by Oscar winning filmmaker James Moll. The film gives an up close look at some of the young American farmers and ranchers who grow and raise food. A contest was held and the 4-H and FFA club with the largest showing won prizes. Over 40 clubs had showings and close to 2,000 participants viewed the film. All club participants had to submit a follow-up report and post-event feedback overwhelmingly showed that the participants learned a lot about today's farmers and ranchers. A few comments from participants:

- "I had never thought of drought impacting cattle ranchers/farmers before."
- "I had no idea how expensive farming is and that it's expensive to pass on, even to family members."
- "What a gamble it can be ordering seeds a year in advance - wondering what Mother Nature will serve up."
- "It was interesting to learn about the use of antibiotics - only used when an animal needs it to fight disease. Not used without reason."
- "I knew farming was a business, but didn't appreciate how much of the "business" side is a daily concern for the farmers. The speculation required for farmers is mind blowing."

RESEARCH FOR OUR FUTURE

Research is an integral part of our continued success in the beef industry. In fiscal 2016 the following research projects were funded:

- Relationship between heifer carcass maturity and beef quality characteristics (Matthew Doumit, PhD, Univ. of Idaho)
- Strategies to improve beef tenderness by activating calpain-2 earlier postmortem (Matthew Doumit, PhD, Univ. of Idaho)
- Improving color and color stability of the top sirloin through dietary rumen protected histidine supplementation - phase II (Gordon Murdoch, PhD, Univ. of Idaho)
- Further development of novel antibiotics in cattle - phase II (Dong Xu, PhD, Idaho State Univ.)



What's inside:

- A letter from our Chairman
- FY2016 Financials
- A recap of the year's marketing efforts



BOARD OF DIRECTORS

IDAHO BEEF COUNCIL BOARD OF DIRECTORS (2016 - 2017)

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

Morgan Evans
Chair
(Downey)
Cow/Calf Producer

Bruce Mulkey
Cow/Calf Producer
(Salmon)

Lou Murgoitio
Vice Chairman
(Boise)
Dairy

Trish Dowton
*Cow/Calf Producer &
CattleWomen Rep.*
(Ellis)

Jeff Johnson
Secretary/Treasurer
(Parma)
Feeder

Bruce Billington
Auction Market
(Twin Falls)

Scott McNeley
(Grand View)
Feeder

Don Taber
Dairy
(Shoshone)

Cattlemen's Beef Board Representatives

Jared Brackett, Rogerson
Lynn Keetch, Montpelier

Federation of State Beef Councils Representatives

Morgan Evans, Downey
Lou Murgoitio, Boise
Jeff Johnson, Parma
Dan Hinman, Emmett
(ex-officio)

USMEF Representatives

Morgan Evans, Downey

Our MISSION STATEMENT

To build global consumer

DEMAND FOR BEEF

thereby enhancing

PROFITABILITY

for

IDAHO PRODUCERS.

Idaho Beef Council Staff

Traci Bracco, Executive Director

Janice McGehee, Program Manager

Cindy Tuckness, Office Coordinator

Katlin Davis, Marketing Coordinator (p/t)

Pohley Richey, Dietitian (p/t)