

Idaho Beef Council

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Idaho Beef Industry's Long and Distinguished History Celebrated

With 2.5 million head of cattle in Idaho, valued at 2.6 billion as of January 2020, it's no surprise that beef is one of Idaho's leading industries. To commemorate this proud heritage and tremendous impact on local communities and Idaho's economy, Governor Brad Little proclaimed July as Idaho Beef Month. This year marked the 19th annual celebration. Beef Month showcased multi-generational ranching families who provide high quality, nutritious beef.



Also highlighted was how cattle ranchers have formed a natural partnership of land stewardship, beef cuts, nutrition and grilling tips. These topics were featured on social media channels and KTVB's Idaho Today lifestyle series.

You can watch Governor Little's proclamation video and the KTVB Idaho Today Series on the IDBeef.org/recipes webpage or [YouTube channel](https://www.youtube.com/channel/UC...). ■

Idaho's Beef Industry is Turning Heads on Social Media



Social media activities, funded by your Checkoff dollars, are catching the eye of consumers and better still, prompting them to act. The Idaho Beef Council (IBC) is mixing it up with different platforms to engage, inspire and educate consumers about Idaho's beef industry.

Over the last year, IBC has enlisted Google Search ads focused on popular consumer search topics including ground beef, meatloaf and dinner recipes to get consumers' attention. The campaign was viewed 277,437 times and of those 26,278 users clicked on links to learn more. Driving actions like 'click to learn more' is the goal, and these numbers tell us that beef industry content is highly valued as it beats the industry average of three percent to five percent.

More than 4.2 million video views resulted from a targeted IBC YouTube campaign that engaged consumers with a variety of Rethink the Ranch, Beef Quality Assurance, Lance Pekus the Ninja Cowboy and Nicely Done, beef video ads. Because of the power of repetition, these informative clips are more likely to stick in the minds of viewers and expand knowledge and appreciation for the beef industry. This cost-effective strategy delivered a cost per view of \$0.02 for 15 and 30 second ads; half the industry average of \$0.04 for nationwide ads, which allowed us to reach twice as many customers. ■

Idahoans Come Together to Cook Beef Virtually



On June 27, the Idaho Beef Council (IBC) co-sponsored a virtual cooking class, led by Food Network Host and Today Show regular, Chef Mark Anderson of The Grill Dads. This "Cooking Alone...Together" benefited the Ronald McDonald House Charities (RMHC) of Idaho. Participants received kits containing beef cookery information and all the ingredients for a three-course meal. Cooks in 54 Idaho kitchens enjoyed hands-on training on beef quality, preparation and grilling techniques. With their online coach, they grilled to



perfection their Snake River Farms gold-grade American Wagyu eye of ribeye!

The event was shared on social media platforms by four local influencers and event partners Grill Dads, Coiled Wines, Sysco and IBC. IBC's social media alone reached 947 people, and RMHC's social platforms achieved a total reach of 5,500. When in-person events are not possible, IBC leverages technology to keep beef top of mind and creatively put Beef Checkoff dollars to work! ■

Subscribe to Idaho Beef Council updates at IDBeef.org/cattlemens-corner.

IDAHO BEEF COUNCIL
Funded by Beef Farmers and Ranchers



Western States Make Waves with “United We Steak” Campaign

In June, your Checkoff Dollars joined forces across the Western U.S. States to reach 63 million customers with the “United We Steak” Campaign! The campaign delivered Checkoff-funded beef recipe content to consumers with a special focus on searches for non-protein-specific “dinner recipes” or “quick and easy” meal recipes.

During the 20-day campaign, the YouTube video advertising portion used “United We Steak” videos in addition to a “Substituting Beef is Beyond Impossible” video to address the higher rates of meat substitute consumption in the Western states.

The Google Search ads focused on popular western state consumer search topics including ground beef recipes, summertime grilling, and general recipe and meal ideas. The campaign generated 11,900 clicks to the *Beef. It's What's For Dinner.* website. With numbers like this, the cost per click (CPC) is just \$0.29 – below the industry average of \$0.30 - \$0.40.

The campaign netted nearly 1.85 million video views from the YouTube advertising portion of the campaign at a cost of just \$0.01 per video view. This campaign trounced the industry average of \$0.04 for nationwide ads, which allowed us to reach four times as many customers. ■

IBC Welcomes Opportunity to Provide Updates in Cattle Association Meetings



IBC presentations at the Idaho Cattle Association (ICA) Summer Roundup and Young Cattle producer Conference (YCC) showcased how programs are pivoting to online resources and education during the coronavirus pandemic, by targeting families cooking different cuts and more beef at home. Another highlight was the Idaho beef sushi video showcasing how Idaho beef can be a delicious ingredient in sushi! These large-scale initiatives help advance Idaho’s beef industry.

If you are planning a meeting with industry peers, IBC would appreciate the opportunity to share program information designed to increase the consumer demand for beef in the U.S. and globally.

Please call the IBC office at (208) 376-6004 or e-mail BeefCouncil@IDBeef.org to request a presentation or staff attendance at your local meeting!

We want to report to your members how Idaho Beef Checkoff dollars are being utilized, as well as the results! ■

Idaho Beef Council Takes Beef from Farm to Chopsticks



The Pacific Northwest Initiative, which promotes U.S. beef in Japan, is a prime example of strength in numbers. The IBC in partnership with the U.S. Meat Export Federation (USMEF), a subcontractor to the Checkoff, Oregon Beef Council and the Washington State Beef Commission collaborated in a strategic marketing program to maintain and grow U.S. beef’s strong position in Japanese markets.

Retail promotions and tasting demonstrations showcasing U.S. beef were rolled out with several large retailers. These promotions energized consumers in Japan and generated more than 3.62 million pounds in incremental U.S. beef sales.

- Taiyo (95 outlets), a regional retail chain based in Kagoshima, held a special grill event in late July that highlighted beef as an excellent grill option as an alternative to eel, which is more commonly used.
- Ito Yokado, a chain with 105 outlets, promoted U.S. chuck eye roll steak under the chain’s private “7 premium fresh” brand as well as chuck rib, short plate and tongue as a Yakiniku (Korean BBQ) item.
- Aeon Group, the largest retail supermarket chain in Japan held a series of American Beef Fairs across its 400 stores. ■