

Idaho Beef Council

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Northwest Beef Debuts in Japanese Bento Boxes



Beef from the Pacific Northwest was featured in two videos sent to Japanese foodservice contacts at the end of September. The videos were the brainchild of the Western U.S. Agricultural Trade Association (WUSATA) and aimed to showcase Western agricultural goods in bento boxes. Bento is a single-portion, take-out or home-packed meal popular in Japan. The Idaho Beef Council (IBC) has been coordinating with WUSATA, Agri Beef and the Idaho State Department of Agriculture to ensure beef was one of the featured items.

Besides being shared with more than 200 hotel, restaurant and institutional (HRI) food service organizations in Japan, these were forwarded to Japan's two USDA Agricultural

Trade offices. Recipients received the videos, along with a pamphlet containing supplier contact/product info. A follow-up survey was also conducted, from which 20 lucky respondents were chosen to receive sample kits with all of the ingredients used in one of the videos – so they could recreate the bento boxes or create their own recipes!

Creating Japanese demand for Idaho beef continues to be a key objective for the IBC's Checkoff programs, and the bento boxes dovetail with other IBC initiatives in Japan. According to the USDA Economic Research Services, exporting markets are vital to the U.S. beef industry, which exported 11.1 percent of its production in 2019. Japan ranks as the top export destination for U.S. beef. ■

Research Provides Practical Solutions to Industry Challenges



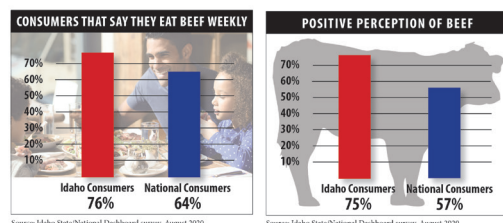
University of Idaho

By investing a portion of Checkoff dollars every year into local research projects, the Idaho Beef Council (IBC) aims to help the beef industry maintain and improve its quality, competitiveness and profitability in regional, national and global markets. Researchers at the University of Idaho recently completed three projects funded with Beef Checkoff dollars and facilitated by the IBC:

- 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. Philip Bass, University of Idaho.

Industry research continues to represent a crucial investment in the present and future of Idaho's beef industry. ■

New Survey Shows Idahoans Love Their Beef!



Beef consumption and consumer perceptions of beef in Idaho are high relative to the rest of the United States, according to the results of a state/national Dashboard survey conducted for the Idaho Beef Council (IBC) in August 2020. In the survey, 76 percent of Idaho consumers reported they eat beef weekly, compared to 64 percent of national consumers stating they eat beef weekly. Idaho consumers also have a better image of beef, with 75 percent of local respondents reporting they

have a positive perception of beef, compared to 57 percent of national respondents citing a positive beef perception.

In other findings, Idaho respondents had a high level of trust in beef's safety, with 65 percent rating beef as safe to eat, compared to 55 percent of national respondents rating beef as safe to eat. However, only 28 percent of Idaho consumers said they were knowledgeable about beef production – this is in line with the total U.S. consumers, where only 30 percent of consumers claimed beef production knowledge.

This survey is one of the ways the IBC tracks consumer perceptions and knowledge. Survey results are used to evaluate Idaho Beef Checkoff programs and to improve program effectiveness. ■

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Race for the Steaks Creates Beef Buzz Beyond Idaho's Borders

The 7th Annual *Race for the Steaks* yielded great exposure for the Idaho Beef Council (IBC) and the beef industry as a whole. This year, we were "Raising the Steaks" on nutrition and health in a virtual setting, with 140 participants from all corners of Idaho and the U.S. Racers competed from Oregon, California, Nevada, Colorado, Kansas, Texas, Missouri, North Carolina, Pennsylvania, New Jersey, Virginia and Florida. Making the event even more special was the many Idaho ranchers who registered and ran under cattle association teams.

In addition to benefiting the Treasure Valley YMCA, registration fees paired with individual donations made directly to The Idaho Foodbank raised \$6,357 for The *Beef Counts* program, enough to provide 2,596 three-ounce servings of beef protein.

www.IDBeef.org received more than 2,200 visits since the registration opened for *Race for the Steaks* with 83 percent of those visitors being new to the site. This is an increase of more than 22 percent from the



previous five weeks prior to the promotion of the event. Content was created and shared on the IBC, Team BEEF and *Race for the Steaks* Facebook pages. Altogether, 69 posts on Facebook and 18 posts on Instagram, along with newsletter mentions and press releases all went into promoting the race as well as weekly prize giveaways, and a virtual cooking demo. The reach of the social media efforts was nearly 30,000 consumers with more than 2,000 interactions with our content. Through these activities, more consumers had visibility to beef-related content with access to recipes and tips to increase consumption. ■

Celebrity Chef Mark Anderson Demos Beef 3 Ways



Influencers are experts in their field who have a strong following on their digital media channels, which makes them excellent partners in reaching and teaching more consumers. To increase consumer confidence with preparing beef, the Idaho Beef Council engaged *THE GRILL DADS'* Mark Anderson to showcase Tuxedo blend spices in a special cooking demo for *Race for the Steaks* participants.

Anderson showed Idahoans how to prepare flavorful beef Short Ribs to enjoy three different ways! **Find a link to the video and the recipes on www.IDBeef.org.** ■

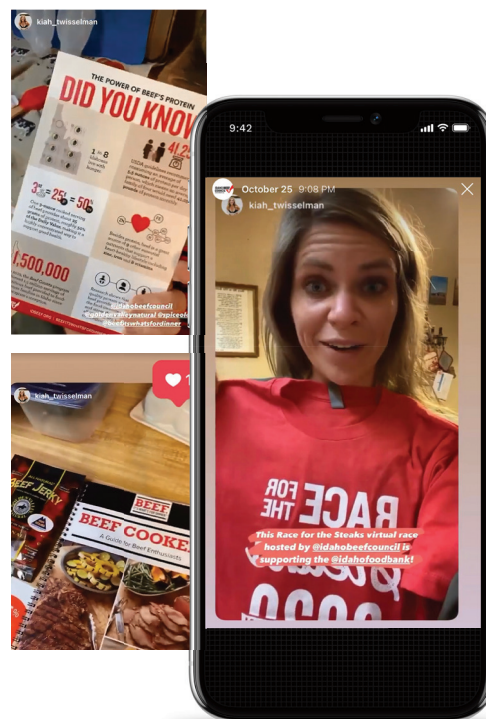
Popular Instagrammer Gives Shout Out for Idaho's Race For The Steaks

When the IBC shifted the annual *Race for the Steaks* to a virtual format this past October, the result was a much-strengthened online presence for beef and its role as fuel for performance. One of the best examples of this was out-of-state participant, online influencer and California rancher Kiah Twisselman who participated in the event. She is a popular Instagrammer with 28,000 followers, who has used her weight loss journey to inspire others to do the same. IBC's social media campaign reached 30,000 consumers and had an additional boost when Twisselman shared her *Race for the Steaks* virtual experience.

Racers received a packet with educational and promotional material showcasing the nutrient value and versatility of Idaho beef. Twisselman was so excited about her packet that she posted a video on Instagram showing off each item, including a Beef Cookery Guide, meat thermometer,

Beef Counts program information, Idaho beef jerky samples, a coupon for Snake River Farms beef and Spiceology Tuxedo blend spice samples. These were used by a celebrity chef who developed a special beef short ribs cooking demo for race participants. Because the beefy race packets found their way into homes across the country, Beef Checkoff-funded programming delivered valuable resources for promoting Idaho beef to an expanded consumer audience.

Switching gears this year to deliver a virtual fun-run greatly expanded consumer reach and engagement through hands-on education and event participation. Empowering consumers to learn through reading, seeing and doing delivered a meaningful way to increase confidence in preparing beef and keeping Idaho beef top of mind as part of a healthy diet and lifestyle. ■



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