

Idaho Beef Council

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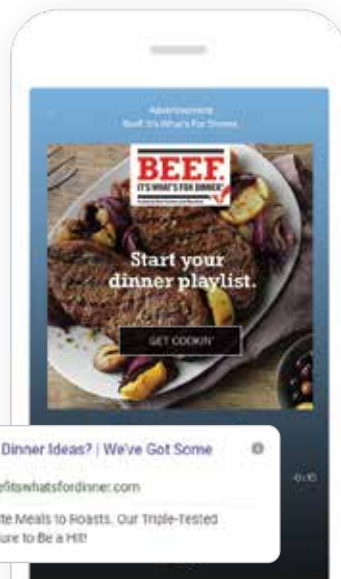
Beef Night on the Ice

When the Idaho Beef Council (IBC) and the Idaho Steelheads presented "Beef Night on the Ice" Saturday, February 1, the real winner was the *Beef Counts* program. The event raised more than \$6,420 to provide The Idaho Foodbank with much needed funds to purchase a consistent supply of high-quality protein throughout the year to help fight hunger in Idaho. Donations raised for this event

were matched by Agri Beef to bring the night's total to over \$12,800. Agri Beef has pledged an annual commitment of \$50,000 this year to support the *Beef Counts* program.

About The Beef Counts Program: The *Beef Counts* program is a partnership between The Idaho Foodbank, Idaho's largest distributor of free emergency food, and

members of the Idaho beef industry including the Idaho Cattle Association, Idaho CattleWomen Council, Idaho Beef Council and Agri Beef Company. Since its inception in 2010, the program has distributed more than 1.5 million 3-oz servings of beef through The Idaho Foodbank's statewide network of community partners. ■



National Digital Marketing Dashboard

In addition to the digital ads placed and managed by our national organization, the Idaho Beef Council is the first state checkoff organization to invest in advertising on the music streaming service, Spotify, and the results are positive. This medium offers a cost-effective way to reach targeted consumers (\$.01 per ad listen), but also provides robust reporting and tracking capabilities. The campaign yielded over 429,000 impressions and 713 clicks to BeefIsWhatsForDinner.com from December 2019 through February 2020 and will continue through the end of June.

Other digital platforms included Google paid search and YouTube, which featured recipe videos and resulted in over 2.6 million video views at a cost of \$.01 per view (industry avg. is \$.04). The most popular video was the BQA video: "The Right Way is the Only Way," which had a 46 percent view rate. The digital advertising campaign started with the new fiscal year and targeted men and women in Idaho, ages 18-65. The key findings showed that Idaho consumers consider the taste and value of beef above anything else, and consume beef at volumes higher than the U.S. national average. ■

To learn more visit IDBeef.org.

IDAHO BEEF COUNCIL
Funded by Beef Farmers and Ranchers

Idaho Beef Council Kicks Off the New Year with Beef Quality Assurance Certification Training



All roads that lead to buying, preparing and consuming Idaho beef start with consumer confidence in the beef industry. To support the industry, the Idaho Beef Council partnered with the Magic Valley Cattle Association to implement the first in-person BQA certification training of 2020 in Burley, Idaho on January 4th.

Led by Ron Gill, PhD, Texas AgriLife extension specialist, the training featured a hands-on demonstration

where participants learned new livestock handling techniques. Dr. Gill discussed how participants can shape consumer perceptions about animal handling and how it can result in significant economic benefits to producers. Recordkeeping, injection site management, culling, euthanasia and transportation were also discussed.

The Idaho Beef Council Board of Directors encourages eligible stakeholders to pursue

BQA certification to ensure Idaho beef gains and maintains a reputation for the highest quality of beef production in the nation. The Idaho Beef Council will continue to schedule in-person BQA certification programs. Stay tuned for upcoming training events by visiting the www.IDBeef.org events calendar. Learn more about BQA certification and take advantage of the online certification courses at www.BQA.org. ■



Beef Counts Program Distributes Holiday Roasts

The Idaho Beef Council, Idaho Cattle Association, Idaho CattleWomen Council, Agri Beef and The Idaho Foodbank joined together as a mobile food pantry in Weiser, Idaho distributed roasts for the holiday season to families in need. The event was captured with TV coverage from the local CBS affiliate from Boise. This effort was in support of the *Beef Counts* program and the results exceeded expectations. ■

- **Approximately 540 roasts were delivered**
- **Roughly 270 families were recipients of the donated roasts**
- **Each family/household received two 3-pound roasts**



Idaho Finger Steaks in Japan

Sojitz Foods, a wholly-owned subsidiary of Japan's Sojitz Corporation, will begin to purchase U.S. beef and offer fully cooked Idaho Finger Steaks as part of its restaurant and foodservice offerings starting in June of 2020. At the Supermarket Tradeshow in Tokyo February 12-14, 2020, Sojitz showcased the product to over 80,000 participants. This is the result of the Idaho Finger Steak Initiative with the U.S. Meat Export Federation, a subcontractor to the Beef Checkoff, in Japan.

In its initial phase, IBC targeted Japan, a market with 127 million consumers and a love of all things cowboy. In 2019, five Japanese foodservice operations launched Idaho Finger Steak menus, including Japan's Chimney Group, a famous foodservice group with 700 outlets of izakaya (Japanese pub-style) restaurants, a Tokyo baseball stadium, a yakiniku chain and two hotels. A Japanese media team in September 2019 resulted in 16 pages of coverage of the Idaho beef industry in two lifestyle and one culinary magazine, reaching a combined circulation of 632,000. ■

To learn more visit IDBeef.org.