

# • IDAHO BEEF COUNCIL • ANNUAL REPORT

FISCAL YEAR 23 (FY23): JULY 2022 – JUNE 2023

The Idaho Beef Council (IBC) is the producer-funded and industry-directed marketing arm of Idaho's beef industry. Funded by a \$1.50 per head assessment on the sale of cattle in Idaho, the IBC carries out beef promotion, research, and education on behalf of local beef producers. The Checkoff program is authorized under state and federal law to implement programs that increase consumer demand for beef.

## STRATEGIC PLANNING. A vision for the future.

Partnering with Idaho beef industry stakeholders, the IBC completed a five-year strategic plan to guide its Beef Checkoff investments focusing on key objectives, maximizing impact, and resulting in higher return on investment (ROI). The process started with reviewing the National Beef Long Range Plan (LRP), receiving input from all sectors of the Idaho beef industry, and gathering insights into local industry challenges and opportunities for consideration. The IBC Board of Directors prioritized the information into the following strategic objectives, providing guardrails and clear direction for activity implementation through June 2025. The following strategic initiatives implemented are highlights of the work conducted.

## STRATEGIC OBJECTIVE 1: GROW CONSUMER TRUST IN BEEF AND IDAHO BEEF PRODUCTION

Idaho has a special story to tell; it's a place where every segment of the beef industry exists and is flourishing from best-in-class genetics to value added beef manufacturing. There's an undeniable, home-grown, deep-rooted history and passion for the Idaho beef industry. But there are also more people moving to Idaho than any other state right now — and while we don't blame them for wanting to make the move, it's important that they know our story and how cattle ranching is woven into the fabric of our state's economy and landscape. Beef educational and promotional programs were targeted at Idaho consumers, chefs, foodservice operators and retailers to increase trust in Idaho beef and beef production, build awareness of Idaho cattle ranching practices, and increase demand.

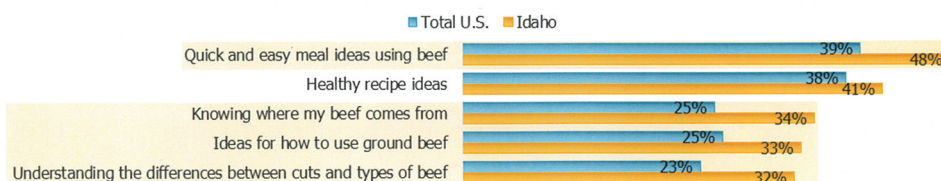
**State-National Partnerships:** Idaho Checkoff investments made with national organizations such as the Federation of State Beef Councils and National Cattlemen's Beef Association (NCBA), a subcontractor to the Cattlemen's Beef Board (CBB), leverage overall Beef Checkoff dollars and impact. Examples of these partnerships include:

- Consumer trend information provided quarterly enables the IBC to make data driven decisions on where to invest Checkoff dollars most efficiently. For example, results showed that quick and easy recipes would expand beef consumption and information on how cattle are treated would increase consumer trust in Idaho.

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### Encourage Beef Consumption

When it comes to encouragement to prepare or eat more beef meals, Idaho consumers express greater interest in many categories compared to those nationally. These consumers may be motivated by having access to more recipe ideas and cooking methods, information on farmers and ranchers, and nutritional benefits.



Sources: Consumer Beef Tracker August 2023; National n=504, Qualtrics/PureSpectrum State Dashboard August 2023; Idaho n=151. "Which of the following would encourage you to prepare or eat beef meals often? Select all that apply."  
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

## STRATEGIC OBJECTIVE 2: EXPAND CONSUMER KNOWLEDGE OF THE HERITAGE AND COMMITMENT TO THE SUSTAINABILITY OF IDAHO'S MULTI-GENERATIONAL FAMILY FARMS AND RANCHES

### Local ranchers and social media influencers, Jessie Jarvis and Lance Pekus, sharing the Idaho beef story throughout Idaho and beyond:

Influencer partnerships with Idaho ranchers, Jessie Jarvis and Lance Pekus, were continued this year. Both Jarvis and Pekus have built substantial engaged audiences on the Instagram platform, and were leveraged to authentically tell the Idaho beef story to their audiences. Between Jessie Jarvis and her husband, Justin, their family represents 8 generations of Idaho ranching with 52,000 followers. Lance Pekus, famous for his time on America Ninja Warrior as the Cowboy Ninja, has a strong Instagram following totaling over 67,000 consumers.

Influencer content had the strongest efficiency of all social media content executed in FY23. Jarvis' posts held the top 6 spots in terms of reach, averaging \$2.86 - \$3.69 CPM, well under the goal of \$4.50. Pekus' content also resonated well with audiences delivering over 3 million impressions. These campaigns and others, help Idaho consumers to have a positive overall perception of beef, reported at 77% versus the total U.S. average of 71%.



## STRATEGIC OBJECTIVE 3: INCREASE DEMAND FOR IDAHO AND PACIFIC NW BEEF IN DOMESTIC AND KEY EXPORT MARKETS

### Increasing carcass value through exports:

With 96% of the world's population living outside of the U.S., the IBC partners with the U.S. Meat Export Federation (USMEF) to leverage Checkoff dollars and increase overall carcass value for U.S. beef producers. Variety meats and underutilized cuts are highly valued in countries outside of the U.S.

Through this partnership, programs such as branded beef showcases, foodservice promotions and retail campaigns are supported in Japan, South Korea and China. As an example, USMEF collaborates with Japanese retail partners

every April – June and October – December to conduct a unified, all-encompassing campaign across the country. Through this campaign, 1,482 retail outlets participated with U.S. beef sales averaging 730 metric tons (MT) per month, moving approximately 4.8 million pounds of beef during the promotion.



## BEEF'S FUTURE IS BRIGHT! THE SKY'S THE LIMIT!



Steven Taylor, FY23 Vice Chair  
FY22 Secretary/Treasurer  
Auction Market, Jerome, Idaho

As Vice Chair of the Idaho Beef Council (IBC), I would like to take a moment and present the year-end report. The IBC Board of Directors is a very diverse group with all segments of the cattle industry represented. I can assure you we have very robust conversations about what is best for the beef industry and always keep it top of mind. We take our jobs very seriously to ensure your monies are spent in the most efficient way, keeping aligned with our long-range plan, to promote beef.

One of the most exciting things that we have been working on is revamping our Beef Quality Assurance (BQA) program. We have aligned our program with the national program to provide a consistent, more robust training experience for the Idaho beef industry. Our state co-coordinators, Sarah Baker and Meranda Small, have done an outstanding job implementing this program, ensuring Idaho is at the top of the class in BQA! This leads to more consumer trust that Idaho cattle are raised to the highest standard, ensuring we have the highest quality beef and an exceptional beef eating experience for consumers.

Another example of our work is our partnership with the U.S. Meat Export Federation (USMEF). We partner with this organization, which performs outstanding work in export markets. With their help, our beef from the Pacific Northwest is highlighted in export markets, focused in Japan, South Korea, and China. They help us tell our story on how these cattle are raised and grown on our

biggest asset, the multi-generational family farms and ranches — which produce the highest quality beef that can be had. With four of the newest packing facilities in the country, this work is extremely valuable in keeping beef moving and carcass values up!

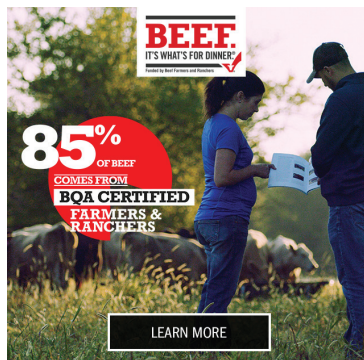
Working closely with the National Cattlemen's Beef Association (NCBA) is yet another way the IBC makes the best use of funds. We can partner on national ad campaigns, one of the better known ones "BEEF. ITS WHAT'S FOR DINNER." and benefit from the use of their Digital Command Center, which keeps an up to date watch for any issues that we may need to know about. NCBA monitors for false info on the internet or social media sites, as well as news articles that may spread false information about beef. The resources and staff that we leverage on a daily basis are invaluable to our industry.

We have moved from print advertising and in-person events to social media campaigns to get the most effective use of Checkoff dollars. Instead of reaching hundreds of consumers through traditional methods, we can now reach hundreds of thousands of consumers while they are actively shopping, providing them with beef recipes and cuts that are of the most use. The story of sustainability, how Idaho cattle producers produce this beef, and care for the environment with the utmost respect to the land, both public and private, is important for our new-to-Idaho consumers to learn.

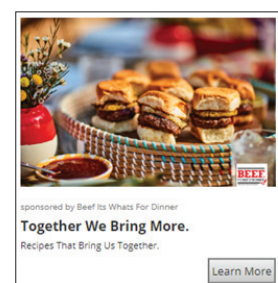
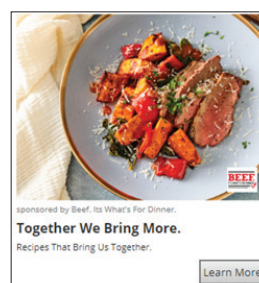
In conclusion, I am proud to be part of such a diverse and talented group — IBC directors, staff, and of course, all of our Idaho cattle producers. The future is bright. With record cattle prices and beef demand, Idaho is at the forefront of our industry, producing and providing the world with some of the highest quality beef available. With IBC working with all of our industry partners to promote beef, the sky is the limit!

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- Nationally led programs such as the Beef Quality Assurance (BQA) program provides a foundation of information, as well as national staff support and guidance. In response to the consumer trust data, the IBC restructured its BQA program in FY20 to build a competitive and profitable edge for the Idaho beef industry, as well as increase consumer trust in the industry. FY23 certifications increased 217% over the FY20 baseline, reaching a total of 749.



- National campaigns are another avenue to partner with other states and national organizations. To increase consumer trust metrics, IBC partners with other Western states to tell the beef story through connected TV, online radio streaming and Native advertising, resulting in ads shown approximately 12 million times throughout 7 Western states.





*Telling the Idaho beef story through Nourish Idaho social media.*

## FINANCIALS

### THE IDAHO BEEF COUNCIL

Audited Financial Statements, June 30, 2023

**REVENUE:**

Checkoff Assessments	\$2,723,614
Less Remittance to Beef Board	(903,670)
<b>Net Assessments</b>	<b>\$1,819,944</b>
Interest/Other Income	3,905

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**Net In-State Revenue** **\$1,823,849**

**EXPENSES:**

Consumer Program	\$ 310,164
Retail Program	100,946
Foodservice Program	50,288
Research Program	23,660
Industry Outreach Program	203,755
International Marketing Program	165,094
National Program	124,616
Collection Fee Paid to State Brand Dept.	134,038
Administration	244,528
Special Programs	54,936

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**Total Expenses** **\$1,412,025**

**Increase in Net Assets** **\$ 411,824**

## FY23 IBC BOARD OF DIRECTORS ~ Nominated by industry. Appointed by the Governor.



*Left to right: Willie, J.W., Bill, Steven, Jodie, Lee, Ira, and Don.*

- Bill Lickley**, Chairman, Cow/Calf Producer, Jerome, Idaho
- Lee Bradshaw**, Vice-Chairman, Cattle Feeder, Caldwell, Idaho
- Steven Taylor**, Secretary/Treasurer, Auction Market, Jerome, Idaho
- Jodie Mink**, Cow/Calf Producer, CattleWomen, Cambridge, Idaho
- Ira Brackett**, Cow/Calf Producer, Kimberly, Idaho
- Willie Bokma**, Dairy Producer, Twin Falls, Idaho
- J.W. Wood**, Cattle Feeder, Parma, Idaho
- Don Gaalswyk**, Dairy Producer, Castleford, Idaho

**Idaho Beef Council Staff**

- T.K. Kuwahara, Chief Executive Officer
- Shari Gulledge, Finance & Operations Director
- Jeff Hanlin, Office Administrator
- Mandy Legarreta, Business to Business (B2B) Marketing Specialist

**Cattlemen's Beef Board Representatives**

- Trish Dowton, Ellis, Idaho
- Tucker Shaw, Parma, Idaho

**Federation of State Beef Councils Representatives**

- Bill Lickley, Jerome, Idaho
- Lee Bradshaw, Caldwell, Idaho
- Steven Taylor, Jerome, Idaho

**U.S. Meat Export Federation Representatives**

- Ira Brackett, Kimberly, Idaho
- J.W. Wood, Parma, Idaho



**Funded by Beef Farmers and Ranchers**

1951 W. Frederic Lane  
Boise, ID 83705  
(208) 376-6004  
BeefCouncil@IDBeef.org  
IDBeef.org  
IdahoFingerSteaks.com  
IdahoBeefSushi.com  
IdahoBeefQuality.com