

• IDAHO BEEF COUNCIL • ANNUAL REPORT

FISCAL YEAR 24 (FY24): JULY 2023 – JUNE 2024

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.

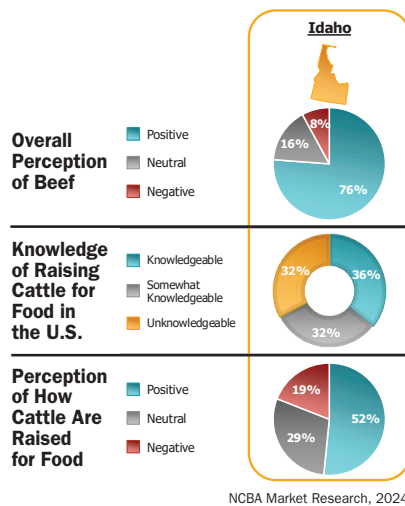
Partnering with Idaho beef industry stakeholders, the IBC completed a five-year strategic plan to guide its beef checkoff investments focusing on key objectives, maximizing impact, and resulting in higher return on investment (ROI). The process started with reviewing the national beef Long Range Plan (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

The Right Way is the Only Way: Guiding Producers Towards Continuous Beef Quality Improvement!

A strong majority of Idaho consumers have a positive perception of beef, though fewer feel positively about or are knowledgeable of how cattle are raised for food. With Idaho’s changing demographics and an influx of residents from the West Coast, it is essential to equip Idaho producers with science-based, practical cattle handling training to uphold the highest standards in quality, safety, and profitability.

The Idaho BQA Program evaluated its training efforts to ensure meaningful alignment with education and certification goals. Insights from the 2022 National Beef Quality Audit highlighted the economic impact of defects such as bruising and foreign objects, which average \$83.30 in losses per carcass. The Audit recommended, “A continued emphasis on producer, transporter, and packer education through extension, the BQA program, and other avenues... focused on appropriate management, handling, and marketing... to increase overall value and enhance animal well-being.”



A total of 823 individuals completed training and certification in BQA or BQA-Transportation (BQAT). In-person BQA training (379 completions) surpassed online completions (232), and more transporters completed professional BQAT certification (163) than farmers/rancher certification (49). With certification growth as a key objective, the need to drive online course participation became evident.

Additionally, discussions with feedyard facilities uncovered a significant gap in training opportunities for cattle handlers, particularly for Spanish-speakers. Recognizing this, the Idaho Beef Council expanded efforts to develop Spanish-language training materials, recruit bilingual trainers, and conduct outreach to Spanish-speaking cattle handlers.

In addition, Idaho BQA Program resources were updated with the latest science-backed content to support a growing number of certified trainers and broaden outreach to those who can elevate the value, quality, and consumer confidence in Idaho’s beef industry.

Help us grow consumer trust in beef and beef production by getting BQA certified!



Learn more at IdahoBeefQuality.com or scan this code:



STRATEGIC OBJECTIVE 1: Continued from page 1

Engaging Every Consumer: Strategies for Promoting Beef in Today's Market

Implementing a variety of state and national promotions creates a connection with our current and next generation of beef consumers. Whether on social media, at in-person events, at foodservice or retail, educating consumers about how Idaho's multigenerational family ranches are responsibly raising high-quality beef continues to be a priority.

As a member of the Federation of State Beef Councils, one of the services the Idaho Beef Council receives is quarterly consumer survey results. According to the fourth quarter, May 2024, survey results, consumer awareness of the *Beef. It's What's For Dinner.* (BIWFD) campaign is higher in Idaho (52%) vs the national audience (41%). Idahoans have an overwhelming positive sentiment toward beef products and its production. Telling the beef rancher story is helping to educate consumers and promote the value and quality of Idaho beef and beef production practices to increase trust.

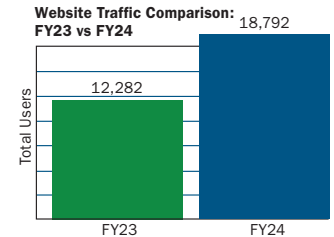


The average American spends four hours and 37 minutes on their phone each day, and of that time, over two hours on social media. For that reason, utilizing social media (Facebook and Instagram) to meet consumers where they are is essential to reaching and engaging with consumers. Promoting events, sharing rancher stories and inspiring home cooks with delicious *Beef. It's What's For Dinner.* recipes, are just some ways the Idaho Beef digital footprint continues to communicate beef's quality, benefits and build consumer trust.

IBC Consumer Reached through social media: 2.5+ million

- **FY24 Facebook**
Posts: 136
Reach: 852,790
- **FY24 Instagram**
Posts: 120
Reach: 1,672,206

Website traffic grew by 53% over the previous fiscal year, growing from 12,282 visitors to 18,792 visitors with a 46.5% engagement rate. The most visited pages on IDBeef.org were:



1. Home Page (IDBeef.org)
2. The Story of Idaho Finger Steaks
3. Raising Beef: Meet Idaho's Ranching Families
4. Idaho Finger Steak Home Page
5. Local Producers & Suppliers Directory

Idaho contributed to a Western States advertising campaign reaching customers with messaging and content to encourage grilling beef along with promotion of the *Beef. It's What's For Dinner.* website. This campaign ran throughout the summer 2023 to capitalize on the peak summer grilling season and also mirrored the National *Beef. It's What's For Dinner.* Summer Grilling Brand Anthem Campaign flight. BIWFD audio ads ran across premium platforms such as Soundcloud, iHeartRadio, Pandora, and SiriusXM, as well as on smart speakers like Google Home, Amazon Alexa, and the Bose Smart Speaker.

The campaign resulted in a total of 2+ million video views and over 1.2+ million audio listens. A series of display ads were also part of the campaign, resulting in 8.6 million impressions and 5,521 clicks through to BIWFD grilling landing page.

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

Ranching Road Trip Connects Consumers with Idaho Ranchers

A "Ranching Road Trip" was a social media campaign which took audiences to a variety of beef ranches and operations throughout Idaho. From Lemhi County to Parma with stops in between, Katie Williams (aka 'The Traveling Spud') took her followers on a beef ranching adventure, providing education and captivating video and photos from her stops. In total, her posts yielded over 69 hours (or nearly three days) of video watch time. The comments from her followers tell the story best:

"...A true nod to the cattlemen and farmers throughout the great state of Idaho and beyond! Their hard work is greatly appreciated."

"What a cool adventure! Applause to those responsibly raising cattle in our state!"

Overall, the Idaho Beef Council reached more consumers compared to last year, and gained an additional 300 new followers on Facebook and Instagram.



BIG BEEF! Increasing Awareness for Idaho Beef

Outdoor billboards were placed throughout Idaho's major traffic corridors, depicting the open range of Idaho with cattle and the "Idaho Beef. Raised Right, Here." headline. The intent was to raise awareness of the quality and care that is the heart of the Idaho Beef industry and resulted in over 9.1 million impressions.



Billboards were displayed April 29 – June 30, 2024

LETTER FROM THE CHAIRMAN



Ira Brackett, FY24 Chairman
Cow/Calf Producer, Kimberly, Idaho

As Chairman of the Idaho Beef Council, I am proud to reflect on another year of significant progress and growth within our industry. As I finish out my term as Chairman, I have had time to reflect on some of the strategic programs and valuable partnerships, which will provide return-on-investment for our Idaho beef producers and ensure long-term sustainability and success for our industry.

Equally important is our partnership with the U.S. Meat Export Federation (USMEF), which continues to open new international markets for Idaho beef. USMEF's programs have allowed us to grow demand for Idaho beef worldwide, capitalizing on the increasing global appetite for high-quality American beef. By collaborating with USMEF, we are positioning Idaho producers to thrive in both established and emerging markets, ensuring that Idaho's beef products remain competitive on the world stage.

Finally, the industry partnerships we have strengthened have been instrumental in driving innovation and sustainability in beef production. From research at the University of Idaho to retail programs and education initiatives to joint marketing campaigns, these collaborations are fostering a stronger beef industry in Idaho. Together with our partners, we are navigating challenges, addressing consumer demands, and preparing for the future with confidence.

As we move forward, the Idaho Beef Council remains committed to supporting our producers, growing markets, and enhancing the overall value of Idaho beef. We are grateful for the continued support and trust of our producers, industry partners, and consumers. Thank you for being a part of this journey as we work together to keep improving and promoting Idaho beef.

One key initiative has been the Beef Quality Assurance (BQA) program, which has played a critical role in promoting responsible management practices across our state's beef operations. As we expand the reach of BQA, it's important for producers to recognize that the tools and knowledge gained through the program help secure a strong market for their products, leading to long-term success. This commitment to excellence strengthens consumer confidence in our product and enhances Idaho's reputation as a leader in the beef industry.

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

Leveraging Beef Checkoff Dollars at Retail

Leveraging checkoff dollars with eleven other state beef councils, the Idaho Beef Council invested \$10,000 in a *Beef. It's What's For Dinner*. Campaign partnering with a major national retailer. Data showed the national campaign had an overall impact of \$11.2 million in incremental beef sales, and Idaho yielded \$1,079,729 in traceable/attributable beef sales within the state. This gave Idaho an ROI of \$107.97 in attributable beef sales per dollar invested. The results from the campaign also showed an overall 26% increase in purchases from buyers who hadn't purchased beef in the previous 12 months.

International Marketing and Promotion

With 96% of the world's population living outside the U.S., exports are an important component to drive demand for beef. Supplemental support from the Idaho Beef Council was used to amplify marketing programs in Japan and South Korea – the two leading export markets for U.S. beef. Opportunities for growth and cross-pollination of marketing programs between these markets are plentiful, making this combination ideal for building a reputation for U.S. beef products across Asia.

Costco is widely regarded as the "gold standard" retailer in Japan, setting trends and maintaining high product quality benchmarks that other retailers aspire to follow. For two weeks in 2024, US Meat Export Federation (USMEF) conducted a roadshow campaign in 33 Costco outlets

showcasing U.S. prime grade beef to consumers via tasting demonstrators and specialized signage. The campaign highlighted a range of U.S. beef cuts including chuck eye roll, top blade, striploin, short loin, rib eye roll, butt tenderloin, coulotte, chuck rib, pastrami plate, outside skirt, and even tongue. The first roadshow event, held in February 2024, resulted in a 27% increase in sales, reaching nearly 290,000 lbs of U.S. beef – an impressive gain of 62,000 lbs from the previous week.



The second roadshow, running April 27 through May 4, 2024, achieved remarkable success, with U.S. beef sales exceeding 707,000 lbs, a substantial 91% increase during the promotion period, which coincided with Golden Week, a major holiday in Japan.



Left to right: J.W. Wood, Willie Bokma, Jodie Mink, Steven Taylor, Bruce Kerner, Ira Brackett, Don Gaalswyk, Lynn Bachman.

- Ira Brackett**, Chairman, Cow/Calf Producer, Kimberly, Idaho
- Steven Taylor**, Vice Chair, Auction Market, Jerome, Idaho
- J.W. Wood**, Secretary/Treasurer, Cattle Feeder, Parma, Idaho
- Jodie Mink**, Cow/Calf Producer, CattleWomen, Cambridge, Idaho
- Willie Bokma**, Dairy Producer, Twin Falls, Idaho
- Don Gaalswyk**, Dairy Producer, Castleford, Idaho
- Lynn Bachman**, Cow/Calf Producer, Bruneau, Idaho
- Bruce Kerner**, Cattle Feeder, Weiser, Idaho

Cattlemen’s Beef Board Representatives

- Trish Downton, Ellis, Idaho
- Gwenna Prescott, Carey, Idaho
- Tucker Shaw, Parma, Idaho

Federation of State Beef Councils Representatives

- Ira Brackett, Kimberly, Idaho
- J.W. Wood, Parma, Idaho
- Steven Taylor, Jerome, Idaho

U.S. Meat Export Federation Representatives

- Jodie Mink, Cambridge, Idaho
- J.W. Wood, Parma, Idaho

Idaho Beef Council Staff

- T.K. Kuwahara, Chief Executive Officer
- Shari Gulledege, Finance & Operations Director
- Cindy Miller, Marketing and Communications Manager
- Jeff Hanlin, Office Administrator
- Maycie Goodlander, Business to Consumer (B2C) Marketing Specialist
- Kacy Elguezabal, Business to Business (B2B) Marketing Specialist

Get In Touch with your Idaho Beef Council Staff



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

THE IDAHO BEEF COUNCIL

Audited Financial Statements, June 30, 2024

REVENUE:

Checkoff Assessments	\$2,913,813
Less Remittance to Beef Board	(967,769)
Net Assessments	\$1,946,044
Interest/Other Income	11,765

Net In-State Revenue **\$1,957,809**

EXPENSES:

Consumer Program	\$ 582,468
Retail Program	123,430
Foodservice Program	225,052
Research Program	12,615
Industry Program	288,492
International Program	226,948
National Program	157,947
Collection Fee Paid to State Brand Dept.	143,871
Administration	225,728
Depreciation	1,120
Special Programs	20,724

Total Expenses **\$2,008,395**

Decrease in Net Assets **\$ (50,586)**

Exploring Finger Steaks at Foodservice

Promoting the uniqueness of Idaho Finger Steaks with foodservice operators continues to be a priority due to the potential impact this menu item could have on overall beef consumption. Customer research was conducted to uncover their sentiment toward finger steaks, and the results show a compelling opportunity for restaurants to add finger steaks to their menus. Through focus groups in Boulder, CO, and Atlanta, GA, consumers expressed overwhelmingly positive reactions to finger steaks, revealing a genuine enthusiasm for this unique and flavorful beef-centric menu item. This research strongly suggests that finger steaks have the potential to become a popular choice, especially as a shareable appetizer. By adding finger steaks to their menus, restaurants can offer an innovative, regional specialty that appeals to diverse tastes, setting themselves apart and meeting customer demand for exciting, memorable dining options. The next step in this long-term journey will be conducting research with foodservice operators to gain additional information on the operational side of the equation. Successfully launching new items at foodservice is typically a multi-year process, but can yield big results.

