



DEAR FELLOW PRODUCERS:

Our Idaho Beef Council's Mission: "Maintain and build consumer demand for beef through support of integrated state, national, and international programs, to enhance the image of beef and the beef industry, and the opportunity for profitability and return on checkoff investment." Proudly, we are the only organization to help fulfill these obligations to you, the checkoff payer! As Chairman, I take this mission statement personally, and it is my goal looking ahead to:

1. Create a strategic plan that compliments our annual priorities, mission statement and marketing plan.
2. Evaluate existing programs. Are we making the best use of your checkoff dollars in a shrinking economic situation?
3. Listen, really listen to how Idaho Producers want their checkoff dollars invested.
4. Continue to meet our customers needs (consumers and producers) while allocating resources responsibly.
5. Transparency of all programs, and
6. Greater cooperation, collaboration, and communication with our Industry Partners.

Our customers are really number one in my thought process, both the consumers that purchase/market/procure beef and you, the producer who through the \$1.50 checkoff helps facilitate these efforts.

What methods best present themselves to help beef demand, and are we meeting those needs? Are those methods efficient? Do we have solid data? Are we leveraging

those resources, evaluating those programs? We have and will continue to better that transparency, giving you the ability to watch your checkoff dollars work.

There are many challenges facing our industry, from environmental organizations push to end animal agriculture to food safety issues and nutritional concerns. Do we really want consumers choosing another protein source because it is priced better, perceived healthier, is more convenient? Do we want "Meatless Mondays"? The answer is simply, "NO!" And, collectively, we can make a difference.

Please join me as we move forward with our Idaho Beef Checkoff. We are a customer service organization, trying hard to have a plan for now and in the future, and my goal is to work with you. Our Board of Directors consist of your peers, nominated by your organizations, appointed by the governor, so you can be assured that producer profitability is at the peak of our minds as we allocate these resources. Please let us know how we can help you. My goals are simple, and I challenge to you help us work collectively on an industry that means a significant amount to all us. Cooperation, collaboration, and communication - Let me hear from you.

Sincerely,

Laurie Lickley

Laurie Lickley
IBC Chairman, 2009-2010

BEEF QUALITY ASSURANCE

Consumers are becoming more concerned with how their food is produced. Idaho's BQA program, a partnership between Univ. of Idaho and IBC, provides educational resources and training to beef and dairy producers to improve the quality of their product and identify management practices to help ensure the safety and quality of cattle within their control. During 2008-09 several workshops were held resulting in 92 Idaho producers being BQA certified.

In 2009 Idaho checkoff dollars supported a research project and development of a new publication, "Dairy Beef Quality Assurance: Executive Summary of Premiums and Discounts Available for Market Dairy Cows Sold at Auction." And, checkoff dollars helped distribute antibiotic use brochures, FMD information, and cattle handling and transportation guides to producers and industry partners statewide.

RESEARCH FOR OUR FUTURE

Research is an integral part of our continued success. The following research projects were funded in 2008-2009 and will continue through completion with the University of Idaho:

- Novel factors for vaccine development that affect *E.coli* O157:H7 attachment to the bovine intestinal tract (Bohach/Minnich)
- Effects of fatty acids on differentiation of bovine preadipocytes from intramuscular and subcutaneous fat deposits (Doumit)

EXPORT

Expanding the opportunities to sell beef around the globe, IBC contributed \$22,300 to the U.S. Meat Export Federation (USMEF) for continued support of beef promotion in international markets. IBC Board Member Jay Theiler represented Idaho producer's interests as a USMEF delegate.

IDAHO BEEF COUNCIL STATEMENT OF ACTIVITIES | 7.1.08 - 6.30.09

REVENUE:	
Checkoff Assessments	\$1,558,433
Less Remittance to Beef Board	(779,218)
Net Assessments	779,215
Interest Income	683
Other Income	323
Net In-State Revenue	780,221
EXPENSES:	
National Programs	172,590
International Marketing Programs	25,648
Promotion Programs	179,394
Consumer Information Programs	136,490
Research Programs	92,330
Industry Information	28,144
Producer Communication	27,801
Collection Fee Paid to State Brand Dept.	76,870
Administration	142,175
Depreciation	12,469
Total Expenses	893,911
Loss on Disposal of Asset	2,169
Decrease in Net Assets	(115,859)
NET ASSETS:	
Beginning of Year	280,248
End of Year	164,389

IDAHO BEEF COUNCIL BOARD OF DIRECTORS (2009-2010)

Laurie Lickley,
Chairman, Jerome (Cow Calf)
Brenda Richards, Vice Chairman,
Murphy (Cow Calf)
Kim Brackett, Secretary-Treasurer,
Castelford (Cow Calf & CattleWomen)
Tom Dorsey, Caldwell (Dairy)
Lynn Keetch, Montpelier (Dairy)
Dan Schiffler, Jerome (Auction Market)
Jay Theiler, Boise (Feeder)
Cevin Jones, Eden (Feeder)

CATLEMEN'S BEEF BOARD REPRESENTATIVES

Dan Hinman, Caldwell
Kim Brackett, Castelford

FEDERATION REPRESENTATIVES

Laurie Lickley, Jerome
Brenda Richards, Murphy

IDAHO BEEF COUNCIL STAFF

Traci O'Donnell, Executive Director
Katlin Davis, Program Manager
Janice Streng, Office Manager



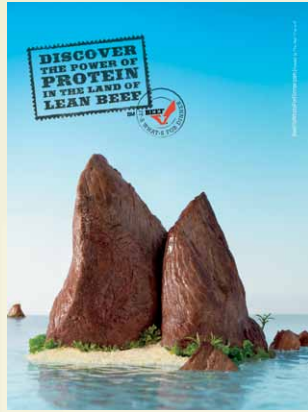
IDAHO BEEF COUNCIL

2008 - 2009

ANNUAL REPORT

"Building consumer demand for beef and enhancing the opportunity for producer profitability."





ADVERTISING AND MEDIA:

Thanks to checkoff dollars, more than half a million Idaho consumers were exposed to beef messages throughout 2009. Radio and billboard advertising, coupled with national print/magazine advertising, continues to fuel consumers' passion for beef in addition to delivering beef's great nutrition story. Over 17 million favorable consumer impressions result annually from effective use of media across Idaho. This includes 11 weeks of radio ads, 40 billboards placed in high-traffic areas throughout the state, two on-air radio promotions in the Boise and Pocatello areas, and numerous news articles and special announcements in print publications such as the *Idaho Statesman*, *Twin Falls Times News*, *Idaho Press Tribune* and more. Over 89% of our target audience was reached with checkoff-funded advertising and media campaigns. And, research indicates these individuals are significantly more likely to buy and spend more on beef.

STIMULATING CONSUMER DEMAND

CONNECTING BEEF WITH A HEALTHY LIFESTYLE:

In 2009 your checkoff dollars formed a unique sponsorship opportunity with Worldwide Triathlon Inc. for beef to become the "official protein of the Boise Ironman 70.3 Triathlon." As a result, the Power of Protein message was delivered to over 15,000 athletes and spectators attending the Boise Ironman. The multi-layer sponsorship paved the way for beef to be visible at pre- and race-day activities including the 2-day sports expo, on-course race signage, a world-wide web presence on ironman.com, and much more. On race day beef was seen, heard and tasted all throughout the race course. From the Beef Swat Team who worked various locations throughout the 70 mile course passing out samples of beef jerky, *Powered By Beef* cheer signs and cow bells, to the *Beef Recovery Zone* at the finish line where athletes got to re-fuel themselves by dining on Steak Tacos. One of the highlights was the 48 Team Beef members who demonstrated the power of beef by completing the 1.2 mile swim, 56 mile bike ride and 13.1 mile run wearing *BEEF-Fuel for the Finish* race jerseys. This event provided an excellent vehicle to educate and inform thousands of people about the many benefits of beef and garner media attention.

Events such as the Boise Ironman are strategically chosen on the basis of target audience density, event profile, and anticipated cost-per-consumer touch. Such an approach ensures that your producer dollars are well spent as we drive the demand for beef and build beef's position as the top protein in consumer minds.



PROMOTING BEEF PRODUCTS TO IDAHOANS:

IBC made contact with over 96,000 consumers at events throughout Idaho. Idahoans continue to be exposed to the nutritional benefits, great taste and menu versatility of beef through food events, cooking demonstrations, fairs, displays, and large events including the Women's Fitness Celebration, Taste of Idaho food festival, Beef Night at the Idaho Falls Chukars, Air Force Appreciation Day at Mt. Home AFB, and others.

EXPANDING MARKET SHARE



RETAIL MARKETING AND OUTREACH:

Grocery retailers represent the primary interface with consumers buying beef, so IBC makes it a priority to develop impactful programs with this segment of the industry. IBC hosted 47 retail meat managers for a daylong beef-training seminar, called *Beef Training Camp*. Topics covered included new beef cuts, consumer trends, marketing to Idaho's growing Hispanic population, food safety, and techniques to promote beef to today's consumers. These trainings equip retailers with the information they need to give their consumers what they want in the meat case and the ability to answer consumers' questions, which will help increase beef sales.

Point-of-purchase materials bring attention to beef in the meat case to generate beef purchases. The summer grilling season is the prime time of year for selling beef and holidays are perfect for roasts. During these periods IBC worked to increase beef demand by partnering with 147 retailers across Idaho and distributing in-store merchandising materials to keep beef top-of-mind with consumers when making a protein purchase. Through in-store displays more than 13,800 recipe and informational brochures were distributed to consumers.



GRILLMASTER BBQ BEEF CHALLENGE:

In June 2009 your beef checkoff partnered with Broulim's Food Stores, one of Idaho's largest independent grocery retailers, and Certified Angus Beef to find Idaho's best beef GrillMaster and put a focus on middle meats. This two-phase

BBQ contest took place with a preliminary round at each of the seven Broulim's grocery store locations and a grand finale cook-off held in Rigby. Over 80 contestants participated in the competition and it garnered radio and television coverage, further extending beef's visibility. In the end, all Broulim's locations reported positive increases in total beef sales versus prior year figures, with an overall system-wide increase reported as more than 3%.

FOODSERVICE MARKETING AND OUTREACH:

Marketing beef to foodservice professionals and restaurant establishments is a necessity for the beef industry. Through checkoff funded programs 820 chefs and foodservice providers statewide were introduced to new cuts and menuing ideas. IBC staff worked with distributors such as Food Services of America to promote beef at their food show, and Tri-City Meat's sales force was provided beef resource kits to ensure beef remains the number one selling protein in restaurants.

School foodservice directors from 160 of Idaho's top school districts, who influence more than 152,000 daily school meals, were provided materials to encourage increased beef usage on school menus. IBC staff participated in two Id. School Nutrition Assoc. conferences to provide information about the role of beef protein in youth diets and offer checkoff-funded resources for school nutrition issues.

DRIVING CONSUMER TRAFFIC:

Through a partnership with Agri Beef, the checkoff attacked the decline in restaurant consumer traffic and softening middle meat sales this past winter with a radio promotion. Positioning beef as the protein of choice when you go out to eat, radio listeners across the state were reminded of the enjoyment and great taste of beef available to them at Idaho's foodservice establishments through radio advertising and on-air contests.

STRENGTHENING THE BUSINESS CLIMATE FOR BEEF

PROMOTING BEEF'S NUTRITIONAL ADVANTAGE:

With obesity and related diseases on the rise, the clamor to change American eating habits has led to confusion about the role of beef in the diet. Many consumers have the misperception that beef must be eliminated or reduced. It's imperative we keep health professionals armed with the most recent scientific information on dietary recommendations and the nutritional value of beef.

IBC maintained a high level of visibility and distributed educational resources at conferences held by the Id. Dietetic Assoc., Id. Academy of Family Physicians, Id. Medical Assoc and Id. Academy of Physician Assistants. The primary message communicated to over 700 health professionals was the nutritional benefits of beef protein at all life stages and that beef is leaner than ever, with 29 cuts identified as lean by USDA.

Checkoff dollars enabled us to bring in third-party, nationally-known speakers for added credibility to our message. Dr. Nancy Rodriguez, a leading health and nutrition expert who has appeared on the *Today Show* and *Larry King Live*, was the keynote speaker for the Id. Dietetic Assoc. convention. Dayle Hayes, a registered dietitian and member of the highly esteemed National Council for Women's Nutrition Solutions, brought a message of common sense, moderation and variety for good health to professionals as part of the Eastern Idaho Community Outreach Conference.

REACHING KEY AUDIENCES THROUGH HEALTH ORGANIZATIONS:

Partnering with reputable health organizations helps reach thousands of consumers with a positive beef message. This past year these included the American Heart Association, Mercy Medical Center, St. Luke's Hospital, and various community health and wellness groups.

IBC was a sponsor of the American Heart Association's *Go Red For Women*, a signature Boise event focusing on women's heart health, and the *Heart Walk*. In June 2009, IBC teamed up with Mercy Medical Center to sponsor the first *Ladies Pink Night Out*, an evening dedicated to breast cancer prevention. A sell-out crowd of 425 women attended the event which included a health

trade show, wine and food stations featuring a number of beef appetizers and celebrity fashion show. Traci O'Donnell, Executive Director of IBC, kicked off the event by presenting an overview of the latest protein research and dispelling the myth between beef consumption and breast cancer.

In addition, your checkoff dollars placed beef on the menu at several other high profile events to reinforce the link between lean beef and good health.



YOUTH PROGRAMS:

Educating the next generation of beef consumers is essential. Today's youth represent our future beef shoppers. Close to 7,650 students, from preschool to college, were reached with a beef message through programs funded by the checkoff.

IBC was on hand at the Family & Consumer Science Teachers of Idaho annual conference ensuring beef's role in a healthy diet continues to be a focus in the classroom. IBC staff spoke at two conference sessions on the topic of childhood nutrition and encouraged teachers to utilize IBC's checkoff-funded materials in their classroom. At five Ag in the Classroom workshops around the state in 2008-09, IBC shared with educators the importance of Idaho's cattle industry and ways to incorporate beef into their classroom lessons.

Throughout the year, IBC distributed more than 37,400 pieces of beef nutrition, cooking information and curriculum materials to teachers and youth leaders across the state.

