



# ANNUAL FISCAL 2013 Report

## BUILDING CONSUMER DEMAND

### ADVERTISING AND MEDIA FUEL CONSUMERS' PASSION FOR BEEF

When it comes to building awareness about beef and Idaho's beef industry - advertising and media play a critical role. In fiscal 2013 we had an aggressive plan involving radio, TV, print, billboard and online media. Through the use of media we keep beef top of mind with consumers, reinforce their passion for beef and promote beef's healthy qualities.

More than 700,000 Idahoans were exposed to beef messaging through 11 weeks of statewide radio ads, 49 billboards placed in high-traffic areas around the state, a print ad campaign for Earth Day and 5 on-air radio promotions in the Treasure Valley, Eastern Idaho and Magic Valley markets. At the start of the fiscal year, the 2012 Summer Olympics provided an excellent opportunity to show our checkoff-funded TV ad. Idaho is one of the leading states for Olympic TV viewership. We took advantage of this and flighted a heavy TV coverage, running ads during prime time to capture consumers and remind them that for over 100 years Idaho's cattle ranching families have been putting beef on America's dinner table.

Internet and social media continue to evolve as the primary way consumers seek information and share opinions. IBC expanded its online media efforts with a greater focus on sites like Facebook and placing online ads on leading Idaho consumer websites targeting individuals searching for recipes or grilling tips during key times like the holidays and summer barbecuing season.

IBC representatives appeared in featured news segments on TV stations in the Treasure Valley, Pocatello, Idaho Falls and Magic Valley markets and conducted numerous media interviews around the state. Each month IBC staff pushed out multiple press releases and pitches to Idaho media resulting in beef being featured in a wide variety of news stories and articles in the Idaho Statesman, Idaho Press Tribune, Times News, Idaho State Journal, Lewiston Tribune, Standard Journal, Idaho Business Review, and many other in-state and national publications.

Overall, in-state advertising, when combined with National efforts, reached 89% of our target audience and over 26 million favorable consumer impressions resulted.

### PROMOTING BEEF PRODUCTS TO IDAHOANS

FY13 was another busy year for checkoff-funded consumer education and outreach. The IBC took part in 53 consumer-focused programs around the state promoting beef and providing samples, recipes, and nutrition information to consumers of all ages. Over 209,000 consumers were reached through food events, cooking demonstrations, health and fitness expos, fairs and large format events.

The power of Beef was once again front and center to the 10,000+ athletes and spectators at the 2013 Boise Ironman Triathlon. Beef was visible at all pre- and race day activities including the 2-day sports expo, on-course race signage and the Beef Recovery Zone where athletes re-fueled themselves by dining on Beef Sliders. The Beef Swat Team worked various locations throughout the 70.3 mile race course passing out beef jerky, Powered by Beef cheer signs and cow bells. Team BEEF was back this year. Over 80 Team BEEF competitors dawned "BEEF - Fuel for the Finish" race jerseys and created a huge buzz along the race course as they demonstrated the power of protein. This event continues to provide an excellent vehicle to educate and inform thousands of people about the many benefits of beef and build beef's position as the number one protein in consumer minds.

BBQ Boot Camp was held once again in FY13. Now in it's fourth year, this unique consumer event continues to grow in popularity and attendance. This year 80 attendees got down in the trenches and learned all things beef. Stations included Burgers, Steaks, Roasts, Rubs and Marinades, pairing beef with wine and more. From the basics about food safety and preparing beef, to the different types and grades of beef, Boot Camp participants honed their beef skills and enhanced their beef knowledge while tasting some amazing food. For a second year, BBQ Boot Camp included a celebrity guest. Tuffy Stone, a celebrity chef and TV personality on the reality show BBQ Pitmasters, co-hosted the event sharing tales from the world of competitive barbecuing and tips on how to create the best beef eating experience in your home. Post-event evaluations indicated we moved the needle on these consumers in their confidence in selecting and cooking beef, which should result in long term loyalty and an increase in the number of times they consume beef.

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1. KBOI Boise TV Interview
2. Online Facebook ads during Beef Month
3. Team BEEF athlete
4. Producers serving beef at consumer events
5. Educating attendees at BBQ Boot Camp

Continued from cover

## BEEF PRODUCERS REACH THOUSANDS

“Beef — It’s What’s For Dinner...and for Tailgating” was the message 36,000 consumers received at the 3rd annual Beef Day at Boise State University. To continue enhancing beef’s reputation and enticing consumers to purchase and eat beef, a unique program has been developed with BSU athletics for beef to be the game day sponsor of a BSU football game. Multiple consumer touch-points occurred, both inside the stadium as well as during the tailgating pre-game hours. More than 50 ranchers, cattle feeders and industry partners volunteered and served over 8,000 samples of beef chili in the Beef VIP tent prior to the start of the game as a way to connect consumers to the men and women who raise beef. Football fans witnessed beef messaging all throughout the game via the stadium jumbotron, announcements, signage, on-field activities at kickoff, half-time contests and more.

Events such as the Boise Ironman and Beef Day at BSU Football 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 demand for beef and build beef’s position as the top protein in consumer minds.

## JULY IS IDAHO BEEF MONTH

July was once again declared Idaho Beef Month by Governor C.L. “Butch” Otter. Since 2001 this annual event celebrates Idaho’s beef industry and promotes consumer awareness of beef’s versatility, nutritional value and economic contributions to Idaho through special events, media coverage and promotions.

Beef month kicked off with Flat Iron Fridays a promotion with The Eagle 96.9, a top radio station in the Treasure Valley, to bring consumer’s attention to the Flat Iron steak and celebrate grilling season. During the month radio DJ’s promoted the campaign through on-air and social media, gave out facts about the Flat Iron and Idaho’s beef industry, and encouraged listeners to enter the contest to win a steak BBQ for their office. A winning business was chosen every Friday in July and received a special tailgate grill party featuring Flat Iron steaks. A radio station DJ hosted each BBQ, which included live broadcasts, on-air interviews with IBC staff and more.

For the fourth year, the Idaho beef checkoff partnered with the Snake River Stampede rodeo as a chute sponsor. The chute featured the Beef — It’s What’s For Dinner logo. The Snake River Stampede is one of the historic sporting events in Idaho and is attended by 46,000 people. Being an urban-style rodeo, the event presents a unique opportunity to reach our target audience and build awareness.

Other Beef Month activities included Beef Night at the Ballpark with the Idaho Falls Chukars, the 4 Summit Bike Challenge in Cascade, the Cowboy Cookout at Rosauers grocery store in Meridian, and the GrillMaster Beef BBQ Competition with Broulim’s grocery stores to name a few.



## EXPANDING MARKET SHARE

### RETAIL MARKETING & OUTREACH

Grocery retailers represent the primary interface with consumers buying beef, so the IBC makes it a priority to develop impactful programs with this segment of the industry. IBC worked with retailers across Idaho to develop campaigns reminding consumers to choose beef for their holiday and summer grilling meals. Checkoff-funded Holiday Roast and Summer Grilling point-of purchase merchandising kits were distributed to 105 retailers to grab consumer attention in the meat case and encourage beef purchases. IBC also provided 28,700 recipe and informational brochures to Idaho retailers to hand out to their customers.

Two new retail programs rolled out to stimulate beef sales during fiscal 2013 included a Tri Tip promotion with Costco stores and the Slice ‘n Save program with Winco Foods.

**Costco:** During the month of September, in-store demonstrations and consumer samplings took place on Tri Tips during the weekends at five Idaho Costco locations. A very successful promotion, the stores reported an 80% increase in pounds sold on Tri Tips over the same time the prior year.

**Winco:** In an effort to provide cost-conscious consumers with choices when buying beef, the IBC partnered with six other state beef councils on a promotion featuring the Slice ‘n Save program at Winco Foods. Slice ‘n Save is designed to educate consumers on how they can buy a large roast, or sub-primal, at a discounted price and cut it down into steaks at home. During the month of May, each beef roast at Winco featured an on-pack label providing cutting instructions plus a \$4.00 off instant rebate coupon. The results? The Idaho stores reported a

49% increase in roast sales over the same time period the prior year.

The IBC partnered with Oregon and Washington beef councils for a 2nd year to conduct a Pacific Northwest promotion at 140 Fred Meyer locations featuring Tri Tip steaks and roasts. Partnership elements included beef ad featuring by the retailer, on-pack recipe labels and meat case signs. This extremely successful promotion resulted in a 114% increase in pounds sold on Tri Tips for the promotion period versus the year prior.

Other retail campaigns conducted throughout the year included a Summer Bundles program with 15 retailers, an Easter promotion with 12 retailers, and Holiday Roast Pop-Up Timer campaign with 23 Idaho retailers.

### FOODSERVICE MARKETING & OUTREACH

With consumers spending 47% of their food dollar on meals prepared away from home, marketing beef to foodservice professionals is a necessity for the industry, especially as supplies get tighter and prices go higher. Through checkoff-funded programs numerous chefs and foodservice professionals were introduced to the newest beef products, provided recipes and menu’ing ideas to keep beef the number one selling protein in the foodservice sector.

New in fiscal 2013, the Idaho Beef Checkoff partnered with Sysco Foodservice, the largest restaurant distributor in Idaho, for a 3-month Winter promotion focused on growing sales of beef in the foodservice channel. The program, designed to incentivize sales reps to increase beef

sales and generate new business, kicked off with a training workshop attended by 100+ sales reps and included a cutting demonstration and beef culinary presentation. The promotion resulted in a 29.9% increase in total distributor beef sales versus the prior year period. In the Spring, a similar promotion was done with Tri-City Meats for 6-weeks resulting in a 14.3% increase in total distributor beef sales. This was the 3rd year a Spring promotion has been conducted with Tri-City Meats and each year we’ve achieved double-digit growth.

To reach menu influencers, the IBC held three foodservice workshops with chefs and foodservice professionals. Participants received a hands-on demonstration of new chuck roll cutting and beef alternative merchandising techniques (BAM) and were provided with checkoff-funded resource packets specifically for foodservice. The IBC, in partnership with Washington State Beef Commission, held a 2-day Pasture-to-Plate tour for close to 40 chefs. The tour provided the chefs a complete picture of the beef industry and included visiting a cow/calf and feedlot operation, beef processing plant and comprehensive overview of consumer trends, new products and cutting demonstrations.

With more food and wine tastings and food-inspired events popping up around the state the IBC began offering “beef dollars” in FY13 to chefs participating in culinary events like Savour Idaho (attended by 900 consumers) and the Culinary Walkabout (attended by 650 consumers). Chefs feature beef as their main dish at the event and can be reimbursed for a portion of the beef used in the recipe. This is a great, low IBC staff-labor way, to ensure beef is present as these types of events. While at the same time highlighting the great taste and menu versatility of beef to consumers.

## PROMOTING BEEF'S NUTRITIONAL ADVANTAGE

With heart disease, cancer and other chronic 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 misconception that beef must be eliminated or reduced from their diet. It's imperative we keep health professionals armed with the most recent scientific information on dietary recommendations, the nutritional value of beef and how beef easily fits into a balanced, healthy lifestyle.

The IBC maintained a high level of visibility and distributed educational resources at conferences held by the Id. Dietetic Assoc., Id. Medical Assoc., Id. Academy of Family Physicians, Id. Nurses Assoc., and Id. Academy of Physician Assistants and over 24,100 health professionals across Idaho were reached with the latest research findings about beef and how today's beef can be part of a heart-healthy diet.

Checkoff dollars enabled us to bring in third-party, nationally-known speakers who endorse beef and add credibility to beef's nutrition message. Shelly Asplin, MS, RD a leading nutrition expert on Celiac disease and gluten-related disorders presented on behalf of the beef checkoff at the 2013 Id. Dietetic Association Convention. Her presentation "Clearing up the Clutter in a Gluten-filled World" talked about the importance of good proteins, including beef. A popular topic these days, IBC staff was able to coordinate an appearance and the same presentation to be given at St. Lukes Hospital in Boise, Magic Valley and Sun Valley. All together, more than 400 health professionals learned about Celiac disease and heard about the positive nutritional benefits of beef. Dr. Martha Belury, a nationally recognized nutrition professional who has appeared on such shows as Dr. Oz, was the keynote speaker for the Eastern Idaho Chronic Disease Partnership conference. Dr. Belury's presentation "New findings on essential fatty acids and chronic disease" included the latest positive research findings about beef as well as broke down the most common myths.

The IBC sponsored two American Heart Association events to communicate how lean beef easily fits into a heart-healthy diet. This relationship is very important to the beef industry because it helps enhance the image of beef as part of a heart-healthy lifestyle. In addition, it showcases our partnership with the AHA, an organization perceived positively by 98% of Americans. The Idaho Beef Checkoff was a top-tier sponsor of the AHA's Go Red for Women luncheon. The sponsorship included a lean beef entrée, exhibit booth to meet with attendees as well as visibility and signage at the event. We were also a sponsor of the AHA Heart Walk where nearly 2,500 walkers were exposed to the great taste and nutritional benefits of including beef in their diet.

## EDUCATING THE NEXT GENERATION OF BEEF CONSUMERS

Today's youth represent our future beef shoppers. More than 23,000 students were reached with a beef message in fiscal 2013 through educational materials and programs funded by the checkoff.

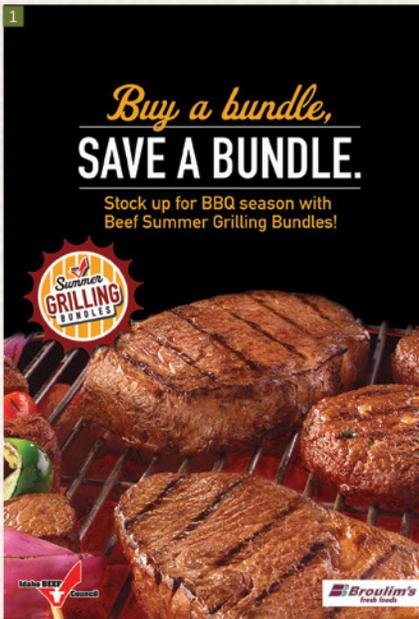
IBC staff presented at the Family & Consumer Science Teachers of Idaho annual conference, Ag in the Classroom summer workshops, and various educator meetings to ensure beef's role in a healthy diet continues to be a focus in the classroom as well as share with educators the importance of Idaho's cattle industry.

As most of today's youth are two or three generations removed from farming and ranching, and the amount of agricultural-related lesson plans in schools continue to decrease, in 2011 the IBC created the Cattle are Amazing! Drawing Contest. To participate educators must teach a 30 minute lesson plan on such topics as beef nutrition, cattle and the environment or how cattle enrich our lives. Students then illustrate, or draw, how cattle are amazing. The contest continues to grown in popularity and in fiscal 2013 over 2,500 Idaho students submitted entries. Not only did this program educate our youth about the important role cattle play in our lives it also garnered attention in various newspapers around the state as well as online with social media.

## RESEARCH FOR OUR FUTURE

Research is an integral part of our continued success in the beef industry. The Idaho beef checkoff awards funding toward select projects that seek to improve the safety, nutritional attributes and/or quality and consistency of beef. The following research projects were funded in 2012-2013:

- Consequences of extended aging on retail shelf-life and consumer acceptability of four beef muscles (Matthew Doumit, PhD, Univ. of Idaho)
- Improving beef quality by nutritional modification during gestation -year 2 (Matthew Doumit, PhD, Univ. of Idaho)
- Co-culture of bovine muscle cells and fat cells in an environment that better models animal muscle; how do these influence each other (Gordon Murdoch, PhD, Univ. of Idaho)
- Isolation of novel bacteriophage capable of lysing Escherichia coli O157:H7 (Peter Sheridan, PhD, Idaho State Univ.)



1. Merchandising materials for Summer Bundles program 2. Beef promotion at Broulim's grocery stores during Easter 3. Sales rep training at Sysco Foodservice 4. Keynote speaker Shelly Asplin 5. BOLD study advertorial which appeared in Idaho Medical Assoc. and Nurses Assoc. magazines 6. Cattle Are Amazing! Drawing Contest winning entry 7. Cattle Are Amazing! Drawing Contest winner

# IDAHO BEEF COUNCIL

## Audited Financial Statements

for the  
Year Ended *June 30, 2013*

### REVENUE:

Checkoff Assessments	\$2,513,512
Less Remittance to Beef Board	(839,737)
Net Assessments	1,673,775
Interest Income	254
<b>Net In-State Revenue</b>	<b>1,674,029</b>

### EXPENSES:

National Programs	241,691
International Marketing Programs	137,614
Promotion Programs	383,649
Consumer Information Programs	217,394
Research Programs	210,910
Industry Information	69,874
Producer Communications	64,709
Collection Fee Paid to State Brand Dept.	150,826
Administration	151,751
Depreciation	4,036
<b>Total Expenses</b>	<b>1,632,454</b>

**Increase in Net Assets** **41,575**

### NET ASSETS:

Beginning of Year	470,714
<b>End of Year</b>	<b>512,289</b>



Idaho Beef Council  
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## CHECKOFF DOLLARS AT WORK OUTSIDE OF IDAHO

### BEEF PROMOTION & RESEARCH BOARD

By law, 50 cents of the \$1.50 collected in Idaho goes to the Cattlemen's Beef Board (CBB). These funds form the base for national beef promotion, education and research programs. For more information on how these funds are spent, contact the Idaho Beef Council or log onto [www.mybeefcheckoff.com](http://www.mybeefcheckoff.com).

### FEDERATION OF STATE BEEF COUNCILS

Idaho is one of 45 state beef councils who make up the Federation of State Beef Councils. In addition to the \$0.50 we send to CBB, the IBC contributes additional funds each year toward national promotion activities through the Federation of State Beef Councils. Last year the IBC contributed \$164,000 and the IBC Board of Directors specifically chose which national activities to fund based upon the IBC's strategic priorities.

In addition to our investment in the Federation of State Beef Council's, Idaho contributed an extra \$50,000 to a special fund for states with high populations and few cattle, such as New York and California, to assist in consumer-driven beef promotion activities.

### INTERNATIONAL MARKETING

Expanding the opportunity to sell beef around the globe, the IBC contributed \$104,800 to the U.S. Meat Export Federation (USMEF) for continued support of beef promotion in international markets. IBC Board Members Cevin Jones and Morgan Evans represent Idaho producer's interests as USMEF delegates.



In addition, the IBC contributed \$25,000 toward a joint promotion in Japan. With the recent cattle age limit increased to under 30 months and the opportunity to gain market share in the world's third largest economy, the IBC joined together with Washington and Oregon beef councils to pool funds toward a Pacific Northwest U.S. beef promotion in Japan. A total of \$65,000 in checkoff dollars was specifically earmarked by the three beef councils, with matching funds from targeted Japanese retail chains, to introduce and promote Northwest beef to Japanese consumers, regional distributors and retail buyers in Summer 2013.

The board is comprised of 8 appointed volunteers, representing various segments of the industry

Judy Hinman (Emmett)	<b>Chair</b> Cow/Calf Producer & CattleWomen
Morgan Evans (Downey)	<b>Vice Chairman</b> Cow/Calf Producer
Scott McNeley (Grand View)	<b>Secretary/Treasurer</b> Feeder
Cevin Jones (Eden)	Feeder
Bruce Mulkey (Salmon)	Cow/Calf Producer
Frank Teunissen (New Plymouth)	Dairy
Lou Murgoitio (Boise)	Dairy
Bruce Billington (Twin Falls)	Auction Market

#### Cattlemen's Beef Board Representatives

Dan Hinman, Emmett  
Kim Brackett, Castleford

#### Federation of State Beef Councils Representatives

Judy Hinman, Emmett  
Morgan Evans, Downey  
Scott McNeley, Grand View  
Cevin Jones, Eden

#### USMEF Representatives

Morgan Evans, Downey  
Cevin Jones, Eden

#### Idaho Beef Council Staff

Traci Bracco, Executive Director  
Janice McGehee, Program Manager  
Becky Miller, Office Coordinator



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