

Idaho Beef Council

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Stronger Together – New Beef Supplier Directory Connects Ranchers and Consumers

ADAMS



WEISER RIVER RANCH
2338 US Highway 95
PO Box 5
Council, ID 83612
916-220-6499
weiseriverranch.com

Comments: We have always practiced humane, low stress handling practices. Following legal requirements our heifers are tagged vaccinated. Bulls, cows and heifers are treated wormed annually treated with fly and ear tags and calves are vaccinated with Bovilis/18 Gold. Calves are vaccinated at branding and preconditioned 30 days prior to weaning. We offer whole beef, 1/2 beef, individual packages of all primal cuts, including ground beef. All of our finished beef are grass fed. Our herd is mostly Angus crossbred with an approximate 20% contribution from Hereford and Charolais seed stock. Other than seed stock, we have maintained a closed herd for twenty-two years. Biosecurity is very important to us, access to our ranch is strictly limited. Our herd have grown up on our ranch and are not transported to winter or summer pasture. We raise all the hay fed to the cows and calves through the winter on fields that are not fertilized or sprayed with anything.

Direct Marketing



The Idaho Beef Council (IBC) previously launched a new online consumer tool to facilitate local beef sourcing by creating an easy way to connect beef producers and consumers. Now, during the COVID-19 situation, this tool is more important than ever. Idahoans value beef as a part of their regular weekly meal line-up and are cooking more at home. Many have voiced concerns about the continued availability of beef products through their usual outlets and are looking for new options. At the same time, many producers are looking for additional outlets to market their beef products. The Idaho beef supplier directory is up and running on the IBC website to help the consumer community easily locate area-specific beef ranchers and other beef product suppliers.

Ranchers who sell direct to consumers are invited and encouraged to register right away. The site provides a new no-cost sales outlet and supports the buy-local movement that has gained momentum in recent years.

Consumers who engage in direct sourcing opportunities like to know where their meat comes from as well as how it's raised. This directory offers an ideal way for individuals to connect with beef producers in their region where they can get answers to their questions about the beef they are purchasing for their families.

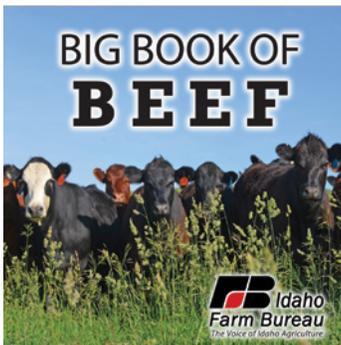
Cattle producers who are new to selling direct to consumers should contact the University of Idaho (U of I) local extension office to find out how to comply with the

United States Department of Agriculture (USDA) Food Safety Inspection Service (FSIS) regulations and learn how to meet labeling requirements.

The U of I's extension educators have created a consumer-facing piece titled "Buying Locally Raised Meat for Custom Exempt Processing" that you can share with those who may be new to buying directly.

If you are a cattle producer interested in expanding your options for delivering your beef to market, visit the IBC website to learn more and to register:

[idahobeef.org/all-about-beef/local-producer-supplier-application](https://www.idahobeef.org/all-about-beef/local-producer-supplier-application). ■



Introducing a New Educational Resource – The Big Book of Beef

The Idaho Farm Bureau has been busy developing a Big Book of Beef for their Mobile Agricultural Classroom. The new book will provide information to school kids ages 5 to 18, covering items from pasture to plate. The Idaho Beef Council is excited

to partner on this project which will reach over 40,000 kids with new beef information throughout Idaho. Check out the new Big Book of Beef at **www.IDBeef.org** or **<https://www.idahofb.org/mac-1>**. ■

To learn more visit **IDBeef.org**.

IDAHO BEEF COUNCIL
Funded by Beef Farmers and Ranchers

Idaho Beef Council Communications Plan Addresses Evolution of Consumer Concerns

If this worldwide pandemic has taught us anything, it is that in uncertain times, food becomes a key focal point for millions of families: how to get it, how to prepare it, how to store it and how to make the most of it – all are among the topics that the IBC addressed in recent months.

In addition, keeping kids engaged with home study schedules and online learning opportunities while including them in meal preparation, has been a way to stimulate new discoveries while stay-at-home policies have been enforced.

With these factors in mind, the IBC developed a communications plan to address two key challenges:

- Families Living and Working at Home: Keeping Kids Engaged
- Families Living with Uncertainty: Being Budget-Conscious

To address the first challenge, “Keeping Kids Engaged,” IBC added agriculture-related activities to its Pinterest page, providing educational and entertaining downloads for a variety of ages. Second, virtual ranch ‘field trips’ were planned through Facebook and Instagram Live to take viewers on guided tours of Idaho ranches where they could ask questions about cattle ranching

and food production. Finally, IBC engaged local ranch families to host virtual cooking demonstrations, creating meals in the kitchen with their kids, and posted recipes online for others to replicate at home.

In support of the challenge, “Being Budget-Conscious,” IBC featured resources to help families stretch their dollars with the ‘Meals for Under \$15’ library of recipes from the Checkoff-funded *Beef. It’s What’s For Dinner.* website. The IBC also shared videos from Dr. Phil Bass, a meat scientist at the University of Idaho who explained different types of beef, how to identify and prepare affordable cuts, and how to make the most of the meat available at the store or in your freezer.

These efforts generated significant coverage and engagement with audiences throughout Idaho. Pinterest activity grew over 900 percent and Instagram followers increased by 12 percent in eight weeks. Other engagement measurements are reflecting upward trends as the content marketing efforts continue into May and June.

In the weeks ahead, the IBC will continue to respond to the changing needs and interests of consumers, industry partners and ranch families. For more information, visit www.IDBeef.org. ■



Idaho Beef Council Partners with “The Typical Mom”

The Checkoff-funded brand, *Beef. It’s What’s For Dinner.*, managed by the National Cattlemen’s Beef Association, a contractor to the Beef Checkoff, has relationships with social media influencers and food bloggers across the country and has seen the benefit of partnering with them to leverage their digital platforms to reach new audiences. Recently, the IBC began partnering with an Idaho-based lifestyle and food blogger, The Typical Mom, Justine Howell, whose audience includes foodies across the country. Howell manages a variety of digital platforms and shares recipes and “mom” insights with her followers. She shared her Shepherd’s pie post and also educated her followers on beef storage. In the months ahead, The Typical Mom partnership will deliver another five interactive virtual cooking events to educate and inspire Idahoans to create delicious meals at home with beef.

Partnering with food bloggers enables IBC to increase awareness of industry



resources and share information that helps build trust and boost consumer demand for beef. Adding influencers to IBC’s marketing mix connects IBC messaging to consumers who already have an interest in cooking and allows us to tailor the information needed to inspire home chefs to use beef in new and exciting ways.

IBC also partnered with the Idaho Potato Commission and ran a Beef and Potatoes Prize Pak Giveaway on Instagram. This post performed better than 90 percent of other IBC Instagram posts, reaching over 1,040 viewers. ■

July is Idaho Beef Month!



Did you know that Idaho has its own Beef Month? The “July Idaho Beef Month” designation delivers a powerful platform on which to tell Idaho’s beef industry story that originated over 100 years ago. The proclamation is an official recognition of the tremendous impact that the Idaho Beef Industry has on local communities and Idaho’s economy.

Throughout July, consumers will see posts, articles and resources showcasing Idaho’s Beef producers and will better understand the strength beef delivers to bodies and to communities. ■

To learn more visit IDBeef.org.

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