

DATA SOURCES CITED BELOW

YOUR BEEF CHECKOFF AT WORK



Raised Right, Right Here Consumer Campaign Targeting Newcomers to Idaho

Visit www.idbeef.org/raising-beef/raising-beef-meet-idahos-ranchers



\$13.41 ROI Back to the Industry For Every National Beef Checkoff Dollar Invested

Based on Return on Investment study completed through Cornell University in 2024. To access the full ROI and Broader Impact Studies online visit BeefBoard.org/ROIstudy.



\$3.5 Million in Beef Sales Major Retailer E-Commerce Campaign

Provided by retail partner (name confidential per retailer's requirements) Number represents beef sales dollars attributed to IBC - funded ads running from Mar. 3 - Apr. 13, 2025



82% of Consumers in Idaho Have a Positive Perception of Beef

Consumer Beef Tracker, 2025
Analysis: [NCBA](#), a contractor to the Beef Checkoff



9.5 Million Online Social Media Campaign Impressions

Numbers provided by [SRG.com](#) through IBC Facebook and Instagram paid and organic efforts from August 2025 - February 2026



Milano Cortina 2026 "HERO" Commercial Aired 410 times Across Platforms

Provided by [SRG.com](#) through Idaho NBC Channels - February 2026



\$266 Million in Fresh Meat sales in 2025 - an Increase of 13.6% from 2024

Source: Circana, Fresh Beef Sales by Volume and Value, Data Ending 12/28/25
Analysis: [NCBA](#), a Contractor to the Beef Checkoff



2.8 Million Servings of Beef Distributed Since the Launch of the *Beef Counts* Program

Distribution statistics compiled 2010-2025;
To access additional information visit idahofoodbank.org