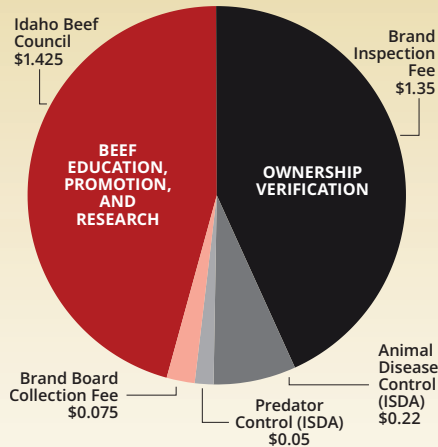


Driving Demand and Supporting Idaho's Beef Industry

YOUR BEEF CHECKOFF AT WORK

BRAND INSPECTION COLLECTION BREAKDOWN

What Does Each \$3.12 Fee Cover?



Resource: isp.idaho.gov/brands/fees/



Raised Right, Right Here
 Consumer Campaign
 Targeting Newcomers to Idaho

Source: idbeef.org/raising-beef/
raising-beef-meet-idahos-ranchers



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

Source: BeefBoard.org/ROIstudy



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

Provided by retail partner



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

Consumer Beef Tracker, 2025



9.5 Million Online Social Media Campaign Impressions

Paid and organic efforts, Aug 2025 – Feb 2026



Milano Cortina 2026 "Hero" Commercial Aired 410 Times Across Platforms

Provided by SRG.com through Idaho NBC channels—Feb 2026



\$266 Million in Fresh Meat Sales in 2025—an Increase of 13.6% From 2024

Source: Circana, data ending 12/28/2025



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

Visit idahofoodbank.org/beef-counts

Created in 1967, the Idaho Beef Council (IBC) is a producer-funded state agency that boosts beef demand and profitability through promotion, education, and research, overseen by an eight-member board.

For additional information, refer to the data sources available at www.idbeef.org/cattlemens-corner accessible via the QR code.



Your Partner in Progress

SIX WAYS THE IDAHO BEEF COUNCIL WORKS FOR OUR INDUSTRY

The Idaho Beef Council collects \$1.50 for each cattle sale to support beef and dairy producers through education, promotion, and research. The mission is to build trust in beef products, enhancing demand both globally and domestically while highlighting beef's importance in healthy diets and Idaho's economy.

CONSUMER MARKETING



The national **Beef. It's What's For Dinner.** brand gives Idaho's multi-generational ranching heritage a platform. We connect with shoppers through influencer partnerships and retail campaigns so they reach for beef products, not a substitute.

INDUSTRY SUPPORT



IBC provides Idaho's cattle and dairy producers with the training, insights, and resources needed to strengthen their operations. By focusing on market efficiency and practical tools, we work to ensure the long-term viability and success of Idaho's beef industry.

RETAIL PARTNERSHIPS



IBC partners with retailers to educate consumers at the point of purchase, building the confidence needed to move beef cuts. By providing expert guidance on beef cuts and quality traits, we ensure shoppers choose Idaho-raised beef with confidence.

FOODSERVICE DEVELOPMENT



To keep beef a top-tier menu item, IBC provides chefs and foodservice operators with specialized training and consumer insights. This investment builds professional confidence in beef prep and presentation, ensuring every cut—from steak to brisket—is a success for the diner.

INTERNATIONAL MARKETING



IBC increases global market share and trust in U.S. beef, ensuring Idaho-raised products remain a premium, high-value choice in international markets.

RESEARCH



IBC invests in research on utilization, nutrition, and food safety to provide the foundation for all Beef Checkoff programs. By backing every claim with hard science, we protect the reputation and value of Idaho-raised beef.

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For more information, follow us [@IdahoBeefCouncil](#) [f](#) [v](#) or visit www.IDBeef.org

**IDAHO BEEF
COUNCIL** 
Funded by Beef Farmers and Ranchers