

# Idaho Beef Council News

1951 W. Frederic Lane Boise, ID 83705 ■ 208-376-6004 ■ [idbeef.org](http://idbeef.org)

## Media Tour Whets Japanese Appetites for Beef



Idaho hosted a five-member Japanese media team in September as part of its Idaho Finger Steak Initiative, a new marketing campaign launched by the Idaho Beef Council (IBC) in early 2019. From September 8-15, four members of the Japanese consumer media and one influential restaurant owner traveled throughout Idaho visiting meat markets, grocery stores, restaurants and ranches. Team members had daily opportunities to taste Idaho beef and local versions of Idaho finger steaks. IBC coordinated with the U.S. Meat Export Federation (USMEF), a subcontractor to the Beef Checkoff, to organize the trip.

The trip was the most recent step in the finger steak campaign that aims to introduce this local specialty to the rest of the world. While most Idahoans grew up eating this local favorite, many do not realize that finger steaks are not well known outside of the state. IBC saw this as an opportunity to create new demand for beef. In its initial phase, IBC is targeting Japan, a market with 127 million consumers and a love of all things cowboy.

After the media trip, the Japanese lifestyle magazine ESSE – circulation 239,171 – featured Idaho beef and Idaho ranchers in a six-page spread. Other team members are also featuring Idaho beef in their publications. ■

## A Taste of Idaho at Japanese Restaurants



During 2019, five Japanese foodservice operators launched their own "Idaho Finger Steak" menus, thanks to checkoff-funded seminars, trade shows and media/consumer events. One of those companies was Japan's Chimney Group, a famous foodservice group that has 700 outlets of different kinds of izakaya (Japanese pub-style) restaurants. This company began selling finger steaks as a new menu item September 29 - October 9 at all of their Hanano Mai outlets. Other restaurants adding finger steak menus include a Tokyo baseball stadium, a yakiniku chain and two hotels. ■

## 75% of Idahoans Eat Beef Weekly

According to an Idaho Dashboard consumer survey conducted in

February 2019, 75 percent of Idahoans surveyed said they eat beef at least weekly. This is higher than the national average of 70 percent who said they eat beef weekly. Idaho consumers also demonstrated a strong awareness of the Beef. It's What's For Dinner. (BIWFD)

brand, with 45 percent indicating they were aware of BIWFD. Research correlates awareness of the BIWFD brand with a positive image of beef and increased demand. ■

To learn more visit [idbeef.org](http://idbeef.org).

## Leveraging Cowboy Ninja Popularity



The IBC's partnership with local Cowboy Ninja Lance Pekus continues to be one of the checkoff's most effective resources in helping consumers learn why beef is a great source of protein. As a rancher, Pekus is uniquely suited to tell the story of beef. His video ads, which show how he gets his strength from ranching, family and beef, have had more than 19 million video views. He also represents the beef industry at Idaho health fairs, promotions and sporting events.

To learn more, visit [beefitswhatsfordinner.com/raising-beef/lance-pekus](http://beefitswhatsfordinner.com/raising-beef/lance-pekus) ■

## IBC Celebrates Beef Month



July was officially Idaho Beef Month, celebrating not only the valuable role of beef in a healthy, balanced diet, but also raising funds for the Beef Counts program benefiting The Idaho Foodbank. The month's events included retail promotions, advertising, beef nights at the Idaho Falls Chukars and Boise Hawks and a beer/beef fundraiser with Payette Brewing. ■

## Runners Channel Their Inner Cowboy



Participants in the 2019 Race for the Steaks (RFTS) did not just eat their beef at the event's post-race steak dinner; they got to see where it came from and practice roping it as well. By expanding the event to highlight Idaho's ranching industry, the Idaho Beef Council was able to educate participants while raising money for a good cause.

Held October 5 in Boise, the annual race offered multiple race options including a 5K walk, followed by a steak dinner. It raised funds for the Treasure Valley YMCA and The Idaho Foodbank. This year's event drew 539 runners and raised \$5,390 for The Idaho Foodbank.

Besides the races, RFTS offered many family-friendly activities. New this year were a roping area for people to try their hand at roping a dummy, a "visit the ranch" tent showing 360° videos featuring an Owyhee County ranching

family and a photo area. Children could visit the kid's table to enjoy beef activities/coloring books or try on cowboy hats and bandannas. Bubba the inflatable steer made an appearance, as did Cowboy Ninja Lance Pekus. The Cowboy Ninja not only ran in the race, but was on hand to take photos with guests.

Idaho's ranching community turned out as well. Members from the Owyhee and Lemhi County cattle associations participated and helped with the roping and photo areas. AgriBeef, which donated the beef for the meal as well as steaks for prizes, sponsored a 22-member running team. CS Beef Packers sponsored the purchase of medals that were handed out to winners and participants. Forty Team Beef members were highly visible in their trademark red shirts. ■

## Digital Advertising Tells Beef Story

Digital advertising improved in reach and efficiency last year. IBC's 2019 Google Search campaign generated a record 148,320 impressions and resulted in 15,169 clicks to the *Beef. It's What's For Dinner.* website. This was at a cost per click of \$0.28, significantly lower than the previous

year's \$1.22. The YouTube video campaign featuring Rethink the Ranch, Lance Pekus and Nicely Done videos generated more than 4 million video views at a cost of 1 cent per view compared with a 4 cent per view national average. ■

To learn more visit [idbeef.org](http://idbeef.org).

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