

THE FEDERATION OF STATE BEEF COUNCILS

Building beef demand by inspiring, unifying and supporting an effective state/national checkoff partnership.



Plans Underway for the Next Nutrition Adventure

Four state beef councils are feverishly planning for Nutrition Adventure 2017, which will be held in the Kansas City area May 23-25. Beef councils in Kansas, Nebraska, Oklahoma and Missouri are collaborating and cooperating on this project, which will feature registered dietitians from key states who are active on social media, with many acting as bloggers about food and health.

Nutrition Adventure 2015, which was funded by the Kansas, Missouri, Nebraska and Oklahoma beef councils, hosted 32 top registered dietitians from eight states for "Now Trending: #Protein" in May, 2015. The event provided extensive coverage of beef's culinary and nutritional value, as well as production standards and safeguards. Participants heard from leading researchers on human nutrition, and visited a ranch in the area. Guests also participated in a workshop-style session on amplifying their brand through social media engagement.

Attendees for Nutrition Adventure are recommended and selected by state beef council managers, and chosen for their standing as registered dietitians who can effectively communicate health messages to the general public. The state councils work closely with NCBA staff managers to select effective national nutrition speakers to present the latest research and information to the group, so that it can be applied to recommendations made by the RDs to their clients and associates.

The Beef Checkoff Program's current Families in Motion campaign will be incorporated into the program, with potential

topics such as kids in the kitchen, infant feeding and pediatrics or family mealtimes possible.

Participants in the 2015 event welcomed the opportunity to increase their knowledge and experience with the beef industry. "I really appreciated the visual demos, hands-on practice and tours to get a clearer understanding of how to relay the information to clients," said one. "One week post-conference, and this Kansas City dietitian has already purchased some cuts of beef that I haven't experimented with before!"



Showdown Warms Spirits, Promotes Beef in Minnesota

Chili is a winter favorite throughout the United States. The Minnesota Beef Council took advantage of that popularity when it coordinated a Game Day Beef Chili Showdown segment on Twin Cities Live, a talk show on KSTP Channel 5 in Minneapolis, Oct. 21.

The 15-minute segment pitted Chef Jeff Anderson, Culinary Brand Manager with the Blue Plate Company, and his chili con carne with hanger steak against Chef Mitch Wachman, executive Chef with the Bonfire Restaurant Company, and his bold bite chili with tenderloin tips. (The Bonfire received the MBC's Foodservice Beef Backer Award in

2008 for its outstanding creativity with beef on the menu, use of new cuts of beef, quality of beef and menu share of beef, as well as its marketing communications and wait staff training programs.)

The MBC works with KSTP Channel 5 every month to feature beef, and has plans to continue the effort through at least June. They also worked with the show in August for a 12 Days of Grilling promotion.

View the Game Day Beef Chili Showdown segment, and other MBC segments on KSTP, on the As Seen on TV section of the MBC website, www.mnbeef.org.



Chef Mitch Wachman of the Bonfire Restaurant Company and guest Twin Cities Live Co-Host Lissa Ingaldson prepare Chef Wachman's famous bold bite chili as Steve Paterson, KSTP Twin Cities Live co-host, looks on.

Farmer Videos Showcase Iowa Beef Production

Recognizing that consumers are, on average, three generations removed from the farm and less familiar with where their food comes from, the Iowa Beef Industry Council has created a series of videos to help tell the story of beef from pasture to plate. The videos feature three Iowa farm families, and will be used in digital advertising efforts and on social media platforms, and also be shared internationally by IBIC.

The families highlighted in the videos demonstrate the unique story of cattle farming in Iowa, describing why they love doing what they do for a living. The beef

checkoff-funded effort also promotes the generational qualities of Iowa beef farming, and describes how seriously the producers take the responsibilities of growing food for the public.

"In sharing the beef story with consumers, we hope to build consumer trust and confidence in our product," says Scott Heater, IBIC chairman. "It's important to us that our consumers understand how beef is raised and where it comes from."

To watch the IBIC farmer profile stories and learn more about the families, go to www.iabeef.org.



Bryan Flexsenhar is one of the Iowa farmers profiled in the new IBIC video series, here sharing his passion of farming with his four children as they help with morning chores.

New York Promotes Protein Challenge to Fitness Community



Fitness enthusiasts seeking to build muscle while adopting better nutrition practices are a natural audience for the beef checkoff-funded "Protein Challenge," and the New York Beef Council took advantage of this connection with a special promotion kicked off at the beginning of 2016. The promotion was partially funded through a grant from the Federation Initiative Fund.

Six gyms in three New York cities were

part of the program, which involved incentives to trainers and clients who signed up for the challenge. Prizes for each gym (and matched by participating gyms) were free training sessions.

With an initial goal of signing up 300 individuals to the Protein Challenge, the NYBC finished its promotion with 629 participants. More than 30 trainers and gym owners participated in the event, with one trainer/gym owner signing up 140 of the 172 clients at his establishment. Facebook reach during the launch was more than 15,000.

In addition to participation sign-ups, the promotion included distribution of copies of Protein Challenge tools, booths to attract gym attendees, post card mailings, visual displays, Protein Challenge t-shirt hand-outs and breakfast samples using Beef It's What's for Dinner recipes. Trainers were also rewarded for the number of clients they signed up.

Response to the promotion among clients was outstanding. In a post-event survey, 88 percent of respondents said the Protein Challenge had increased their appetite

control, while 82 percent said it had increased their overall energy level. No respondents said the program had worsened their appetite control or energy levels.

"This effort definitely met the national Long Range Plan's goal of promoting and strengthening beef's value proposition," according to Jean O'Toole, NYBC director of public relations and promotion. "We were able to connect and communicate directly with this very important influencer audience for good nutrition and beef."