

THE FEDERATION OF STATE BEEF COUNCILS

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



California Helps Lead Way in Retail App Usage, Research



Research shows consumers are increasingly turning away from physical coupons at grocery stores and moving toward more mobile-

based digital options. A partnership with the Ibotta app for smartphones is being conducted by the NCBA and its Federation of State Beef Councils, after the Federation Executive Committee voted in November to invest Federation reserve funds in programs that would directly influence beef sales. Additional funds were allocated to the program Jan. 18. (See story on page 24.) Amplification of the national program is being supported by state beef councils in Texas, Illinois, Washington, Iowa, Colorado and Kentucky.

The Ibotta app is quickly rising in popularity. Since its launch in 2012 it has paid out more than \$100 million in cash to its users. And it's reaching the millennial, target market consumer the beef industry is trying to reach: 89 percent of users are under age 45, and 79 percent are women.

Work with Ibotta by the California Beef Council suggests cooperation with

the increasingly popular consumer mobile app can be a good marketing strategy. The CBC teamed-up with the company last summer on a two-promotion campaign that delivered significant rebate redemptions and increased beef sales.

The first CBC Ibotta promotion involved Johnny's Fine Foods Seasoning Salt and a \$2 savings on beef ribeye. During the campaign 4,110 qualifying units (ribeyes and seasoning salts) were sold. The second promotion included Reser's Fine Foods deli salad or side dish and a \$3 savings on beef tri-tip. Redemptions for this promotion totaled 14,532 units over a 5-week campaign.

Other results from the Reser's/ beef tri-tip promotion demonstrate how valuable this concept can be to the beef industry. The redemption rate of the promotion was 46 percent – which is significantly higher than the Ibotta average of 22 percent. The CBC program garnered more than 353,000 impressions and 29,395 completed brand engagements through a consumer poll question.

The offer was available at all California grocery retailers that partner with Ibotta and where beef is sold. 🐾

Tennessee Institutes Classroom Beef Grants



To increase the presence of beef in Tennessee culinary classrooms, the Tennessee Beef Industry Council

is supplying grants and beef education materials to teachers through a new "Beef for the Classroom" program in 2017. The program will provide beef education materials and grants of up to \$100 for the purchase of fresh beef to teachers in the family and consumer science or culinary arts curriculums.

Requirements for receiving reimbursements for fresh beef purchases include that teachers must conduct a beef lesson during the year, and purchase the beef for a recipe prepared during a class lab. The Beef for the Classroom program was designed to reduce the financial burden on schools in preparing beef recipes, as well as help enhance the knowledge of beef among culinary students.

To be eligible for the grants, teachers must screen with their classes the acclaimed movie FARMLAND (which will be provided on DVD), and utilize the booklets Basics about Beef and Confident Cooking with Beef in their classroom instructions.

The Arkansas Beef Council

is among other state councils that have had a classroom grant program in place. Each year the ABC provides grants to 100 Family and Consumer Science teachers at Arkansas high schools, junior high schools and middle schools. The \$100 grants are used for the purchase of beef and the ingredients needed to complete the planned meal for the classes. As with Tennessee, supportive beef education materials accompany the grants. In Arkansas that includes a workbook introducing the basics of beef cooking to the students, recipes, meat cut charts and cut posters. 🐾



Ohio Expands Efforts Through Grant Program



Three programs conducted by the Ohio Beef Council in 2016 with support from Federation

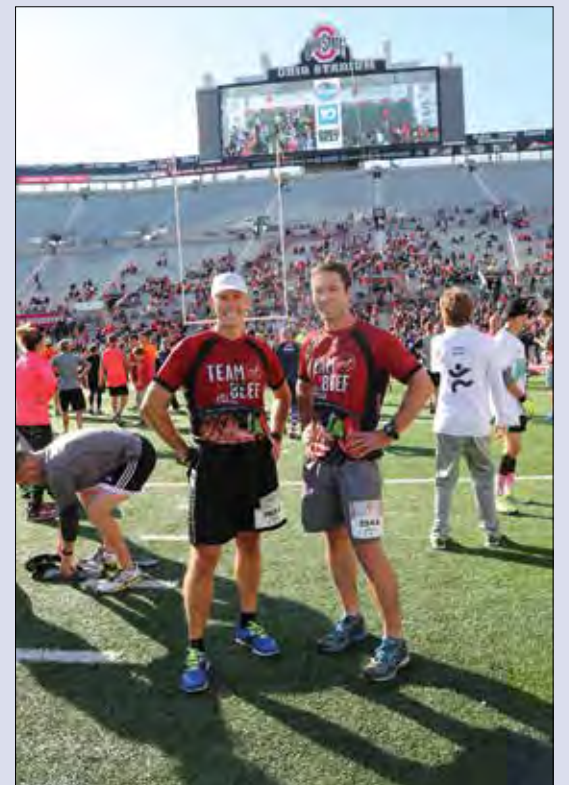
Initiative Fund dollars have created greater focus on beef among important consumer and marketing segments in the state.

One program, with support from the Texas Beef Council, helped build a stronger relationship with Cameron Mitchell Restaurants, one of Ohio's leading restaurant companies. The effort consisted of an industry tour for key CMR executives, chefs and staff in Austin in June.

OBC also utilized a Federation Initiative Fund grant to support the Ohio State 4-Miler, which promoted beef's role in active lifestyles and healthy diets to more than 15,000 runners and their guests. OBC was featured on each radio, television and targeted display ad for the race throughout the campaign, and two-page ads focusing on fueling with beef and the 30 Day Protein Challenge were featured in two digital race guides. Additional event promotions and publicity with Shelley Meyer, wife of Ohio State football coach Urban Meyer, were held before and during the October race.

Finally, OBC worked with its Team Beef participants on a Prime

Cuts Rewards Program, with a stronger partnership forged with members who got more involved in the 30 Day Protein Challenge, the Masters of Beef Advocacy program and other OBC efforts. In short, Prime Cuts encouraged and empowered Team Beef Members to be more active in competing, educating and advocating for beef in 2016, increasing participation in non-competition activities by team members, and enhancing relationships with those who value the program. Additional interest in Team Beef from outside runners was also increased. 🐾



States Improve Websites

Four state beef councils have recently launched "new and improved" websites to capture the attention of consumers in their states; make navigation and information access easier; and showcase both beef and beef production in accurate, constructive and appropriate ways. The Washington State Beef Commission, the Kansas Beef Council, the California Beef Council and the Arizona Beef Council have all revamped their sites to enhance their presence with key state audiences and increase opportunities for positive outreach.

Some state councils prefer to place their emphasis on consumers with a recipe focus; others choose to highlight producers and the production element of the industry. Many updates are initiated by the state beef councils with assistance from the NCBA IT team in development, design and implementation.

Over the course of a year the NCBA IT/Web team will conduct between 10 and 15 redesigns for state beef councils, from design through site launch. This past year 11 redesigns have been completed, with two launches pending. 🐾