

# THE FEDERATION OF STATE BEEF COUNCILS

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



## Alabama Rocks October Beef Month Celebration

The Alabama Cattlemen's Association, the state's qualified state beef council, celebrated Beef Month in October with a number of energy-filled events, including an appearance at the Breaking Bread Food Festival in Birmingham. At that event, Alabama cattleman volunteers sampled beef to the thousands of millennials.

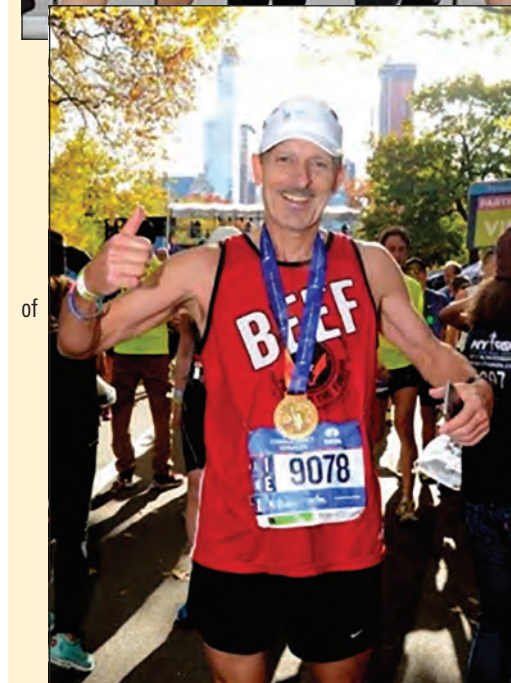
At the event the ACA sponsored the Iron Chef Competition, crowning Chef Josepha Rozario of the Avo Restaurant as the winner with a beef dish made from the beef coulotte, a popular foodservice cut from the beef top sirloin. In its third year, this competition

challenges top chefs from Alabama's food mecca – Birmingham – to use a stock pantry and mystery basket containing beef to create culinary innovations in 45 minutes.

In addition to this competition, the ACA also conducted the Alabama Steak Trail during beef month, which featured restaurants from five years of the popular Alabama's Best Steak contest. This social media driven promotion resulted in an overall reach of over 300,000 people, 4,700 reactions to the post, and 63 photo entries from fans who visited restaurants to eat a ribeye on the #ALSteakTrail. 🍖



Chef Josepha Rozario of Avo Restaurant in Birmingham.



Members of the Kansas Beef Council's Beef Endurance Team had a blast promoting beef at The Good Life Halfsy half marathon in Lincoln, Neb., in November. "The women of our local running group come from families whose livelihoods depend on the beef industry," said Jeanie Unger of Oberlin, a team member. "It is a blast to run for Team Beef!" Photos are courtesy of Pink Gorilla Events.

"Running with the beef jersey at these events has created a great experience for me," said Michael Fontes, who ran in the TCS New York City Marathon. "The response from other runners and spectators has been overwhelming."

## State Puts Focus on Athletic Audience

The Missouri Beef Industry Council has often utilized an athletic theme to reach active, health-oriented beef consumers in their state. Sponsored health and fitness events cover the southwest portion of the state, Kansas City and St. Louis, providing an opportunity to reach primarily urban and suburban consumers.

Through sponsorships of these health-oriented events, the group sets up a booth display to showcase beef and its important role in an active and healthy lifestyle to

participants. Information about beef and cooking demonstrations, conducted by MBIC staff and its contract dietitian, promote beef's nutritional benefits – especially as they relate to a training and/or health-based routine.

Numerous Team Beef members help out at the events. In addition, the events allow more Team Beef members to be recruited, which strengthens Team Beef's presence in Missouri, helps build brand awareness and further shares the beef story. 🍖



## Walths Receive Prestigious South Dakota Award

Allen and Becky Walth have been recognized as the 2016 South Dakota State University Friends of the Beef Industry. The Walths received the award during a South Dakota State University Beef Bowl football game last fall.

The Walths have been involved in many industry-related organizations. Becky serves on the South Dakota Beef Industry Council, and has served on the NCBA Federation Board of Directors, the Human Nutrition Research Committee, the Nutrition and Health Committee and the Evaluation Committee. Allen has served on the Cattlemen's Beef Board, and currently serves on the Cattle Health and Well Being Committee at NCBA.

Both are SDSU alumni, and Allen and Becky have given back generously to the school, both financially and in other ways. They were contributors to the new SDSU Cow-Calf Education and Research Facility, created a scholarship for students pursuing an Animal

Science degree, and started a summer internship program on their ranch for SDSU students in 2015. The Walths started their farming and ranching operation in 1977 with five cows, and now have a 350-head cow-calf herd they run on about 6,000 acres along the Missouri River. Allen is a 1971 Animal Science graduate of SDSU, while Becky earned a Home Economics Education degree from the school in 1976. 🍖



Pictured with the Walths (with plaque) are Dr. Daniel Scholl (left) Interim Dean of the College of Agriculture and Biological Sciences and Director of the South Dakota Agricultural Experiment Station, Dr. Joseph Cassady, SDSU Animal Science Department Head, and SDSU President Dr. Barry Dunn.

## Families in Motion Takes a Soccer Spin



the "Soccer Mom" audience. The campaign message was that beef plays an essential role in the lifestyles of modern families in motion.

The campaign combined digital banner advertising, giveaways, event marketing an online and nutrition and meal solution resources to yield tangible results. Beef jerky giveaways at Sounders FC matches resulted

Families in Motion took a soccer spin in Washington state this past year with a nine-month campaign with the Seattle Sounders FC that reached

in almost 1,000 personalized impressions, 16,000 Twitter impressions and 4,500 digital fan guide impressions. SoundersFC.com advertising reached more than 370,000 fans, while another 18,000 soccer families saw "Fuel for Fitness" messages on the Washington Youth Soccer Association website, and on their Facebook page reaching more than 135,000 soccer-playing households.

A WSBC Facebook campaign extended Sounders sponsorship messaging, reaching an additional 600,000 fans in the Seattle market. More than 130,000 consumers were engaged with the ads to win Fuel For Fitness prize packs, tickets to games and protein-packed beef jerky. 🍖