

THE FEDERATION OF STATE BEEF COUNCILS



Funded by Beef Farmers and Ranchers

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

Olympics, Super Bowl Help Boost Beef's Reach

While state beef councils conduct innovative and targeted checkoff-funded programs within their home states, they continue to support the national Beef Checkoff Program, which has been executing nationwide efforts to boost beef demand. For instance ...

As the 2018 Winter Olympics were getting started, beef enjoyed excellent state and national media attention – much of it supported through the beef checkoff. Positive social media callouts highlighted and amplified focus on beef, including from athletes preparing for the games with their favorite protein – beef. Beef expert bureau members also shared recipes and images that highlighted the positive benefits of beef.

In addition, snowboarding gold medalists Chloe Kim and Shaun White both gave a nod to beef while enjoying a favorite beefy meal during the games. Also, to capitalize on the Olympics and the launch of the checkoff's "beef gives strength" campaign, a press release was distributed in mid-February that highlighted five Korean Beef recipes. The reach was more than 74.27 million.

To help revolutionize beef merchandising, NCBA, as a beef checkoff contractor, partnered with American Foods Group as the company developed meal kits that can be sold at retailers around the country. The meal kits can go from the refrigerator to table in under 15 minutes, and are one-pan meals for quick cleanup.

Stop motion videos are being

developed to show consumers the benefits and the ease by which the kits can be prepared. Meal kits were available at retail stores in the Midwest starting in early February.

The Super Bowl ended up being super for beef. It started with an Ibotta combo offer of a \$1 redemption if both ground beef (at least 1 pound, any brand, nationwide) was purchased with Fritos in the weeks leading up to the Super Bowl. Consumers were required to view a recipe for Super Bowl Frito Pie, a recipe developed and photographed by Beef. It's What's For Dinner and the Texas Beef Council. The recipe was viewed on BeefItsWhatsForDinner.com more than 22,000 times.

Then, almost 4.8 million video views and more than 100,000 engagements were generated during the Super Bowl, partially as a result of a #SettleTheBeef Twitter social activation that capitalized on the friendly banter that usually surrounds the big game. The checkoff interjected in Twitter conversations with "Let's settle this beef with some beef," using stop-motion video of a Super Bowl Frito Pie recipe. Twitter is the social platform for real-time conversations of many live event moments, and continues to provide the Beef Checkoff an opportunity to engage with millennial consumers it seeks to reach. 🗨️



Physicians Gain Beef Knowledge In New York Conference Event



insight that will help their patients eat more healthfully in January at a checkoff-funded lunch session hosted by the New York Beef Council. The nutrition session was held at the New York State Academy of Family Physicians Winter Weekend annual conference at Lake Placid, N.Y.

Author, physician and diet expert Michelle May, MD, delivered an interactive session entitled "Eat What You Love, Love What You Eat for a Sustainable Lifestyle." Forty-eight medical doctors from various regions of New York State attended the session, which provided information on developing healthy lifestyle changes with mindful eating techniques.

In addition to gaining nutrition knowledge, the attendees enjoyed a nutritious lunch of beef Chateaubriand with Peppercorn sauce. Cindy Chan Phillips, MBA, RD, NYBC director of nutrition education, joined Dr. May in addressing questions about the research of beef in a healthy diet.

NYBC further engaged conference attendees on the positive role of beef in a healthy diet at a beef booth at

the conference, which was attended by about 177 family physicians. At the booth, the physicians shared their thoughts about beef and learned about the latest research, such as BeefWISE, and how lean beef in a healthy diet can help manage cholesterol and weight.

Cattlemen's Beef Board member and NYBC Board Chairman Rich Brown joined the lunch session and helped answer questions about beef production. "The doctors were extremely attentive and have a strong desire to learn more about nutrition. Dr. May and her information were held in high regard by the attending doctors," Brown said.

"The family physicians are so dedicated to the care of their patients. I very much enjoy talking to them," said Phillips. "Patients who struggle with obesity or elevated cholesterol sometimes are mistaken into thinking they have to avoid red meats. Beef has evolved, and being able to offer a healthy dietary pattern that is enjoyable to the patients makes the therapy more effective in the long run."

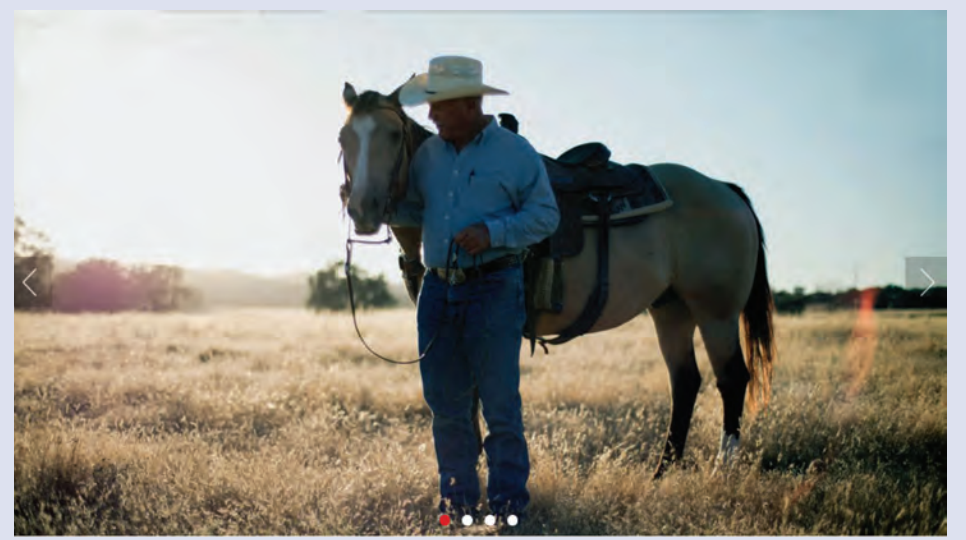
Phillips' work with the New York Beef Council is financially supported by the Kansas and Nebraska Beef Councils. 🗨️

Kansas, Missouri Beef Councils Join Forces To Help Consumers Rethink the Ranch



Beef councils in Missouri and Kansas have joined forces to help consumers in those states better connect with the "Beef. It's What's For Dinner." brand. The effort invites Missouri and Kansas millennials to "Rethink the Ranch" and explore beef production by viewing a series of online videos that demonstrate how beef can be part of breakfast, lunch, dinner – and the occasional snack.

The partnership involves distribution of nationally-produced checkoff video ads through a series of highly-targeted advertisements via YouTube. It will have the greatest impact on consumers in the highly populated Kansas City and St. Louis metro areas, while still being shown throughout the entire states of Kansas and Missouri. By partnering together, the Kansas and Missouri beef councils are being more efficient at delivering this proven content to urban millennial parents across these two Midwest states. 🗨️



Federation Annual Report Available

The full 2017 Annual Report for the Federation of State Beef Councils is now available. The investor report includes a State of the Federation section that features information on the industry's focus on quality, checkoff-funded programs that highlighted the state/national partnership, special Federation efforts that addressed the stress caused by cattle markets in 2017, and financials for the year. To access the report online, go to www.beefusa.org/thefederationrole.aspx and click under Additional Information, Annual Report. 🗨️



State & National Partnership
The Federation of State Beef Councils
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