

# Measuring PC Efforts





# *Farm Progress* Reader Survey

## Purpose:

- Benchmark awareness and recall of producer advertising from previous six months
  - Theme
  - Content: producer testimonials, new Web site
- Track perceptions about checkoff program
  - Awareness, understanding
  - Benefits provided



# *FP* Survey Design

- Methodology, timing
  - Electronic survey
  - Data collected from Feb. 26 – March 31, 2009
- 712 respondents
  - 76% beef
  - 24% dairy
- Sample source
  - Farm Progress readers
  - Herd-size minimums
    - 50+ beef cattle
    - 100+ dairy cattle



# Geographic Location

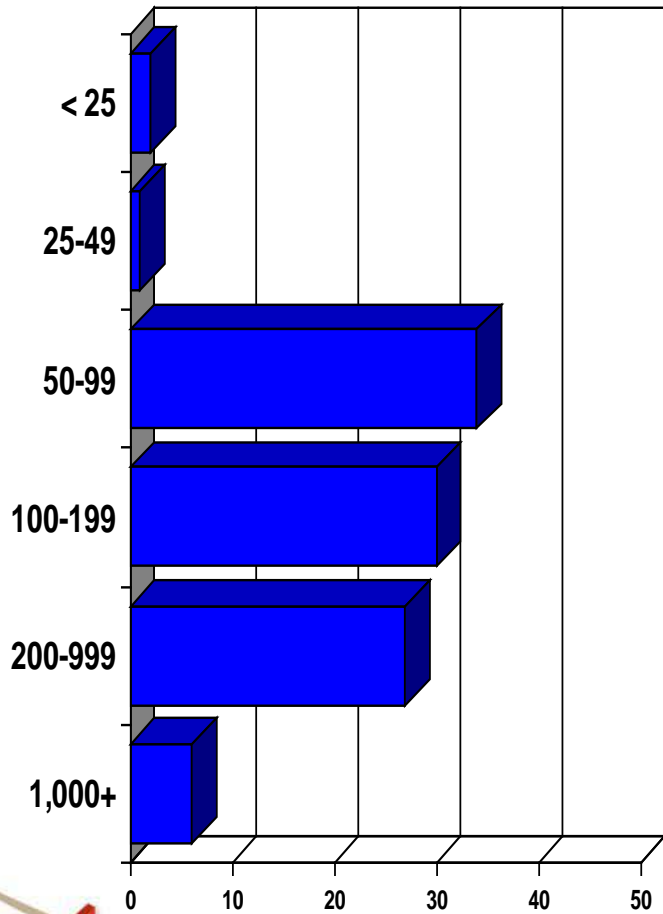
## Six circulation areas targeted

- Southeast
  - AL, FL, GA, NC, SC, VA, WV
- Mid-South
  - AR, LA, MO boot-heel, MS, western TN
- Texas-Oklahoma
- Northwest
  - CO, ID, MT, NV, OR, UT, WA, WY
- Minnesota-Wisconsin
- Northeast
  - CT, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT

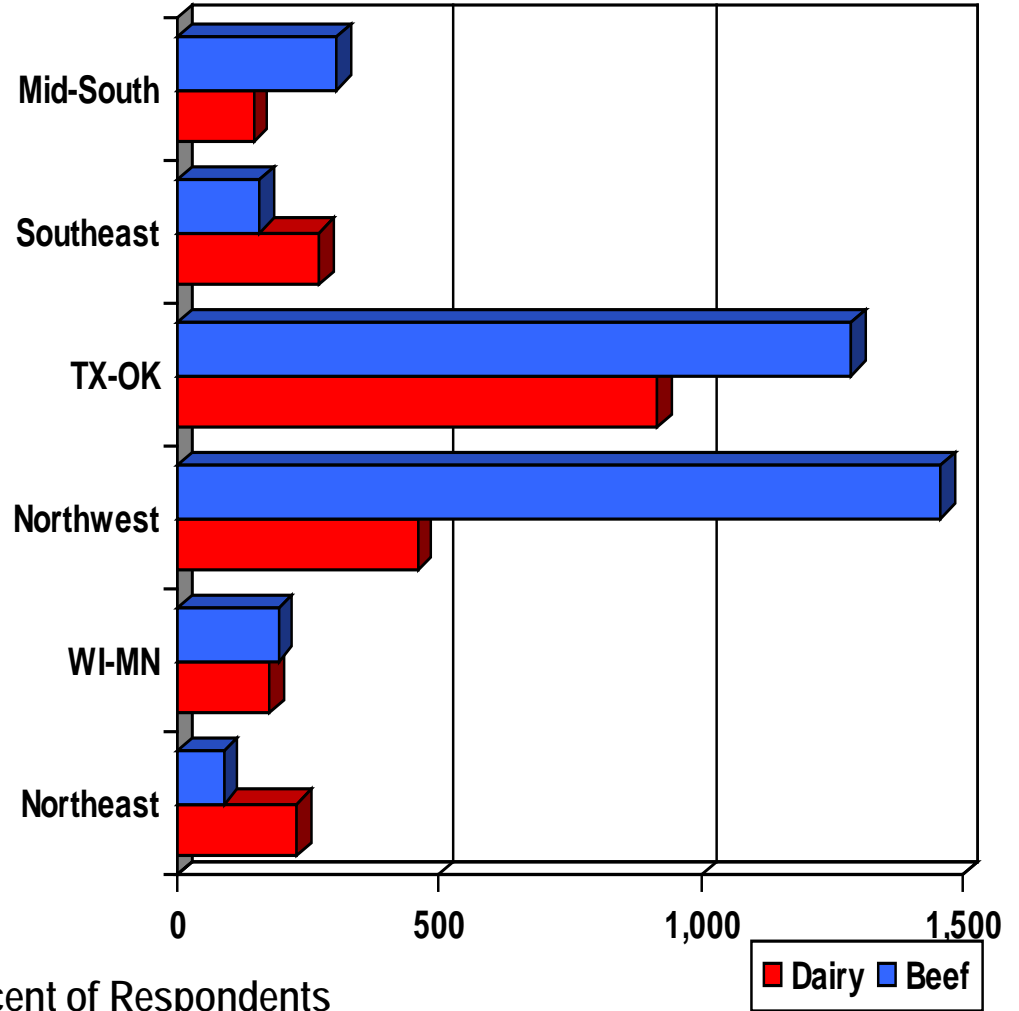


# Cattle Operation Size

Number of Head, All Operations



Average Herd Size, By Circulation Area



Percent of Respondents

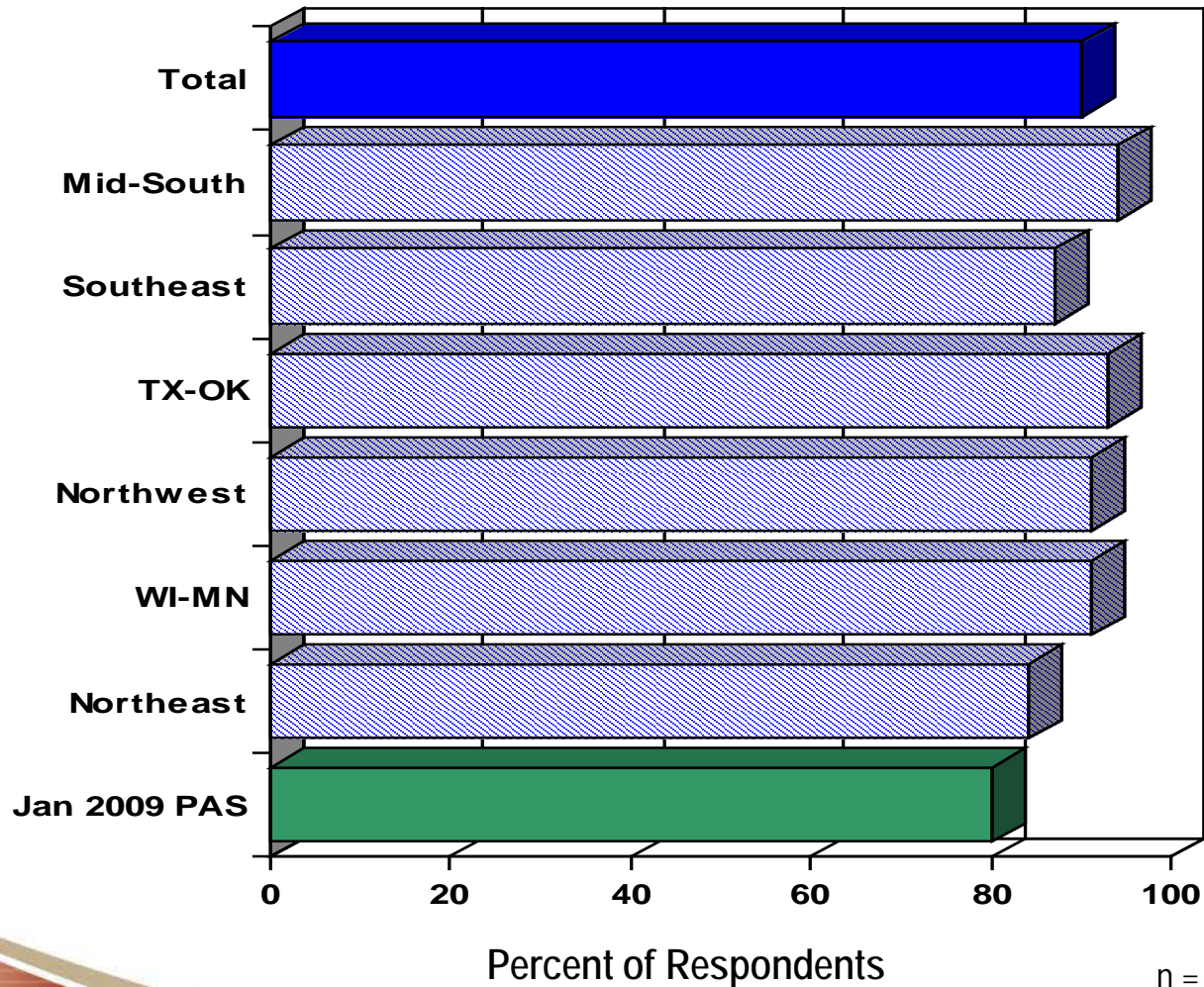
■ Dairy ■ Beef



FINDINGS

# Awareness of Checkoff

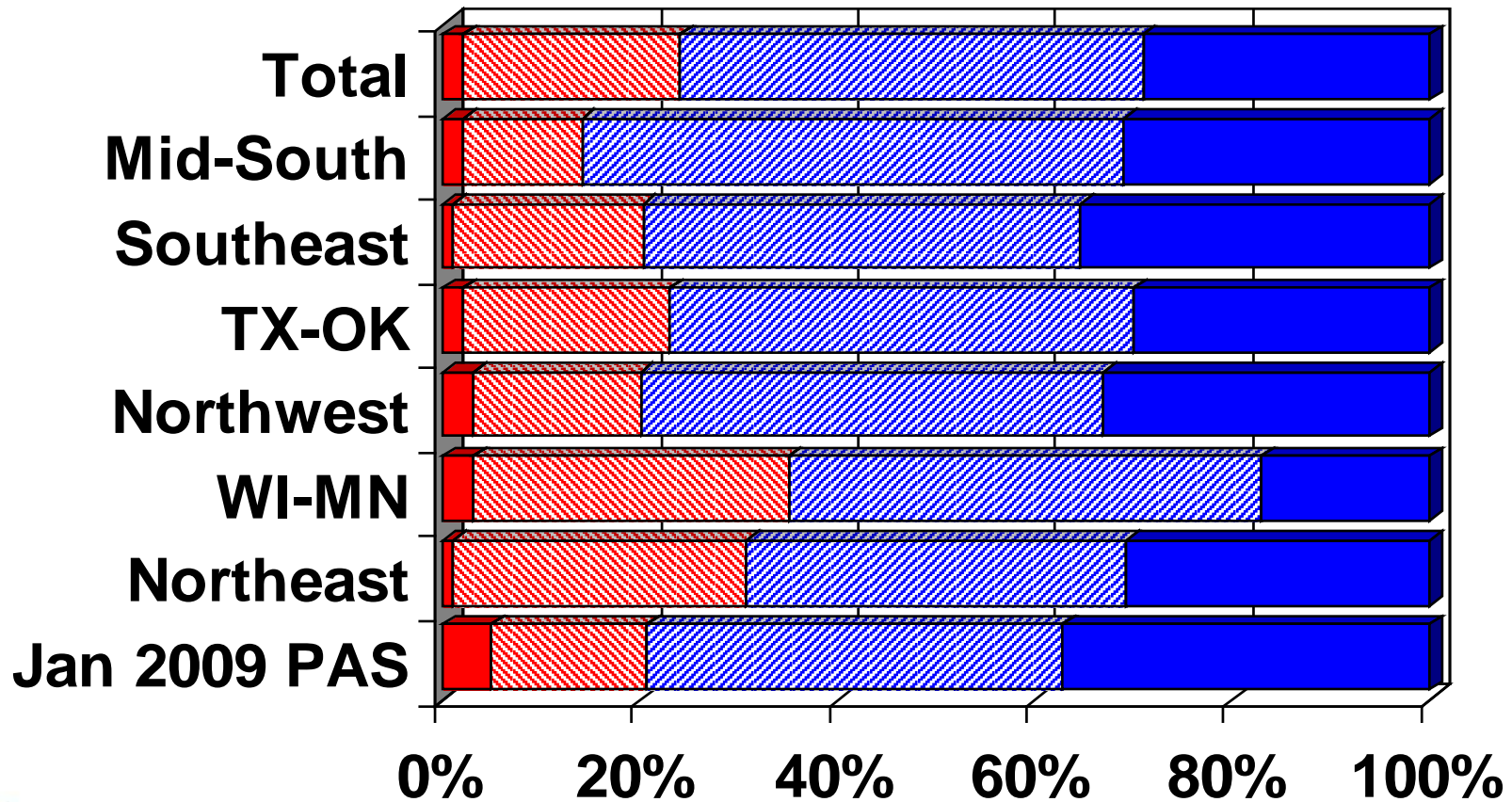
*Have you ever heard of the \$1-per-head beef checkoff program? (Yes)*



FINDINGS

# Well-informed about Checkoff

*Which of the following best describes how well-informed you feel you are about the beef checkoff program?*



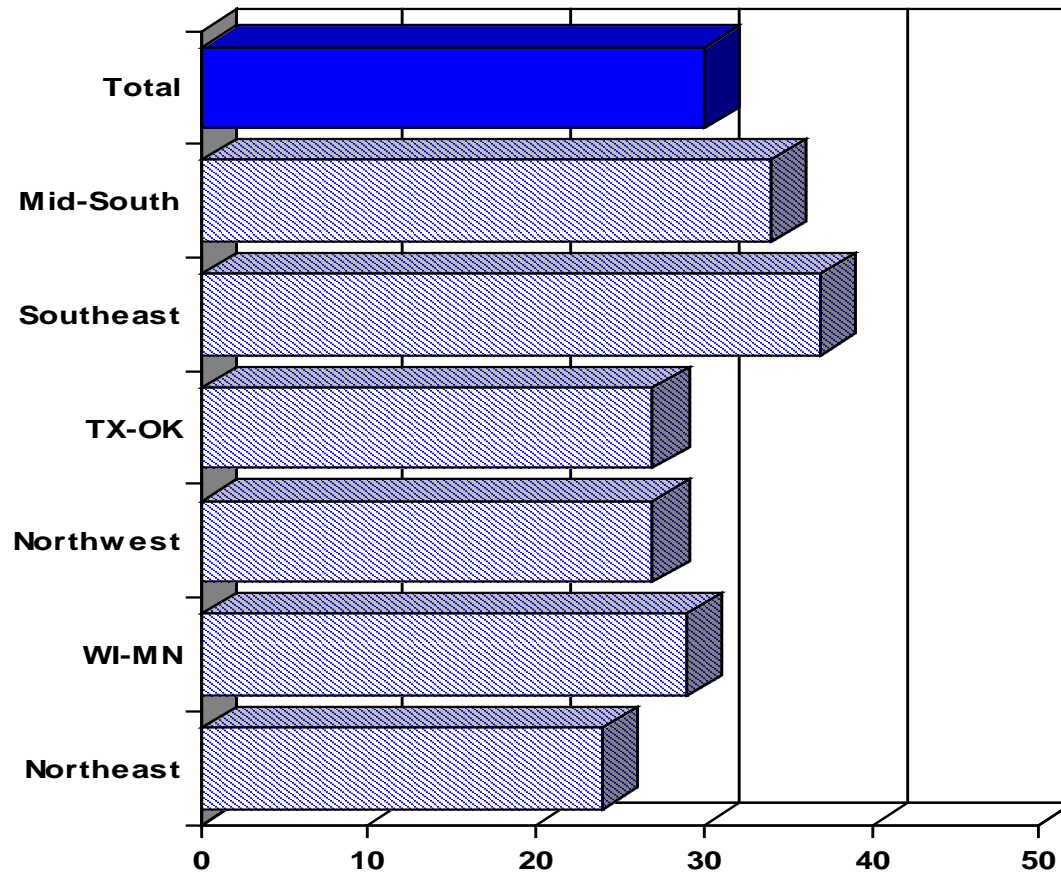
■ Not informed at all ■ Not well-informed ■ Somewhat well-informed ■ Very well-informed

n = 631; N = 960

FINDINGS

# Recall of Ad Theme

*Do you recall seeing, reading or hearing advertising featuring the theme, "Producers can't be everywhere, My Beef Checkoff can." in the past six months? (Yes)*



Percent of Respondents

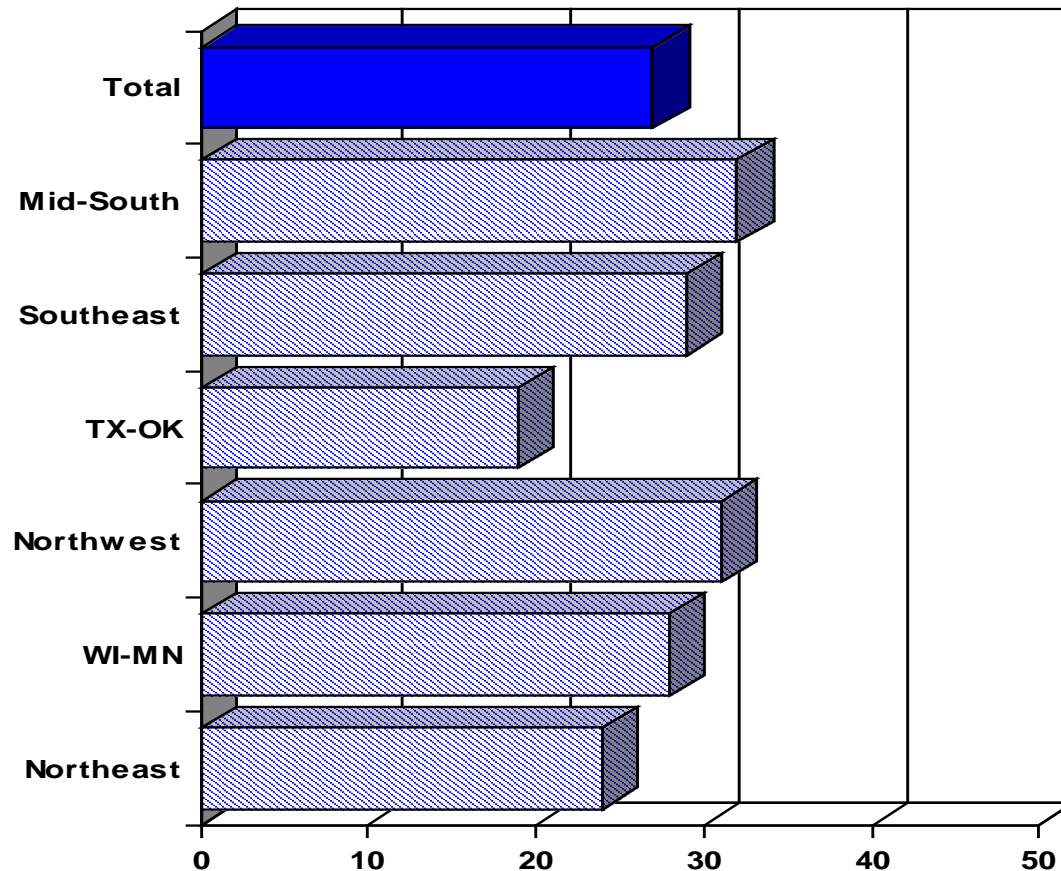
n = 623 8



FINDINGS

# Recall of New Web site

*Do you recall seeing, reading or hearing advertising that encourages producers to "get to know" their checkoff by visiting a new Web site called "www.MyBeefCheckoff.com" in the past six months? (Yes)*



Percent of Respondents

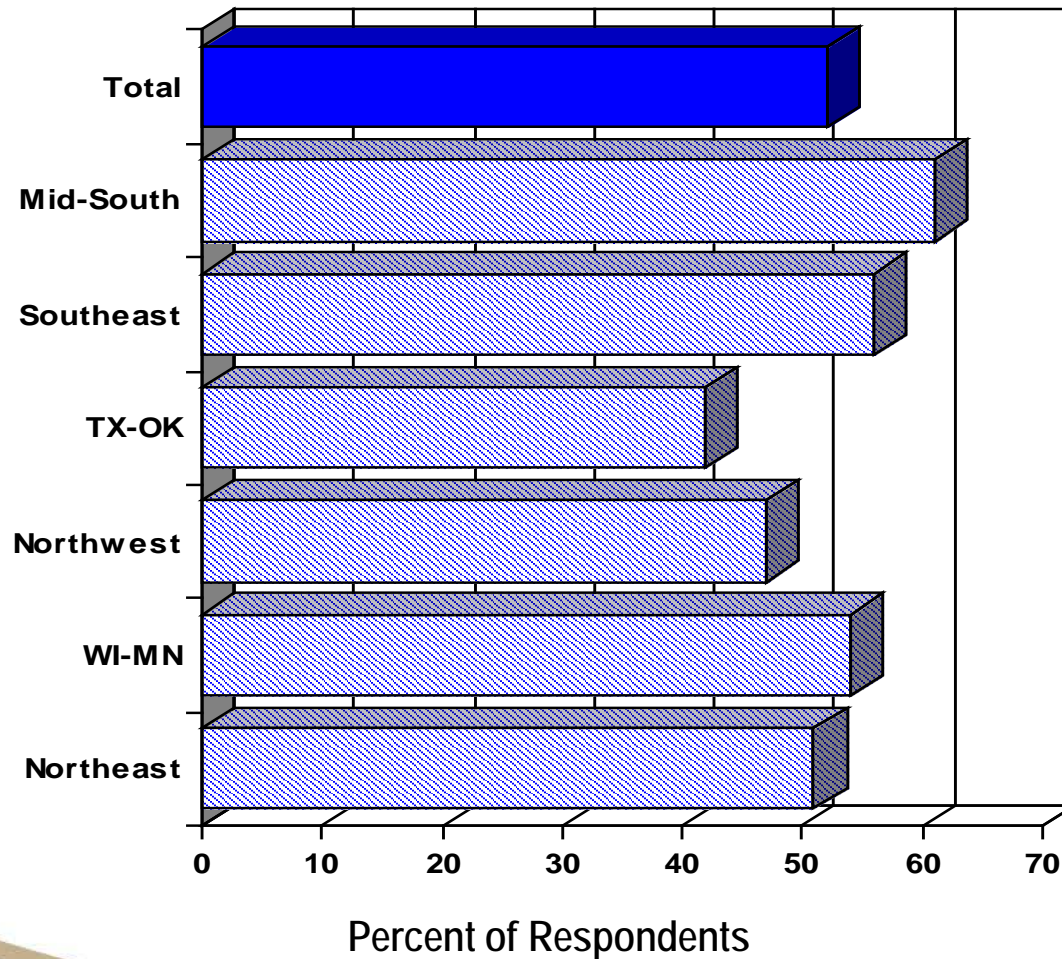
n = 623 9



FINDINGS

# Recall of Testimonials

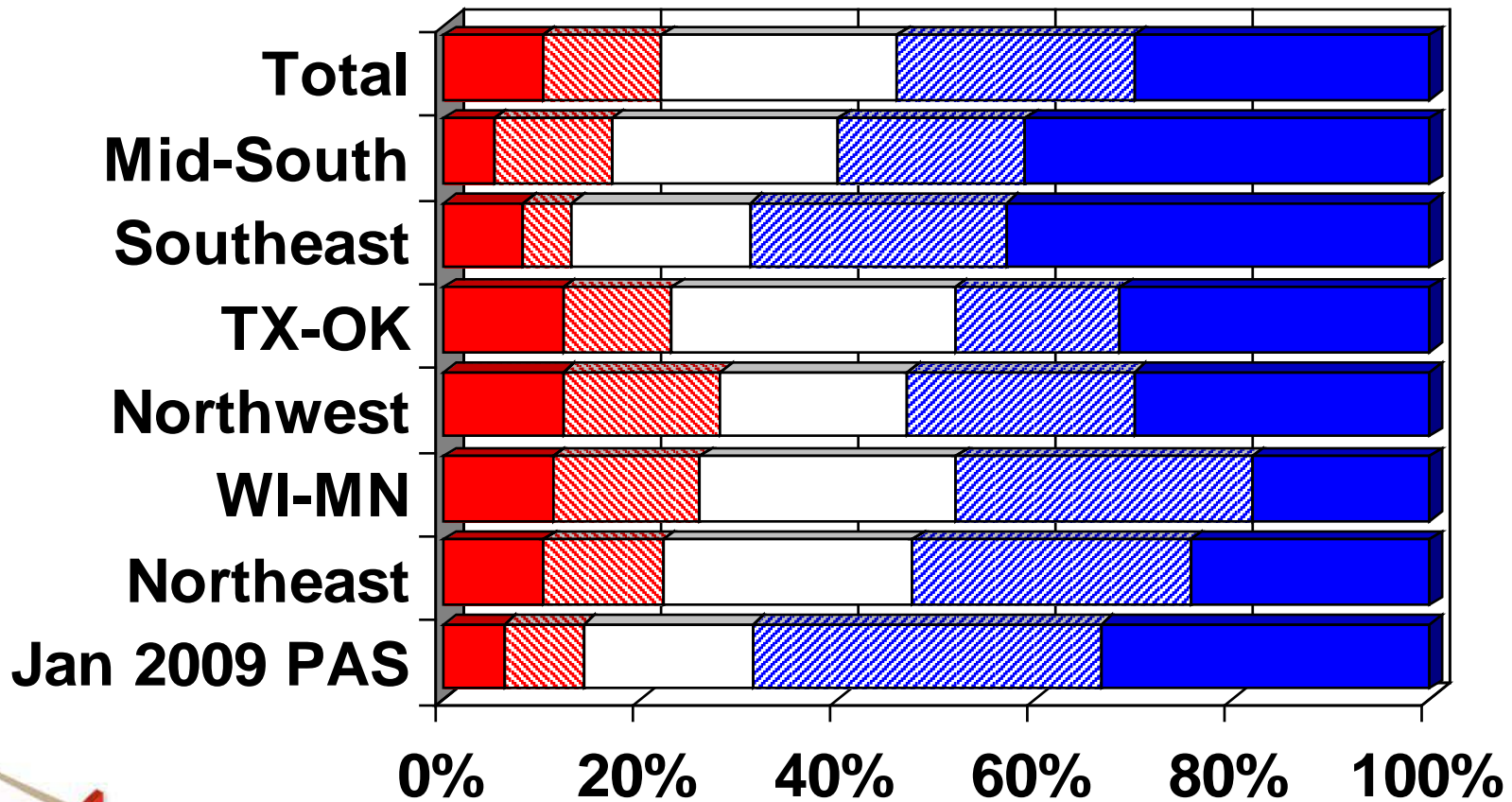
*Do you recall seeing, reading or hearing advertising featuring real beef or dairy producers talking about the value of the Beef Checkoff in the past six months? (Yes)*




FINDINGS

# Checkoff Approval

Please rate whether you overall approve or disapprove of the \$1-per-head beef checkoff program.  
 [5-point scale; 1 = Strongly disapprove, 5 = Strongly approve]

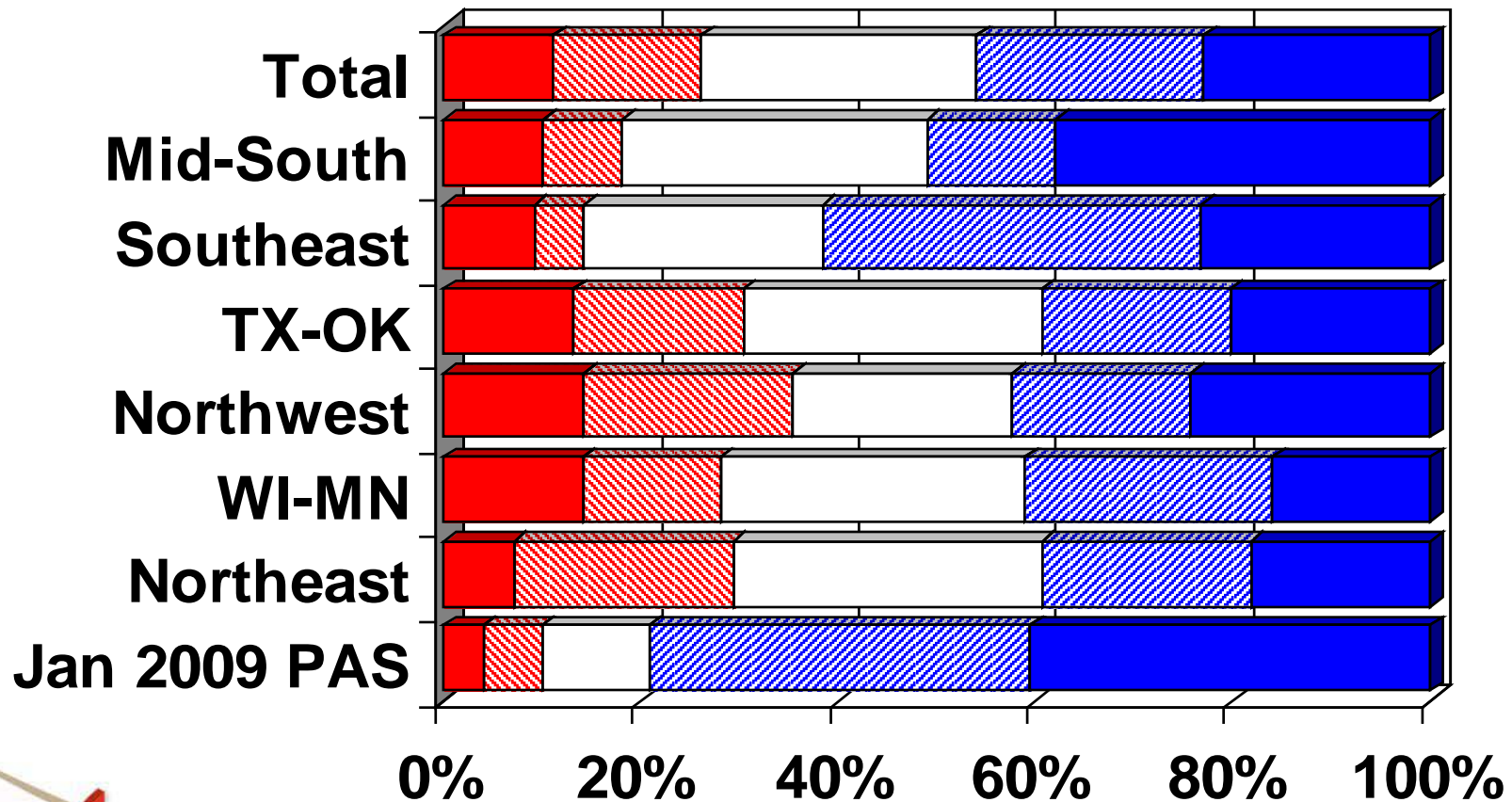



 Strongly disapprove
  Disapprove somewhat
  Neutral / no opinion
  Approve somewhat
  Strongly approve

FINDINGS

# Checkoff Benefits

*If there is a crisis, I am confident the beef checkoff program is on my side.*  
[5-point scale; 1 = Strongly disagree, 5 = Strongly agree]



■ Strongly disagree ■ Disagree somewhat □ Neutral / no opinion ■ Agree somewhat ■ Strongly agree

# Conclusions, Next Steps

- This study provides a benchmark for evaluating future advertising progress
  - Half of producers remembered seeing testimonials about the beef checkoff
  - 25-30% recalled ad theme and call to action
- These producers were aware of the checkoff, but less positive about its benefits than those surveyed in the January Producer Attitude Survey
  - They had a slightly higher awareness of the checkoff and similar ratings regarding their level of being well-informed
  - Larger percentage of “neutral / no opinion” responses about benefits means there’s an opportunity to educate
- Need to continue measuring effectiveness of communications
  - Research helps us evaluate the future and direction of our advertising and helps us determine where to focus our messaging



# Readex/Reader Testing

**Beef producers can't be everywhere**



**my BEEF<sup>®</sup> can**



**Dave Perry**  
Beef Producer  
dper@msu.edu

"Over the years, the beef checkoff has delivered outstanding returns to producers through increased demand for our products. The checkoff funds research that builds consumer confidence and awareness of how beef fits into a healthy lifestyle," says Dave Perry.

"The development of the lean trim steak is a terrific example of how our checkoff dollars work to bring value back to beef producers. Our national market research that identified the lean trim steak, and drove our promotional dollars for the word on its occurrence, led to big demand for this product."

By investing in the checkoff, producers like Dave Perry have helped increase the value of the check by an estimated \$10<sup>+</sup> per head. At the end of the day, our checkoff returns to support research and the use of beef in today's diet.

My beef checkoff... investing in research to help build beef demand from today.



Get to know your checkoff and hear more from Dave Perry at [MyBeefCheckoff.com](http://MyBeefCheckoff.com)  
© 2014 Beef Checkoff

**Dairy producers can't be everywhere**



**my BEEF<sup>®</sup> can**



**Phoebe Miller**  
Dairy Producer  
fphoebe@jerry.com

"For every dollar that we invest in our beef checkoff, we see a return to our bottom line — especially that right through to developing new products, such as the lean trim steak," says Davenport dairy producer Phoebe Miller. Phoebe understands how beef checkoff dollars directly bring value back to her family's registered 150-acre dairy, View Creek, Paris, Mo.

"The new lean trim steaks and have wide appeal, both to foodservice and retail channels. These steaks put another great product on the list as well, so our checkoff investment is a strategic move when we invest in our beef checkoff," says Phoebe.

By investing in the beef checkoff, dairy producers like Phoebe have discovered the power of new beef products that are finding their way to retail and foodservice markets across the country. "And these new cuts have improved the value of the check, adding \$50 to \$100 more per head to our bottom line," says Phoebe.

The beef checkoff... because dairy producers are beef producers, too.  
- from today.



Get to know your checkoff and hear more from Phoebe at [MyBeefCheckoff.com](http://MyBeefCheckoff.com)  
© 2014 Beef Checkoff



# Readex/Reader Testing

- Throughout this fiscal year we have had ad placements in 8 magazine issues in which ads have been or will be included in a Readex or reader study
- 7 of the 8 studies are complete and results follow
  - 2 dairy publication studies and 5 beef publication studies completed
  - 1 dairy publication study will take place in September (Dairy Today) and those results will be available late fall
- Ads in the studied issues were scored based on readers who remembered
  - ‘Seeing the ad’
  - ‘Reading the ad’
  - ‘Reading half or more’ or ‘found the ad useful’

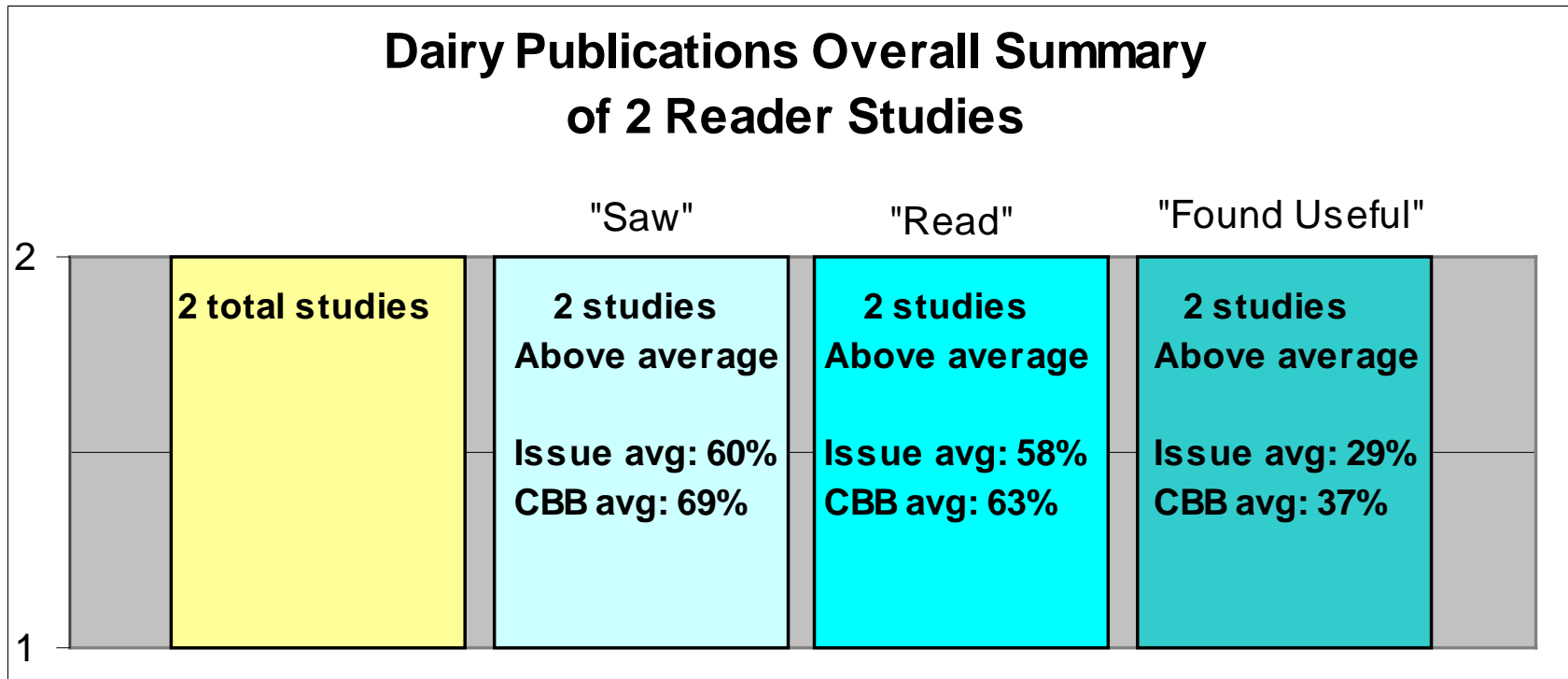


# Readex/Reader Testing

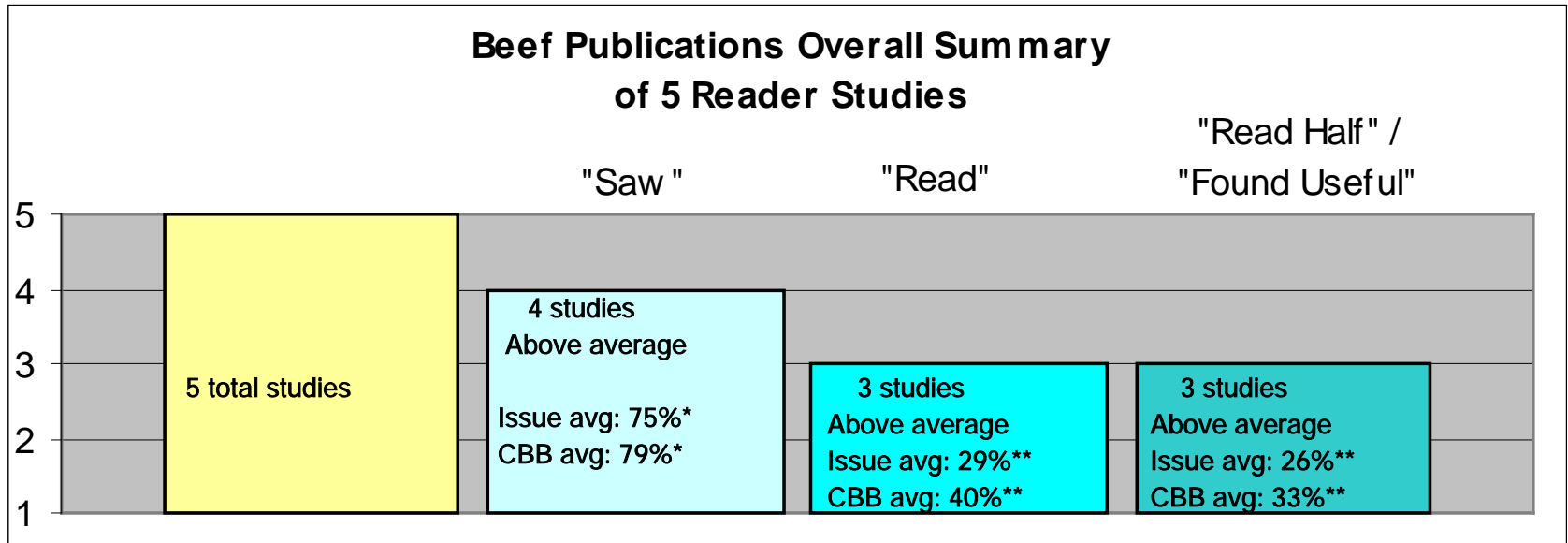
- Readex studies (*Successful, Beef Today, Hoard's*):
  - Readex is an independent research company with roots in research for magazine publishing
  - Surveys are mailed to a sample of the issue's readers
  - Readex study results are based on 100 responses
  - Results gauge relative performance of one ad to another
  - The results should not be considered projectable to the entire circulation of the magazine, but they do represent active, involved readers who spend time with the magazine and are willing to provide feedback
- Reader studies (*Drovers, Dairy Herd Mgt.*):
  - Vance publications reader surveys were conducted by Vance Research Services among a pre-selected panel of beef and dairy producers
  - These surveys were conducted online



# Readex/Reader Summary



# Readex/Reader Summary



- 4 study average
- \*\* 3 study average

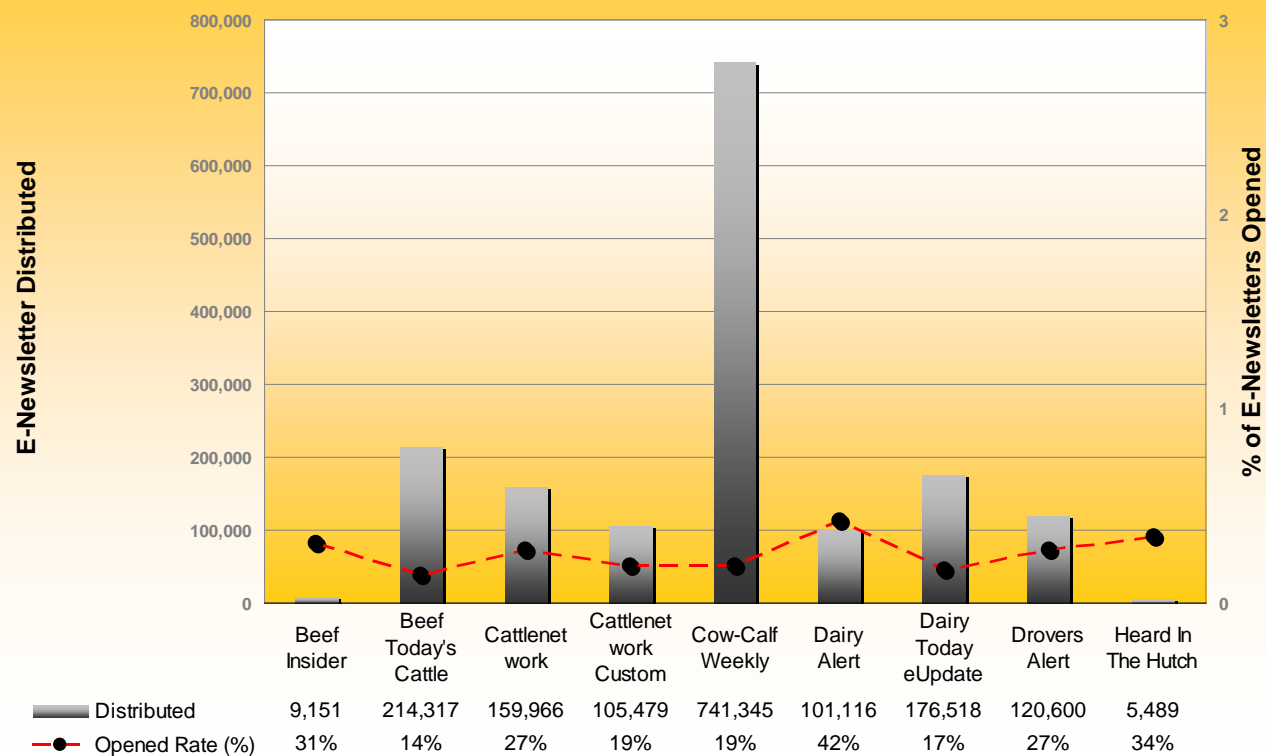


# Electronic Advertising Results

## E-Newsletters

- 1,633,981 E-Newsletters distributed from Oct '08 – May '09
- 343,484 E-newsletters were opened/viewed
- 1,332 total ad click-throughs to MyBeefCheckoff.com
- 21% average E-newsletter open rate

**E-Newsletters Distributed & Opened**

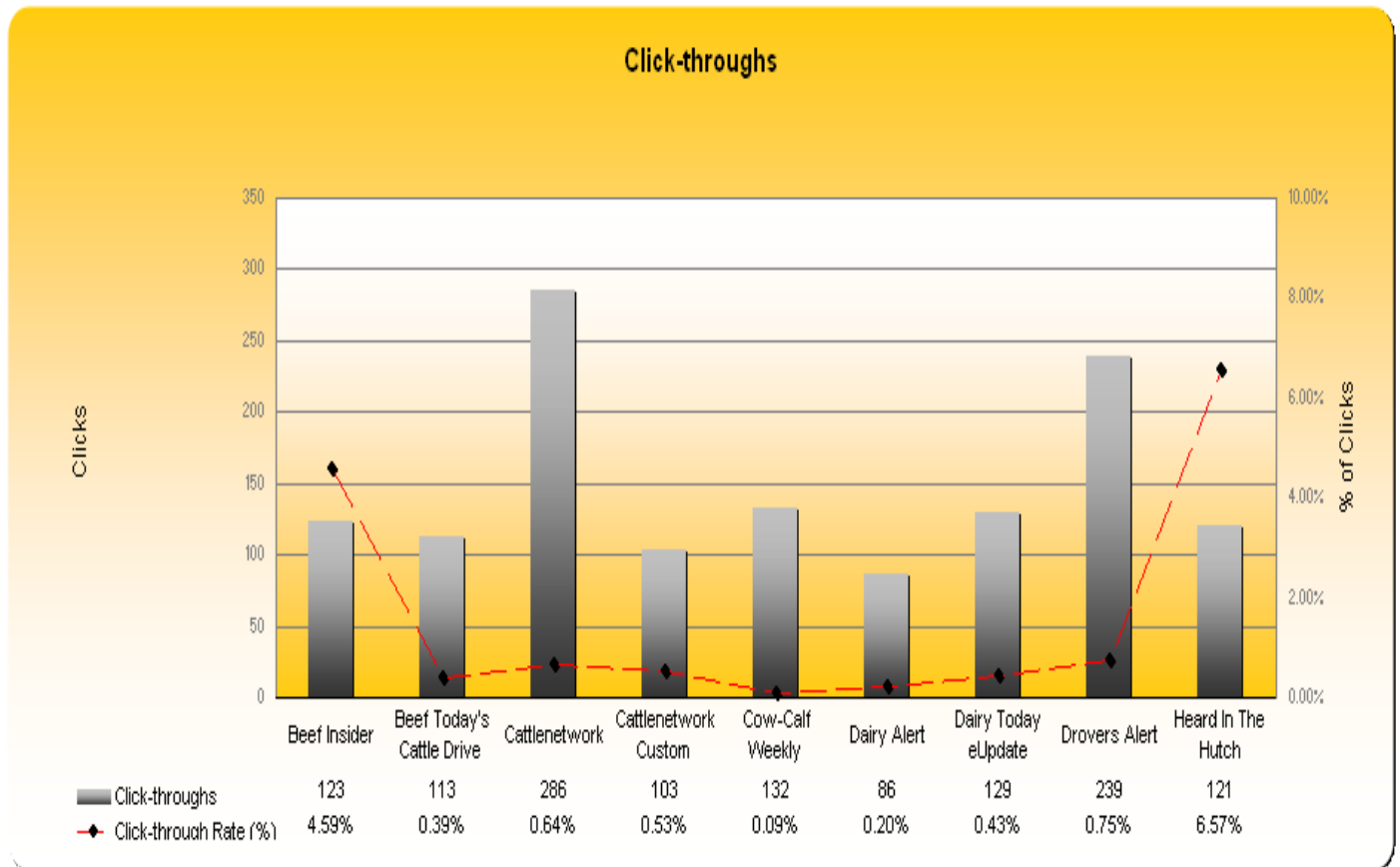


Reporting period Oct '08 – May '09



# Electronic Advertising Results E-Newsletters

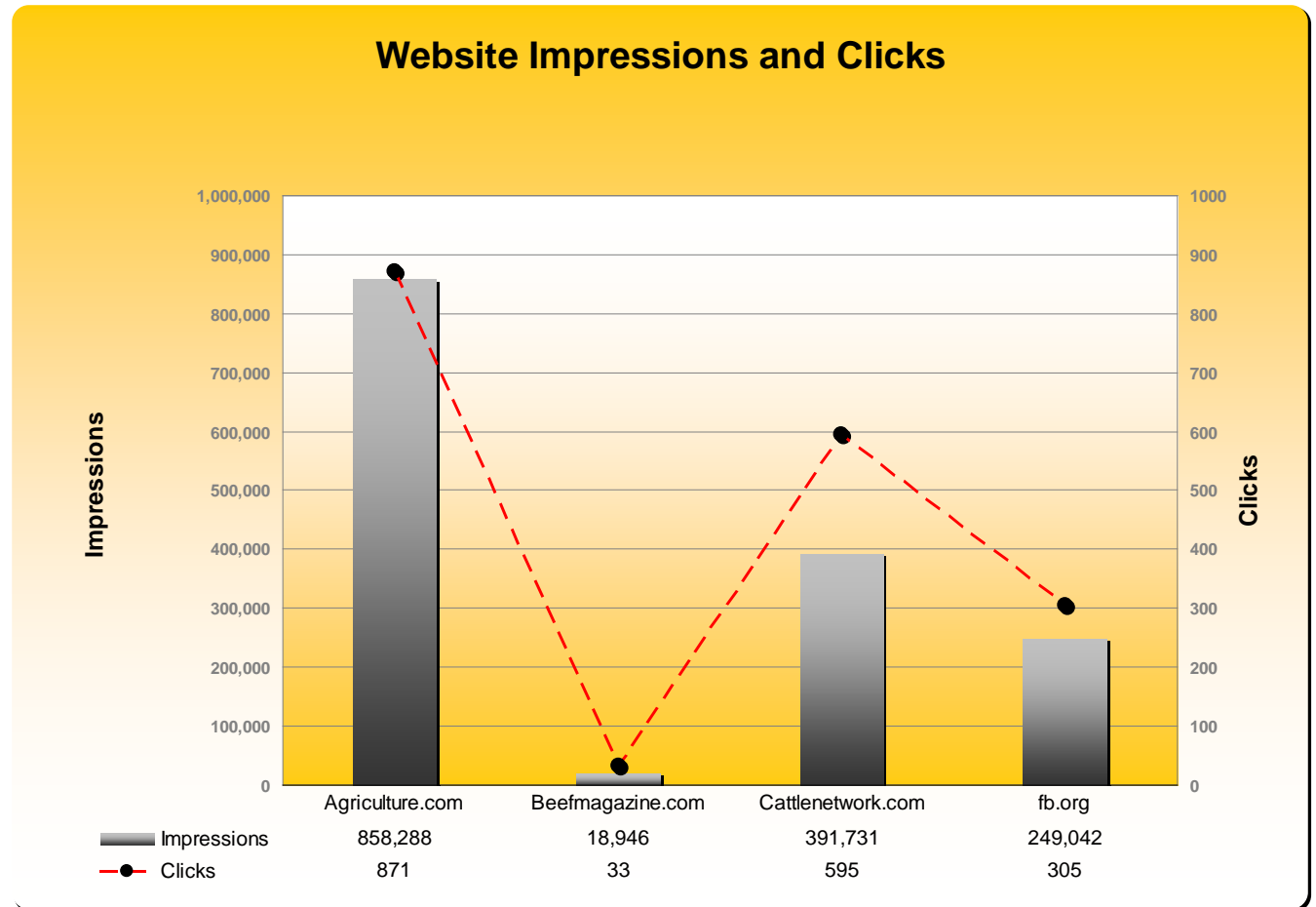
• CBB ads have a .39% click-through rate which is well above the industry average of .15% - .17%



# Electronic Advertising Results Web sites

- 1,518,007 gross impressions delivered from Oct '08 – May '09

- 1,804 total ad click-throughs to MyBeefCheckoff.com

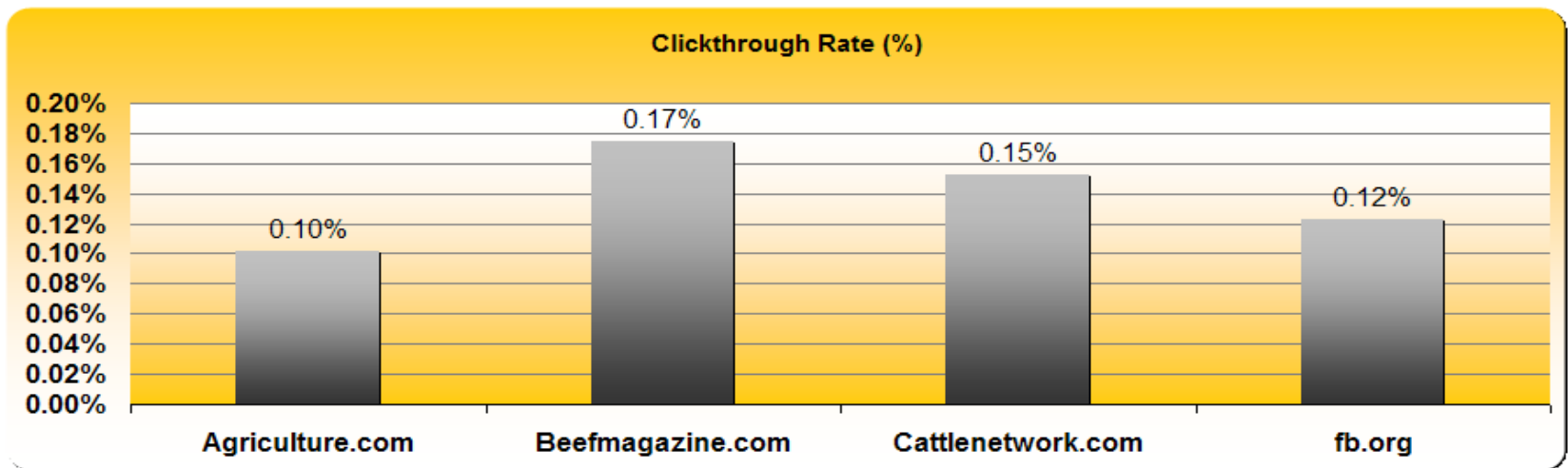


Reporting period Oct '08 – May '09



# Electronic Advertising Results

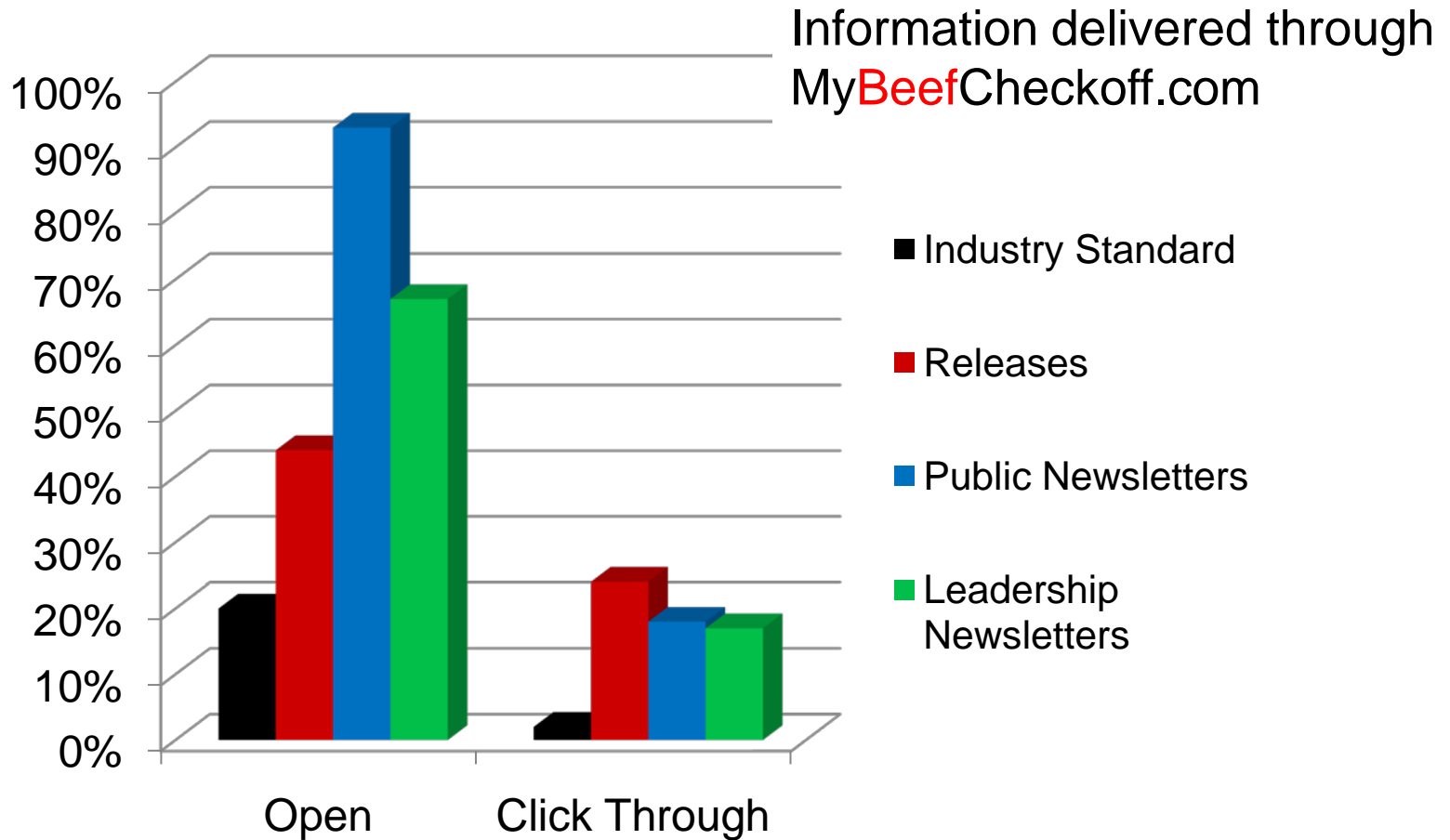
## Web sites



- Average ad click-through rate is .12%



# Getting To Know The Checkoff



Oct. 1, 2008-June 30, 2009

# Auction Market Survey

- Purpose: survey auction market owners, operators re: communicating about the beef checkoff
- Apr. 23-May 19, 161 interviews conducted
- Statistical margin of error 6%
- Results will be used in cooperation with LMA to pilot checkoff communications



# Survey Of QSBC Execs

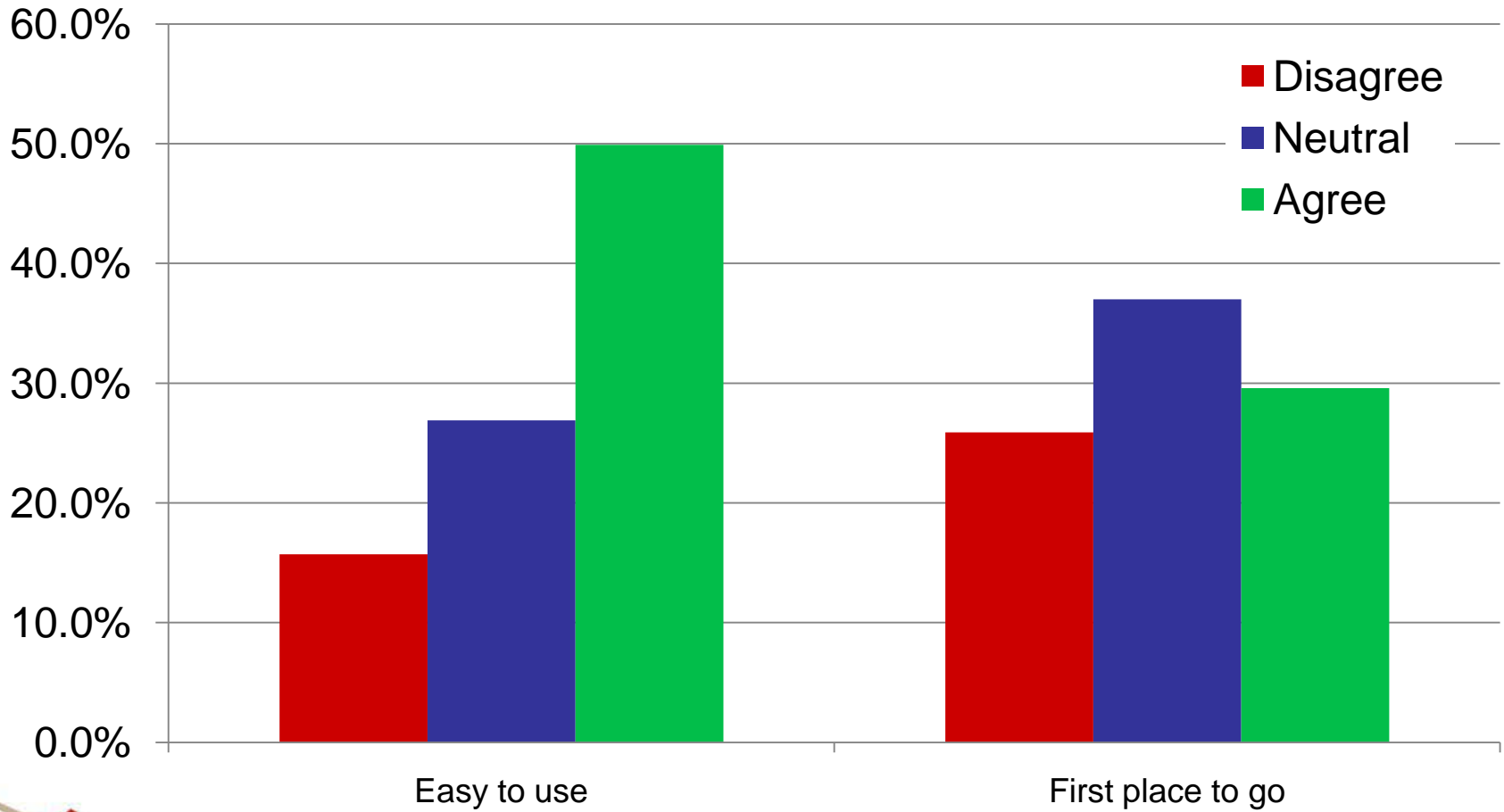
- Targeted qualified state beef council executives only
- Self-administered, online survey
- Conducted June 8-26, 2009
- Responses are anonymous
- Included 25 multiple choice, rating and open-ended questions
- 28 (62%) of states responded





# MyBeefCheckoff.com

36% of QSBC Execs are not familiar with MyBeefCheckoff.com



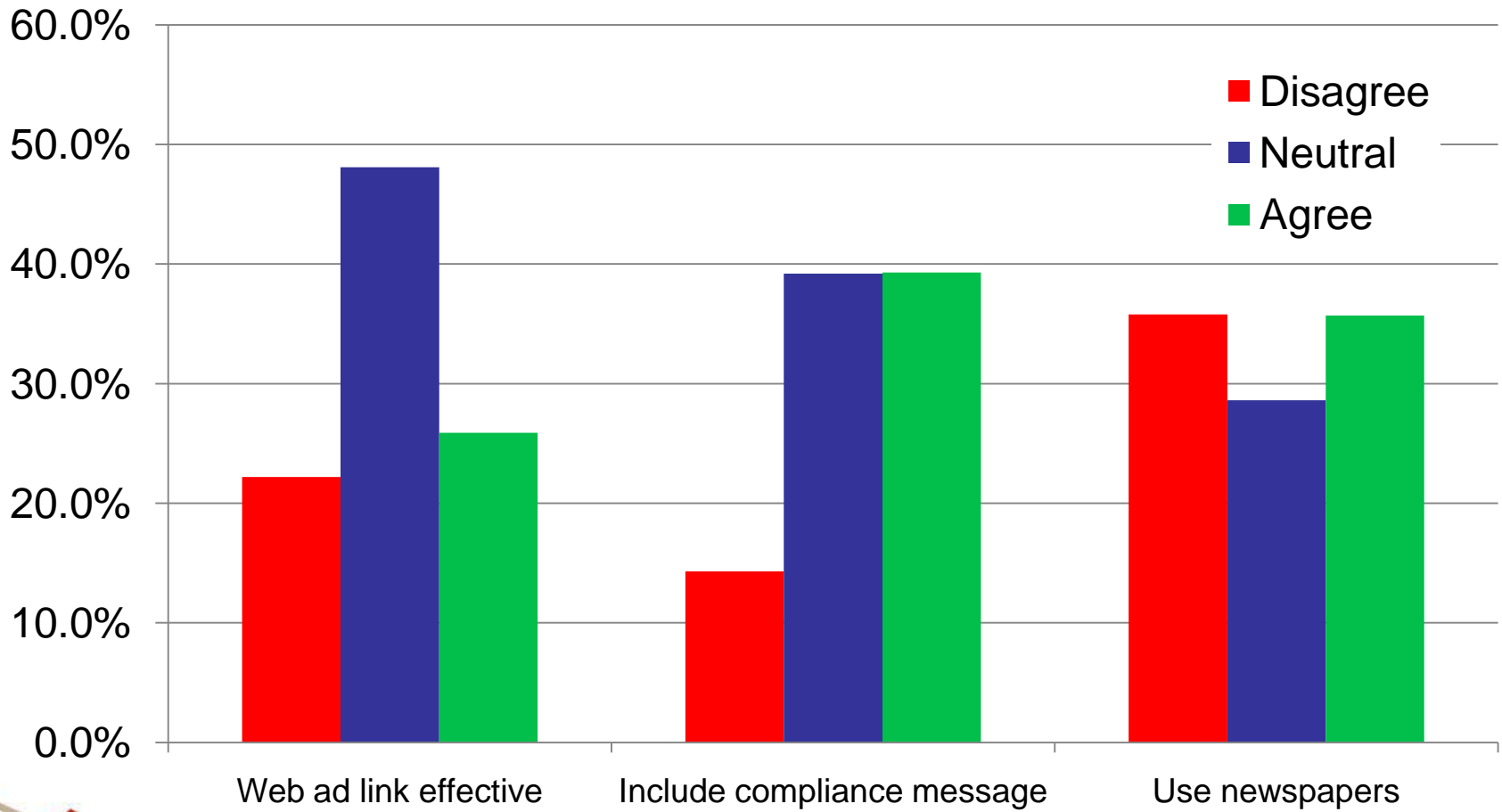
# MyBeefCheckoff.com

- 71% have staff listed on the site
- 46% have board members listed
- When asked how to improve the site:
  - ‘Less clinical’
  - More direct content (most now is linked)
  - ‘Easier to navigate’
  - ‘More passion’

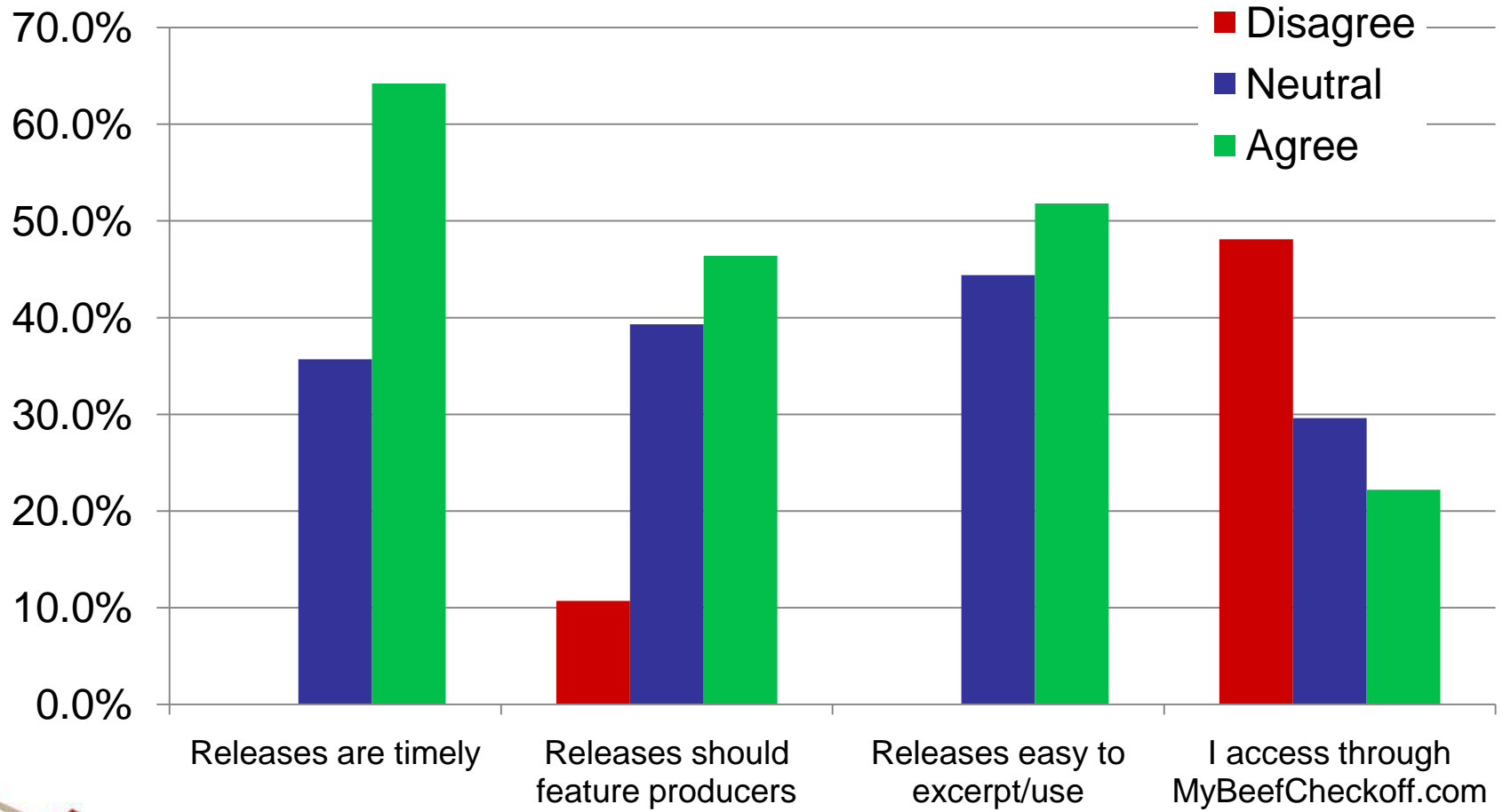


# Paid Advertising

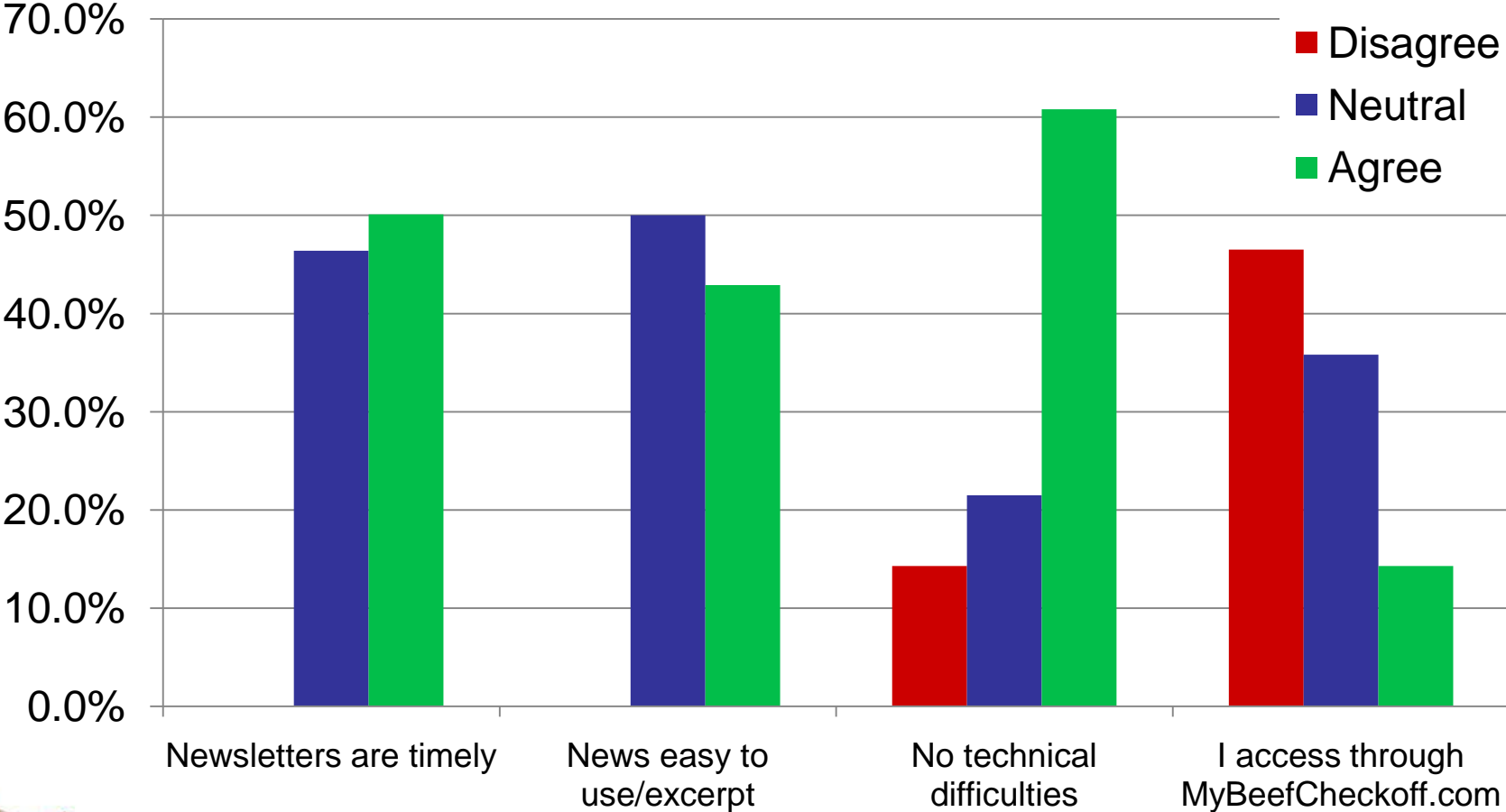
57% of QSBC Execs have used national ad resources; 68% will



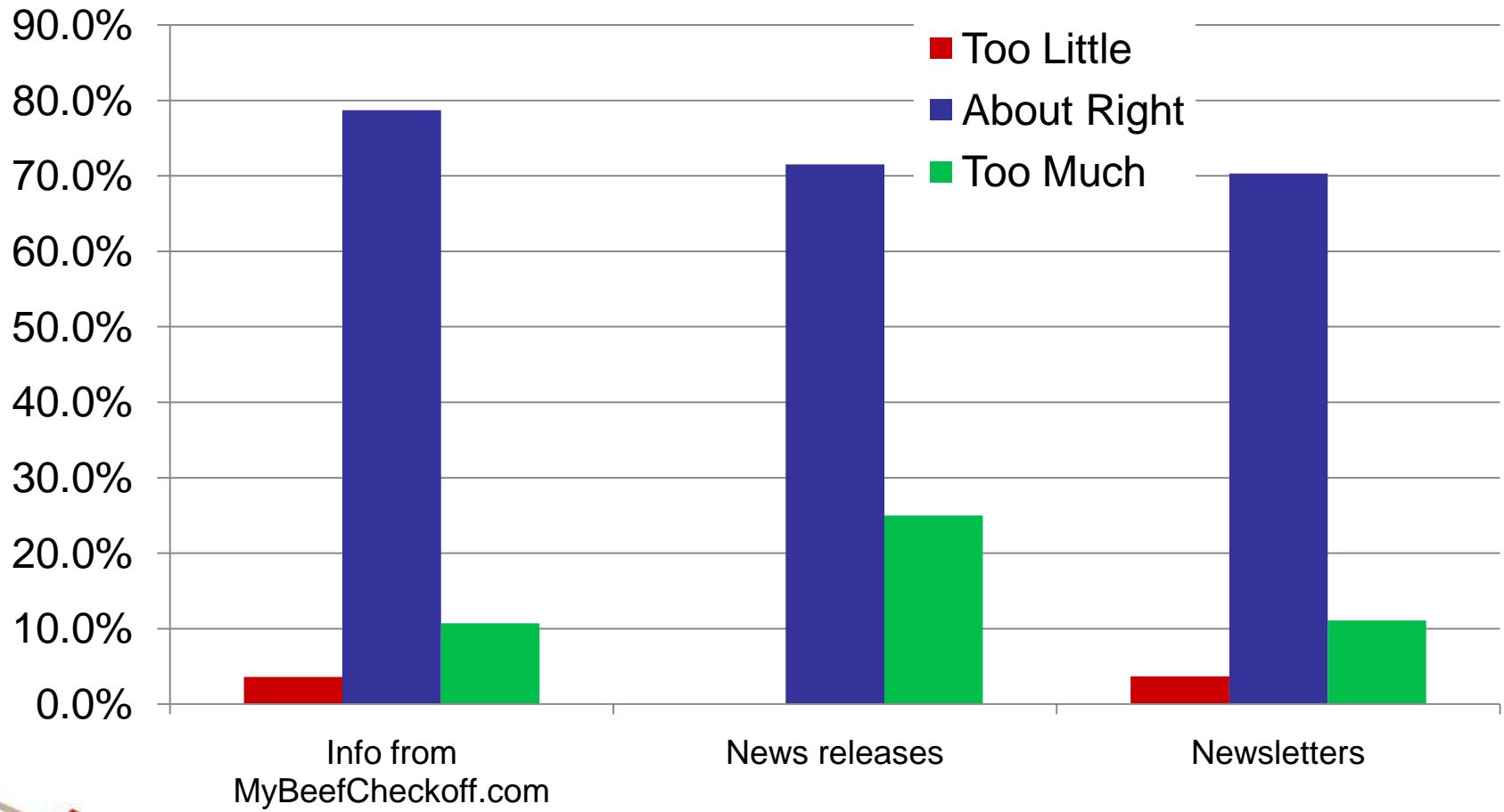
# Media Outreach



# Newsletters



# Amount Of Information



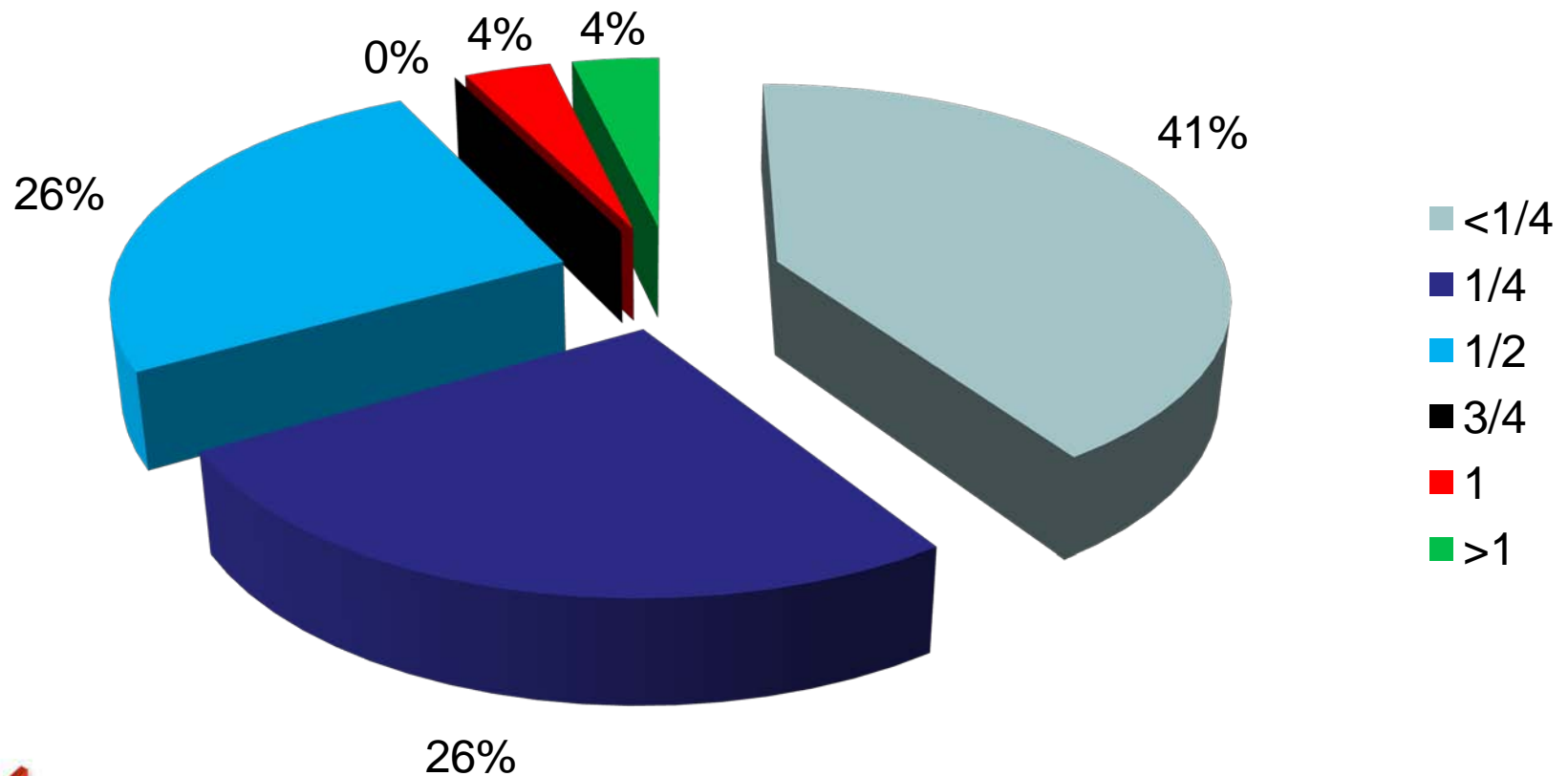
# Webinars

- 82% have participated in live Webinars
  - 57% have viewed recorded Webinars
- 89% consider Webinars valuable
- 41% believe monthly is correct timing
  - 59% want them less often
  - ‘Webinars getting out of control,’ ‘way tooooooo many’ by all organizations



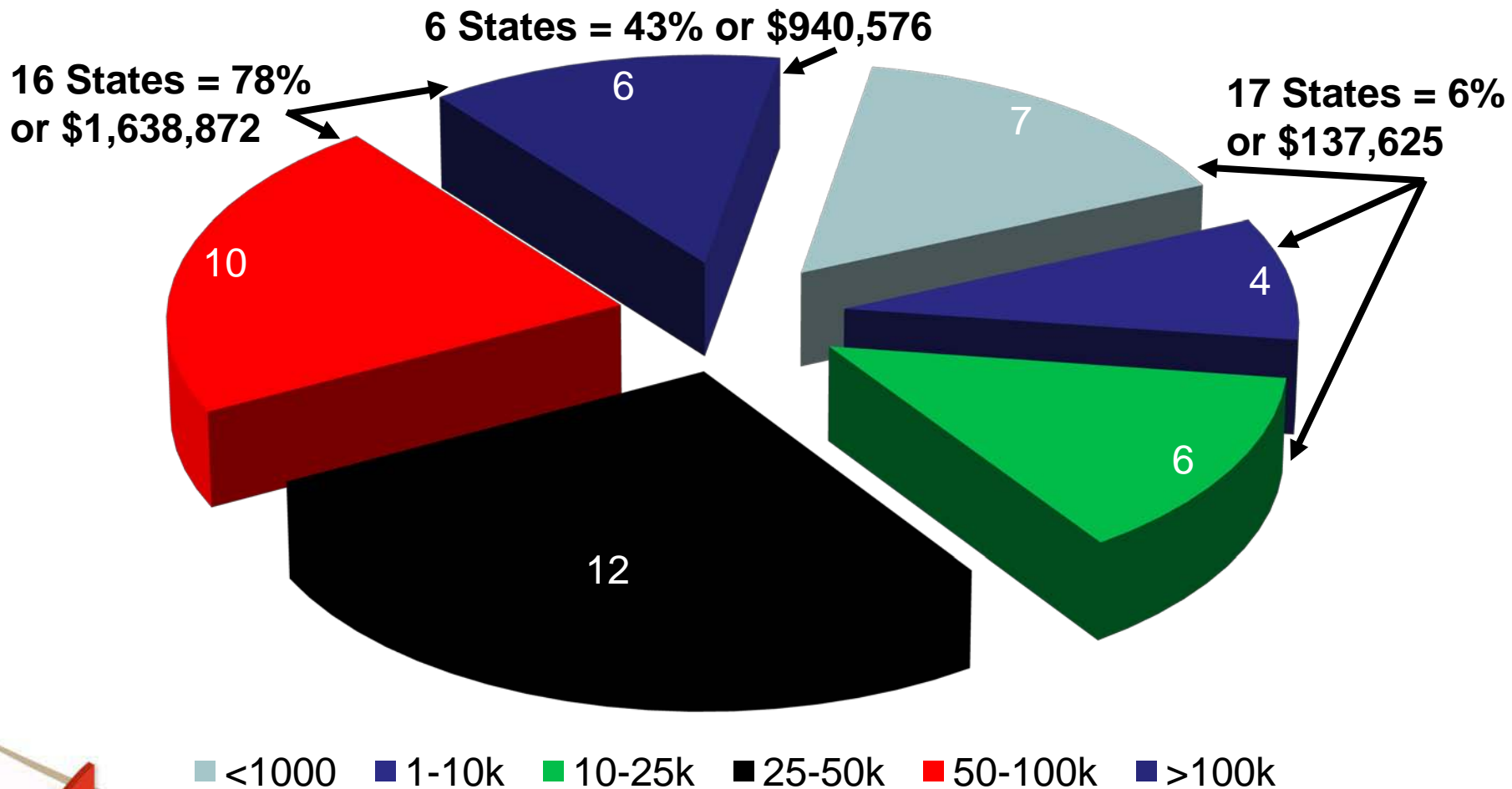
# Dedicated PC Staff

## State Producer Communications Staffing (FTE)



# State PC Spending FY08

Budgeted for producer communications in FY2007 = \$2,170,741



# State PC Activities

- Newsletters – quarterly to monthly
- Attend/present at meetings/trade shows
- Radio – occasional to full-time
- Ads in cattlemen/organization publications
- Web sites
- Annual reports
- Earned media; write columns/articles
- Visit auction markets
- Work with/through BQA programs



# 'Most Effective' Activities

- Attend/present at meetings/trade shows
- Web sites
- Earned media; write columns/articles
- Radio – occasional to full-time
- Newsletters – quarterly to monthly
- Work with/through BQA programs
- 'Not sure'



# 'Least Effective' Activities

- 'All are effective or we wouldn't do them'
- County meetings
- Buyer cards, 'but can't get rid of them'
- Ads in cattlemen/organization publications
- Annual reports
- 'Not sure'



# One Thing National Could Do

- 10 bullets/month on checkoff successes
- Continue SHARE program; offer to pay mailing
- Provide custom e-newsletters to states
- Provide radio ads
- Build PC component for BQA program
- Reach out to dairy producers
- Provide ideas on how to reach small producers
- Continue support: news, graphics, photos, etc.
- Provide guidance, communication



# Media Survey

- Purpose: better understand media needs, delivery and use of checkoff releases, alerts, newsletters, and social media use
- Self-administered, online survey of MBC.Com media list
- Conducted June 8-26, 2009
- Responses could be anonymous
- 131 (25.5%) of media responded

