

Cattlemen's Beef Board Producer Communications Progress Report

July 2009



JPCC Priorities

- Highlight checkoff efforts on nutrition, safety, research, promotion, and international marketing; increase understanding of how checkoff works
- While continuing to inform producers who are knowledgeable about the checkoff, target less informed groups of beef, dairy and veal producers and increase understanding of how checkoff works; explain how the checkoff benefits them and their role as stakeholders through a variety of delivery methods



Critical Success Factors

- Producers, importers *trust* that the beef checkoff is well-managed and they feel a *sense of ownership* in the checkoff
- Auction-market operators and producer organizations are *motivated to serve as conduits* of checkoff information
- CBB and state beef councils *work together seamlessly* to deliver consistent, cohesive communications to checkoff investors and stakeholders



Direct Communications

- Audience:
 - Predominantly CBB members, Federation directors, other producer spokespeople and all checkoff staff
- Objectives:
 - Leverage, enhance paid advertising
 - Grow understanding about checkoff
 - Introduce checkoff leaders, decision-makers
 - Communicate administrative news
 - Keep spokespeople updated



Trade Media

- Audience:
 - Editors, broadcasters and electronic media contributors whose audiences includes beef and dairy producers
- Objectives:
 - Leverage, enhance paid advertising
 - Grow understanding of the checkoff
 - Introduce checkoff leaders, decision-makers

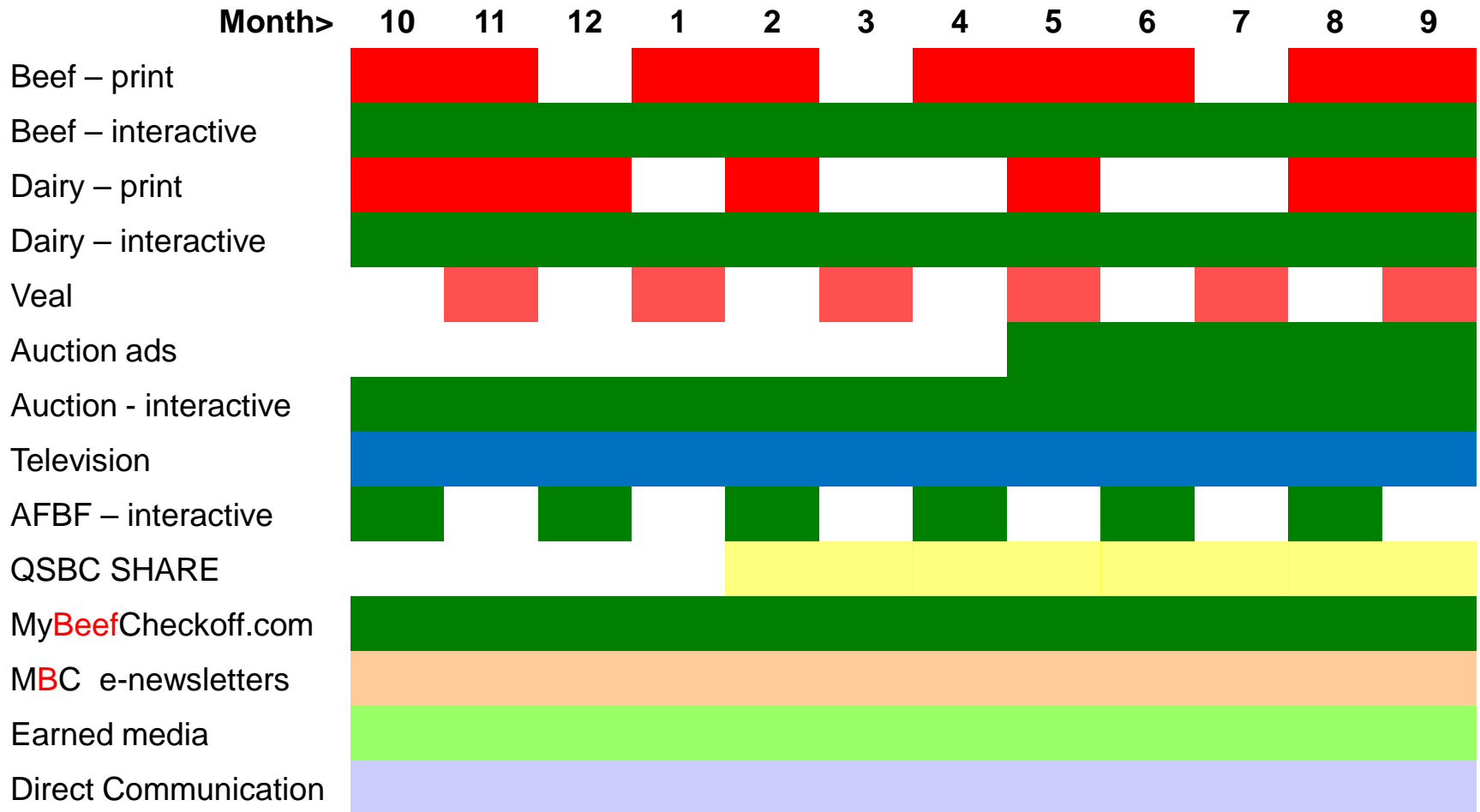


Paid Media

- Audience:
 - Producers who pay the checkoff
- Objectives:
 - Encourage producers to talk about checkoff
 - Deliver direct, unfiltered messages
 - Engage, encourage producers to get to know their programs
 - Leverage, enhance other communications
 - Grow understanding of the checkoff



FY'09 Media Plan



Direct Communications

- Leadership reports, updates, support:

- Newsletters

- *Beef Board Update*
- *Former Board Update*
- *Checking In On The Checkoff*
- *Importer News*



- Presentation resources, customization

- Leadership presentations, speeches
- Meeting and convention scripts, slides
- Topical talking points



Direct Communications

- State support:
 - Customized editions of MyBeefCheckoff News
 - News feeders (RSS)
 - Presentation resources
 - SHARE support
 - Copies of all updates to CBB members
 - Talking points through *Checking in on the Checkoff* and topical points



Direct Communications

- 'Public' information:
 - MyBeefCheckoff.com
 - Customized landing pages
 - MyBeefCheckoff Newsletters
 - Beef Board Annual Report
 - Response to inquiries
 - Electronic, phone, mail
 - Producer leadership bios, photos



Trade Media Update

- Press/audio releases for FY09: 74
- One-on-one with media to pitch story ideas or fulfill requests
- DairyLine interviews
- Feature articles (Farm Bureau, others)
- *Beef Briefs*



Trade Media Update

- Newsfeed for state beef councils
- Summer/winter convention media room
- MBA program support:
 - Worked with Daren Williams to develop the checkoff MBA course
 - MBA podcast with BEEF; extensive MBA coverage; Farm Progress editorial adjacency
- Cattlenetwork monthly articles
- Checkoff in the News
- Media training (new board members, EC)



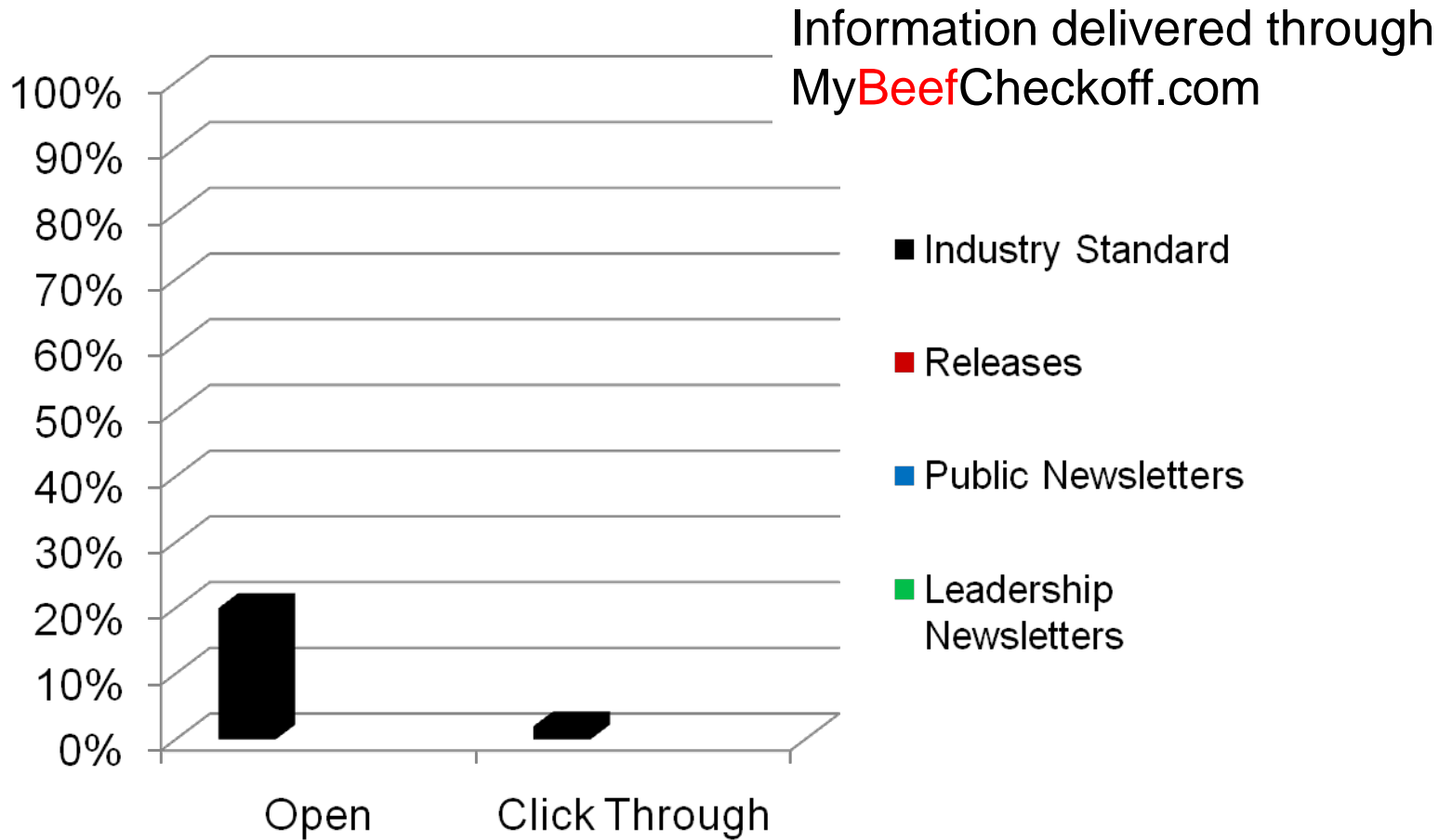
MyBeefCheckoff.com



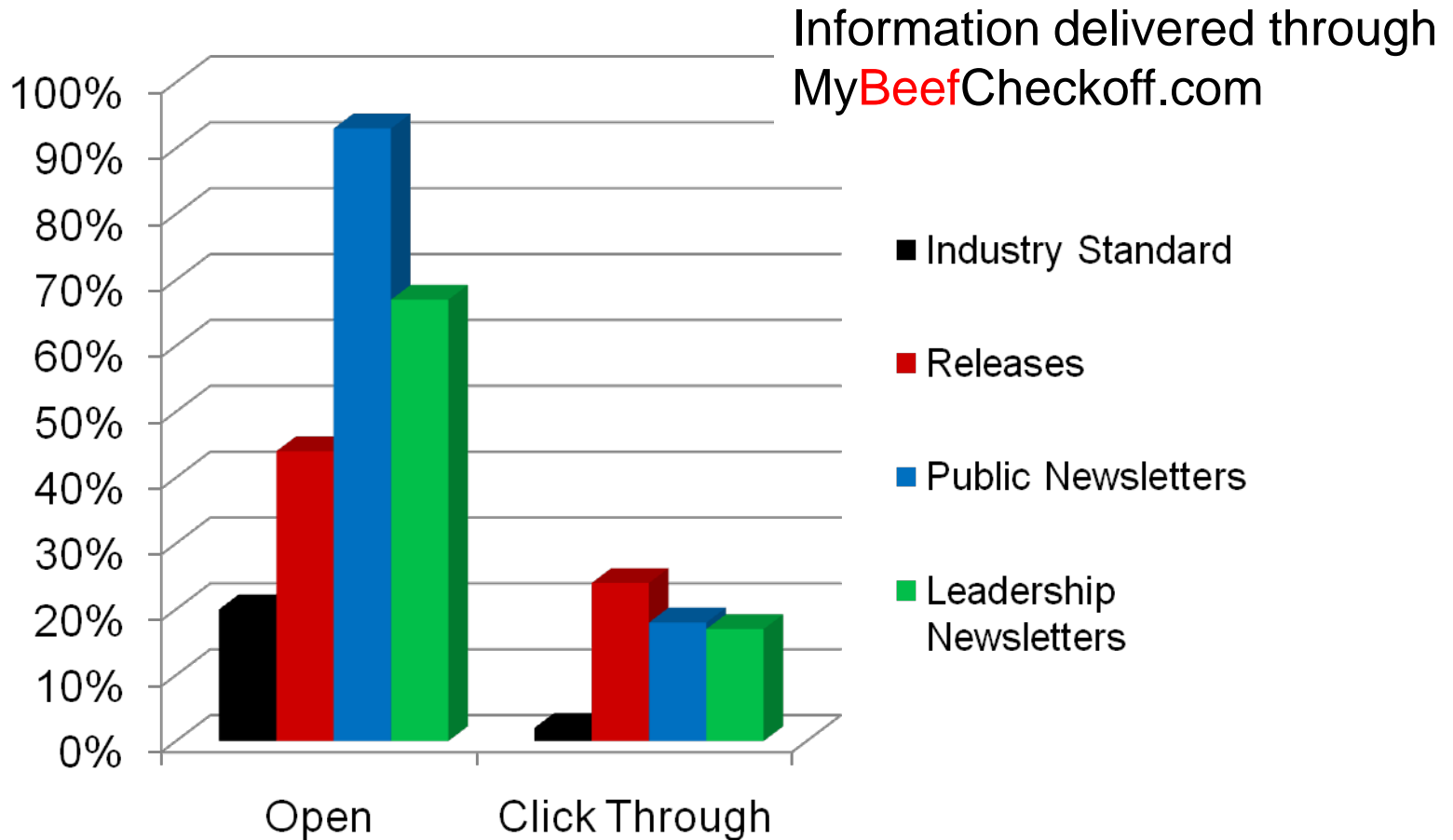
- MyBeefCheckoff.com, this fiscal year has had:
 - 43,750 unique visitors
 - Viewing 176,175 pages
 - During 62,400 visits
- And, it also delivered 60,000 pieces of mail!



Getting To Know The Checkoff



Getting To Know The Checkoff



Oct. 1, 2008-June 30, 2009

Trade Shows

- Transparent, face-to-face contact:
 - AFBF, NCBA, R-CALF, LMA, NFU, NAMA, NAFB, World Dairy Expo, World Ag Expo, Dairy Farmers of America, Elite Dairy, Ag Media Summit, NMPF/DMI/UDIA
- Expanded trade show opportunities with state beef councils (Farm Progress, Empire Farm Days)



Paid Media

- Advertising in publications, online resources and other media that beef and dairy producers rely on for information about their industry
- Transparent, consistent
- Producers talking about *their* checkoff
- Based on annual RFP process



Getting To Know Your Checkoff

Dairy producers **can't be everywhere**



Brad Scott
Dairy Producer
San Jacinto, Calif.

"The beef checkoff provides research, education and industry," says Brad Scott.

"As dairy producers, our equally important role is to help educate all producers to make sure the animals are healthy and safe for consumers."

"Through education and investment has helped our beef checkoff dollars are..."

The beef checkoff... best



Get to know your checkoff and hear more from producers like Brad Scott.



Beef producers **can't be everywhere**



Robert Bruner
Beef Producer
Harlingen, TX

"The whole is truly greater than the sum of its parts," says Robert Bruner. The beef checkoff allows us to do things collectively which we would not be able to accomplish individually.

"The checkoff helps build beef demand and keep us profitable. For more than 20 years we, as producers, have been making decisions about where our dollars are invested - like youth education and new-product research and development. We have to make sure children and parents understand beef's nutritional advantages and continue to enjoy the great taste of beef."

By investing in the checkoff, producers like Robert helped reach more than 4 million children last year and developed more than 2,500 innovative new beef products since 1998. "To remain profitable, it's important to produce and develop what consumers want."

My beef checkoff... extending our reach to help build beef demand.



Get to know your checkoff - contact the Texas Beef Council at TexasBeef.org
Funded by the Beef Checkoff

New Initiatives

**State support, engagement,
and social media**



State Support

- Ad resources: continuous updates of print, broadcast ad materials
- Presentations: array of presentations, state and standard templates
- Newsfeed: automatically feed checkoff news headlines directly to state sites (RSS feed technology)
- Customized state versions of beef, dairy editions of MyBeefCheckoff newsletters



Engagement Pilots

- *BEEF* [E-Blast](#) challenge: What would you like to know about your beef checkoff?
 - Identify up to four beef checkoff programs
 - New product; health/nutrition; BQA; consumer advertising
 - 183 subscribed to MBC Newsletters
- *Drover's* quiz:
 - Through [CattleNetwork.com](#), [Drovers.com](#) and [DairyHerd.com](#) Web sites
 - Find answers on MyBeefCheckoff.com





Social Media: A Tool For Us?

- No doubt it's where the people are:
 - Fastest growing use of the Internet
 - 75% of U.S. online population using social technologies
 - About half read blogs at least monthly
 - Facebook: 300 million active users (70 million in U.S.)
 - MySpace: 125 million (70 million U.S.)
 - Twitter: 14 million visitors, 6 million users
 - Not just kids: fastest growth 35-49
 - Linked In: 41 million (all Fortune 500 represented)
- And it's free!



Social Media Objectives

- Develop opportunities to engage beef and dairy producers in online conversations regarding beef checkoff investments and outcomes
- Leverage opportunities that
 - work seamlessly with QSBCs
 - utilize other producer organizations as conduits
 - build trust in CBB as the manager of beef checkoff funds
- Audiences:
 - Producers, leadership, QSBC, influencers



Why use social media?

- Communication success depends on the ability to connect your audience with your message
- Convenient, efficient, personal 1:1 conversations
- Personal connections make people more likely to
 - alert you to problems
 - forgive mistakes
 - buy your products/believe your messages
 - speak on your behalf
 - become loyalists/advocates/evangelicals

