

Helping Producers Get To Know Their Checkoff

Producer Attitudes:

Research has found that producers' attitudes toward their Beef Checkoff Program remain stable and are quite favorable. The survey of a representative sample of 900 beef and dairy producers nationwide was conducted by Aspen Media & Market Research.

Currently, about three in four approve of the program, which maintains the five-point positive shift reported in January.

Perhaps more important, the underlying value of the checkoff remains strong: 81 percent believe the checkoff program has helped contribute to a positive trend in consumer demand for beef, 70 percent are confident the checkoff is on their side during a crisis and 66 percent believe it helps contribute to the profitability of their operations.

Paid media:

1. The beef checkoff producer communications paid ad campaign continues to help producers get to



know their checkoff under the theme “My beef checkoff can.” Ads feature producer testimonials that continue on MyBeefCheckoff.com with copy, audio and video.

2. Continuous testing of the ads with readers found that ‘stopping power,’ ‘read’ and ‘remember’ scores are above average for the industry so far in FY11.

3. Paid media impressions will increase from 2.8 million impressions (circulation times frequency) in FY08 to more than 28 million impressions in FY11, despite smaller paid media budgets. Engagement – as measured by clicks and visits – also increased significantly.

4. A new measurement tool, called Focus Point, is helping the producer communications team measure real time media results and make tactical enhancements or corrections to improve the effectiveness of the paid media effort.



5. Several state beef councils are rolling out the national ads, adding local testimonials through use of resources available in the newly redesigned QSBC Toolkit on MyBeefCheckoff.com.

6. The national media strategy in FY11 includes regional pilots and a cooperative effort with the checkoff's BQA program. Early indications are these efforts were successful and will be included and expanded in the FY12 program.

Earned media:

1. In FY11, we are on track to deliver more than 125 mailings to media, about the same as FY10. Along with daily contact with the editors and broadcasters, these efforts are expected to produce more than 5,000 news placements in media producers turn to for information about their industry.

2. Two video news release packages have been developed so far in FY11. These segments typically air on more than 600 stations nationwide.

3. The checkoff hosts quarterly webinars to help national print and broadcast media better understand specific programs funded by the beef checkoff. Audio highlights, print highlights and the full webinar presentations also are available online for long-term reference.

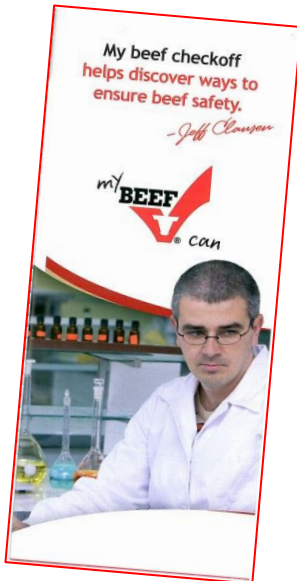
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4. Recent checkoff articles and audio files are posted to a Web page on MyBeefCheckoff.com to help media and producers read, see and hear “what others are saying about the checkoff.”

Direct communications:

1. The checkoff website MyBeefCheckoff.com continues to draw a growing number of visitors, with nearly 69,000 unique visitors during the past 12 months, up 11 percent from the previous 12 months. They viewed more than 264,000 pages, up 15 percent, during more than 103,000 visits. The site is designed to be the one place producers can find out how national beef checkoff dollars are invested and is linked to the more than two dozen other checkoff-funded program sites, and the sites of all Qualified State Beef Councils.

2. More than 200,000 copies of a series of new multi-purpose brochures, “Get To Know Your Checkoff,” have been produced and distributed through 22 state beef councils and directly to livestock markets. The four editions of this brochure have focused on the checkoff’s efforts in foreign marketing, Beef Quality Assurance, working with influencers, beef safety (the issue shown) and promotion.



3. MyBeefCheckoff.com had an average open rate of 52 percent for the 160,000-plus newsletters and other materials it has delivered – many times higher than industry averages. Leadership and media open/click through rates are higher.

4. Producers are turning more often to electronic newsletters for information about their industry. The FY11 media strategy takes advantage of this trend by continuing to issue “My Beef Checkoff News” in beef and dairy editions as part of our direct communications effort. More than 3,000 beef

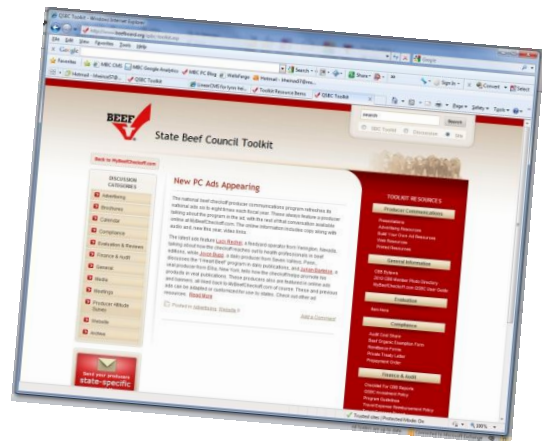
and dairy newsletters are now delivered every month. The reach of these newsletters is extended to another 50,000 subscribers through media partners. In addition, 11 states are taking advantage of state-specific versions of these newsletters, with state mastheads and optional local content. At the same time, an ‘RSS Feed’ updates national checkoff news daily on the websites of 12 participating state beef councils and MyBeefCheckoff.com.

5. National producer communications staff, often coordinating with state beef councils, participates in industry trade shows, including World Dairy Expo, National Association of Farm Broadcasting, National Agri-Marketing Association, American Farm Bureau Federation, Cattle Industry Convention, National Farmers Union, Dairy Farmers of America, National Milk Producers Federation, Livestock Marketing Association and Ag Media Summit.

6. A social media initiative to develop opportunities to engage beef and dairy producers in online conversations regarding beef checkoff investments and outcomes continues to grow. Producers can engage through www.facebook.com/MyBeefCheckoff; www.twitter.com/MyBeefCheckoff; and www.youtube.com/MyBeefCheckoff.

Other state programs:

1. A newly restructured ‘State Beef Council Toolkit’ was designed to meet needs identified by council staff and execs. It provides an opportunity for news,



discussion and interaction, along with a variety of other references and resources.