

The NCBA managed *Beef. It's What's For Dinner.* Brand Is Beefing Up Consumers' At Home Dishes

Retail demand for beef soared in the first few weeks of COVID-19, as consumers' stocked up on high-quality protein like beef. According to IRI data, sales of fresh beef were up 95 percent year over year the week of March 22. As home cooks stock up beef, the National Cattlemen's Beef Association (NCBA), who manages the *Beef. It's What's For Dinner.* brand, funded by the Beef Checkoff, is encouraging consumers to [make real beef their "meat substitute" of choice](#). A variety of NCBA checkoff-funded program areas came together to partner with three nationally recognized chefs inviting each to find a creative way to substitute beef for a more commonly used protein in one of their favorite dishes. The delectable resulting recipes include:

- **[Peking Chuck](#)**: In this nod to Peking Duck, Top Chef finalist, Joe Sasto, replaces the duck with a Chuck Roast for a unique Asian-inspired beef meal.
- **[Korean Fried Beef \(KFB\)](#)**: Who needs fried chicken when you can enjoy fried beef at home? Acclaimed NYC Chef, Esther Choi, shows how to make this classic dish with a beefy Korean twist.
- **[Cowlamari](#)**: For this tasty treat, beloved Chicago chef and Food Network regular, Lamar Moore, replaces the surf with turf and turns Calamari into Cowlamari.

These recipes and video series, which include a variety of longer-form videos and short-form videos, are promoted through paid advertising efforts on social media, YouTube and Connected TV (such as Roku devices or online programs like Fox and Disney). NCBA is sharing these recipes and videos with [major news outlets](#), resulting in the [Associated Press](#) picking up on the story. The chefs themselves, who have thousands of followers, are pushing this out on their social media platforms. The team also activated Masters of Beef Advocacy graduates to ask them to share their own "beef substitute recipes," with [Cooking with the Cowboy making a Steak Pot Pie](#) and [Girl Carnivore serving up Beef Parmesan](#).

Additionally, for cooks who may not be as savvy, *Beef. It's What's For Dinner.* is promoting quick, easy meal prep through videos like [Beef 101: Burger Bar](#) and [Skillet Cooking](#) to longer form, entertaining spots like [Cast Iron](#) also through social media, YouTube and other digital advertising efforts. As a result of NCBA's efforts, there has already been a 68 percent increase in organic search traffic back to [BeefItsWhatsForDinner.com](#). Be sure to follow *Beef. It's What's For Dinner.* on social media, including [Facebook](#), [Instagram](#), [Twitter](#) and [Pinterest](#). Like and share this content.