

The **DRIVE**

How your dollar drives demand for beef.

JULY 2020

Why don't I see those beef ads on television anymore?



Beef. It's Still What's For Dinner.

The iconic Checkoff-funded brand, *Beef. It's What's For Dinner.* has evolved for a new generation of consumers.

When the *Beef. It's What's For Dinner.* brand launched in 1992, it was seen as a catalyst for pushing beef to the forefront of consumer advertising and into the center of the dinner plate. With funding from the Beef Checkoff, the National Cattlemen's Beef Association (NCBA) established the original *Beef. It's What's For Dinner.* campaign through television and

radio advertisements. These memorable ads featured celebrity voiceovers, along with Aaron Copland's famous "Hoe-Down" music from the ballet *Rodeo*. Television audiences – including cattle producers and other consumers – could see the brand's advertisements on mainstream programming with large audiences.

Now in 2020, producers may wonder, "Why don't I see those beef ads on television anymore?" *Beef. It's What's For Dinner.* is still successfully promoting beef's greatest

strengths on multiple digital platforms, including TV. However, producers may not see these advertisements because they are not in the defined target audience. Producers already know about and love beef, but consumer groups need to be reached purposefully in order to communicate beef's strong attributes. Checkoff dollars are being used to efficiently target an urban consumer audience through digital platforms.

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DrivingDemandForBeef.com

Beef. It's What's For Dinner.

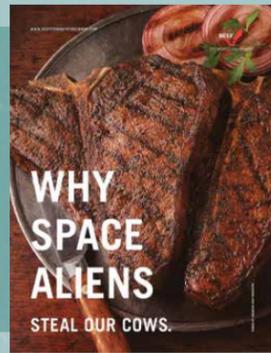
A timeline.



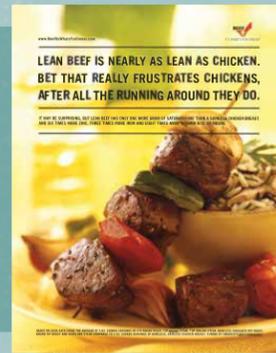
1987



1991



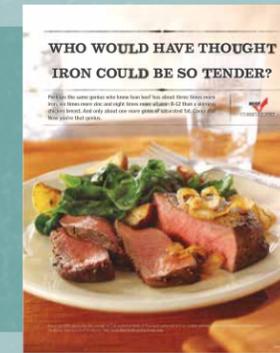
2003



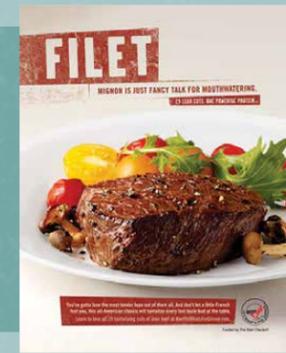
2004



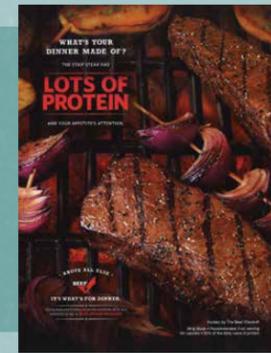
2005



2006



2010



2013

A DIGITAL STRATEGY

In 2014, with an increased focus on targeting the older millennial parent ages 25 to 34, *Beef. It's What's For Dinner.* went 100 percent digital to effectively and efficiently reach very specific consumer audiences. Consider how differently this audience consumes media now versus in 1992. Many families no longer have broadcast or cable television, instead choosing to watch video entertainment from online streaming services like Hulu and YouTube. They spend an average of 50 hours per week using social media, primarily on their smartphones¹.

Cutting the cord on traditional broadcast television advertising made it possible for the brand to more closely and cost effectively target and measure its beef promotion efforts. Television ads are typically more expensive to run during mainstream programming. That makes it difficult to accurately measure who actually watched the ad, because during commercial breaks, many viewers fast-forward or leave the room. With digital targeting, *Beef. It's*

What's For Dinner. knows who viewed the ad, on which platform and for how long.

This approach is similar to the way the brand currently delivers ads online and via social media and music streaming services. In 2017, *Beef. It's What's For Dinner.* introduced "Nicely done, beef.", a campaign positioning beef as the top protein. Utilizing technology, the brand delivers messages like the "Nicely done, beef." advertisements on streaming services, Facebook, Instagram, Pandora radio and premium websites, such as FoodNetwork.com, to specific consumers who meet certain targeted demographics and live in urban and suburban areas.

While producers paying into the Checkoff are often beef-eaters by nature, they may not see these ads because they're not in the target audience. *Beef. It's What's For Dinner.* is now reaching more consumers with fewer dollars, with the added ability to more accurately measure its influence.

INFLUENCER OUTREACH

Along with an overarching, integrated digital strategy, NCBA is using innovative and engaging ways to communicate beef's nutrition, ease of preparation, convenience and taste to consumers.

One way this is accomplished is by working with influencers – people to whom consumers look for advice and guidance. In the beef industry, influencers include health professionals, fitness professionals, credentialed nutrition experts and communicators, medical doctors, non-governmental organizations, academics and third-party scientists, culinary leaders, bloggers and other experts. These individuals spread positive messages about beef to their audiences and partake in live or virtual experiences that expose them to beef's many benefits firsthand.

By leveraging the strong relationships between influencers and their audiences, the Beef Checkoff can positively affect attitudes

and perceptions about how beef is raised, its health value and its role in a nutritious diet.

UTILIZING NEW TOOLS FOR FOOD DELIVERY

Today, more consumers are purchasing groceries online than ever before, a fact that hasn't gone unnoticed by the Checkoff. A series of *Beef. It's What's For Dinner.* ads were placed online on Instacart, the largest third-party grocery delivery service in North America, to measure what messages and content would best drive online beef sales through the Instacart platform. For example, some content focused on beef's delicious taste while others focused on beef's nutritional value. All Instacart tests have shown a significant increase in beef sales. After the test period, sales increased between 26 to 36 percent after consumers viewed a *Beef. It's What's For Dinner.* ad at point-of-online purchase².

Beef. It's What's For Dinner. also partnered with Postmates, a prominent third-party

restaurant delivery platform, to determine which common beef-related keywords – beef, burger, steak and BBQ – would drive the strongest beef meal purchases. Almost 10 percent of customers purchased burgers during the week that keyword was promoted. Sponsoring the "burger" keyword with a *Beef. It's What's For Dinner.* logo led to a two-percent increase in purchases, and "burgers" also drove the highest number of new customers³.

These efforts, along with multiple other campaigns, contributed to the *Beef. It's What's For Dinner.* brand reaching consumers a staggering one billion times in 2019⁴. When consumers are aware of the *Beef. It's What's For Dinner.* brand, they're more likely to eat beef more often and feel good about it.

A PROVEN APPROACH

Through an effective, research-driven digital approach, *Beef. It's What's For Dinner.* is helping increase per capita beef consumption. Consumers are eating beef

more frequently than ever before, with 96 percent of consumers eating beef and more than 70 percent of consumers saying they are consuming beef at least weekly or more⁵.

The *Beef. It's What's For Dinner.* brand is only one promotional effort funded by the Beef Checkoff. Multiple other initiatives are being executed by Checkoff contractors to push beef as consumer's protein of choice. By implementing cohesive campaigns that include digital advertising, social media and influencer relations, the Beef Checkoff is reaching a targeted group of consumers and reminding them that beef is a wholesome and nutritious product. As consumer trends continue to evolve, the Beef Checkoff will continue to find new ways to actively promote beef as the protein of choice. ■

¹2019 U.S. Time Spent With Mobile Emarketer Study

²Data from Instacart digital pilots, managed by the National Cattlemen's Beef Association

³Data from Postmates digital pilots, managed by the National Cattlemen's Beef Association

⁴2019 National Cattlemen's Beef Association performance efficiency metric score.

⁵2020 Consumer Beef Tracker Research

The Checkoff-funded *Beef. It's What's For Dinner.* brand launched inspirational recipe videos to show why beef is the ultimate "meat substitute" that makes every dish and meal better.

Get the recipes for "Cowlamari," "Korean Fried Beef (KFB)" and "Peking Chuck" at BeefItsWhatsForDinner.com/Recipes/Beef-Substitutes

67%

of millennial consumers eat beef weekly.

Data pulled from 2019 Consumer Beef Tracker

Meat Demand Monitor

Launched in February 2020 by Kansas State University, the Meat Demand Monitor (MDM) tracks U.S. consumer meat preferences, perceptions and demand, analyzing foodservice and retail channels separately. MDM surveys more than 2,000 individuals nationwide online each month.

Funded in part by the Beef Checkoff and Pork Checkoff

"While cattle producers are busy raising a great product, the Beef Checkoff is there to promote and build demand for beef, helping the industry in the long run."



— HANNAH ESCH
Producer,
Unadilla, NE

The Checkoff-funded brand *Veal Made Easy* partners with food bloggers and influencers to create new and exciting veal recipes. Get the recipes at VealMadeEasy.com

To address myths about beef production and nutrition, the Checkoff-funded *Beef. It's What's For Dinner.* brand launched a "Real Facts about Real Beef" video series. The videos highlight real producers and other beef experts candidly addressing common misconceptions and questions about beef.

Watch the videos at: BeefItsWhatsForDinner.com/Newsroom/Real-Facts-About-Real-Beef

SHARING SUCCESSES

Funded by beef producers, the Beef Checkoff was created to increase and strengthen consumer beef demand. Contractors and subcontractors execute Beef Checkoff initiatives to keep beef top-of-mind with consumers, restaurants and retailers. Here are their current efforts to drive demand for beef.

INNOVATION



NAMI

More than 30 of the industry's top dogs joined NAMI to toast the #PerfectZoomFood during a Zoom hot dog happy hour. Veal promotions partnered with food blogger Holly Sanders of *Taste and See* to create a festive meal for Cinco de Mayo. Sanders shared the recipe "Easy Veal Mexican Lasagna" with her followers and industry partners. NAMI also posted the recipes on its veal social media channels and website.

NCBA

Three nationally recognized chefs found creative ways to substitute a more commonly used protein for beef in one of their favorite dishes, including "Peking Chuck," "Korean Fried Beef" and "Cowlamari."

CONSUMER TRUST



AFBFA

Virtual professional development events connecting middle and high school teachers and administrators directly to the science of beef production reached into the top 10 most urban districts in the nation.

NAMI

This year, 80,000 consumers watched educational videos on how veal is raised, with the total impressions exceeding 6.5 million. The USDA "Red Book" published every year shows there were no residue violations noted for formula-fed veal in 2019. The VQA program is delivering on the industry's commitment to safe, quality veal for consumers.

CONSUMER TRUST (cont'd)



NCBA

BQA launched new online training modules and an improved learning system for cattle producers. The new modules provide fresh content and enhanced interactive activities.

MICA & NEBPI*

NEBPI supported families at home in the Northeastern region of the U.S. with beef through family meal ideas, a beef jerky challenge, coloring contests, activity sheets and much more.

SAFETY



FMPRE

To ensure scientific evidence informs regulatory policy for the safe production of processed beef products, FMPRE continues to inform stakeholders, safety professionals and regulatory agencies.

NLPA & NIAA*

Inspired by the 9th Annual Antibiotic Symposium, NLPA, in collaboration with the Kentucky State Beef Council, released a series of producer videos on communicating responsible antibiotic use.

NCBA

The Beef Industry Safety Summit gathered industry leaders to discuss new pathogen reduction research, foreign material contamination prevention and process control improvements in all industry sectors to continually improve beef safety.

EXPORT GROWTH



NCBA & USMEF*

USMEF aims to keep U.S. beef top of mind and on the plates of international consumers through strategic social networking, online retail, HRI delivery promotions and social welfare initiatives. From January 2020 to March 2020, these efforts contributed to export value at \$2.056 billion, making the U.S. a top exporter of beef.

RESEARCH



USCA & KSU*

The Meat Demand Monitor provides up-to-date research on U.S. meat demand trends, especially relating to COVID-19. Consumers and producers engage with each report. During May, over 675 respondents completed the survey and 60 percent described meat on hand as the "same amount as normal."

INVESTOR RELATIONS



CBB

In April, 10 state beef councils added inserts into *The Drive* newsletter, sharing their own state-specific news and beef promotion efforts with producers in those areas. More than 360,000 copies of *The Drive* have been mailed and distributed this year.

NUTRITION AND HEALTH



NCBA

New Checkoff-funded research shows adding lean beef to a healthy diet does not increase the risk of heart disease and reduces diabetes risk factors.

STRAIGHT TALK

Here's some key information about the Beef Checkoff and the Cattlemen's Beef Board (CBB) that may help you better understand how our programs work. We welcome questions and we're always working to find ways to clearly communicate with producers about the Beef Checkoff's mission and programs - including where your dollars are spent - with information that is both transparent and simple to find.

What projects are funded with Beef Checkoff dollars?

We understand producers want to know specifics about the programs and projects being funded with their Checkoff dollars. We created *The Drive*, an email, print and online information source for producers to provide a clear, transparent look into every aspect of the Checkoff. In addition, producers can follow the Beef Checkoff on Facebook and Twitter for timely updates. For a more detailed look into approved Checkoff efforts, you can find Checkoff contractor Authorization Requests online at DrivingDemandForBeef.com.

Where can I find the financials of the Cattlemen's Beef Board?

We are required by law to provide our annual audited financials to the public. To reach as many producers as possible, these documents live on the Cattlemen's Beef Board website, DrivingDemandForBeef.com. It is important to note that every fall, an independent, outside auditing firm thoroughly reviews all financials of the CBB / Beef Checkoff. The contract for this firm is renewed each year, voted on by producers on the Budget and Audit Committee.

Who sits on the Cattlemen's Beef Board?

The CBB consists of 99 board members, appointed by the Secretary of Agriculture, representing nearly every state in the country. By law, both producers and importers pay into the Checkoff, and are therefore represented on the board. The number of board members from each state is determined by the cattle population there, and importers are represented by a cattle equivalent of the beef imported. Currently, the CBB has 92 beef producers (cow/calf, feeders, stockers, veal and dairy) and seven importers. There are no packer representatives on the CBB.

How do Beef Checkoff funds get distributed?

By law, only beef-industry-governed organizations that have been in existence for more than two years may apply for Beef Checkoff funding. We call these organizations "Checkoff contractors," and they must apply for Checkoff funds annually through proposals called Authorization Requests. These requests are vetted through large, producer-led committees throughout the year.

How can a producer get involved with the Cattlemen's Beef Board?

Please join us! The Cattlemen's Beef Board meetings are open to every producer and we encourage your participation. While some meetings are the full 99-member board, others are smaller committees and groups.

Visit the Meeting Center on DrivingDemandForBeef.com for more information.

CONTRACTOR KEY

AFBFA

American Farm Bureau Foundation for Agriculture

FMPRE

Foundation for Meat and Poultry Research and Education

MICA

Meat Import Council of America

NCBA

National Cattlemen's Beef Association

NIAA*

National Institute for Animal Agriculture

USCA

United States Cattlemen's Association

CBB

Cattlemen's Beef Board

KSU*

Kansas State University

NAMI

North American Meat Institute

NEBPI*

Northeast Beef Promotion Initiative

NLPA

National Livestock Producers Association

USMEF*

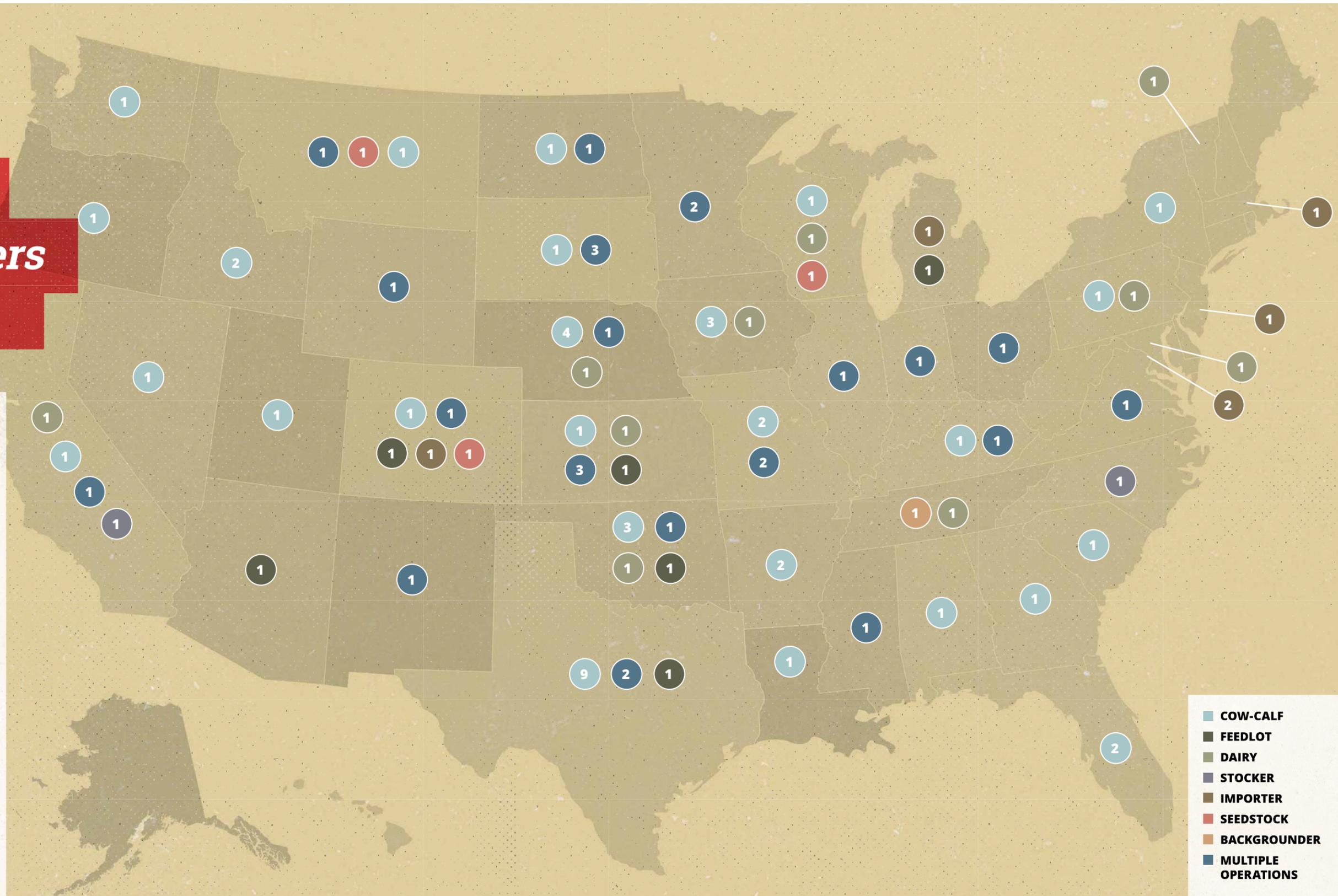
United States Meat Export Federation

*Subcontractor

Checkoff Decision Makers In Your State.

**Behind every Beef
Checkoff decision
is a cattle producer.**

*And, more often than not, it's
a neighbor down the road, a
fellow member of the local
cattle group, or the cattleman
or woman looking at a pen
of bulls during a spring
production sale.*



These producers and importers go through the same challenges and face the same adversities as their fellow cattle producers across the nation. With passion and steadfast dedication, Cattlemen's Beef Board members from across the U.S. volunteer their valuable time to represent both the entire beef industry and producers in their state.

The Cattlemen's Beef Promotion and Research Board, commonly referred to as the CBB, consists of 99 members who represent

cow/calf, stockers, feedlot, veal and dairy operations, as well as importers of beef and beef products. The number of board members representing a state is determined by the total number of cattle in that state or region, with 500,000 head earning each state its first board member and 1,000,000 head for each additional member. Importer numbers are established in the same manner, using per-head equivalent. Members are nominated by certified nominating

organizations to the USDA, and then appointed by the Secretary of Agriculture.

The appointed members have the opportunity to serve on CBB Checkoff program committees, administrative committees, the Evaluation Advisory Committee, as well as the Beef Promotion Operating Committee. CBB Checkoff program committees are comprised of 20 CBB members and 20 members of the Federation

of State Beef Councils. Together, these 40 committed producers and importers determine the funding given to Beef Checkoff contractors and their projects every September.

In addition to serving on various committees, members genuinely want the best outcome for producers, because they, too, are producers.

Visit [BeefBoard.org/Meet-Your-Board](https://www.beefboard.org/Meet-Your-Board) to see the board members in your state. ■



Cattlemen's Beef Board
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Suite 610
Denver, CO 80231

A Summer of Shared Success

**LOOK INSIDE TO SEE 13 WAYS
CHECKOFF CONTRACTORS
SUCCESSFULLY DRIVE
DEMAND FOR BEEF.**

United We Steak

The Checkoff-funded *Beef. It's What's For Dinner.* brand is encouraging families across the country to unite in their love of beef. Read more about this multi-pronged summer grilling campaign "United We Steak" on DrivingDemandForBeef.com or UnitedWeSteak.com.

We're listening. Want to learn about a particular Beef Checkoff topic or see more from us? Let us know at beefboard@beefboard.org.

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