

NCBA

Bringing Chef and Beef Producers Together

To showcase the National Beef Quality Assurance program, managed by the National Cattlemen's Beef Association (NCBA), a contractor to the Beef Checkoff, NCBA is bringing beef farmers and ranchers together with chefs for a unique video series developed in partnership with *Chef's Roll*. The videos showcase the immersion experiences of chefs as they tour cattle operations for a first-hand look at the care that goes into creating high-quality beef; and conversely, the experiences of farmers and ranchers as they tour the chef's restaurants to see the complexity of how some of their most popular beef dishes are made. The first video shoot took place at the beginning of July in Arizona where Executive Chef Ryan Clark of Casino Del Sol met Santa Fe Ranch Manager Dean Fish to learn about environmental stewardship, management of the land and water resources, as well as proper cattle handling techniques to ensure animal safety. The video shoot finished with Chef Clark sharing how he makes his popular Cowboy Ribeye and Roulade of Beef Tenderloin. These videos have not been released yet, but be sure to watch for the series of four videos to premiere in the near future.



Ranch Manager Dean Fish pictured with Executive Chef Ryan Clark.



Ranch Manager Dean Fish pictured with Executive Chef Ryan Clark.

The second video brought together Tom Fanning, feedyard manager for Buffalo Feeders in Oklahoma and Chef Kathryn Mathis who operates three well-known restaurants; Big Truck Tacos, Back Door BBQ and Pizzeria Gusto in Oklahoma City. During this video shoot, Fanning showed the chef how cattle are cared for in the feedyard, the importance of record keeping and how they ensure cattle have an adequate water supply and proper nutrition. In turn, Chef Mathis shared some of her most popular dishes including her award-winning smoked beef pastrami sandwich. The video has not been released yet, but the series will premier in the near future and will include a close up look at how this amazing sandwich is made!



Chef Mathis' award-winning smoked beef pastrami sandwich.



Feedyard Manager Tom Fanning pictured with Chef Kathryn Mathis.

Satellite Media Tour for “United We Steak”

To help kick off the Checkoff-funded summer grilling campaign “United We Steak,” the *Beef. It’s What’s For Dinner.* team hosted a satellite media tour live from the National Cattlemen’s Beef

Association Culinary Center, funded by the Beef Checkoff. On June 30, ahead of the July Fourth holiday weekend, NCBA's own Bridget Wasser was interviewed by 24 TV and radio stations across the country to inspire viewers and listeners to grill up a delicious steak. During the interviews, she answered questions and gave tips for grilling the perfect steak and showed off the amazing hand-cut, state-shaped steaks central to the "United We Steak" campaign. In addition to the live interviews, several were taped and distributed to additional media outlets around the country. In total, the interviews have aired almost 800 times, which translates to more than 22.3 million impressions.



As part of the Key Opinion Leader tactic that NCBA manages as a contractor to the Beef Checkoff, the team partnered with food influencers to share grilling tutorial content with their audience. This content helped promote the "United We Steak" campaign. You can find the Influencer created recipes by clicking on the following links for [grilled Beef Kabobs](#), [grilled Flank Steak](#), as well as the [perfect grilled Ribeye](#). Thus far, the content has reached an audience of over 13 million and 6,000 people have engaged with the content.

Additionally, the team managing the Key Opinion Leader tactic engaged as a sponsor of the Revitalize Retreat in Muskegon, Michigan. Revitalize Retreat is a small gathering of top tier food influencers, that came together for a few days this week to learn, connect with other influencers, and build relationships with brands who attend as sponsors. During the retreat, the NCBA team was able to provide education to the attendees via a ribeye breakdown by our very own Bridget Wasser, as well as a grilling demo by Beef Expert Bureau member Chef Adam Hegsted. Following the education portion of the event, Chef Adam Hegsted prepared a delicious beef dinner for the group. Attendees were very active on social media throughout the event, sharing what they had learned with their audience.



beefitswhatsfordinner 3h



thebakermama



@BEEFITSWHATSFORDINNER

Ribeye Lover

#UNITEDWESTEAK

#NICELYDONE

#BEEFFARMERSANDRANCHERS

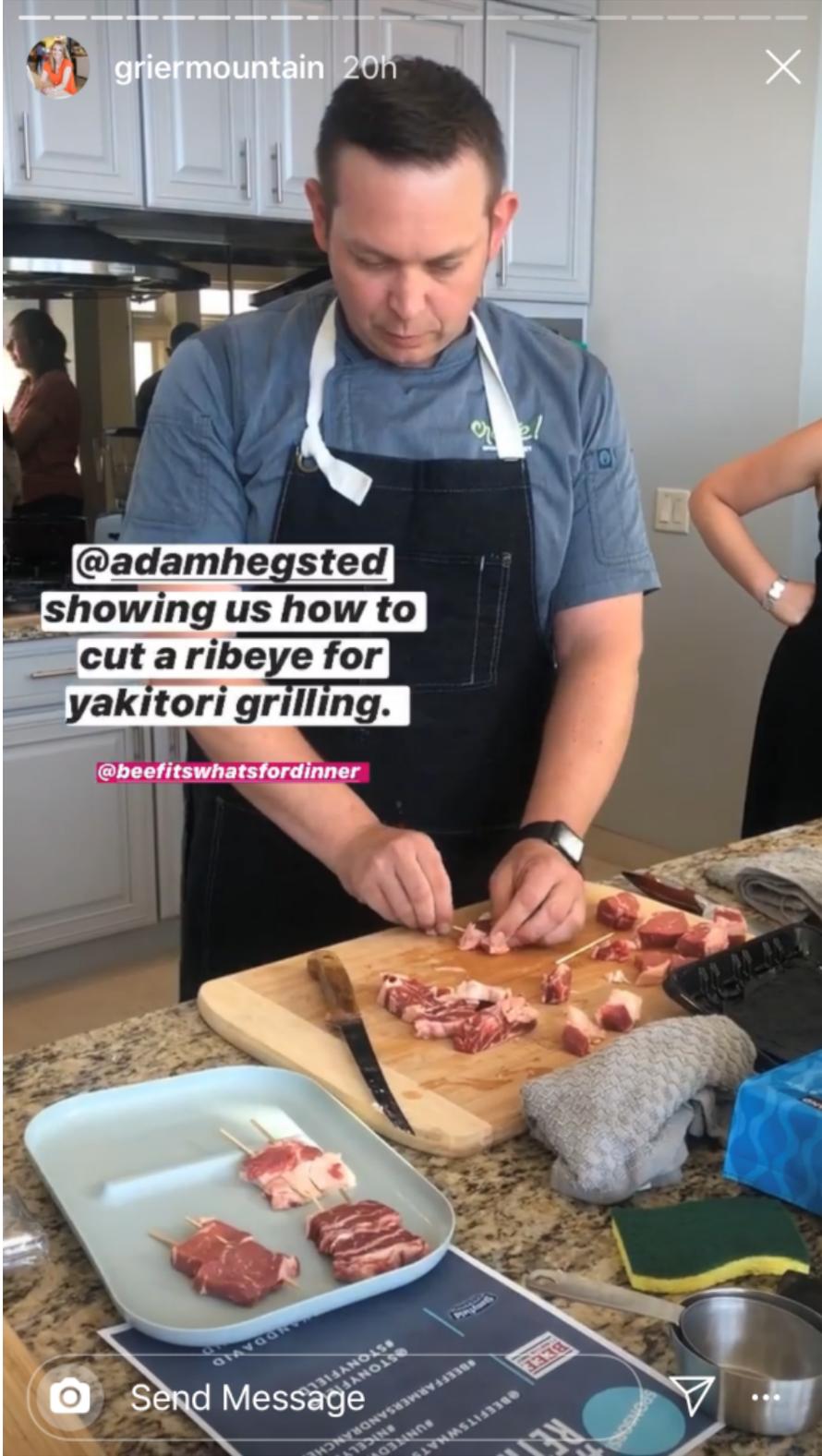
#REVITALIZERETREAT



Send Message



Pictured Bridget Wasser.



@adamhegsted
showing us how to
cut a ribeye for
yakitori grilling.

@beefitswhatsfordinner

Pictured Chef Adam Hegsted.

Reaching Registered Dietitians

NCBA, a contractor to the Beef Checkoff, distributes a quarterly e-newsletter to over 3,200 registered dietitians from all across the country to share new beef nutrition research, recipes and educational resources focused on a variety of beef topics. In July's e-newsletter, the nutrition team shared grilling resources and recipes from *Beef. It's What's For Dinner.*, educational opportunities highlighting beef information and beef recipes from health and wellness influencers. This particular e-newsletter performed exceptionally well, as evidenced by the 38.4% open rate (32.3% industry average) and the 10% click through rate (4% industry average).

Product Quality Research Projects Funded

The product quality research program recently issued a request for research proposals. After an extensive process, six projects across several universities were selected to receive funding. Projects will explore strategies to drive significant improvements in beef carcass quality and product palatability and the National Beef Tenderness Survey that serves as a report card every five years on the tenderness of beef available to consumers across the country. Results from funded projects will be available in Summer, 2021.

Safety Research Projects Funded.

The safety program recently issued a request for research proposals and received 10 projects for consideration. Following a review by industry expert scientists and producers, 4 projects totaling \$480,381.00, were chosen for funding. Selected projects are focused in exploring *Salmonella* and antimicrobial use in the pre-harvest sector. For more information about the safety research program, visit <https://www.beefresearch.org/beefsafety.aspx>.

BQA Hosts Virtual Producer Forum

Last week, the National Beef Quality Assurance (BQA) program hosted a virtual producer forum to update cattle producers and program stakeholders on recent achievements and upcoming projects. The session highlighted BQA's role in the recently released Beef Industry Long Range Plan, recognition of compliance with international cattle welfare standards, and upcoming resources including a BQA mobile app. Over 175 participants joined the virtual forum live, and a recording can be viewed [here](#).

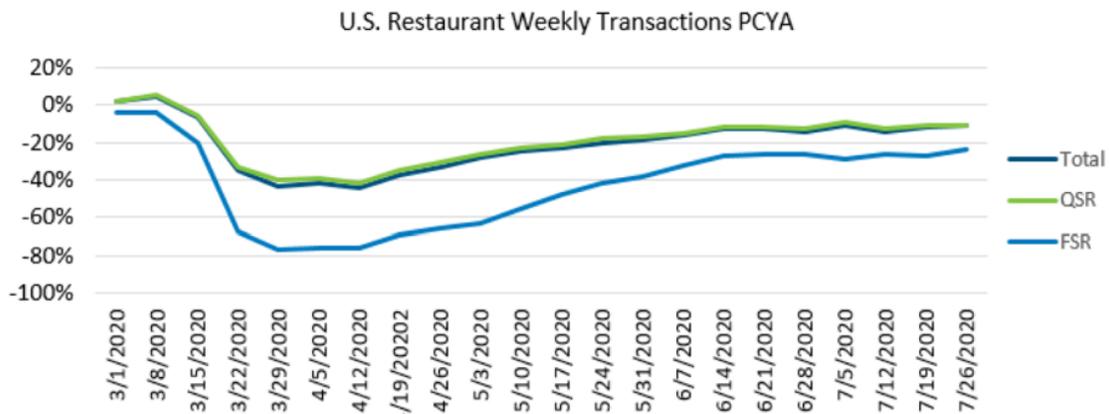
Market Research Insights

As local state and federal governments continue to change and update policy in regards to the COVID-19 outbreak, the foodservice industry in the U.S. is forced to adapt. Even though the foodservice industry is still 11% behind last year in terms of transactional activity, it appears the worst is behind the industry. Since the end of March/beginning of April, the foodservice industry has continued to improve, with the past month experiencing some volatility in the reopening of in-dining capacity. With states such as California, Florida and Texas experiencing a resurgence in the virus, some restaurants that reopened fully are being forced to limit capacity or, such as in the case of California, close in-dining services completely. Quick-service restaurant locations are down 11% versus last year, while full-service restaurants are 24% behind the prior year.

Consumers were forced to purchase more of their protein and other groceries from retail locations rather than foodservice. However, according to NPD, one factor that actually helped the foodservice industry a few weeks after the start of the pandemic was the government expenditures to citizens for COVID-related unemployment benefits. The federal government allocated \$15-18 billion per week for additional unemployment benefits for those affected by the pandemic, however these benefits officially

expired on July 31. Total restaurant expenditures total \$8 billion per week, and NPD expects these expenditures to decrease slightly unless the COVID unemployment benefits are renewed.

With the uncertainty around the pandemic, and the expiring unemployment benefits, expect the foodservice industry to potentially take a slight hit in terms of transactional activity. However, the industry can take heart that the worst is likely behind it. (Source: NPD COVID-19 Situation Analysis Summary)



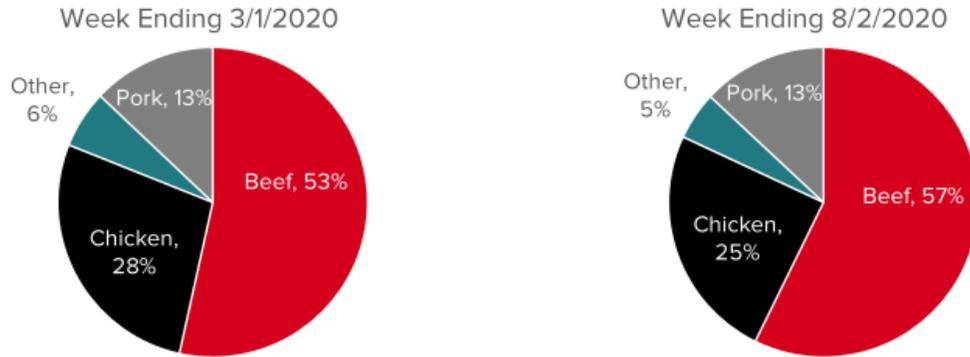
Source: The NPD Group/CREST® Performance Alerts

As COVID-19 spreads through the U.S., slaughterhouses and packers were uniquely affected by localized outbreaks of the virus. Necessarily, line workers remained in close contact with other workers, and with the close quarter environment the packers operate in, the virus found an opportunity to spread. These outbreaks led to a decrease in the efficiency and output of these operations, signaling to the marketplace to increase the price of proteins to counterbalance the impending shortage of supply. The earliest data NCBA, a contractor to the Beef Checkoff, receives for average price per unit during the pandemic shows that the peak for beef prices was May 22, with beef retailing for \$6.35 per unit (26% higher than the previous year). As of the last week (ending August 2nd), beef has decreased \$0.69 since that high to \$5.66 per unit (14% higher than the previous year). These pricing drops have been consistent over the last few weeks, signaling that the market has balanced the supply and demand.

With these price increases, and with the subsequent consumer “stocking-up” behavior, the volume and value for retail beef has increased. Across all proteins, meat departments have gained \$8.1 billion in value compared to the previous year. Even though beef prices were more inflated on a relative basis than other proteins, consumers went to their local grocery stores and purchased those beef products. Of the additional \$8.1 billion dollars in value, beef products represented 46% of that added-value. The resulting increased revenues for all proteins has led to interesting market shifts, mainly in favor of the beef industry. As the graphs below illustrate, beef has increased its market share during the pandemic by 4%, taking market share away from chicken and other meats. (Source: IRI, Total US, MULO, 1 week % change vs. YA)

Protein Market Share (Value)

Since the beginning of the pandemic, Beef has increased its percentage in protein market share



Source: IRI Total US, MULO, 1 week % change vs. YA

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