

## NCBA

**National Beef Burger Day Winning Recipes.** The NCBA, a contractor to the Beef Checkoff, team designated May 28 as [National Beef Burger Day](#). As part of this celebration, *Beef. It's What's For Dinner.* encouraged consumers to post their best burger photo on Facebook and tag *Beef. It's What's For Dinner.* on Facebook and Instagram using #BeefBurgerBrag for the chance to win a grilling set. The winning recipes included:

- [Griddle Grilled Beef Burger](#), complete with Zinfandel pickled turnips and whipped mustard-dill cheese spread.
- [Basic Bodacious Beef Burger](#), loaded with smoked sausage and grilled pork belly.
- [Smoked Beef Burger](#), topped with pulled BBQ beef brisket and provolone cheese on a pretzel bun.
- [Smash Beef Burger](#), complete with bacon, egg and cheese.

Be sure to visit the [Beef Burger Recipe collection](#) on BeefItsWhatsForDinner.com to get more beef recipe inspiration.

**Beef in the News.** As part of ongoing summer grilling media outreach, earlier this week, FoxNews.com ran [a feature story on steak swaps](#). The story featured Bridget Wasser, executive director of meat science, culinary and supply chain outreach at NCBA, a contractor to the Beef Checkoff, sharing grilling tips and easy steak swaps to help consumers continue to enjoy beef on the grill throughout the summer. FoxNews.com has a reach of more than 72 million. Bridget was also included in a Daily Meal [roundup story about how to prepare the perfect steakhouse steak at home](#). In the story, Bridget provides consumers with several tips for cooking and enjoying a delectable steak at home. The Daily Meal has a reach of more than 2.2 million.

**Real Facts About Real Beef Videos Debunk Myths.** Prior to COVID-19, NCBA's Global Marketing and Research team developed and released a series of Checkoff-funded videos and digital ads aimed at addressing myths about beef production and beef nutrition. The new video series, "Real Facts About Real Beef," delivers facts directly from the source: beef farmers and ranchers, as well as credentialed experts in the fields of sustainability, human nutrition, and more.

Seven '[Real Facts About Real Beef' videos](#) were released, all of which can be viewed on the [Beef. It's What's For Dinner. YouTube channel](#). Videos include:

- [Real Facts About Real Beef: Cattle Production and the Environment](#) featuring Dr. Frank Mitloehner, a leading expert on cattle and sustainability.
- [Real Facts About Real Beef: Cattle Production and Climate Change](#) featuring Carlyn Petersen, an animal biology doctoral student.

- [Real Facts About Real Beef: Red Meat and Health](#) featuring cattle rancher and life coach, Kiah Twisselman, whose weight loss story was also recently featured in [People Magazine](#) and other major news outlets thanks to our media relations team's efforts.
- [Real Facts About Real Beef: Grazing Cattle vs. Crops](#) featuring cattle rancher Mike Williams.

This video series is just one of the ways that *Beef. It's What's For Dinner.* has helped debunk myths about the beef industry. In mid-January, [new digital ads](#) were also rolled out addressing the topics of health, sustainability and meat substitutes. The initial six-week digital media flight generated more than 35 million consumer touchpoints, reaching more than 11.6 million consumers multiple times.

**Beef Featured on GoodMorningAmerica.com.** Following the excitement of National Beef Burger Day and in celebration of Americans' love of burgers, [GoodMorningAmerica.com](#) shared a burger-cooking demo with Chef Lamar Moore last week. In the lesson, Chef Lamar proudly wore a *Beef. It's What's For Dinner.* apron and showed how to make a restaurant-quality burger at home. The video was shared across all *Good Morning America* social media platforms as well as on the [ABC News Website](#) and [Yahoo!](#). In total, the video was posted 11 times to websites and social media channels with a combined reach of 477 million.

**MBA Continuing Education Webinar.** The [Masters of Beef Advocacy](#) (MBA) program, funded by the Beef Checkoff, recently hosted a continuing education webinar to equip beef advocates with information and resources to respond to FAQs regarding the beef supply chain. Bridget Wasser, executive director, meat science, culinary and supply chain for NCBA, a contractor to the Beef Checkoff, offered insight into the beef supply chain's structure and gave tips on how advocates can best engage in these conversations with consumers. The webinar, which was the most requested and most well attended in the MBA series, will be available on the [MBA Classroom Site](#) as a [continuing education lesson](#).

**Virtual "Meat-Ups" with Nutrition Scientists and Thought Leaders.** Over the past few weeks, NCBA, a contractor to the Beef Checkoff, hosted a series of four virtual "Meat-Ups" with leading nutrition thought leaders and researchers to strengthen existing relationships and discuss how COVID-19 is impacting future trends in nutrition science, education and communications. Nutrition influencers, media experts and academic researchers offered insights ranging from emerging nutrition trends to new methods for conducting virtual human clinical research trials.

**"United We Steak" Campaign Results in 130 Million+ Impressions in First Two Weeks.**

According to the Beef Checkoff's market research, nearly one-third of consumers say that they plan to grill more this summer than they have in the past.<sup>[1]</sup> To encourage Americans to make beef their protein of choice this summer grilling season, *Beef. It's What's For Dinner.* launched "United We Steak," a new summer grilling campaign showcasing 50 steaks and all 50 states. "United We Steak" celebrates not only a shared tradition of grilling delicious steaks, but also what makes each state unique when it comes to this beloved pastime.

The idea comes to life at [UnitedWeSteak.com](https://UnitedWeSteak.com) with an interactive map of the United States made from 50 hand-cut, state-shaped steaks. The interactive map is packed full of grilling spirit and state-specific recipes and fun facts that can help consumers nationwide “beef up” grilling season this summer. Visit [UnitedWeSteak.com](https://UnitedWeSteak.com) to see your home state.

Underpinning the campaign is a recognition that, across all 50 states and millions of different palates, Americans share a universal love of beef sizzling on the grill during summer holiday grilling season. The state- and U.S.-shaped steaks are being featured in national advertisements, including still images and videos shared on digital and social media platforms. The advertisements are also being shared on video platforms including YouTube and Connected TV in an effort to inspire Americans to grill up their favorite beef meal no matter where they live.

The campaign is a perfect example of the importance of the Beef Checkoff’s state and national partnership that National Cattlemen’s Beef Association has through the Federation of State Beef Councils. At the national level, NCBA, through Beef Checkoff resources, developed the campaign and all of the creative assets, including providing still images of each state-shaped steak, a local state headline and a variety of creative assets including still imagery, radio ads and video ads to state beef councils to extend at the local level. State beef council partners worked collaboratively with national staff to build out 50 individual state landing pages that show how beef is raised in that state by profiling a local beef producer, offering facts about beef and cattle in each state and serving up a beef state-inspired recipe. States are extending the campaign through a variety of tactics and digital platforms.

NCBA also pitched a variety of earned media stories to news outlets around the country, sharing information on how to cook the perfect steak or beef burger on the grill this summer. NCBA was able to place a number of positive media stories, including:

- The DailyMeal.com, a well-known website that reaches 2.2 million people nationwide, provided tips from NCBA on cooking a steakhouse-worthy steak at home.
- FoxNews.com, which reaches 72 million+, did a feature story on steak swaps to help consumers enjoy a wide variety of beef cuts, even if they can’t find their favorite beef cut in the store.
- The website for *Good Morning America*, the national morning news show with a reach of more than 480 million across their ABC networks, featured a five-minute interview with Chef Lamar Moore, a popular chef influencer who partnered with *Beef. It’s What’s For Dinner.*, on how to grill a burger without a grill.

As part of United We Steak outreach, NCBA hosted a satellite media tour live from its Culinary Center, funded by the Beef Checkoff. On June 30 – ahead of the July Fourth holiday weekend – 24 TV and radio stations from across the country interviewed in-house butcher and culinary expert, Bridget Wasser, inspiring viewers and listeners to grill up a delicious steak. During the interviews, Wasser 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 media were taped and distributed to additional media outlets around the country.

A United We Steak image was also placed on a billboard in Times Square. At 23 stories tall and more than 7,300 square feet in size, it's one of the largest digital signs in the world. The United We Steak image appeared five times during morning and evening rush hours.

Bloggers around the country also shared tips on how to make the perfect steak meal on popular blogs like The Daley Plate and Vindulge. Masters of Beef Advocacy graduates are also being encouraged to share resources and content with their followers and local communities to further extend the campaign.

Finally, an e-commerce pilot project is also underway to inspire shoppers to purchase beef during summer grilling season by serving up mouth-watering beef recipe ads that appear on digital platforms. The ads are “shoppable,” meaning that they allow consumers to add beef to their online shopping cart and then have fresh beef delivered directly to their door from national grocery retailers like Kroger and Walmart. Recognizing that beef sales have been strong over the past several months with more consumers than ever before using online grocery delivery, this e-commerce project will track beef sales and also provide better understanding for which messages perform best when it comes to converting beef sales.

The campaign launched on June 29 and will run through Labor Day. The response from consumers and producers has been overwhelmingly positive, with the following results in just the first two weeks:

- More than 113 million impressions through paid advertising and social media efforts alone.
- More than 24 million video views.
- More than 386,000 pageviews of UnitedWeSteak.com.
- More than 800 radio and TV interview airings from the satellite media tour, resulting in more than 22 million impressions.

Follow *Beef. It's What's For Dinner.* on Facebook, Instagram, Twitter, YouTube, LinkedIn, Pinterest and visit [BeefItsWhatsForDinner.com](http://BeefItsWhatsForDinner.com) to continuously see new content.

[ii](#)<sup>1</sup> Grilling Survey, April 2020



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## Summer grilling: Simple beef swaps from a butcher and meat scientist

Nothing tastes like summer more than a [juicy burger](#) or [steak](#) – but the meat of the matter is that summer 2020 is going to be different for millions of Americans amid the [pandemic](#) and ongoing quarantine orders.

Though the ongoing outbreak might have affected warm-weather plans, there's no better time for grill masters to step up their game on the barbecue. Following [coronavirus-related disruptions](#) to the beef supply chain, however, shoppers might not be able to find their favorite cuts of meat during this time.

### [SUMMER GRILLING: SMOKY BEEF BURGERS WITH SPICY MAYO AND LIME SLAW](#)

Whether your desired steak is unavailable at the grocery store or you want to spice up the usual cookout menu, there's likely another cut that can be easily used instead, according to meat scientist and butcher Bridget Wasser.



Strip steak, pictured, "is one of the most versatile," beef expert Bridget Wasser said. (Beef: It's What's for Dinner.)



**Sharing Sustainability Research Perspectives.** Myriah Johnson, senior director of sustainability research, was recently the guest on the [Kansas State Beef Cattle Institute Cattle Chat podcast](#). The episode included discussion about the three pillars of sustainability, including their practical applications for cattle producers. The podcast reached approximately 7,000 listeners across the U.S.

**Chefs Learn About BQA.** To showcase the Beef Quality Assurance program, NCBA, as a contractor to the Beef Checkoff, is bringing beef farmers and ranchers together with chefs for a unique video series developed in partnership with “Chef’s Roll,” a global culinary community. The videos showcase the chefs’ immersion experiences as they tour cattle operations for a first-hand look at the care that goes into creating high-quality beef. It also demonstrates the experiences of farmers and ranchers as they tour the chefs’ restaurants to see how some of their most popular and complex 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.

**Teaching Food Influencers About Beef and Grilling.** As part of the Key Opinion Leader tactic, NCBA, as a contractor to the Beef Checkoff, engaged at the Revitalize Retreat in Muskegon, Michigan. Revitalize Retreat is a small gathering of top tier food influencers who came together for a few days to learn, connect with other influencers and build relationships with sponsoring brands. During the retreat, the NCBA team educated the attendees via a ribeye breakdown by Bridget Wasser, as well as a grilling demo by Beef Expert Bureau member, Chef Adam Hegsted. Following the educational portion of the event, Chef 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.