

Consumer Fears Not Focused on Packing Capacity

A Checkoff-funded research tracker shows that consumers continue to be most concerned about out of stock grocery items and price increases at retail. Though plant closures and capacity has gotten some mention from consumers on an unaided basis, most recently only three percent of consumers have brought it up. Regarding grocery shopping and stocking up behavior, over half of consumers are still shopping slightly more than usual or much more during the COVID-19 environment. That has resulted in most consumers having anywhere from one to four weeks of food on hand. Among those surveyed, over one-third said they have had over five ground beef meals on hand; one-in-five say the same about steaks and roasts.

Consumers Planning to Fire Up the Grill

With summer approaching consumers are planning to celebrate by getting outside and firing up their grills. According to the Checkoff-funded consumer beef tracker, 75 percent of consumers say they are planning to grill at least as much, or even more, than they have in the past. Furthermore, it's likely beef will be on those grills as consumers continue to stock up on beef, especially ground beef. Over 30 percent said they have had at least five ground beef meals on hand, while another 20 percent said they have that many steak meals on hand. Over half of the respondents say they will also be grilling on upcoming holidays like Memorial Day, July 4th and Labor Day.

May 28th Declared as National Beef Burger Day

Beef. It's What's For Dinner. partnered with the National Day Calendar to designate May 28 as National Beef Burger Day. This new national holiday was quickly embraced by media and consumers! A segment featuring real beef burger recipes and encouraging people to celebrate the holiday was placed on the lifestyle show, *Celebrity Page TV*, which reaches an audience of more than 10 million, and *Celebrity Chef Lamar Moore*, worked with *Good Morning America* to record a beef burger cooking demonstration. Plus, consumers were encouraged to post their best burger photo on Facebook and tag *Beef. It's What's For Dinner.* on Facebook for the chance to win a grilling set. The social results of the #BeefBurgerBrag contest had a reach of more than 3.7 million and engagement of more than 28,000 online. A new video was also released Memorial Day weekend showcasing hard-working farmers and ranchers raising beef and proclaiming "Summer Grilling Season Brought To You By Beef Farmers and Ranchers" has been a hit! To-date, it has been viewed more than 400 thousand times.

Beef is in the News

As part of ongoing summer grilling media outreach, Fox News ran a feature story on FoxNews.com of steak swaps. The story featured Bridget Wasser, executive director of meat science, culinary & supply chain outreach at NCBA, 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. Wasser was also included in a Daily Meal roundup story about

how to prepare the perfect steakhouse steak at home. In the story, Wasser 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.

Team Beef Virtual Run and Ride Event A Success

To demonstrate beef's role in healthy and active lifestyles, beef advocates and athletes from 35 states participated in a virtual running and cycling event organized by the Masters of Beef Advocacy program. In April, the Team Beef Virtual Run & Ride event had 1,508 registrants signed up to complete more than 12,732 miles. Participants shared their accomplishments, including new personal records and first-time 5ks on Strava and social media to share how they are #FueledByBeef and coming together as a community during times of uncertainty.

Meat's Role in our Evolutionary History and Today's Cultural Significance

In May, a webinar was hosted to educate and inform health professional audiences on the history of meat-eating, starting with our earliest ancestors to meat's role in today's health and wellness trends. Food Historian, Rachel Laudan, PhD, Paleoanthropologist Briana Pobiner, PhD and Nutrition Scientist Shalene McNeill, PhD, RD, unpacked the "meaty" topic, combining a historical perspective with a little food for thought on what it means for our contemporary food and health environment. The webinar drew 1,955 attendees and continuing education credit was provided for registered dietitians. The recording will be posted within the health professional section of the *Beef. It's What's For Dinner.* website.
