



IDAHO BEEF COUNCIL



Serving Idaho's Beef Producers Since 1967



BEEF. IT'S WHATS FOR DINNER.

Funded by The Beef Checkoff

Idaho Beef Industry

- 8,149 beef operations (2017 ag census)
- 2.49 million head of cattle valued at \$2.639 billion (Jan '20)
- Livestock is #1 agricultural sector by value
- Beef ranks 2nd in the state right behind dairy
- Represent all sectors of the beef industry:
 - Seed stock, cow/calf, stocker/backgrounder, feeder, processing facility
- Agri Beef and CS Beef based in Idaho working with Albertsons and WinCo



Idaho Beef Council

- Collect \$1.50/head of cattle sold
 - \$1.00 National checkoff
 - \$.50 sent immediately to national programs
 - \$.50 IBC remains under IBC oversight
 - \$.50 State checkoff
- Beef Promotion and Research Act and Order
 - Promotion
 - Education
 - Research



IDAHO BEEF COUNCIL ANNUAL REPORT Fiscal Year July 2019 - June 2020

The Idaho Beef Council (IBC) is the producer-funded and industry-directed marketing arm of Idaho's beef industry. Funded by a \$1.50 per head assessment on the sale of cattle in Idaho, the IBC carries out beef promotion, research, and education on behalf of local beef producers. The checkoff program is authorized under state and federal law to implement programs that increase consumer demand for beef.

FROM THE CHAIRMAN
 A look at Beef Markets and Programming with Idaho Beef Council Chairman, Jeff Johnson

As households across the globe have experienced similar constraints, exports are rebounding, and we are seeing new investment ways of marketing beef through alternative channels. Despite the challenges we face today, I feel strongly that development of these new markets channels and changes to the way we support consumers will undoubtedly help to create stronger long-term demand for beef as things return to normal. Beef cattle producer should dollars play a big role in creating demand and the importance of their contribution cannot be overstated. That is why the Idaho Beef Council (IBC) remains committed to the implementation of core Idaho strategies developed for our market based on the National Long Range Plan (LRP).

I am impressed with the adaptability and creativity I see in our industry as we work through these unexpected circumstances. As Chairman, I need to encourage everyone to use the Idaho Beef Council website (www.idahoibc.com) as a resource. I hope you can use it as well as to use IBC's social media platforms as you can see it as well as to use IBC's social media to share and connect with others. I am very proud of the important role we play in our industry and our ability to provide beef to our consumers.



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RESEARCH INVESTS IN THE FUTURE
 Industry research supports a crucial investment in the present and future of the beef industry in Idaho and seeks directly to benefit the Idaho beef industry through consumer research. The IBC program funded the following research projects:

- **Branding the Shelf Life of Beef Steaks Using Atomic Scanning Method and Protein Solution (Dr. Michael Cole, Michigan State University)**
- **Advanced Carcass Mapping: Developing an Understanding of Individual Carcass Attributes (Dr. Gordon K. University of Idaho)**
- **Functional Importance of Microbiome on Sensory Attributes of Beef (Dr. Phipps, University of Idaho)**

*Note: These projects exceeded their FY20 due to COVID restrictions.



DRIVING GROWTH IN BEEF EXPORTS

The international marketing program continued to showcase the Idaho beef brand through a series of activities to promote Idaho beef in Japan. In August, a five-member Japanese trade mission to Idaho, in cooperation with the Idaho Beef Council, visited several Idaho beef ranches to see the production process. The mission was coordinated with contacts in Japan, including beef retailers and a supplier of processed meats to add beef steaks made with U.S. beef to their offerings.

In other international activities, the IBC continued its successful partnership in the Pacific Northwest region (PNR) with the Oregon Beef Council, the Washington Beef Council and the Idaho Beef Council, carried out by the U.S. Meat Export Federation. The PNR promotion team from six regional areas in Japan, including beef from the Pacific Northwest, sold over 1.4 million pounds, or 2.42 million pounds.

FINANCIALS

THE IDAHO BEEF COUNCIL
 Audited Financial Statement, June 30, 2020

REVENUE:	
Check-off Assessments	\$2553064
Net Assessment	(849111)
Net Income from Beef Board	1703953
Interest Income	441
Net In-State Revenue	\$1704196

EXPENSES:	
Consumer Program	\$ 584237
Retail Program	43196
Foodservice Program	13854
Research Program	90364
Industry Outreach Program	123504
National Marketing Program	143396
Collection Fee Paid to State Brand Dept.	143273
Administration	122732
Beef Graduate Fellowship Endowment	146236
Total Expense	200000

Net Revenue \$1724196



Beef checkoff assistance helped to foster a strong market for Idaho beef. In 2020, the industry continued to support IBC's efforts to increase demand for Idaho beef. This is a higher level of support than in previous years, but they are not the only reason for the success of the industry.





FY21 Board Members

- Bill Lickley, Vice-Chair (*cow/calf*)
- Lee Bradshaw, Secretary/Treasurer (*feeder*)
- Steven Taylor (*auction*)
- Matt Nelsen (*dairy*)
- Trish Downton (*cow/calf, cattlegwomen*)
- Ira Brackett (*cow/calf*)
- Jeff Johnson, Chair (*feeder*)
- Willie Bokma (*dairy*)



**Idaho
Beef
Council
Mission**

**To build global
& domestic
consumer
demand for
beef.**

**Idaho
Beef
Council
Vision**

**To enhance the
profitability of
the Idaho beef
industry through
investments in
strategic
initiatives.**

Strategic Objectives



Communicate beef's value proposition and overcome misperceptions



Communicate the heritage and commitment to sustainability of Idaho's multi-generational family farms and ranches



Grow consumers' trust in beef and beef production



Develop the next generation of beef industry stakeholders



Promote the attributes of Pacific NW beef in key export markets

BEEF INDUSTRY

LONG RANGE PLAN

2021-2025

VISION

To be the protein of choice around the world, trusted and respected for our commitment to quality, safety and sustainability.

MISSION

Ensure the long-term prosperity of the U.S. beef industry by sustainably producing the most trusted, highest quality and consistently satisfying protein for consumers around the world.

INDUSTRY OBJECTIVES

1. Grow global demand for U.S. beef by promoting beef's health and nutritional benefits, satisfying flavor and unparalleled safety.
2. Improve industry-wide profitability by expanding processing capacity and developing improved value-capture models.
3. Intensify efforts in researching, improving and communicating U.S. beef industry sustainability.
4. Make traceability a reality in the U.S. beef industry.



BEEF INDUSTRY

LONG RANGE PLAN Core Strategies & Goals

2021-2025



Drive growth in beef exports

Goals:

1. Grow U.S. beef exports to 17% of U.S. beef production by 2025.
2. Grow the value of U.S. beef exports as a percent of total beef value to 21% by 2025.
3. By 2025, 75% of all cattle producing states are participating in a nationwide animal disease traceability program (e.g. U.S. Cattle Trace).



Grow consumer trust in beef production

Goals:

1. Improve the Consumer Trust Index by five percentage points by 2025.
2. Grow BQA certifications by a cumulative total of 10% per year and achieve national standardization of the BQA program by 2023.



Develop and implement better business models to improve price discovery and value distribution across all segments

Goals:

1. Maintain a beef cowherd of 30-31 million with a growth target of 32-32.5 million head.
2. Grow packing capacity by 7% (7,000 head per day) by 2025.
3. By 2023, identify and develop margin analysis indices/metrics that measure and track margin distributions to increase understanding of distributions from the cowcalf through the packing sectors.



Promote and capitalize on the multiple advantages of beef

Goals:

1. By 2025, achieve a Wholesale Beef Demand Index of 124.
2. By 2025, narrow the perception gap between beef and chicken by at least five percentage points, as measured by the checkoff funded beef tracker.
3. By 2025, increase beef's value index by at least five percentage points, as measured by the checkoff funded beef tracker.



Improve the business and political climate for beef

Goals:

1. By 2025, at least 75% of producers will agree that the beef industry is effectively addressing opportunities and challenges in a way that enhances the business climate for beef.
2. By 2025, 20% of cowcalf producers have a written grazing management plan.
3. Ensure that salmonella is not listed as an adulterant.



Safeguard and cultivate investment in beef industry research, marketing and innovation

Goals:

1. Increase national industry program funding for beef marketing, research and promotion efforts to \$100 M by 2025.
2. Quantify the existing public research funding for beef industry production issues and grow that funding by 25% by 2025.
3. Preserve the existing Beef Checkoff.