



Idaho BEEF Council

Serving Idaho's Beef Producers Since 1967

Traci Bracco
Executive Director



Idaho Beef Council

Mission...

Build consumer demand for beef through integrated state, national and international programs and increase the opportunity for producer profitability






- Raise awareness
- Stimulate trial & consumption
- Compel consumers to choose beef at the meat case
- Build the scientific foundation to promote a healthy diet
- Champion beef's value and versatility on restaurant menus
- Advocate beef's nutritional value with thought leaders and influencers
- Develop and lead beef safety research and beef quality assurance
- Protect & defend our image
- Build beef loyalty
- Develop new products to meet changing consumer needs

And Much, Much More!

All These Pieces Come Together To Drive Consumer Demand



The Return on Beef Checkoff Investment




BEEF IS A WORTHY PURCHASE

Every dollar invested in checkoff programs funded by CBB between 2006 and 2013 returned **\$11.20** to the beef industry!




BEEF IS A WORTHY PURCHASE

About the Researcher



Dr. Harry Kaiser

- Gellert Family Professor of Applied Economics and Management at Cornell Univ.
- Author of more than 128 journal articles, five books, 17 book chapters and more than 150 research bulletins
- Has conducted more than **120 economic evaluation studies of checkoff programs** in the U.S., Canada and Europe



Objectives of Research

Address two questions regarding programs funded with CBB budget 2006-2013:

1. What would U.S. beef demand be in domestic and foreign markets had there not been any checkoff-funded programs?
2. Are the benefits of the checkoff marketing programs larger than their costs?



Most comprehensive ROI study ever completed for checkoff

- Evaluated *all* commercial beef disappearance, including retail, foodservice and international data, over 8 years, as opposed to previous studies of just domestic retail.
- Also analyzed individual categories of nine checkoff-funded marketing categories (including foreign marketing) separately, then brought categories together for overall return on investment.



Every dollar invested in checkoff programs funded by CBB between 2006 and 2013 returned **\$11.20** to the beef industry!



"The news for beef checkoff investors couldn't be better."
Dr. Harry Kaiser



11.3%



The reduction in domestic beef sales between 2006 and 2013, if not for checkoff programs

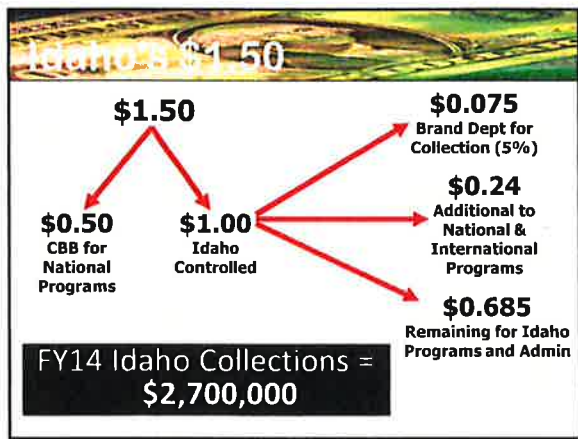
6.4%

The reduction in foreign demand for U.S. beef between 2006 and 2013, if not for the checkoff

What Does it Mean for Producers?

- ✓ Higher prices for cattle and beef
- ✓ Higher net revenue for their business than they would have had *without* the beef checkoff
- ✓ Increased opportunity for continued growth





NOTHING SATISFIES Like BEEF.

WWW.IDBEEF.ORG

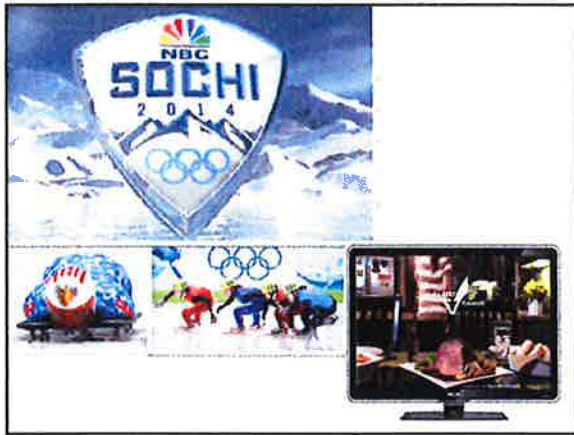
Why man **INVENTED FIRE.**



At 4:30 pm tonight:
**Only 1/2 of Americans will know
what they're having for dinner.**



Source: Neil Cherkoff Google Survey, October 2013



Just Google It!

- Go **g**le easy dinner recipes
- Go **g**le simple steak marinade
- Go **g**le kid friendly meals on a budget
- Go **g**le breakfast ideas to recipe
- Go **g**le bbq recipes
- Go **g**le best party appetizers
- Go **g**le favorite grilling recipes
- Go **g**le lean protein
- Go **g**le fajita marinade
- Go **g**le meatball recipe easy
- Go **g**le beef stew slow cooker
- Go **g**le how to blanch



5,500,000
Estimated daily
food-related searches
by Millennials

Source: Google Trends, 2014. Data for Millennials (ages 18-29) in the United States. Search volume for "food" and "recipes" compared to other categories.

BeefItsWhatsForDinner.com website

1,700,000
Visitors in past
five months

WEEKNIGHTS DONE RIGHT (AND FAST!)

10 MINUTE STEAK

10 MINUTE STEAK

10 MINUTE STEAK

Videos

Inspire New Meal Ideas + Techniques

"I always thought that it was difficult to get a "perfect" steak. This video shows how simple it can be to cook steak, giving instructions while showing video of the process."
Aaron D., 24

5,000,000
Total video views







Tri-City Meats presents
THRILL OF THE GRILL
The 2015 Spring Beef Contest runs from 2/15 to 4/15. Beef Contest and 4-Corner Super Sale!
MAKE QUOTA, EARN CASH & PRIZES!
Grand Prize Trip for 2!
500,000
Incremental lbs of beef in Idaho
TRI-CITY MEATS, INC.

Rising Prices

1 - Ribeye Steak
Price = \$7.53

MEAT
KEEP IT & WEAR THE CORNER
Tri-City Meats, Inc.

Beef is Worth the Price

- Demand for beef is growing
 - Beef demand in the 2nd quarter of 2014 was the **strongest in 10 years**
- 76% of consumers say beef is worth the price
- 75% of consumers eating same amount as last year and 14% eating more

Source: OIE State Univ - Food Demand monthly survey

MEAT
KEEP IT & WEAR THE CORNER
Tri-City Meats, Inc.





BEEF IT'S WHAT'S FOR DINNER
i ♥ Beef
BEEF Idaho
TEAM BEEF
BEEF COUNTS Meat's Best in Quality, Value, and Flavor

Idaho BEEF Council

Proudly Representing Idaho's Cattle Ranching Families

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