

# IDAHO BEEF COUNCIL



Funded by Beef Farmers and Ranchers

IDAHO BEEF CHECKOFF:  
INVESTING IN THE FUTURE

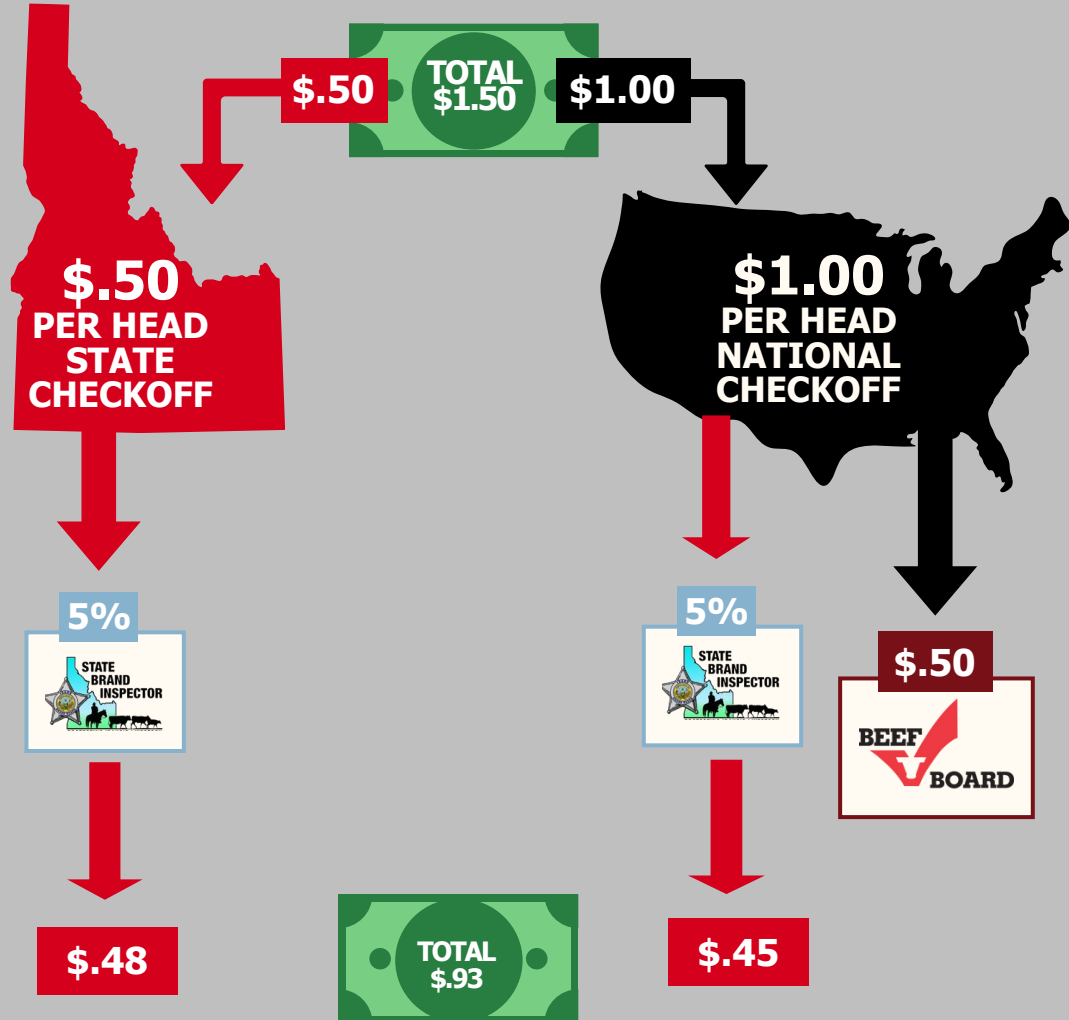
February 24, 2026  
Attachment 1

# IBC Overview



- Governed by Board of Directors
  - **Bruce Kerner**- *Feeder*, **Lynn Bachman**-Secretary/Treasurer, *Cow/Calf*, **J.W. Wood**- Chair, *Feeder*, **Kade Rogge**- *Auction Market*, **Jodie Mink**- Vice Chair, *Cow/Calf*, *CattleWomen*; **Jared Brackett**- *Cow/Calf*; **Andrew VanderWoude**- Dairy; Hank Haflinger- Dairy (not pictured)
  - Nominated by industry sectors; Appointed by Governor
- Represent approximately 7,400 farms with beef inventory

# Beef Checkoff Breakdown



IBC has oversight of the total collection assessments after collection fees.  
The \$.93/Head is invested in

- Consumer
- Retail
- Food Service
- Research
- Industry
- International/National

The Beef Checkoff can only be invested in:

- Promotion
- Education
- Research

# WHERE CHECKOFF DOLLARS ARE INVESTED



- **Checkoff dollars can be used to invest in:**

- EDUCATION
- PROMOTION
- RESEARCH

## **WHERE CHECKOFF DOLLARS ARE NOT INVESTED**

- Checkoff dollars **cannot** be used to lobby or directly work on issues.

# **Mission:**

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



# **Vision:**

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

# **Guiding Principle:**

*The Idaho Beef Council strives to be a respected and trusted beef marketing organization, accountable to all Idaho beef producers and responsible for ensuring effective and efficient use of checkoff funds.*

# IDAHO IS SPECIAL



- Idaho beef ranching is unique compared to any other state; we have all the different segments including:
  - Seedstock
  - Cow/calf
  - Backgrounder/Stocker
  - Feed yards
  - Auction markets
  - Processors
  - Value-add manufacturers
  - Dairy
- Cattle are also raised on diverse land, including State, Forest Service and BLM land.
- **This is something that should be celebrated, and that Idaho consumers need to know.**

# **STRATEGIC DIRECTION IS CLEAR**

- 1. Grow consumer trust in Idaho beef production**
- 2. Expand consumer knowledge of the heritage and commitment to sustainability of Idaho's multi-generational family farms and ranches**
- 3. Increase demand for Idaho and Pacific Northwest beef in domestic and key export markets**



**Pacific NW Initiative**



## REAL PEOPLE SHARE REAL STORIES AND BEEF RECIPES

Every day, people come together to enjoy a delicious beef meal. Our video series "Real people. Real stories." captures those genuine moments from all walks of life, showing how beef brings us together in meaningful ways. At Beef. It's What's For Dinner.®, we believe that everyday meals are joyful occasions, especially when beef is at the center of the table. So, pull up a chair and join us.



### ROOTED IN TRADITION

Redbone Indian Tacos food truck is a community effort. Originating as a fundraiser to help a local family in need, this family-run establishments roots grew into a cultural staple.

[RECIPE INSPIRATION: NATIVE AMERICAN TACOS >](#)



### YOUR SECOND HOME

In the mid-west the treasured supper club tradition starts at Krabbe's. With beef at the center of the plate, generations of patrons celebrate milestones and create a second home.

[RECIPE INSPIRATION: MARINATED STEAKS AND ASPARAGUS >](#)



### PRIME RIB AND PROM

With few options for restaurants in rural small town America-families comes together to treat high school juniors and seniors to a beef dinner before prom ... with a view.

[RECIPE INSPIRATION: SMOKED HERB RIB ROAST >](#)

# Prime Rib & Prom



# Albertsons Training Event

- Beef training event for Albertsons Intermountain division
  - Idaho Beef Council, University of Idaho & Agri Beef





# BQA Certification Program

- Build capacity & improve profitability
- Create competitive advantage
- Ensure a positive consumer eating experience
- CEU Credit
- Spanish BQA

**70% of consumers say BQA  
boosts confidence in beef safety.**

Source: NCBA, Responsible Beef Exploration, 2018-2019



**GET CERTIFIED**

# 2026 Winter Olympics





**A year-round program to provide a high-quality protein – BEEF – to Idahoans in need through The Idaho Foodbank and its partners.**

**Since the start in 2010:**

- \* Over 2.8 million (3) ounce servings of BEEF provided**
- \* Over \$1.3 million dollars donated**

## **Legacy Partners:**

