



Nevada Beef Council 2019 Annual Report

Beef's Role in a Sustainable Food System



Each year, the Nevada Beef Council (NBC) works to engage nutrition and dietetic professionals who have the potential to influence consumers' dietary choices, offering them crucial information about beef's role in a healthy and sustainable diet.

In early 2019, the NBC teamed with the national Beef Checkoff sustainability team to present at a meeting of the Nevada Academy of Nutrition and Dietetics in Las Vegas. While there is a significant amount of data and evidence that shows livestock production has a multitude of environmental benefits, sometimes it's difficult to know just where to look for the best information on the topic. To help this audience cut through some of the confusion surrounding beef's environmental impact, the NBC shared scientific insight and research on beef's important role in a healthy lifestyle with a focus on sustainability.

The registered dietitians in attendance were introduced to research findings that show the important role cattle play in a sustainable food system, with a focus on the unique stomach structure of cattle that allows them to eat and digest what humans cannot. In addition to the grasses they graze on for most of their lives, they can eat numerous

other by-products from food production – waste products that would otherwise end up in a landfill.

The presentation also offered some clarity on what impact limiting beef consumption in a diet really would have on the environment. Research has demonstrated that removing all livestock and poultry from the U.S. food system would reduce global greenhouse gas emissions by only 0.36 percent. And further, if all Americans participated in Meatless Monday, U.S. greenhouse gas emissions would perhaps be reduced by 0.37 percent.

What removing beef **WOULD** do is remove a high-quality protein from diets, both in the U.S. and globally.

For more on beef sustainability, visit BeefItsWhatsForDinner.com.

Campaign Promotes Beef for the Holidays

Beef for the holidays? Yes please!



The NBC launched a promotion in late 2018 that was built around holiday entertaining, featuring holiday roast imagery and recipes, a cash-back rebate offer on select roasts at the retail level, and an integrated advertising campaign encouraging consumers to add beef to their market baskets during the 2018 holiday season. The campaign ran a total of five weeks, with a focus on the state's major population areas of the Las Vegas and Reno markets.

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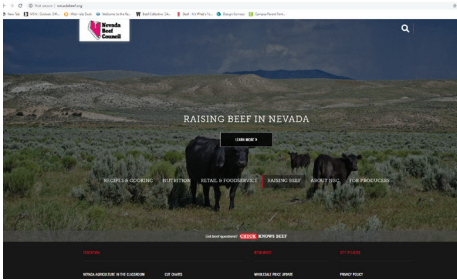
As part of this promotion, a cash-back rebate offer through the popular mobile app Ibotta was available, giving Nevada consumers the chance to earn a \$4 rebate on any brand beef roast, two pounds or larger. Ibotta partners with leading brands and retailers to offer rebates on a variety of products and groceries. The consumer unlocks qualifying rebates through the app by completing a brand engagement, then purchases the item at the store, and verifies the purchase for a rebate that comes in the form of cash or gift card.

Providing rebates in this manner has provided the NBC more flexibility in terms of retailer engagement – since Ibotta rebates are available through any participating Nevada retailer, shoppers visiting most grocery stores in the state are able to access the offers, which helps broaden the reach of retail promotions. For this campaign specifically, the top retailers at which rebates were redeemed were Smith’s (31 percent), Walmart (19 percent) and Albertson’s (19 percent).

In terms of the broadcast and digital elements deployed throughout this campaign, the use of geo-fencing using location-based and behavioral displays helped target the primary grocery shoppers within a specified distance of the retailer. This was deployed through a broad app network, including Shazam, Slacker, Words With Friends, Fox News, Pandora, Accuweather, and many others. Additionally, a series of broadcast radio ads were aired on a variety of Las Vegas and Reno market radio stations, with a reach of 971,000 listeners.

Ultimately, the campaign helped reach over 2.7 million Nevada consumers, and resulted in 6,295 rebates being redeemed on the Ibotta mobile app – a redemption rate that is almost double the benchmark for covering the state of Nevada!

NBC Website Gets Refresh



The NBC launched an all-new website in 2019, providing an up-to-date source of information and resources for Nevada consumers to

learn more about what it takes to raise cattle and produce beef. The new site also provides plenty of information regarding cooking with beef, beef nutrition, information about the NBC, and more.

Also new is an online portal for retail and foodservice operators, providing insights, research data, industry trends, inspiration, and marketing strategies to help promote beef in the meat case or on the menu. And finally, producer resources are available, providing information about the beef checkoff and the NBC board of directors, and copies of current and previous annual reports.

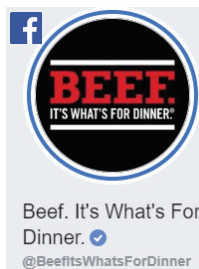
Learn more at NevadaBeef.org.

Members of the Nevada Beef Council board



Nevada Beef Council Members (from left to right)
John Jackson (Cow-calf, Tuscarora)
Lucy Rechel (Feeder, Yerington)
Jay Dalton, Vice Chair (Cow-calf, Wells)
Ray Callahan (Cow-calf, Reno)
Ted Christoph (Dairy, Fallon)
Gary Ward, Chair (Cow-calf, Gardnerville)
Bernard Petersen (Cow-Calf, Ely)

FY2019 Nevada Beef Council Financial Report	
Expenses for the fiscal year ended June 30, 2019	
PROGRAMS	
Consumer Information	\$35,327
Promotions.....	\$41,673
Producer Communications	\$6,700
Total Programs	\$83,700
SUPPORTING SERVICES	
Collection and compliance*	\$24,000
Administrative expenses**	\$25,035
National Program Investment***	\$11,278
Total Supporting Services	\$60,313
Total Expenses	\$144,013
* Annual fees paid to the Nevada Department of Agriculture for checkoff collections services.	
** Includes all costs and overhead expenses associated with contracting with the California Beef Council for full-service staffing and support, as well as audit fees, bookkeeping fees, and insurance.	
*** Investment in national programs through the Federation of State Beef Councils, which also assures Nevada representation on the Federation.	



Beef. It's What's For Dinner. has also made a significant impact on Facebook and Instagram. Thirteen Facebook Live videos, featuring recipes and cooking tips from checkoff culinary

experts were produced and posted over the past year, with almost 65,000 views. These videos continue to live on the *Beef. It's What's For Dinner.* Facebook page. In addition, six Instagram TV videos were posted in 2019 reaching thousands more consumers.

Technology also influences how the Beef Checkoff educates and motivates those who market beef. A test last year with Instacart, an online delivery service available to more than 80 percent of American households, demonstrated that *Beef. It's What's For Dinner.* ads at digital point-of sale increased beef purchases among users and proving to retailers the program's greater-than-average return on investment.

Partnering with other third-party content sites can also be useful in addressing complex beef issues. For instance, the Beef Checkoff has worked with Quartz, Greenbiz and Nativo to ensure consumers see balanced information about how beef is both healthy and sustainable. Articles with these groups have garnered almost 8.5 million impressions.

Technology is also helping improve international marketing. To share beef farming and ranching with audiences across the globe, *Beef. It's What's For Dinner.* is making its virtual ranch tours available in Korean, Japanese, and Spanish. The 360-degree videos virtually transport the viewer to a U.S. ranch to show how cattle are raised and cared for. Originally created by NCBA as part of checkoff-funded Beef. It's What's For Dinner. Rethink the Ranch outreach, the videos are giving audiences around the world a chance to experience U.S. beef production practices.



option for busy farmers and ranchers. BQA certifications are also available at in-person training events. An estimated 80 percent of the U.S. fed beef supply is touched by BQA-certified operations.

The Beef Checkoff-funded Beef Quality Assurance program has utilized technology to enhance success with cattle producers. More than 50,000 individuals have gone online to obtain BQA certification since 2017. Free online training and certification is accessible 24/7, making it a convenient

Boosting International Demand



Of course, current technology will not be a component of all Beef Checkoff programs, such as international programs that boost international beef demand. U.S. beef exports, in fact, reached a record-shattering \$8.3 billion in 2018, a year-over-year increase of 15 percent. While Japan solidified its position as the leading international destination for U.S. beef, much of the year's growth was driven by South Korea

and Taiwan. 2019 has seen continued momentum for these two markets, with both achieving double-digit growth through the first half of the year.

The U.S. Meat Export Federation, a subcontractor to the Beef Checkoff, uses checkoff support to promote the unique attributes of U.S. beef worldwide, including to key buyers in the Korean and Taiwanese foodservice sectors, where dry-aged U.S. beef is increasingly popular.

In the United States, many other efforts not requiring enhanced technology – including personal and face-to-face interactions – reach both consumers and those who influence them, such as farm-to-fork tours for influencers, discussions with dietitians and health professionals, farm-to-fork tours for chefs and other influencers and dozens of other outreach efforts.

Being on the front line in today's marketplace, however, requires the beef industry to keep pace with the needs of consumers who buy its products. Thanks to beef producer investments in the Beef Checkoff, technology and beef can go hand-in-hand.

Cattlemen's Beef Board Fiscal Year 2019 Expenditures

Promotion	\$10,580,409
Research	\$9,891,043
Consumer Information	\$7,571,245
Industry Information	\$3,357,876
Foreign Marketing	\$8,347,484
Producer Communications	\$1,637,234
Evaluation	\$158,875
Program Development	\$435,772
USDA Oversight	\$596,367
Administration	\$1,729,852
TOTAL EXPENSES	\$44,306,15

Unaudited Numbers



Dear Fellow Producers,

Cattle producers have their feet firmly planted in two worlds: The world of tradition, using knowledge and skills handed down through the years that help result in vibrant, healthy animals producing the best beef in the world, and the world of technology, using the most up-to-date information to help us manage our businesses, market our animals and stay abreast of our situations.

Truth be told, most of us are probably more comfortable in the first world. After all, knowing and caring for animals comes naturally. Technology can be intimidating and moves so quickly these days that it's just difficult to stay current.

Stay current we must, however, especially when it comes to marketing beef. Consumers no longer get their information about beef from friends or the sales flyer in the weekly newspaper. The internet, social media, smart phones, artificial intelligence and other emerging technologies are influencing how we must talk with and educate those who buy our products.

Our Beef Checkoff is staying abreast of new technologies, using them effectively to reach both current and potential beef buyers. Thanks to your checkoff investments, we're able to keep beef front-and-center with those who consume our product and those who market it.

Research suggests we're on the right track. A recent independent evaluation of the national Beef Checkoff found that for every dollar invested, \$11.91 is returned to the beef communities' profitability. That's technology we can take to the bank.

Yours truly,

Laurie L. Munns

Laurie Munns
Hansel Valley, Utah
Chairman, Federation of State Beef Councils



Funded by Beef Farmers and Ranchers

Riding Technology Into the Future

Twenty-five years ago, having a website meant you were on the cutting edge of technology. No longer. Today a website is merely the foundation. In 2018 there were more than 1.8 billion websites globally, competing for the attention of consumers.

The Beef Checkoff's *Beef. It's What's For Dinner.* brand has successfully attracted a following of consumers through many channels, including an updated www.BeefItsWhatsForDinner.com digital website, which answers questions consumers have about beef from pasture to plate. Since its relaunch more than 15 million people have visited the new website. But that's just the beginning of the Beef Checkoff's technological footprint.



To keep up with the evolving marketing landscape a new tool called Chuck Knows Beef was introduced in 2019. Powered by Google Artificial Intelligence, Chuck Knows Beef is a guide to all things beef – recipes, cooking tips, cut information, production background – helping source its customized responses from content found on the BeefItsWhatsForDinner.com website.

Chuck Knows Beef is based on the emerging trend toward smart speakers, such as the Google Home and Amazon Alexa. It can help the 70 percent of consumers who say technical support would help them when shopping for beef. Like the BeefItsWhatsForDinner.com website, Chuck Knows Beef represents a prime opportunity for the beef industry to utilize technology to help increase consumer demand, giving consumers confidence in selecting and preparing beef.

Maximizing Millennial Reach



In 2014 Beef Checkoff advertising went 100 percent digital primarily to reach older millennial parents, who are more digitally connected. A new "Keep Sizzlin'" collection of online beef advertising, for instance, shows beef being cooked by grilling, smoking,

stir-fry, sous vide and cast iron. In addition to providing consumers with drool-worthy content, the ads lead consumers BeefItsWhatsForDinner.com, where they learn to prepare the perfect beef meal.

New videos utilize the "Nicely done, beef" slogan and highlight the attribute consumers say distinguishes beef from other protein options: its great taste. Appearing on popular websites and social media platforms, Nicely Done advertising uses tongue-in-cheek humor and beef's swagger to help position beef as the top protein. Nicely Done through social media, search or display ads have had more than 98 million video views, creating more than 4 million engagements, and resulted in more than 500 million consumer impressions.