



# 2018 Nevada Beef Council Annual Report

Building beef demand by inspiring, unifying and supporting an effective state and national checkoff partnership.



*Dear Fellow Nevada Beef Producers,*

The Nevada Beef Council is pleased to share with you a snapshot of our 2017-2018 programs. Being responsible stewards of your state checkoff dollars is of the utmost importance to us, as is transparently sharing results of your checkoff investment on a state and national level.

Both the staff and the producers who serve on the board work hard to ensure the beef promotions and campaigns carried out each year are as effective as possible, and that our checkoff dollars are invested in efforts that achieve the biggest bang for your checkoff dollar.

For more information about the Nevada Beef Council or Beef Checkoff, please visit [www.nevadabeef.org](http://www.nevadabeef.org) or [www.mybeefcheckoff.org](http://www.mybeefcheckoff.org).

Thank you,

Gary Ward  
Chair, Nevada Beef Council



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)

## Beef Nutrition Training for Las Vegas Students

A key area where the NBC strives to make a positive impact is through engagement with nutrition and dietetic professional who have the potential to influence consumers' dietary choices. In October 2017, the NBC partnered with the beef checkoff's Advocacy, Training & Engagement team to help prepare future registered dietitians from University of Nevada, Las Vegas (UNLV) to share information about healthy beef choices and beef's role in a healthy diet with consumers.

At this workshop, UNLV dietetic interns learned about every stage of beef production, along with the latest research and findings on beef nutrition. The training also provided participants with an opportunity to put their new skills to work, practicing how to speak with consumer audiences about beef in a healthy diet.

Feedback from the group was gathered both before and after the workshop to measure attitudes about beef, and whether the information presented altered that perception. Overall, attitudes were largely favorable, but they shifted toward even more positive perceptions about beef after the training.

As a specific example, when asked the question, "Considering all that you know about beef, which one of the following statements best describes your opinion?", all answered that the positives at least somewhat outweigh the negatives, with 25% saying that the positives far outweigh the negatives.

When asked about how often they would recommend that others (their clients, patients, family or friend) eat beef, 75% answered that they would recommend beef equally as often as other proteins. One quarter of respondents answered that they would recommend beef less often than other proteins. However, when asked this question again following the training, only 8% responded that they would recommend beef less often than other proteins.

Finally, following the training, all respondents agreed that beef fits well into a healthy diet, and 92 percent stated they would be comfortable recommending beef based on what they know about how cattle are raised.





The Nevada Beef Council congratulates Bently Ranch of Minden, the recipient of the 2018 national cow-calf Beef Quality Assurance Award. This award is given annually to outstanding beef and dairy producers and marketers who demonstrate animal care and handling principles as part of their day-to-day operations. The NBC was pleased to nominate Bently Ranch for this award, with collaboration and support from the Nevada Cattlemen's Association. For more on the BQA award, visit [www.bqa.org/about/bqa-awards](http://www.bqa.org/about/bqa-awards).

## Campaign Promotes Beef for the Holidays



Beef is great any time of year, but there's something extra special about a succulent beef roast during a holiday meal.

In November 2017, the Nevada Beef Council (NBC) launched a campaign designed to promote beef's position as the center of the plate for festive

holiday meals, specifically targeting urban audiences in both the Reno and Las Vegas markets, but with retail elements that had a statewide reach.

To entice consumers to purchase beef, a rebate offer of \$3.00 for a beef roast, two pounds or larger, was available through the Ibotta mobile app. To unlock the rebate, consumers purchased a qualifying roast at a participating retailer and verified the purchase through the app.

As with other Ibotta promotions, the NBC benefitted from a much broader reach than traditional retail promotions done in partnership with specific retailers or companies, since Ibotta allows the NBC promotions to be accessible through almost every major grocery retailer in the state.

To encourage consumers to act on this offer, the NBC produced and implemented advertising elements that included mentions on the Total Traffic & Weather Network in the Las Vegas media market, digital ads in Las Vegas and Reno, and location-based mobile advertising known as "geofencing."

Geofencing allows organizations to reach consumers when they are close to the point of purchase. Using this technology, the NBC was able to target key consumers based on a designated location radius – in this case, when they were within half a mile of a Nevada grocery retailer. This pushed the NBC advertising across a network of some 100,000 mobile apps used by consumers. By clicking the ad, users were then directed to a customized landing page to download the offer.

Here's a quick synopsis of the campaign's overall reach:

- A total of 4,092 rebates were redeemed through Ibotta, which is a 42.6% redemption rate. (Ibotta's industry average is 26%!)
  - There were 507,928 cumulative brand impressions, and 9,616 brand engagements, which is when a consumer engages in some way with the featured brand – in this case, answering a NBC poll question.
  - Of the shoppers who redeemed the rebates, 86.5% were female, and 35.9% were between the ages of 25 and 34 – both key demographics for the NBC.
  - The top retailers at which the beef was purchased and rebates redeemed were Smith's at 42.4%, Walmart at 18.1%, Albertsons at 11.1%, Winco at 5.7% and Costco at 5.4%.
  - The advertising elements resulted in 469,200 impressions in the Las Vegas market through the Total Traffic & Weather Network broadcasts, 288,803 total impressions through a four-week digital campaign in the Las Vegas and Reno markets, and nearly 400,000 impressions in the Las Vegas market and over 170,000 impressions in the Reno market through geo-fencing.

## FY2018 Nevada Beef Council Financial Report Expenses for the fiscal year ended June 30, 2018

### PROGRAMS

|                                   |          |
|-----------------------------------|----------|
| Consumer Information . . . . .    | \$19,963 |
| Promotions . . . . .              | \$19,401 |
| Producer Communications . . . . . | \$ 2,993 |

**Total Programs . . . . . \$42,357**

### SUPPORTING SERVICES

|  |          |
|--|----------|
| Collection and compliance* . . . . .     | \$24,000 |
| Administrative expenses** . . . . .      | \$25,956 |
| National Program Investment*** . . . . . | \$ 5,270 |

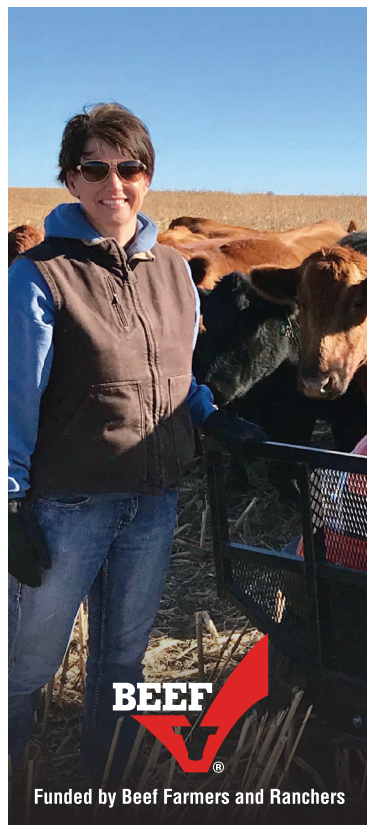
**Total Supporting Services . . . . . \$55,226**

*\*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, book-keeping fees, and insurance.*

*\*\*\*Investment in national programs through the Federation of State Beef Councils, which also assures Nevada representation on the Federation.*

**Total Expenses . . . . . \$97,583**



Dear Fellow Producers:

Surveys show beef consumers are interested in knowing more about the beef they eat. They still want it to be tasty, tender, convenient and provide value, of course. But today they also want to know that the animal was raised with care and in an environment that is wholesome and environmentally sound.

That desire led the Beef Checkoff Program to include a “Rethink the Ranch” element to its *Beef. It's What's For Dinner.* relaunch. The component gives consumers – the majority of whom have very little connection to agriculture, let alone the beef they buy – a chance to see how beef producers are combining good husbandry and production practices with new technology to assure the best possible results in terms of care and products.

The promotion's added direction compliments the broader messages within the *Beef. It's What's For Dinner.* brand and campaign. Those messages highlight the most critical aspects of what consumers expect from the beef they buy, taste being the most important. Recipes, nutrition and cut information and more is available on the industry's upgraded website and is being broadly promoted digitally. Let's face it: Beef will always be among the preferred meats because it tastes so good.

The relaunched national campaign features opportunities for state beef councils to join in outreach and messaging to consumers and marketers at the state level. This creates a state/national team with which our industry is having a real impact on demand for our products.

You can read all about it in this report. Thanks for your support and engagement in continuing to make beef what's for dinner.

Yours truly,

*Dawn Caldwell*

Dawn Caldwell  
Edgar, Nebraska

Chairman, Federation of State Beef Councils



## Rethinking the Ranch

In October 2017 the Beef Checkoff Program relaunched its iconic *Beef. It's What's For Dinner.* campaign, with exceptional results. The campaign sought to drive more consumers to the checkoff's *BeefItsWhatsForDinner.com* website, where information on all things beef could be obtained.

Created 25 years ago, *Beef. It's What's For Dinner.* was introduced with promotion that included television and print advertising that captured the imagination and taste buds of consumers. Times change, however, and while the concept is still strong, the ways consumers get their information is different than it was in the early 1990s. Social and digital media have become the key ways information is delivered to consumers today.

Through the refocused and strengthened campaign, visitors to the website over the past year have totaled more than 8 million – compared to about 3 million the year before. The primary purpose for visiting for many consumers are the recipes, cut information and nutrition advice found on the site. Increasingly, however, consumers want to know even more about how the beef they eat is raised. A new feature of the campaign called Rethink the Ranch is giving consumers an up-close-and-personal look at the people who make beef possible. The campaign features real ranchers and farmers and their real stories about how they produce beef.

Last summer a camera crew traveled 3,800 miles across the United States, visiting six different cattle operations in four states. They captured more than 100 hours of video, as well as

images and stories about the people who raise beef animals. The images and video they developed have become a big part of the checkoff's new consumer outreach.

Nationally, the videos have generated more than 765,000 video views, and reached more than 3.5 million consumers. State beef councils have downloaded Rethink the Ranch content for use on their own social media properties and other consumer and thought leader outreach.

It's the first time *BeefItsWhatsForDinner.com* has promoted both the product and the people who produce it, a story focused on promoting beef's greatest strengths: unbeatable taste, variety and ease of cooking, nutritional attributes that can't be matched and the people that make it all possible, caring for the animals and environment with appreciation and respect.

State beef councils are also extending the campaign, exciting their states' consumers about beef's many benefits. Of special interest has been the campaign's Rethink the Ranch anthem video and related video spots showcasing real farmers and ranchers from around the country.



It's important consumers understand how committed producers are to serving as faithful stewards of the valuable natural resources that have been entrusted to them. That's part of the Rethink the Ranch message. It's why the website provides consumer-friendly, easy-to-understand information on how beef producers are being effective stewards of the land and resources, from drones to help observe and manage cattle to solar technology to generate power and help operate water systems, cattle producers are using technology responsibly.

## Good and Getting Better

Of course, cattle producers have always prided themselves in their dedication to animal welfare, beef quality, sustainability and community involvement. Recent research shows they are getting better in all four of these areas.

The checkoff-funded Cattlemen's Stewardship Review gathered data from an independent 2017 telephone survey of beef producers to deliver a comprehensive profile of the U.S. beef community today. The research showed improvements in all four areas, compared to a 2010 checkoff-funded benchmark survey.

It found that the well-being of cattle is the top priority for 95 percent of producers, that 97 percent of cattle farmers and ranchers believe producing safe beef is crucial to the future of the industry, and that 95 percent of producers believe conservation of land is extremely important to them.

Results of the research were shared with key national media.

## More Foundation from Research

Checkoff-funded research providing answers to complex questions about beef production is helping create clarity to issues such as beef sustainability. The checkoff-funded sustainability research program has developed a series of 19 fact sheets that explain many benefits of U.S. beef production, such as how the global impact of beef production could likely be dramatically reduced if other countries could achieve the same productivity as U.S. beef – the most efficient beef production system in the world. To see these fact sheets, go to [www.beefresearch.org](http://www.beefresearch.org).

## BQA Certifications Add to Evidence

Further strengthening the case that cattle producers recognize their societal role is the fact that online certifications in the beef checkoff-funded Beef Quality Assurance program have surpassed 20,000. First available in early 2017, online BQA certifications join those conducted at in-person training events offered by state beef councils, cattlemen's affiliates, extension programs and other local efforts.

Both in-person and online certifications show how common-sense husbandry techniques can be coupled with accepted scientific knowledge to raise cattle under optimum management and environmental conditions, helping beef producers capture additional value from their market cattle and reflecting a positive public image for the beef industry.

## Producers Telling Their Stories

The Raising Beef section of the new *Beef. It's What's For Dinner.* website has featured several graduates of the checkoff-funded Masters of Beef Advocacy program. MBA graduates – who now

number nearly 11,500 – are helping people rethink the ranch by sharing their personal stories on the site. The collaboration between programs is an example of how the beef checkoff-funded Beef Advocacy Training and Engagement program works to help members of the beef community leverage their advocacy and spokesperson skills, benefiting many checkoff programs.

## Expanding International Beef Demand

Thanks in part to beef checkoff-funded efforts to promote to and educate our international customers, global beef demand was up in 2018, with markets outside of the United States buying a larger share of U.S. beef production at higher prices. According to USDA data compiled by the U.S. Meat Export Federation, through June, U.S. beef and beef variety meat exports set a record pace in both volume (662,875 metric tons) and value (\$4.03 billion). In previous years, export value had never topped the \$4 billion mark before August.

The same data suggests the U.S. has exported 13.5 percent of its total 2018 beef production, up from 12.8 percent last year. Export value per fed steer or heifer slaughtered averaged \$317 – up 18 percent from a year ago.

Noteworthy export markets in 2018's first half included Japan (\$1.02 billion – up 12 percent from last year's pace), South Korea (\$802.1 million, up 52 percent), China/Hong Kong (\$510.8 million, up 43 percent) and Taiwan (\$249.7 million, up 39 percent). Also showing strong demand for U.S. beef were Mexico (\$506.7 million, up 10 percent), Central America (\$38.8 million, up 26 percent) and South America (\$63.9 million, up 20 percent).

## Cattlemen's Beef Board Fiscal Year 2017 Expenditures

|                               |              |
|-------------------------------|--------------|
| Promotion .....               | \$7,871,078  |
| Research .....                | \$9,102,863  |
| Consumer Information .....    | \$7,913,258  |
| Industry Information .....    | \$4,180,808  |
| Foreign Marketing .....       | \$8,140,797  |
| Producer Communications ..... | \$1,498,613  |
| Evaluation .....              | \$202,832    |
| Program Development .....     | \$292,090    |
| USDA Oversight .....          | \$465,853    |
| Administration .....          | \$1,796,725  |
| TOTAL EXPENSES .....          | \$41,464,917 |

*Audited Numbers*

An independent survey of beef producers has found 74 percent continue to approve of the Beef Checkoff Program. That's 5 percent higher than it was a year earlier. The survey found that the more producers know about the program, the more supportive they are.

Seventy eight percent said the checkoff has value, even when the economy is weak, and 71 percent say the checkoff represents their interests. The survey was conducted from December 2017 to mid-January, 2018.