

State Beef Councils Pursue Efforts To Promote Beef's Image

Digital efforts concentrate on protecting beef's image and engaging beef advocates.

by **Kindra Gordon**, field editor

The Federation of State Beef Councils, composed of state beef councils from around the country, is diligently at work guiding checkoff programming within state and national efforts to continue to promote beef.

A Federation Forum was hosted Feb. 2 at the 2017 Cattle Industry Convention & NCBA Trade Show in Nashville, Tenn., to highlight some of the priorities and projects taking place. Of the collaborative efforts between National Cattlemen's Beef Association (NCBA) staff and state beef council staff, Patti Brumbach, representing the Washington State Beef Commission on the Federation Advisory Council, remarked, "We are taskmasters at working together and sharing ideas and then applying and tailoring them to our own states and to national. We have this symbiotic relationship."

She noted that it is truly representative of the maxim, "If you want to go fast, go alone. If you want to go far, go together."

A few of the success stories that have recently occurred to move more American beef included promotion efforts in Korea that have resulted in U.S. beef now earning more featured spots in Korean consumer markets, and the domestic Ibotta online coupon promotion that helped sell more pounds of beef among urban American consumers.

Into 2017, digital campaigns will be the focus, with emphasis on two of the priorities identified in the beef industry long-range plan. These include protecting beef's image and engaging beef advocates. Additionally, videos sharing beef production information will be developed because only one-third of the population indicates they are familiar with how beef goes from pasture to plate. Plus, because more than 50% of consumers



indicate that they view farmers, veterinarians and researchers as credible sources, those individuals will also be featured in video segments sharing knowledge about the beef industry.

As guidance in how consumers respond to digital/video beef producer promotions, the Ohio and Texas State Beef Councils shared their recent experiences with forum attendees.

In Ohio, a producer-image campaign centered around the message "We Care, We're Capable" was launched in 2016 to share stories of beef farm families within the state. Initially a blog with producer photos and profile articles was developed, then a nine-part video series following through calving season was created. The effort was well-received by consumers and more videos introducing consumers to the beef industry will be pursued in 2017. View the Ohio campaign at www.ohiobeef.org/FAQs/meet-beef-farmer.

In Texas, the campaign "BEEF Loving Texans" was launched in June 2016 to share

unique recipes, producer stories, cooking and shopping tips, and expert nutrition information with consumers. Specifically, the BEEF Loving Texans campaign focused on celebrating the pride and values deeply rooted in Texans through family, community and tradition.

The campaign encompassed online videos, TV, radio, billboards, and retail stores and events. In just eight months, online views of 1.7 million impressions were tallied, and the 30-second commercial received 17.3 million views.

Consumer focus groups indicate the campaign is helping instill trust of beef producers and the industry.

Linda Beebe, representing the Texas Beef Council, noted, "We'd love to get every consumer to a ranch, but we know that's not possible when financial resources are limited, so video and other campaigns are a way to show what beef producers do." View aspects of the Texas campaign at www.beeflovingtexans.com/texas-stories/.

Currently, a national digital campaign to help build the beef producer image and highlighting how beef goes from pasture to plate is in development. It will include a 360° video that is a form of virtual reality. Additionally, a new <http://beef.itswatsfordinner.com> website is under way that will integrate information from product to production to recipes. Look for these new efforts to be launched in 2017.

Editor's Note: Field Editor Kindra Gordon is a freelance writer and cattlegirl from Whitewood, S.D. This article was written as part of Angus Media's coverage of the 2017 Cattle Industry Convention. For further coverage, visit www.angus.media.