

BEEF BUSINESS

by Julie Mais, editor

In this month's "Beef Business," we present how COVID-19 has affected beef demand and educational opportunities.

Effects of COVID-19 on Beef Demand

The number of consumers who say they intend to eat beef at least weekly increased from 67% to 72% compared to 2019, and consumer positive perceptions of beef reached 70% for the first time, according to a new report released by the National Cattlemen's Beef Association (NCBA), a contractor to the Beef Checkoff, that examines the effects of the COVID-19 pandemic on consumer attitudes, behaviors and perceptions.

Key takeaways include:

- Online ordering for both groceries and meal ordering is likely here to stay. It is expected online ordering and delivery will grow at a more rapid pace than originally projected due to COVID-19. Beef. It's What's For Dinner., managed by NCBA, will continue to complete first-of-its-kind exploratory e-commerce marketing campaigns to help the supply chain accelerate the sales of fresh beef in this rapidly changing environment.
- Consumers are cooking more meals at home now than prior to COVID-19. This means they are searching for information to help them cook meals at home. Though expected to continue for the short term, a long-term

shift is difficult to assess. NCBA will continue to utilize a variety of techniques by pushing out cooking information and recipe inspiration through digital, social media and traditional media platforms and leveraging impactful, high-profile influencers or thought leaders to teach consumers how to cook.

- Consumers are spending more time at home and online than prior to COVID-19. Along with that comes the rise of more TV and moving-streaming platforms and the decline of the in-person movie theater watching experience, which could signal a long-term shift in consumers using more media "inside of the home" compared to "out-of-home." NCBA will continue to utilize a variety of marketing platforms to continuously reach the consumer through paid, earned and owned digital, social and traditional media platforms.
- Currently, consumers are more focused on spending their money on essential needs, such as groceries, household supplies and personal care and cleaning products. This will likely adjust back at some point; it is just a matter of when. NCBA, as a contractor to the Beef Checkoff, will continue to look

for opportunities to remind consumers that beef is the classic comfort food that they want as the centerpiece of their dinner, especially as we move into the holiday season.

- Positive consumer perceptions of beef and beef production increased during the pandemic and will likely remain higher for the next several months. Consumers may return to expressing concerns about food production when focus evolves from current concerns. NCBA will continue programs that educate consumers about beef and beef production.

The full "State of the Consumer" Report, with detailed statistics and graphs can be found at www.beefresearch.org.

Source: Beef Checkoff

USDA Agricultural Outlook Forum

Registration is now open for the 97th annual Agricultural Outlook Forum (AOF), the largest annual meeting and premiere event of the USDA. The two-day forum will take place on Feb. 18-19, 2021. Due to COVID-19 and current restrictions on large gatherings in the Washington, D.C. area, USDA will host the 2021 Forum virtually for the first time and registration will be free for the event.

The 2021 Forum, themed “Building on Innovation: A Pathway to Resilience,” builds on USDA’s Agriculture Innovation Agenda, launched earlier this year to align USDA’s resources, programs, and research toward the goal of increasing U.S. agricultural production by 40% while cutting the environmental footprint of U.S. agriculture in half by 2050.

The Forum will feature a panel of distinguished guest speakers and 30 breakout sessions developed by agencies across USDA. Topics covered include the food price outlook, innovations in agriculture, U.S. and global agricultural trade developments, and frontiers in sustainability and conservation. In addition, the USDA Chief Economist will unveil the Department’s latest outlook for U.S. commodity markets and trade and discuss the U.S. farm income situation.

Visit www.usda.gov/oce/ag-outlook-forum to register.

Source: USDA

Animal Ag Alliance Virtual Summit

The Animal Agriculture Alliance announced that its 2021 Stakeholders Summit, set primarily for May 5-6, will be hosted virtually and themed “Obstacles to Opportunities.” The annual Summit brings top thought leaders in the industry together to discuss hot-button issues and out-of-the-box ideas.

Registration for the Virtual Summit will open in early 2021 and a tentative schedule will be shared at that time. Visit <https://animalagalliance.org> for the most up-to-date information.

Source: Animal Agriculture Alliance

USDA final rule on P&S Act

The USDA Agricultural Marketing Service (AMS) Dec. 10, issued a final rule to ensure fair trade and competitive marketing of livestock and poultry.

The rule clarifies the types of conduct prohibited by the *Packers and Stockyards (P&S) Act* and sets forth several criteria the Secretary of Agriculture will consider when determining whether conduct by packers, swine contractors or live poultry dealers represents an undue or unreasonable preference or advantage.

The four criteria include whether the preference or advantage:

1. Cannot be justified on the basis of a cost savings related to dealing with different producers, sellers, or growers;
2. Cannot be justified on the basis of meeting a competitor’s prices;
3. Cannot be justified on the basis of meeting other terms offered by a competitor; and
4. Cannot be justified as a reasonable business decision.

The final rule provides the Secretary will consider these criteria and allows for additional criteria to be considered in determining if an undue or unreasonable preference or advantage has occurred and enforcement action should be taken.

The rule will be published in the Federal Register and is effective as of Jan. 11, 2021.

Source: USDA AMS

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Final Chapter Cow & Bull Dispersion

March 6, 2021 • 1pm

Dunlap Livestock Sales Facility
Dunlap, IA

80 Head Sell

60 Bred Cows and/or Cows
with Calves at side.

**Bred cows
Cows with calves at side
Two-Year-Old
Yearling Bulls**

Show Heifer prospects will sell!



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