

Nebraska Beef Council News

YEAR IN REVIEW

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State Collaboration Inspires Nutrition Adventure

Beef councils from Nebraska, Kansas, Missouri and Oklahoma collaboratively hosted a select group of 25 registered dietitians from across the country in late May for a checkoff-funded event emphasizing beef's nutritional profile, culinary versatility and production methods. Those attending Nutrition Adventure in the Kansas City area were selected for their high levels of involvement on social media and blogs, giving them the ability to influence thousands of consumers. One highlight for participants was a tour of

the Tailgate Ranch, a cow-calf operation near Tonganoxie, KS. Dietitians asked questions of area beef producers and heard from a panel comprised of representatives from all segments of the beef supply chain. Discussion topics included animal handling practices, antibiotic use, growth promotants and sustainability. State beef councils host events like Nutrition Adventure to give opinion influencers accurate, firsthand knowledge that can be conveyed to large consumer audiences through social media. ■

Reaching Consumers Where They Live: Online



A lot has changed in the world of advertising over the past ten years, including how consumers receive their information. Advertisers no longer need to cast a broad net to capture their audience's attention, but instead can target specific consumer groups through digital advertising. The Nebraska Beef Council (NBC) has used this approach to efficiently promote the positive attributes of beef's

taste, nutrition and sustainability to the older millennial consumer.

"We know through consumer research that when consumers are familiar with our brand (Beef. It's What's For Dinner.) they are more likely to be positive toward all things beef," said Adam Wegner, director of marketing for the NBC. "We've been successful promoting beef through digital platforms like YouTube, Google, Facebook and Instagram. We know who the ads are delivered to, their reactions to our messages and what resonates with them."

In 2019, digital ads implemented by the NBC resulted in 3.1 million video views on YouTube and led to over 7,000 visits to the Beef. It's What's For Dinner. website. Digital ads on YouTube and Facebook allow advertisers to only pay when the viewer watches the entire ad or chooses to click through to the website. At an average cost of \$.03 per view, digital advertising has proven to be a cost-effective method for promoting beef. ■

Influencing the Influencers



Each year, the NBC hosts beef production tours for influencer groups. In 2019, a group of bloggers, dietitians, foodservice operators and educators traveled to Nebraska for the Beef Experience Tour. The attendees visited a ranch, sale barn, feedlot, dairy farm and packing plant to learn about the process of raising beef from pasture to plate. The group's extended reach and influence allows them to be beef advocates, sharing their tour experience with thousands of other consumers. ■

For more information or to sign up for monthly e-updates from the Nebraska Beef Council, please email info@nebeef.org.

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Reaching Nebraska Youth with Beef Education

The NBC reaches Nebraska youth K-12 with a variety of programs throughout the year with messaging that includes beef nutrition, cookery, production education and the importance of the beef industry in Nebraska. The goal of these efforts is to create informed consumers who understand the value of beef in their diet and who are advocates for the entire beef community. Youth outreach programs supported by the Beef Checkoff in Nebraska this past year include:

- **Beef in Schools Program**
- **Ag Sack Lunch Program**
- **Beef for the Classroom**
- **Ag in the Classroom**
- **Nebraska Youth Beef Leadership Symposium**
- **Lincoln Children's Museum Display**
- **High School ProStart Culinary Program**
- **Nebraska Kids Fitness and Nutrition Day**
- **Nebraska Agricultural Youth Institute**
- **Ag Literacy Festival**
- **Fonner Park Ag Days**
- **Statewide FFA/Ag Classroom Visits** ■

Driving Beef Demand in Foreign Markets



Foreign marketing has been an emphasis for the NBC Board for over 25 years. Through investments in the U.S. Meat Export Federation (USMEF) and the Nebraska Department of Agriculture, NBC helps facilitate promotion and education for beef in countries across the globe. This past year, several NBC board members participated in trade missions and events to help connect the foreign customer with the producer sector.

These are just a few of the projects and people who participated in foreign marketing programs this year:

- Jim Ramm attended a beef trade program with USMEF in Japan
- Gregg Weidel participated in the Governor's Trade Mission to Taiwan
- Ivan Rush attended the USMEF Latin America Product Showcase which NBC sponsored
- Rosemary Anderson traveled with the USMEF Heartland Team to Japan
- Educational seminars and promotional programs were funded in the EU, Japan, Macau, Hanoi and Italy ■

2018/2019 NBC Financials

Total Collections.....	\$10,344,304
State of Origin.....	\$2,984,575
CBB.....	\$3,680,498
NE \$.50.....	\$3,698,263

Domestic & Foreign Investments	\$2,219,754
Promotion	\$228,701
Consumer Information	\$318,884
Industry Information.....	\$65,130
Producer Communications	\$123,354
Research	\$202,317
Foreign Marketing.....	\$58,613
Collections.....	\$106,063
Administration.....	\$178,962

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