

# Nebraska Beef Council News

## YEAR IN REVIEW

1319 Central Ave PO Box 2108 Kearney, NE 68848 ■ (308) 236-7551 ■ [nebeef.org](http://nebeef.org)



### Foreign Marketing Report

In October of 2019, I attended the Anuga Food Fair and Drink in Cologne, Germany. This is the world's largest food trade show, with booths covering 11 different buildings. It was an opportunity to speak to several international audiences about the science behind quality beef from Nebraska. The five-day fair brought more than 100,000 people.

The Nebraska strategy has been to work directly with distributors. Helping their customers understand the quality of beef from Nebraska assists them in selling our products.

There were two primary events. I spoke to 100 people at a luncheon of beef from Nebraska for Inalca Food and Beverage's customers and staff. Inalca distributes products all over the world, except South America. The second

event was run in conjunction with Anuga, called "Excellence from Farm to Table." Albers Foods combined experts and chefs to talk about beef. This event also allowed more than 200 customers and buyers to taste a wide variety of products.

The feedback has been exceptional, and there is no doubt we are making an impact with foreign consumers.

Thanks to the Nebraska Beef Council for the opportunity to help promote beef from Nebraska and extend the reputation of the state's beef producers and the University of Nebraska on a global scale. ■

**Chris R. Calkins, Ph.D.**  
**Professor of Animal Science**  
**University of Nebraska**

### Digital Advertising Report

The Nebraska Beef Council (NBC) has implemented various digital advertising efforts this year to reach consumers with beef messaging. More and more consumers are making online food purchases and searching for recipes and cooking instructions, and this increase in online consumers gives many opportunities for beef advertising. Below are digital advertising effort results from Nebraska this year. A mix of digital media campaigns resulted in 5,712,011 impressions and 3,215,626 engagements through YouTube, Google search and Spotify.

**Google Search:** During the summer of 2020, beef ads appeared in 67,017 Google searches in Nebraska, resulting in more than 5,000 visits to the NBC website. The ads were delivered to consumers looking for rancher recipes, producer profiles and the beef lifecycle.

**Facebook:** NBC's Facebook page reached 3.09 million people with recipes, cooking instructions and other beef-related information.

**Spotify:** Audio ads reached Nebraska consumers 899,089 times in 2020. The ads had a 93 percent completion rate at the cost of about \$.01 per listen.

**YouTube:** A producer image campaign featuring video ads with real Nebraska beef producers was delivered to Nebraska YouTube users 1.8 million times in 2020. The ads were viewed more than 870,000 times at the cost of just \$.02/view. A separate YouTube video ad campaign highlighted beef's great taste and the beef industry's commitment to Beef Quality Assurance. These ads were delivered 2.9 million times to Nebraska consumers and resulted in 1.49 million video views. ■

### Good Life. Great Steaks.



The Nebraska Beef Council coordinated the "Good Life. Great Steaks." T-shirt campaign in response to the COVID-19 pandemic that created higher than normal food insecurity in Nebraska. During the four-week promotion, more than 1,200 shirts imprinted with the campaign slogan were purchased. This campaign raised \$8,100 to supply beef to families in need through the Food Bank for the Heartland and Food Bank of Lincoln.

"It was great to see the outpouring of support during this campaign," said Buck Wehrbein, board chairman for the Nebraska Beef Council. "Nebraskans love their beef and they are generous when it comes to helping their neighbors. What a great way to show our pride for the state's beef industry while helping to put food on the tables of those in need." ■

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

NEBRASKA  
**BEEF**  
COUNCIL

## Youth Education Report



Throughout 2020, the Beef Checkoff participated in a variety of youth education events and programs. Due to the pandemic, some regular events were postponed or converted to online experiences. NBC will continue to provide resources and educate students on beef production and the benefits of incorporating beef into a healthy lifestyle. Here are NBC's youth programs:

- 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
- High School ProStart Culinary Program
- Nebraska Kids Fitness and Nutrition Days
- Nebraska Youth Agricultural Institute (NAYI)
- Ag Literacy Festival
- Statewide FFA/Ag Classroom Visits

## Checkoff-Funded Presentation Reaches Health and Fitness Professionals Nationally



Jessica Crandall Snyder

The Nebraska and Kansas Beef Councils joined together to sponsor a Checkoff-funded session at the American College of Sports Medicine (ACSM) Health and Fitness Summit. This session provided health and fitness professionals with science-based information that can lead to a greater understanding of beef's nutrients and the role of beef in a balanced diet and active lifestyle. Originally scheduled as an in-person conference in Atlanta, the event was pivoted into a virtual webinar available to ACSM members over the next three years. By transitioning to a webinar series, the session reached more

than 1,300 fitness professionals immediately and could garner an additional 700 views within the ACSM library. After being launched in mid-July, the webinar was viewed 110 times within the first two weeks.

Registered dietitian and professional speaker Jessica Crandall Snyder presented the Checkoff-funded webinar titled "Fueling Women's Health At the Critical Stages of Life." Throughout the session, Jessica took a decade-by-decade approach helping attendees uncover the strengths and challenges of healthy eating at every age for female athletes. Session content focused on the nutrients found in beef that help women build strong muscles and bones, keep their immune systems running and their energy levels high, and help brain function stay in top shape.

Sponsored webinars are one aspect of the Nebraska Beef Council's overall nutrition program, aiming to dispel common misinformation and educate health and fitness influencers with peer-reviewed research that demonstrates how beef can fit into an active and healthy lifestyle. ■

## 2019/2020 NBC Financials

|                        |             |
|------------------------|-------------|
| Total Collections..... | \$9,814,902 |
| State of Origin.....   | \$2,886,076 |
| CBB.....               | \$3,465,107 |
| NE \$.50.....          | \$3,481,849 |

|                                      |             |
|--------------------------------------|-------------|
| Domestic & Foreign Investments ..... | \$2,206,476 |
| Promotion .....                      | \$240,376   |
| Consumer Information .....           | \$245,944   |
| Industry Information.....            | \$62,518    |
| Producer Communications .....        | \$98,593    |
| Research .....                       | \$106,706   |
| Foreign Marketing.....               | \$14,854    |
| Collections.....                     | \$113,367   |
| Administration.....                  | \$183,942   |

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

