

# NEBRASKA BEEF COUNCIL

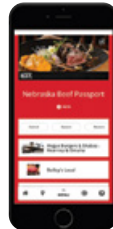
1319 Central Ave, PO Box 2108, Kearney, NE 68848 ■ (308) 236-7551 ■ [nebeef.org](http://nebeef.org)

## DOMESTIC MARKETING

### NEBRASKA BEEF PASSPORT

The second annual Nebraska Beef Passport took place May 1 through September 30, 2022, featuring 44 restaurants across Nebraska.

- More than 6,100 passports distributed
- Participants from 300+ communities
- More than 1,600 digital passports activated
- **More than 4,100 stamps collected**
- 1,000+ followers on the Nebraska Beef Passport Facebook page
- 6,000+ consumer emails collected over the past two years



This year's top prize winners were from Lincoln, Valley and Grand Island, Nebraska. In total, 270 people received prizes for participating and reaching milestones for stamps collected.

### NEBRASKA DIGITAL ADVERTISING

The Nebraska Beef Council's digital advertising campaign utilizes YouTube, Spotify and Google Search to deliver a mix of video and audio messages highlighting beef's great taste and nutritional value. On average, consumers spend five hours on their phone or tablet each day. In order to reach these consumers, your Beef Checkoff is advertising on these social media channels.

- **4.5 million total digital consumer impressions**
- 2.4 million engagements (views, listens, clicks)

#### YouTube Campaign:

- 4,290,410 impressions
- 2,233,807 video views
- 52% view rate at \$.02/view

#### Google Search:

- 115,811 impressions
- 6,921 clicks to [nebeef.org](http://nebeef.org)
- \$.44 per click

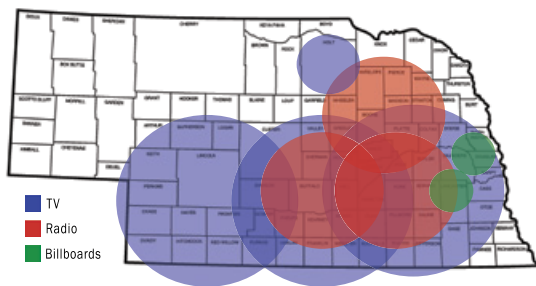
#### Spotify:

- 144,354 impressions
- 139,662 audio listens
- \$.03 per listen



### TRADITIONAL ADVERTISING

The Nebraska Beef Council's traditional media mix includes television, radio and billboard advertising. The messages encourage consumers to purchase or enjoy beef during strategic times of the year, including summer grilling, holiday roasting and Beef Month.



Nebraska Beef Council 2022 Media Mix

#### Radio:

- **Strategically targets consumers during peak consumption periods**
- Stations include KTMX-York, KRGI-Grand Island, KQKY & KRNY-Kearney, KSYZ-Hastings/GI, KZEN-Columbus and KUSO-Norfolk.

#### Television:

- Total reach 350,000+
- Coverage of 70% of the state
- Stations include KOLN 10/11 (CBS) & NTV (ABC)

#### Billboards:

- 21 static or digital billboards in the Omaha and Lincoln markets
- 3,556,656 total billboard impressions
- Large display boards in both terminals at Eppley Airfield
- 1.1 million airport traffic impressions a month

Scan the QR Code to sign up for the monthly Nebraska Beef Council e-Newsletter to stay up-to-date with current beef industry news.

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## FOREIGN MARKETING

Driving growth in exports is a strategic priority for Nebraska Beef Council (NBC) to strengthen beef demand in the global marketplace. Through partnerships with the Nebraska Department of Agriculture and the U.S. Meat Export Federation (USMEF), a contractor to the Beef Checkoff, the following programs and projects have been executed this past year:

- Japanese Promotion, *Journey to American Beef*, in partnership with USMEF featured Nebraska producer, Steve Hanson, to help the Japanese consumer understand beef production.

- E-commerce retail campaign with Homeplus stores in Korea.
- Chefs and consumers learned about beef preparation via a mobile cooking school in Mexico.
- UK and Italian seminars for chefs and buyers with Dr. Chris Calkins to promote beef from Nebraska.
- Presentations and seminars with Dr. Chris Calkins in Spain and Germany. ■

## HEALTH & EDUCATION

### PEDIATRIC TOOLKITS

Pediatric health professionals across 32 states received educational tools on the benefits of beef as a complementary food, including 100 toolkits across 20 key markets in Nebraska.

Results from the Pediatric Health Professional Survey indicated:

- Nearly 9 in 10 professionals have recommended or intend to recommend beef to parents and caregivers.**
- Three-quarters of respondents are more likely to recommend beef as an early, complementary food since receiving the program materials.
- Seventy-five percent of respondents report being more knowledgeable about beef as an early, complementary food since receiving the mailing.
- More than two-thirds of respondents report a more favorable impression of beef as an early, complementary food due to the program.
- Half of the consumer respondents reported that receiving the program from their pediatric professional has made them more likely to feed beef to their child.

### HEART MONTH

In honor of Heart Month in February, NBC partnered with six different cardiac rehab departments and hosted educational sessions focusing on beef's role in a heart healthy diet at Methodist Health Systems. More than 100 cardiac rehab patients and staff attended. Additionally, the Beef Checkoff has 20 recipes that have received the Heart Check certification from the American Heart Association as a heart healthy meal option and are widely used and distributed to healthcare facilities.



### YOUTH EDUCATION

The Nebraska Beef Council and its Board of Directors recognize the ever-increasing value of ag literacy and education among youth audiences and its direct correlation to our state's food production system and economic infrastructure. As a result, NBC proudly supports several organizations and programs focused on developing a connection to agriculture, beef and the impact it plays in our daily lives.

- Nebraska Ag in the Classroom – 38,263 total student interactions.
- Ninety-eight percent of participants stated their students' knowledge increased after participating in a lesson.**
- Ag Sack Lunch Program – 5,478 students from 123 different schools across the state (22-23 budgeted to reach 6,250 students).
- Nebraska Kids Fitness and Nutrition Days – yearly impact of 2,600 fourth grade students across seven central to western Nebraska sites. The Kearney event was the largest event reaching 800 students from 10 area communities.
- Nebraska Cattlewomen – direct education with 2500+ students in three days at Nebraska's Largest Classroom event.
- Beef classroom materials in more than 100 schools across the state. ■

### 2021/2022 NBC FINANCIALS

- Total Collection ... \$10,153,936
- State of Origin ... \$2,705,845
- CBB ... \$3,724,462
- NE \$0.50 ... \$3,723,629
- Domestic & Foreign Investments ... \$2,210,636
- Promotion ... \$391,920
- Consumer Information ... \$328,003
- Industry Information ... \$89,074
- Producer Communications ... \$67,767
- Research ... \$95,029

- Foreign Marketing ... \$61,961
- Collections ... \$115,327
- Administration ... \$188,530

### NBC STAFF

- Ann Marie Bosshamer – Executive Director
- Adam Wegner – Director of Marketing
- Mitch Rippe – Director of Nutrition & Education
- Linda Barton – Office Manager
- Pam Esslinger – Administrative Assistant

### NBC BOARD OF DIRECTORS

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