

# NEBRASKA BEEF COUNCIL

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

## NEBRASKA BEEF PASSPORT

The third annual Nebraska Beef Passport occurred from May 1 through September 30, 2023. New this year was the addition of 17 meat lockers through a partnership with the Nebraska Association of Meat Processors. This year's top prize winners were Michelle Wilken from Johnson Lake and John Ecklund from Atkinson. Sixteen individuals achieved the Beef Passport Hall of Fame status by visiting at least 30 locations. Other highlights include:

- More than 1,550 digital passports activated
- Participation in 145 communities and seven states
- Nearly 2,100 check-ins collected
- 135 individual prizes awarded



## NEBRASKA ADVERTISING

The Nebraska Beef Council (NBC) utilizes traditional and digital media to reach a targeted consumer base in Nebraska and beyond the borders.

### DIGITAL ADVERTISING

Digital advertising campaigns utilize YouTube, Connected TV and Google Search to deliver video messages highlighting beef's great taste and nutritional value. Digital advertising continues to be an effective and cost-efficient way to reach consumers who are spending more and more time on these platforms.

- 9.8 million total digital consumer impressions
- 2.4 million video views
- 19,416 website visits

### TRADITIONAL MEDIA

Traditional media placements include seasonal television, radio and billboard advertising. The messages encourage consumers to purchase or enjoy beef during strategic times such as summer grilling, the holiday season and Beef Month. Banner advertising in the Omaha Airport terminal welcomes more than one million monthly visitors to Nebraska with the message of "Good Life and Great Steaks."

#### Radio:

- KTMX-York
- KRGI-Grand Island
- KQKY & KRNY-Kearney
- KSYZ-Hastings/GI
- KZEN-Columbus
- KUSO-Norfolk

#### Billboards:

- Lincoln
- Omaha
- Eppley Airfield

#### Television:

- KOLN 10/11 (CBS) – Lincoln
- NTV (ABC) – Tri-cities



Banner in Eppley Airfield terminal.

## FOREIGN MARKETING

In partnership with the U.S. Meat Export Federation and the Nebraska Department of Agriculture, NBC sponsored and participated in various foreign marketing programs and campaigns this year. Here are just a few examples:

- Dr. Chris Calkins presented and conducted a cutting demonstration at a food show in Thailand.
- MasterChef Indonesia featured an episode on beef from Nebraska with Dr. Calkins and Matt & Audra Allen.

- Beef promotions and educational seminars in Columbia, Taiwan, Europe, South Korea and Japan.

NBC Board Members Ivan Rush, Rosemary Anderson and Jeff Rudolph also attended events in Colombia, South Korea and Japan.

"Meeting people face to face from other countries allows for an authentic connection and an impactful understanding of how dedicated and passionate Nebraska producers are about our beef," said Rosemary Anderson of Whitman. ■

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.

NEBRASKA  
**BEEF**  
COUNCIL



## YOUTH OUTREACH PROGRAMS

- Nebraska Beef Leadership Experience
  - Six University of Nebraska-Lincoln students participated in the first-ever Nebraska Beef Leadership Experience. The experience included tours of HyVee, Cashwa, the U.S. Meat Animal Research Center, sitting in on a Nebraska Beef Council Board of Directors meeting, and shopping for and cooking a nutritious beef-based meal.
- FFA Chapter Visits
  - The Nebraska Beef Council visited multiple FFA Chapters to educate about the Beef Checkoff's purpose and general beef industry information.
- Nebraska Youth Leadership Beef Symposium (NYBLS)
  - NYBLS has been significantly supported by NBC over the years, playing a vital role in enhancing leadership and knowledge of beef among students.
- Ag in the Classroom and Ag Sack Lunch Programs
  - NBC proudly partners with these programs to help educate thousands of elementary students across Nebraska about agriculture.

### 2022/2023 NBC FINANCIALS

- Total Collections – \$10,020,812
- State of Origin – \$2,781,394
- Cattlemen's Beef Board – \$3,620,176
- NE .50 – \$3,619,242
- Domestic & Foreign Investments – \$2,151,445
- Promotion – \$296,685
- Consumer Information – \$354,829
- Industry Information – \$81,772
- Producer Communications – \$50,333
- Research – \$80,744
- Foreign Marketing – \$75,299
- Collections – \$108,448
- Administration – \$193,064

### NBC BOARD OF DIRECTORS

- Ivan Rush – Scottsbluff
- Rosemary Vinton-Anderson – Whitman
- Doug Temme – Wayne
- Jim Ramm – Atkinson
- George Cooksley – Anselmo
- Michele Cutler – Elsie
- June Loseke – Columbus
- Mark Goes – Odell
- Jeff Rudolph – Gothenburg

### 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

## NUTRITION & EDUCATION

### NUTRITION ADVENTURE

In collaboration with Kansas, Missouri and Oklahoma Beef Councils, NBC co-hosted the biennial Nutrition Adventure program. Highlights included:

- Hosting 28 dietitians from 12 states for two and a half days.
- Learning from leading experts in nutrition, food inclusivity, beef sustainability and food styling.
- Connecting with producers from all segments of the beef supply chain to provide a firsthand experience on animal care and nutrition.
- Discuss how all segments work toward the common goal of sustainably feeding a diverse and growing population.

One dietitian noted of her experience, "Beef is a high-quality protein source that provides 10 essential nutrients — many of which Americans fall short of. Cattle are great up-cyclers and convert low-quality protein sources into high-quality amino acids — which cannot be said about other animals. Therefore, beef is a sustainable, versatile, high-quality option for all!"

### ACADEMY OF NUTRITION AND DIETETICS FOOD & CULINARY PROFESSIONALS 2023 CULINARY WORKSHOP

More than 80 percent of sensory impressions are registered through sight. How does sight impact one's perception of food if sight was removed? How are flavors, textures and aromas perceived without the information collected through sight? That's what more than 50 registered dietitians experienced during the "Shed New Light on Flavor" workshop produced in partnership with the California, Nebraska and Kansas Beef Councils and the National Cattlemen's Beef Association. The workshop was designed and led by Dr. Hoby Wedler, a Ph.D. chemist and sensory expert who walked attendees through a blindfolded tasting experience. In addition to the workshop, meat scientist Dr. Phil Bass, provided a keynote called "Raising the Steaks: Exploring Beef's Versatility."

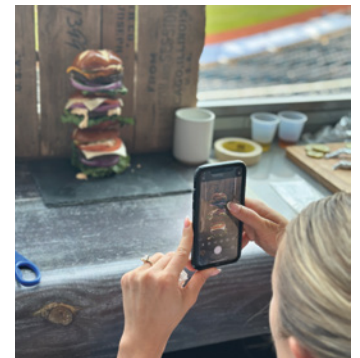
### FEBRUARY HEART MONTH PROGRAMS

NBC sent out toolkits to all 74 active cardiac rehabilitation facilities in the state to emphasize beef's role in a heart-healthy lifestyle. Toolkits contained:

- Patient-focused resources, American Heart Association certified recipe cards and step-by-step recipe videos that could be shown in exercise facilities, waiting rooms or utilized as a stand-alone class component.
- That outreach resulted in supplementary resources sent to York General Hospital, CHI Health Immanuel (Omaha), CHI Health Creighton University Medical Center—Bergan Mercy (Omaha), Memorial Community Hospital (Blair) and Regional West Medical Center (Scottsbluff).

Additional healthcare facilities requested heart-healthy cooking classes for patients and community members. Classes were held at:

- Methodist Health System (Omaha), Phelps County Hospital (Holdrege), Cherry Hills Estate (Valentine), Cozad Healthcare, Perkins County Hospital (Grant), and CHI St. Francis (Grand Island).
- Based on the success of these programs, the Nebraska Beef Council will be expanding its outreach to additional healthcare facilities in 2024. ■



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.

NEBRASKA  
**BEEF**  
COUNCIL

