

Association of Meat Processors (MAMP) to connect with many of our local butchers and meat markets. This year's "Retail Beef Backer of the Year" was Steve's Meat Market in Ellendale.



Twin Cities Live: MBC makes a monthly appearance on Twin Cities Live, an afternoon program that airs daily on KSTP. Each segment is posted on our YouTube Channel after the air date. In 2018, we had over 800,000 household viewer impressions.

International Marketing: Prominent media representatives from Japan visited Minnesota to learn more about the U.S. beef industry. As guests of the MBC and the U.S. Meat Export Federation, attendees learned how cattle are raised and how meat is marketed through both retail and foodservice channels.

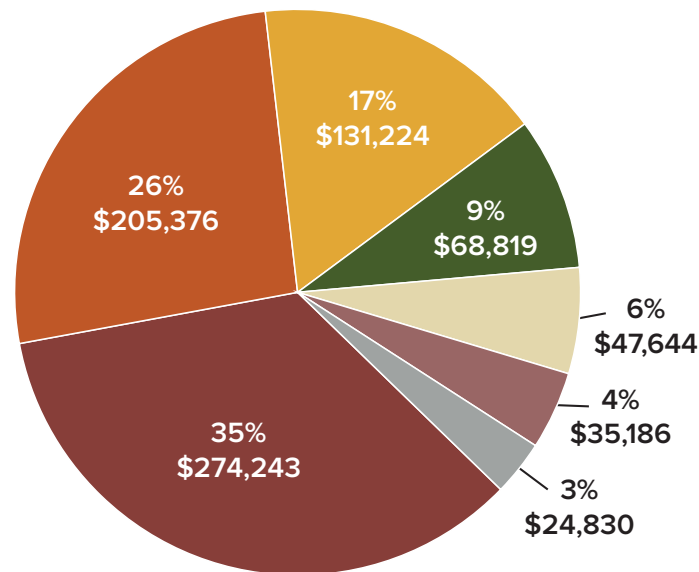
As of October 2018, the value of exports to the beef industry amounts to \$6.92 billion, up 17% from 2017. This equates to a value of \$320 per head of fed slaughter cattle for January – October 2018.



A major project this past year has been supporting the USMEF's U.S. beef promotion efforts in Asia. In May, representatives of MBC and Minnesota State Cattlemen's Association traveled to Japan and China to meet with important industry leaders. They also connected with consumers at the retail counter and through influencer grilling events.

Beef Quality Assurance: MBC's Beef Quality Assurance Program hosted 20 trainings in 2019. In Minnesota, nearly 5,600 farmers and ranchers have an active BQA certificate.

Minnesota Beef Council Fiscal Year 2019 Expenditures by Category Total Expenses: \$787,322



Advocacy Training: The Minnesota Top of the Class program is a dynamic, year-long educational experience featuring both in-state and out-of-state seminars. The goal of the program is to equip participants with the training, knowledge and experience they need to be sources of information for local, state and national media outlets, journalists and consumers looking for information about beef production. In 2018 and 2019, 16 members of the Minnesota beef community completed the program.

Local Producer Promotion: MBC contributed nearly \$8,000 through the Local Producer Promotion Program to local organizations promoting beef to consumers. This is a great way for us to extend our efforts to local communities throughout the state of Minnesota.

Research: Checkoff funds are allocated to various research projects related to beef product enhancement, beef nutrition, beef safety and beef sustainability.

To keep up to date with the Minnesota Beef Council activities:

On air: Linder Network (Mondays at 12:45 p.m.), RRFN (Wednesdays at 12:35 p.m.), KASM (Mondays at 12:20 p.m.), KDHL (Tuesdays at 6:00 a.m.) and WNAX (Wednesdays at 8:30 a.m.)

Online: www.mnbeef.org

Social:   

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-  Promotion
-  Consumer Education
-  Industry Information
-  Producer Communication
-  Operation & Compliance
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-  Administrative



Minnesota Beef Council 2019 Annual Report

PROMOTION

MN Beef Goes Viral: Social media is a great way to engage consumers with delicious beef recipes, educational content, and to showcase the outstanding beef farmers and ranchers in our state who are raising high quality beef. We produced a video called "Meet Bennett, a 5 Year Old Cattle Feeder" that went viral. The video gained 246,000 views, 1,600 reactions, 351 comments and 2,600 shares, making it our best performing post ever!



Farmer Feature Videos: We also featured several beef farm and ranch families to connect consumers with producers. We reached over 15,700 additional viewers on three full-length videos. The main goal was to increase awareness and traffic to our website, where we house additional beef production information.



Food Preparation Videos: The MBC staff frequently share beef preparation videos, recipes, tips and tricks. These videos generate thousands of views and interactions and continue to be well received by viewers.

Nourish Move Love Partnership: A partnership outside of the box, but so fitting for sharing our "Beef for Strength" message. Lindsey Bomgren of 'Nourish, Move, Love' has been an outstanding consumer spokesperson to work with. Lindsey is a young millennial mom focused on fitness, nutrition and healthy living for sustained mental and physical strength.



Our first video project included the "7 Day Meal Plan with Beef" and the "30 Minute Pyramid Beef Strong Workout." To date, the "Beef Strong" workout video has been voted by her followers as the "most challenging" workout, and it has proved to be her most frequently viewed workout video with over 14,800 views from her blog alone!

12 Days of Holiday Giving: Through a holiday promotional campaign, MBC featured great beef-related gift ideas, which generated 17,000 views, 2,300 comments and 547 shares.

Digital Advertising Monthly: Each month, MBC staff are designing new creative digital advertising strategies that are on-trend, seasonal and click-bait worthy. As a result, we have seen overall increased traffic and session duration on our website and social media platforms. Having a strategy all year long has been very beneficial in reaching a wider consumer audience right where they are and across several platforms and devices.



Health & Nutrition Influencers: Through several health professional conferences, meetings and beef immersion farm tours, MBC directly connected with influencers and shared information on beef production practices, beef nutrition evolution and common misperceptions related to the nutrition of beef through science and research findings.



Culinary Partnerships: The MBC staff works to foster relationships with chefs, restaurant owners and culinary students. We do this through meat cutting demonstrations with culinary schools and through the Minnesota Chapter of the American Culinary Federation. Each year, we name a Minnesota Restaurant of the Year. This year's "Food Service Beef Backer of the Year" was Pittsburgh Blue Steakhouse in Maple Grove and Edina.

Retail Partnerships: Grocery stores, meat markets and convenience stores serve a vitally important role as the point of purchase for consumers to connect with our amazing beef products. Activities this year included support and education to meat managers, marketers and dietitians at Hy-Vee and Coborn's, along with continued partnership with the Minnesota



Dear Fellow Producers,

Cattle producers have their feet firmly planted in two worlds: The world of tradition, using knowledge and skills handed down through the years that help result in vibrant, healthy animals producing the best beef in the world, and the world of technology, using the most up-to-date information to help us manage our businesses, market our animals and stay abreast of our situations.

Truth be told, most of us are probably more comfortable in the first world. After all, knowing and caring for animals comes naturally. Technology can be intimidating and moves so quickly these days that it's just difficult to stay current.

Stay current we must, however, especially when it comes to marketing beef. Consumers no longer get their information about beef from friends or the sales flyer in the weekly newspaper. The internet, social media, smart phones, artificial intelligence and other emerging technologies are influencing how we must talk with and educate those who buy our products.

Our Beef Checkoff is staying abreast of new technologies, using them effectively to reach both current and potential beef buyers. Thanks to your checkoff investments, we're able to keep beef front-and-center with those who consume our product and those who market it.

Research suggests we're on the right track. A recent independent evaluation of the national Beef Checkoff found that for every dollar invested, \$11.91 is returned to the beef communities' profitability. That's technology we can take to the bank.

Yours truly,

Laurie L. Munns

Laurie Munns
Hansel Valley, Utah
Chairman, Federation of State Beef Councils



Riding Technology Into the Future

Twenty-five years ago, having a website meant you were on the cutting edge of technology. No longer. Today a website is merely the foundation. In 2018 there were more than 1.8 billion websites globally, competing for the attention of consumers.

The Beef Checkoff's *Beef. It's What's For Dinner.* brand has successfully attracted a following of consumers through many channels, including an updated www.BeeftlsWhatsForDinner.com digital website, which answers questions consumers have about beef from pasture to plate. Since its relaunch more than 15 million people have visited the new website. But that's just the beginning of the Beef Checkoff's technological footprint.



To keep up with the evolving marketing landscape a new tool called Chuck Knows Beef was introduced in 2019. Powered by Google Artificial Intelligence, Chuck Knows Beef is a guide to all things beef – recipes, cooking tips, cut information, production background – helping source its customized responses from content found on the BeeftlsWhatsForDinner.com website.

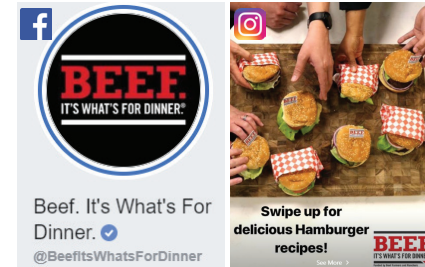
Chuck Knows Beef is based on the emerging trend toward smart speakers, such as the Google Home and Amazon Alexa. It can help the 70 percent of consumers who say technical support would help them when shopping for beef. Like the BeeftlsWhatsForDinner.com website, Chuck Knows Beef represents a prime opportunity for the beef industry to utilize technology to help increase consumer demand, giving consumers confidence in selecting and preparing beef.

Maximizing Millennial Reach



In 2014 Beef Checkoff advertising went 100 percent digital primarily to reach older millennial parents, who are more digitally connected. A new "Keep Sizzlin" collection of online beef advertising, for instance, shows beef being cooked by grilling, smoking, stir-fry, sous vide and cast iron. In addition to providing consumers with drool-worthy content, the ads lead consumers BeeftlsWhatsForDinner.com, where they learn to prepare the perfect beef meal.

New videos utilize the "Nicely done, beef" slogan and highlight the attribute consumers say distinguishes beef from other protein options: its great taste. Appearing on popular websites and social media platforms, Nicely Done advertising uses tongue-in-cheek humor and beef's swagger to help position beef as the top protein. Nicely Done through social media, search or display ads have had more than 98 million video views, creating more than 4 million engagements, and resulted in more than 500 million consumer impressions.



Beef. It's What's For Dinner. has also made a significant impact on Facebook and Instagram. Thirteen Facebook Live videos, featuring recipes and cooking tips from checkoff culinary experts were produced and posted over the past year, with almost 65,000 views. These videos continue to live on the *Beef. It's What's For Dinner.* Facebook page. In addition, six Instagram TV videos were posted in 2019 reaching thousands more consumers.

Technology also influences how the Beef Checkoff educates and motivates those who market beef. A test last year with Instacart, an online delivery service available to more than 80 percent of American households, demonstrated that *Beef. It's What's For Dinner.* ads at digital point-of sale increased beef purchases among users and proving to retailers the program's greater-than-average return on investment.

Partnering with other third-party content sites can also be useful in addressing complex beef issues. For instance, the Beef Checkoff has worked with Quartz, Greenbiz and Nativo to ensure consumers see balanced information about how beef is both healthy and sustainable. Articles with these groups have garnered almost 8.5 million impressions.

Technology is also helping improve international marketing. To share beef farming and ranching with audiences across the globe, *Beef. It's What's For Dinner.* is making its virtual ranch tours available in Korean, Japanese, and Spanish. The 360-degree videos virtually transport the viewer to a U.S. ranch to show how cattle are raised and cared for. Originally created by NCBA as part of checkoff-funded Beef. It's What's For Dinner. Rethink the Ranch outreach, the videos are giving audiences around the world a chance to experience U.S. beef production practices.



The Beef Checkoff-funded Beef Quality Assurance program has utilized technology to enhance success with cattle producers. More than 50,000 individuals have gone online to obtain BQA certification since 2017. Free online training and certification is accessible 24/7, making it a convenient option for busy farmers and ranchers. BQA certifications are also available at in-person training events. An estimated 80 percent of the U.S. fed beef supply is touched by BQA-certified operations.

Boosting International Demand



Of course, current technology will not be a component of all Beef Checkoff programs, such as international programs that boost international beef demand. U.S. beef exports, in fact, reached a record-shattering \$8.3 billion in 2018, a year-over-year increase of 15 percent. While Japan solidified its position as the leading international destination for U.S. beef, much of the year's growth was driven by South Korea and Taiwan. 2019 has seen continued momentum for these two markets, with both achieving double-digit growth through the first half of the year.

The U.S. Meat Export Federation, a subcontractor to the Beef Checkoff, uses checkoff support to promote the unique attributes of U.S. beef worldwide, including to key buyers in the Korean and Taiwanese foodservice sectors, where dry-aged U.S. beef is increasingly popular.

In the United States, many other efforts not requiring enhanced technology – including personal and face-to-face interactions – reach both consumers and those who influence them, such as farm-to-fork tours for influencers, discussions with dietitians and health professionals, farm-to-fork tours for chefs and other influencers and dozens of other outreach efforts.

Being on the front line in today's marketplace, however, requires the beef industry to keep pace with the needs of consumers who buy its products. Thanks to beef producer investments in the Beef Checkoff, technology and beef can go hand-in-hand.

Cattlemen's Beef Board Fiscal Year 2019 Expenditures

Promotion	\$10,580,409
Research	\$9,891,043
Consumer Information	\$7,571,245
Industry Information	\$3,357,876
Foreign Marketing	\$8,347,484
Producer Communications	\$1,637,234
Evaluation	\$158,875
Program Development	\$435,772
USDA Oversight	\$596,367
Administration	\$1,729,852
TOTAL EXPENSES	\$44,306,15

Unaudited Numbers