2018 Minnesota Beef Council Annual Report

A summary of state and national beef education, promotion and research programs funded by the $1 per head national beef checkoff program.

Advertising Campaigns

MBC makes every attempt to ensure beef is the top protein choice for consumers. We utilize the “Beef. It’s What’s for Dinner.” brand to connect with Metropolitan Millennial consumers through digital marketing and paid media. Advertising strategies include digital radio, online search, social media, and digital display advertisements. In 2018, MBC had over 8 million impressions through these efforts.

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 and for 2018, we had over 800,000 household viewer impressions.

Beef Quality Assurance

MBC’s Beef Quality Assurance Program hosted over 28 trainings in 2018 and certified just over 1,400 farmers and ranchers through face-to-face trainings. An additional 1,100 farmers were certified online through the Beef Checkoff BQA website.

Farmer Feature Videos

In 2018, MBC produced farmer feature videos that were shared on our website, through YouTube and social media. The videos featured the seedstock, cow/calf and feeder yards sectors of our industry. This project helped us put a face to the hardworking cattlemen who produce beef, and videos were viewed 260,000 times.

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 about 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 cattle for January – October 2018. A major project this past year, included supporting the U.S. Meat Export Federation’s U.S. beef promotion efforts in Asia. In May, representatives of MBC and the Minnesota State Fair traveled to Japan and China, to meet with important industry leaders and connecting with consumers at the retail counter during influencer grilling events.

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 American Culinary Federation (AIC Federation). Each year, we name a Minnesota Restaurant of the Year. This year’s Beef Backer Award winner was Pittsburgh Blue in Maple Grove and Edina.

Research

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

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, the evolution of beef in our diets and addressed common misconceptions related to beef’s health through science and research findings.

Retail Partnerships

Grocery stores, meat markets and even convenience stores serve a vital role in serving meat to consumers looking for easy entrées and on-the-go meals. In 2018, “Retail Beef Backer of the Year” was Schmidt’s Meats Market in Nicolet, MN.

Advocacy Training

The Minnesota “Top of 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, nine 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.

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 WNYK.

MBC Board of Directors

District 1: Patricia Ericson, Dan Lenson
District 2 & 3: Tom Olson
District 4: Kami Schoenfeldt, Davis Wulf
District 5: David Giesing, John Schaefer, Dave Marquardt
District 6: Duane Munsterleger
District 7: Travis Reith, Neil Johnson, Mark Malecek
District 8: Lori Beckel, Jeri Hanson
District 9: Katie Brenny, Jeff Pagel

MBC Staff

Karina Schaefer, Executive Director
Katie Davis, Business Manager
Rebecca Rhodes, Director of Industry Relations
Becky Church, Communications Director
Ashley Kohls, Beef Quality Assurance Coordinator
Renee Korczak, Consulting Dietitian

MINNESOTA BEEF COUNCIL FISCAL YEAR 2018 EXPENDITURES BY CATEGORY

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<td>Industry Information</td>
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<td><strong>Total</strong></td>
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It's important consumers understand how committed producers are to serving as faithful stewards of the resources that have been entrusted to them. That's part of the Rethink the Ranch message. It's given the consumer-friendly message, consumers and consumers want to help observe and manage cattle to solar technology to help generate power and help operate water systems, cattle producers are using technology responsibly.

Good and Getting Better

Of course, cattle producers have always prided themselves in their dedication to animal welfare, beef quality, sustainability and community involvement. Recent research shows they are getting better in all four of these areas.

The checkoff-funded Cattleman’s Stewardship Review gathered data from an independent 2017 telephone survey of beef producers to deliver a comprehensive profile of the U.S. beef community today. The research showed improvements in all four areas, compared to a 2010 checkoff-funded benchmark survey.

It found that the well-being of cattle is the top priority for 99 percent of producers, that 97 percent of cattle farmers and ranchers believe producing safe beef is crucial to the future of the industry, and that 95 percent of producers believe conservation of land is extremely important to them.

Results of the research were shared with key national media.

More Foundation from Research

Checkoff-funded research providing answers to complex questions about beef production is helping create clarity on issues such as beef sustainability. The checkoff-funded sustainability research program has developed a series of 19 fact sheets that explain many aspects of U.S. beef production, such as how the global impact of beef production could likely be dramatically reduced if other countries could achieve the same productivity as U.S. beef – the most efficient beef production system in the world. To see these fact sheets, go to www.beefresearch.org.

BQA Certifications Add to Evidence

Further strengthening the case that cattle producers recognize their societal role is the fact that online certifications in the beef checkoff-funded Beef Quality Assurance program have surpassed 200,000. First available in early 2017, online BQA certifications join those conducted at in-person training events offered by state beef councils, cattleman’s affiliates, extension programs and other local efforts.

Both in-person and online certifications show how common-sense husbandry techniques can be coupled with accepted scientific knowledge to raise cattle under optimum management and environmental conditions, helping beef producers capture additional value from their market cattle and reflecting a positive public image for the beef industry.

Producers Telling Their Stories

The Raising Beef section of It’s What’s For Dinner website has featured several graduates of the checkoff-funded Masters of Beef Advocacy program, MBA graduates – who now number nearly 11,500 – are helping people rethink the ranch by sharing their personal stories on the site. The collaboration between programs is an example of how the beef checkoff-funded Beef Advocacy Training and Engagement program works to help members of the beef community leverage their advocacy and spokesperson skills, benefiting many checkoff programs.

Expanding International Beef Demand

In part to beef checkoff-funded efforts to promote and educate our international customers, global beef demand was up in 2018, with markets outside of the United States buying a larger share of U.S. beef production at higher prices. According to USDA data compiled by the U.S. Meat Export Federation, through June, U.S. beef and beef variety meat exports set a record pace in both volume ($66.9 billion metric tons) and value ($4.03 billion). In previous years, export value had never topped the $4 billion mark before August.

The same data suggests the U.S. has exported 15.6 percent of its total 2018 beef production, up from 12.8 percent last year. Export value per fed steer or heifer slaughtered averaged $137 – up 18 percent from a year ago.

Noteworthy export markets in 2018’s first half include Japan ($3.6 billion; 12 percent from last year’s pace), South Korea ($2.9 billion; up 52 percent), China/Hong Kong ($1.3 billion, up 43 percent) and Taiwan ($2.9 billion; up 39 percent). Also showing strong demand for U.S. beef were Mexico ($1.5 billion; up 35 percent), Central America ($3.4 billion; up 26 percent), and South America ($629.9 million, up 20 percent).

Cattleman’s Beef Board Fiscal 2018 Expenditures

Promotion $9,225,692
Research $8,042,093
Consumer Information $7,345,798
Industry Information $3,560,607
Foreign Marketing $7,640,567
Producer Communications $1,179,898
Evaluation $230,795
Program Development $295,075
USDA Oversight $601,681
Administration $1,811,956
TOTAL EXPENSES $39,934,162

Dear Fellow Producers:

Surveys show beef consumers are interested in knowing more about the beef they eat. They still want to it to be tasty, tender, convenient and provide value, of course. But today they also want to know that the animal was raised with care and in an environment that is wholesome and environmentally sound.

That desire led the Beef Checkoff Program to include a “Rethink the Ranch” element to its Beef. It’s What’s For Dinner relaunch. The component gives consumers – the majority of whom have very little connection to agriculture, let alone the beef they buy – a chance to see how beef producers are combining good husbandry and production practices with new technology to assure the best possible results in terms of care and products.

The promotion’s added dimension complements the broader messages within the beef it’s What’s For Dinner brand and campaign. Those messages highlight the most critical aspects of what consumers expect from the beef they buy, taste being the most important. Recipes, nutrition and cut information and more is available on the industry’s upgraded website and is being broadly promoted digitally. Let’s face it: Beef will always be among the preferred meats because it tastes so good.

The relaunched national campaign features opportunities for state beef councils to join in outreach and messaging to consumers and marketers at the state level. This creates a state/national team with which our industry is having a real impact on demand for our products.

You can read all about it in this report. Thanks for your support and engagement in continuing to make beef what’s for dinner.

Yours truly,

Dawn Caldwell
Edgar Netrebka
Chairman, Federation of State Beef Councils

Funded by Beef Farmers and Ranchers

Images and stories about the people who raise beef animals. The images and video they developed have become a big part of the checkoff’s new consumer outreach.

Nationally, the videos have generated more than 765,000 video views, and reached more than 3.5 million consumers. State beef councils have downloaded Rethink the Ranch content for use on their own social media properties and other consumer and thought leader outreach.

It’s the first time BeefItsWhatsForDinner.com has promoted both the product and the people who produce it, a story focused on promoting beef’s greatest strengths: unbeatable taste, variety and ease of cooking, nutritional attributes that can’t be matched and the people that make it all possible, caring for the animals and environment with appreciation and respect.

State beef councils are also extending the campaign, exciting their states’ consumers about beef’s many benefits. Of special interest has been the campaign’s Rethink the Ranch anthem video and related video spots showcasing real farmers and ranchers from around the country.