



Washington State Beef Commission

Washington State Beef Commission
14240 Interurban Ave South, Suite 224
Seattle, WA 98168
Phone: (206) 444-2902
E-mail: wbsbc@wabeef.org

DIETITIANS TOUR RATHBUN ANGUS RANCH

Thirty registered dietitians toured Rathbun Angus Ranch in Moses Lake prior to the Washington State Academy of Nutrition and Dietetics annual conference in Spokane last April. Dietitians include educating their clients about food production as part of their role and it is imperative that their information is accurate. The group saw first-hand what cattle are fed and how they are cared for in a ranching environment. Beef sustainability was the focus of the conference's checkoff-sponsored keynote presentation attended by over 400 dietitians.

COOKING BEEF ON TELEVISION



Beef cookery is a challenge for young parents looking for ease, convenience and great tasting meals to feed their families. The Beef Commission conducted 10 television beef cooking segments last year reaching 367,000 households in Seattle. The segments were also posted on YouTube, Facebook and station web sites. In addition, Blue Friday tailgating with the Seahawks provided very popular outreach during the run up to the Super Bowl!

SUMMER GRILLING

Consumers were reminded to fire up their grills during the beef tri-tip promotion launched in May at Fred Meyer stores. The annual promotion included *Beef. It's What's for Dinner* radio advertising, on-pack recipe labels and a hot price feature of \$5.99 a pound all summer long! The "Grill Your Grad" on-line sweepstakes invited consumers to nominate their favorite graduate for a "Steaktacular" backyard barbecue catered by Metropolitan Grill in Seattle. The contest was promoted to consumers on-line achieving 814,000 impressions.

SEATTLE GAME 2014



Spicy Buffalo-Style Meatballs were served to 7,500 Cougar fans before the *WSU Seattle Game* – Presented by Washington's Beef Producers held at Century Link field in Seattle. Over 50 producer volunteers distributed 3,500 coupons for \$5 off a \$10 purchase of beef at Quality Food Centers (QFC).

Online advertising and social media promotion leading up to the game achieved over 10 million consumer impressions and 12,000 clicks to QFC's digital coupon. On game day, Cougar tailgaters competed in the *Ultimate Beef Tailgater of the Game* contest and a meatball eating contest during halftime.

WASHINGTON STATE BEEF COMMISSION

Audited Financial Statements
for the Year Ending June 30, 2014

REVENUE	
Total Revenue	\$1,692,439
Less Beef Board & State of Origin	(558,957)
Interest	48
Total In-State Revenue	\$1,133,530
EXPENDITURES	
Promotion	\$ 573,245
Consumer Information	\$ 184,840
Research	\$ 23,384
Industry Information	\$ 84,640
Foreign Marketing	\$ 40,084
Producer Communications	\$ 33,209
Collection Compliance	\$ 18,809
Administration	\$ 187,718
Federation State Beef Councils/NCBA	\$ 20,000
Total Expenses	\$1,165,929



GOING DIGITAL



Today's young parents grew up on smart phones -- they shop, find coupons and learn to cook on-line. In 2014, the Washington State Beef Commission transitioned from radio and print advertising to promoting beef on websites, mobile apps and digital radio, achieving 14.7 million consumer impressions. Our digital efforts also intercepted consumers in search of cooking information, directing them to sources of beef information.

Check us out!

Website: wabeef.org
Facebook.com/WABeef
Twitter/@WABeef
Pinterest/WABeef
YouTube/WABeef
Blog: ranchwifelife.com

CONSUMER EVENTS TARGET MILLENNIALS



Seattle is foodie territory with numerous local food events showcasing Washington's agricultural bounty. The Beef Commission targeted millennial consumers at events like *PROOF*, *Seattle Food & Wine Experience*, *Voracious*, *Twenty Something* and *FoodPortunity* with information about beef production, cookery and nutrition. The events provided the opportunity to directly engage over 10,000 consumers last year.

NORTHWEST BEEF PROMOTION INITIATIVE IN JAPAN



The Beef Commission teamed up with its counterparts in Oregon and Idaho as well as the U.S. Meat Export Federation to promote and rebuild the solid reputation of beef from the Northwest among Japanese consumers. Phase I of the promotion conducted during the summer of 2013 more than doubled beef sales. Phase II was launched in Spring 2014 and ran through the summer increasing the beef volume sold from the Pacific Northwest on average 10% over the previous month.

THE RESEARCH FOUNDATION

Research is the foundation of beef checkoff funded activities, whether the focus is on consumer attitudes, the beef industry's economic impact, or new ways to deal with antibiotic resistance. Last year the Beef Commission supported a study titled "Exploiting Antibiotic Resistance Mechanisms to Combat Antibiotic Resistance" conducted by Douglas Call at the Paul G. Allen School of Global Animal Health at Washington State University (WSU).

BUY BEEF AND FIGHT HUNGER



The Beef Counts program continues to help strengthen the positive image of Washington's beef community and increase beef sales through partnerships with Second Harvest and Rosauers Supermarkets in Eastern Washington, and Food Lifeline and Haggen & TOP Food & Drug in Western Washington. The "Buy Beef and Fight Hunger" campaign ran on 15 radio stations

in Western Washington and on KREM-TV in Spokane achieving 10 million consumer impressions. The effort, conducted in partnership with Agri Beef Co. and Washington's beef producers, raised almost \$68,000 to provide nutritious beef for hungry families in our state.

2014 EXPLORE BEEF EXPERIENCE



Thirty-eight consumer thought leaders attended the *Northwest Explore Beef Experience* to learn about modern beef production practices. The group toured Trinity Farms in Kittitas, Easterday Ranches in Eltopia, and Washington Beef in Toppenish. Doctors from the University of Washington and Seattle Children's Hospital interested in learning

more about antibiotic use in cattle attended along with dietitians, food bloggers, chefs, retailers and food service distributors, resulting in a rich learning experience for everyone. Attendees' attitudes about beef production improved dramatically following the tour as measured by pre- and post-tour surveys.

