

Washington State Beef Commission

2015-16 ANNUAL REPORT



The Washington State Beef Commission is the beef producer funded and directed beef promotion, research and consumer information arm of Washington's beef community. A mandatory \$1.50 assessment is paid by farmers and ranchers every time they sell a bovine animal. The program is authorized under state and federal law to implement programs that increase demand for beef on behalf of local beef producers.

MISSION & PRIORITIES

The Washington State Beef Commission beef producer board, nominated by the industry and appointed by the Director of Agriculture, meets annually to review the marketing climate for beef, revisit its mission and establish program priorities.

Mission

Increase demand for beef by connecting and growing our beef community.

Strategic Priorities

1. **Stewardship**— Grow consumer trust in beef and beef production
2. **Innovation**—Promote and strengthen beef's value proposition through innovative technology
3. **Nutrition and Health**—Communicate beef's nutrition and health benefits
4. **Exports**—Drive growth in beef exports from the Northwest

A MESSAGE FROM THE CHAIRMAN

Dear Fellow Beef Producers,

Our consumer has many options for protein and it is our goal to make sure they choose beef. Consumers love the taste of beef, but want to know more about how it is produced, its nutritional value and how to cook beef. In the past year the Beef Commission has worked hard to address these consumer concerns with millennial consumers via their mobile phones. Let's face it, their phones are where they get most of their information these days and we have to give them accurate beef information tailored to their search habits — and that is likely not in the newspaper or even on television.

As a board, we take the stewardship of your Beef Checkoff investment very seriously. We know how hard you work for every dollar, and how many challenges you face every day. We strongly believe that the Beef Checkoff is part of the solution to those challenges. Our staff is small, innovative and very dedicated to working hard every day to promote our product and tell our story!

The contents of this report highlight many of the programs conducted over the past year designed to build trust and confidence in our product and our collective industry. I encourage you to read about how our commitment to our mission takes shape in our programs. Please contact us if you have any questions or need more information.

Sincerely,

Dave Boon, Chairman

Dairy Beef Producer, George, WA



WASHINGTON STATE BEEF COMMISSION

2015-16 Audited Financial Statements

REVENUES:

Total Assessments	\$1,588,716
Less CBB/State of Origin	(529,982)
Interest & Other Income	<u>52</u>
Total WSBC Net Revenue	\$1,058,786

EXPENSES:

Promotion	\$548,455
Consumer Information	141,368
Research	4,141
Industry Information	77,734
Foreign Marketing	30,354
Producer Communications	50,871
Collection Compliance	19,140
Administration	179,221
Federation/NCBA	<u>20,000</u>
Total Expenses	\$1,071,284



DID YOU KNOW?

The Beef Checkoff program is funded and directed at the local level by beef producers representing every sector of the beef industry. Board members include:

Cow/Calf	Craig Vejraske, Omak Sid Viebrock, Waterville
Feeders	Liz Para, Othello Don Floren, Royal City
Dairy	Dave Boon, George Case VanderMeulen, Mesa
Auction Market	Kale McGuinness, Spokane
Packer	Dave Stiner, Toppenish
Beef Board	Bill McLean, Coulee City

1. STEWARDSHIP

Grow consumer trust in beef and beef production

Cause Marketing Program Builds Trust

Launched in 2010, the *Beef Counts- Washington's Beef Community United Against Hunger* program was designed to provide nutritious, high quality beef to hungry families in Washington State through a partnership with Second Harvest in Eastern Washington and Washington's beef community. The role of the Beef Checkoff is to share the Beef Counts story with consumers through public relations and advertising. Research indicates that millennial consumers are motivated to purchase products from groups that give back to their community. To date the Beef Counts program in Washington has raised \$620,000 and provided beef meals to almost one million neighbors in need.



Buy Beef and Fight Hunger – Over the past few years the Beef Counts program has grown to include retail partnerships with Haggen and Food Lifeline in Western Washington and Rosauer’s in Eastern Washington, that engage consumers in the program. Will and Nicole Derting, ranchers from Moses Lake, were featured in advertising on Pandora radio and Facebook in Western Washington in March, achieving 9.7 million consumer impressions. They were also our “producer spokesperson” on television ads through your Checkoff’s sponsorship of Tom’s BBQ Forecast on KREM-2 in Spokane throughout the summer that delivered 750 promotional spots and over 550,000 digital impressions.



Ranchers Pitching In -- Beef Counts impacts every corner of the state. Last year, beef producers raised \$28,000 at the annual rollover auction at the Toppenish Livestock Exchange which helped raise money and distribute beef to hungry families at food banks throughout the state. AgriBeef Company matches their investments up to \$50,000 annually.




Explore Beef Experience

Now in its 9th year, the Beef Commission hosted the annual EBE tour for consumer thought-influencers in June. Participants included bloggers, retailers, chefs, food service distributors and dietitians. Based on pre and post surveys of the participants, this highly effective strategy really arms attendees to be advocates for modern beef production. The number of participants expressing concerns about issues like the impact of cattle production on the environment, humane handling and the use of antibiotics to keep cattle healthy, declined by a minimum of 60% following the tour.




MOBILE NEWS FEED


Beef. It's What's for Dinner in Washington State.
Sponsored · 🇺🇸

"One of the big takeaways that I had from this tour is the mindfulness that everyone I met had for what they do."

Learn more about how beef is raised in Washington.



4 Things to know about Washington Beef
Let's get a beef pun right out of the way; where's the beef...
seattlerefinet.com

👍 Like
💬 Comment
➦ Share

An online magazine article written by a tour participant reached over 100,000 targeted consumers on Facebook.

One Health Educational Tour Tackles Antibiotic Resistance



The Washington State Beef and Dairy Commissions hosted a tour in September for the Washington One Health Working Group, to address the topic of antibiotic resistance. The group is comprised of public health professionals and veterinarians from several state agencies, hospitals and universities, working together to achieve judicious antimicrobial use in all species to maximize health, minimize harm, and preserve effectiveness.

The tour included a panel discussion to showcase the livestock industry's commitment to the stewardship of antibiotics, featuring leading experts in the livestock industry addressing the issue nationwide. Participants also toured Easterday Ranches and Coulee Flats Dairy in Franklin County to witness firsthand the importance of animal care in disease prevention and the care taken to properly administer and track antibiotic use in livestock. Pre and post surveys of the tour participants indicate strong improvement in their attitudes surrounding the livestock industry's use of antibiotics.

Beef Brisket on a Biscuit with a Brew

What happens when you combine 12-hour smoked beef brisket on a biscuit with a beer? A symphony of deliciousness that helped Washington's Beef Community raise \$9,298 for the Beef Counts benefitting Food Lifeline. The Washington Brewer's Festival was held in Redmond at Marymoor Park on Father's Day weekend. Thousands of consumers visited the huge Beef Commission tent, sampled our beef brisket, talked with local ranchers and donated to Beef Counts. While enjoying their beef brisket on a biscuit, consumers also had the opportunity to peruse photo books featuring local ranches and feed yards, identify where cuts of beef originate on subprimals, learn about beef cookery and ask questions about the beef production process. Social media ads targeting the local beer enthusiast audience reached over 55,000 people and 3,300 engagements, showing a strong interest in what the Beef Commission offered at the event.

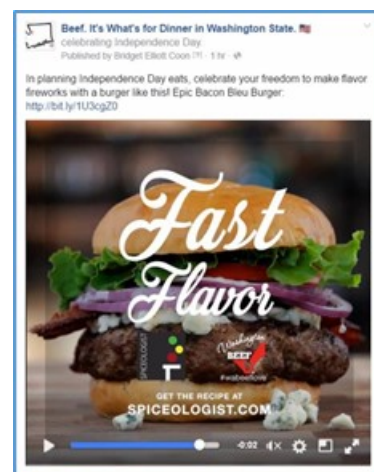


2. INNOVATION

Promote and strengthen beef's value proposition through innovative technology

2.3 Million Beef Cooking Videos Viewed Online

A digital media partnership with Spokane-based Spiceologist spice company using short, instructional beef grilling recipe videos garnered 2.3 million completed views over the summer. The videos reached targeted millennial consumers across Washington through their mobile and desktop devices on Facebook, Instagram and popular news sites like HuffingtonPost.com. About half of the consumers engaged with the videos by tagging their friends in the comments section of the posts to share the recipe. Click each title to watch the videos and get the recipes: [Bacon Bleu Burger](#), [NY Steak 3 Ways](#), [Grilled Moroccan Meatballs](#), and [Grilled Cheesesteak Pinwheels](#).



#WaBeefLove Videos Highlight Seattle's Love of Beef

While Seattle has the image of a seafood lover's paradise, locals will tell you they love their beef. In fact, when asked, 75% of Seattle/Tacoma area consumers consider beef a top meal choice with only 54% naming seafood. To capitalize on beef's popularity, the WSBC highlighted beefy hot spots in Seattle through a series of 21 #wabeeflove video reviews of restaurants and butcher shops on YouTube and Tastemade. To date the videos have been viewed 92,937 times.



Cooking Beef on Seattle Television

Over the past year, the Beef Commission appeared on Seattle network television 11 times to demonstrate delicious beef recipes to consumers. The segments included recipes for Christmas, New Year's, Valentine's Day, St. Patrick's Day, Father's Day and Independence Day. Over 460,000 household impressions were achieved all for the price of a bag of groceries! Additional exposure achieved by promoting the segments on Facebook reached almost 250,000 consumers.

At the Kitchen Counter Cooking Class Schools Bloggers on Beef

The last of four *At the Kitchen Counter with Beef* cooking classes was an invitation-only event for local food bloggers. Eleven guests representing popular blogs attended the Seattle event in May. NCBA Executive Chef Dave Zino led the group through choosing beef cuts, cooking methods, and the finer points of creating flavor. The class included an excursion to Don & Joe's Meats at Pike Place Market, and a shopping trip through the market stalls to find ingredients for the tastes Chef Dave later prepared. The class was intended to build relationships with targeted bloggers and inspire them to use beef. Instagram posts from the influential attendees during and after the class generated over 8,000 engagements by their audiences.



DID YOU KNOW?

Last year, your beef checkoff achieved 31.1 million consumer impressions on Facebook, Pandora and Tubemogul. That includes 104,000 website visits for beef information and 2.9 million video views.

Beef Commission Reaches Millennial Consumers Online

The primary advertising tool deployed by your beef checkoff is the cost-effective placement of advertising on digital platforms such as Facebook and Pandora. Last year the Commission achieved 31.1 million consumer impressions. The focus of the advertising included beef recipes and nutrition information, as well as ads that drove consumers to wabeef.org to learn more about how beef is produced. One success story was the Seattle Seahawks "Hawk Crock" giveaways, where promoted Facebook posts delivered slow cooker beef recipes. Consumers commenting on the recipes were entered to win Seahawk crock pots. The first two posts of the campaign reached over 107,000 consumers with a high rate of engagement with 3,400 consumers taking action on the ad content. Follow our activities targeting millennial consumers on social media at wabeef.org and Facebook.com/WABeef.



3. NUTRITION & HEALTH

Communicate beef's nutrition & health benefits

Sounders Sponsorship Promotes Fuel for Families in Motion

Reaching Washington's "soccer moms" with the message that beef plays an essential role in the active lifestyles of modern families was the key outcome of the WSBC's Seattle Sounders Sponsorship. Digital banner advertising, enticing giveaways on social media, event marketing, quality on-line nutrition and beef meal solutions have yielded tangible results. The partnership achieved over 1.7 million consumer impressions targeting active young families with delicious and convenient beef nutrition information last year.

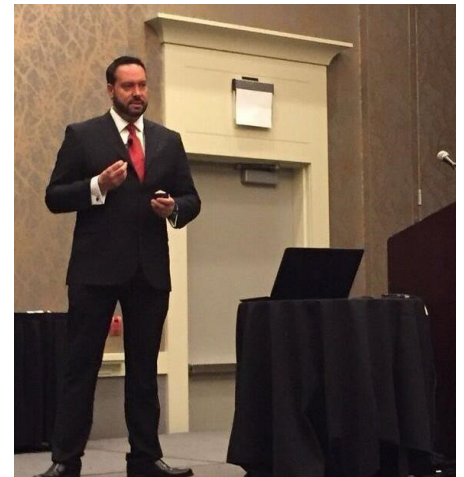
A digital banner advertisement for 'BEEF FUEL FOR FITNESS'. The top half features a soccer player in a green jersey running on a field, with a large 'BEEF' logo and a soccer ball. Below this, the text 'HUNGER GAMES' is displayed, followed by the message: 'Looking for nutritious, protein-rich meals and quick snacks for your kid-on-the-move?'. A button labeled 'Protein Challenge 30-Day Plan' with a right arrow and the text 'Change the way you eat protein daily' is shown. The bottom section, titled 'HUNGRY FOR MORE?', encourages visiting wabeef.org/fuellorfitness for more tips, tricks, and shortcuts to help families stay active and thrive. A small inset image shows a website interface with a 'BEEF' logo.



Soccer sponsorship included social media and event engagement.

Washington State Academy of Nutrition and Dietetics (WSAND) Annual Conference

The Beef Commission played a key role in the WSAND annual conference in Portland attended by over 500 registered dietitians from Oregon and Washington in April. Leading up to the annual meeting, the Beef Commission hosted a pre-convention tour at the Keith Kreps Ranch in White Salmon, Washington. Keith shared his family's ranching history and how they care for the cattle and the environment. The Beef Commission also conducted a breakout session titled "Modern Media Communications" that used beef nutrition messages as examples of how to communicate to consumers via social media. Finally, your Beef Checkoff sponsored keynote speaker, Dr. Dominik Alexander, a research scientist and expert in epidemiology who presented on "Interpreting Epidemiologic Evidence and a Case Study on Red Meat and Colorectal Cancer." He successfully provided the context that the dietitians needed to understand how the World Health Organization inaccurately concluded that red meat likely causes cancer.



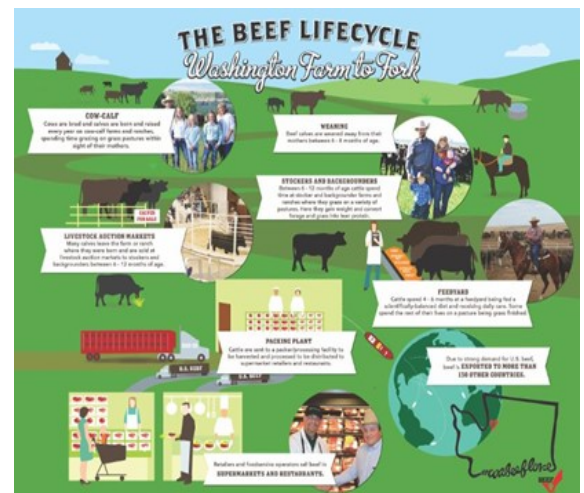
Fuel for Fitness at the Seattle Kids Marathon



Thanksgiving weekend brought the annual Seattle Kids Marathon back to Seattle Center where 1,300 young runners and their families gathered to celebrate family fitness. The Beef Commission worked with the Seattle Marathon Association to present the Runner's Recovery Zone after the race. Our *Beef Fuel For Fitness* tent made a great educational backdrop for distributing over 700 healthy beef jerky samples donated by our partners at Oberto Beef Jerky and family resources like meal plans, beef recipes, and [Protein Challenge](#) information.

School Nutrition Association Explores Beef

The Beef Commission conducted an educational session in August for the WA School Nutrition Association's annual gathering of over 600 employees who feed our state's youth breakfast and lunch each school day. This valuable group of consumer thought-influencers was updated on how beef is raised in Washington State and how consumers and producers work together to build our regional beef supply chain. Topics included the beef lifecycle, management decisions and beef marketing.



4. EXPORTS

Drive growth in exports of beef from the Northwest

Northwest Beef Promotion Initiative Promotes Beef in Japan



The Beef Checkoff programs in Washington, Oregon and Idaho have teamed up with the United States Meat Export Federation to promote beef from the Northwest in Japan. Through a combination of retail and foodservice partnerships and training, the two-month promotion ultimately generated beef sales of more than 178.4 metric tons valued at \$4.9 million. The advertising featured local producers Cody Easterday and Tyler Cox.



Beef Checkoff Hosts Japanese Media Team

The Beef Commission hosted a group of media traveling through Seattle during a trip to the United States organized by the United States Meat Export Federation in June. In an effort to showcase beef produced in the Northwest, the Beef Commission arranged photo shoots and interviews with The Metropolitan Grill, Costco, and the Skillet Restaurant Group. The Japanese lifestyle magazine reporters were accompanied by a professional photographer and all were delighted to taste, report on and photograph our beautiful beef! Japan is a critical market for beef from the Northwest. The US Meat Export Federation reports that the export value per head of beef slaughtered in 2015 was \$277.87.



DID YOU KNOW?

The US Meat Export Federation, funded in part with your Beef Checkoff investment, reported that in 2015 the export value per head of beef slaughtered was \$277.87.



JOIN THE CONVERSATION

Beef producers are invited to follow activities funded with their Beef Checkoff investment. Here is how:

Website - wabeef.org
Facebook/[WABeef](https://www.facebook.com/WABeef)
Instagram/[@WABeefLove](https://www.instagram.com/WABeefLove)
Twitter/[@WABeef](https://twitter.com/WABeef)
Pinterest/[WABeef](https://www.pinterest.com/WABeef)
YouTube/[WABeef](https://www.youtube.com/WABeef)

Sign up for our monthly E-newsletter at wabc@wabeef.org

