

WASHINGTON STATE BEEF COMMISSION



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

MESSAGE FROM THE CHAIR

Dear Fellow Beef Producers,

The Beef Checkoff's accomplishments over the past year are many and it makes me very proud to serve my fellow beef producers in an organization that goes to work every day with one thing on their mind —Increasing demand for beef by growing consumer trust in our product and beef production practices. I am joined by a committed group of beef farmers and ranchers on the board who take their fiduciary responsibility very seriously. We believe that the work of the Beef Checkoff is critical to the future of our industry and, although we all come from different industry sectors, find common ground in promoting and defending beef and our livelihoods.

Embracing that commitment is our staff of four who are committed to working with us to build the relationships needed to keep beef on the consumer's plate. Those relationships pay dividends every day as we are creating an army of bloggers, retailers, chefs, health professional and consumers who are our advocates and share factual information about beef and modern beef production. Together, we challenge ourselves to achieve more with less through innovative programs and mobile communication technology.

The following report summarizes the Beef Commission's work over the past year. We hope you share our enthusiasm for the excellent programs conducted on behalf of Washington's beef community with your \$1.50 Beef Checkoff investment. Please contact us if you have any questions or need further information.

Sincerely,

Liz Para, Chair

Cattle Feeder, Othello, WA



WASHINGTON STATE BEEF COMMISSION

2016-17 Audited Financial Statements

REVENUES:

Total Assessments	\$1,733,979
Less CBB/State of Origin	(578,172)
Interest & Other Income	<u>133</u>
Total WSBC Net Revenue	\$1,156,039

EXPENSES:

Promotion	\$387,476
Consumer Information	217,465
Research	21,665
Industry Information	112,392
Foreign Marketing	26,731
Producer Communications	63,784
Collection Compliance	47,943
Administration	151,729
Federation/NCBA	<u>20,000</u>
Total Expenses	\$1,049,185



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:

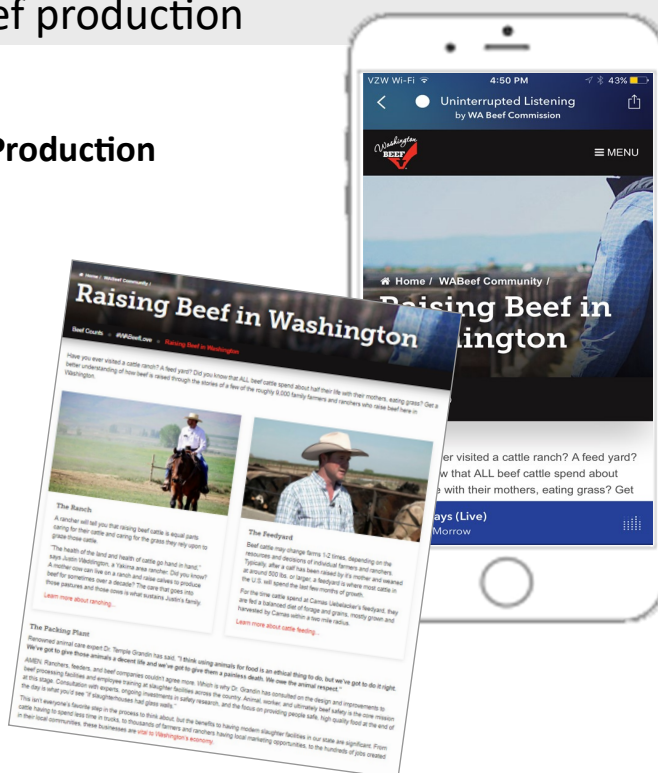
Feeders	Liz Para, Othello, Chair
	Will Derting, Ephrata
Cow/Calf	Craig Vejraska, Omak
	Sid Viebrock, Waterville
Dairy	Eddie Avila, George
	Case VanderMeulen, Mesa
Auction Market	Kale McGuiness, Spokane
Packer	Dave Stiner, Toppenish
Beef Board	Bill McLean, Coulee City

1. Stewardship

Grow consumer trust in beef and beef production

Digital Ad Campaign Demystifies Modern Beef Production

A digital advertising campaign launched in April showed how beef is raised via short videos on Pandora, Facebook and YouTube. The ads also promoted special pages on wa-beef.org featuring local ranchers. The two-month campaign achieved over four million consumer impressions, 310,000 video views and 62,000 web site pageviews where consumers spent an average of three minutes learning more about raising beef in Washington State. Targeted Seattle consumers were shown how beef is raised from a cow/calf ranch, to a feedyard, and a packing plant. The campaign works to build trust by transparently showing an accurate view of cattle production today to combat the often negative and sensationalized portrayal of livestock production painted by activists.



Updated wabeef.org Features Washington's Beef Families

As part of our commitment to increase familiarity and trust in Washington's beef community, your Beef Checkoff updated the wabeef.org website with a Meet Local Ranchers section. Our digital advertising campaign has helped to drive 62,000 Millennial consumers to view the site to learn more about the people producing beef in Washington state and answer questions about modern beef production.

Washington BEEF

WABeef Community How-To Recipes Nutrition FAQ Resources Q

Meet Local Ranchers

Get to know families like the Sackmanns who raise beef right here in Washington.

[Learn More](#)

Coulee Flats Dairy

[Home / WABeef Community /](#)
[MORE INFO](#)

The Roses
Bob and Jim Rose are long time ranchers near South Bend, WA on Willapa Harbor...
[Learn More](#)

The Uebelackers
This first generation farming and cattle feeding family in Othello is passionate about their modern approach.
[Learn More](#)

The Dertings
Will and Nicole Derting started Post 5 Cattle Co. to raise their boys Hank and Gus the same way...
[Learn More](#)

The Mullers
This family is committed to animal care - as a husband and wife team of practicing veterinarians and ranchers, raising their daughters...
[Learn More](#)

The Easterdays
This family makes the most of the fine cattle feeding conditions of eastern Washington. Take a virtual tour of a feedyard.
[Learn More](#)

The Waddingtons
Tim Waddington and his family raise cattle near Yakima. Three generations work together...
[Learn More](#)

DID YOU KNOW?

Last year, your Beef Checkoff in Washington achieved 53.8 million consumer impressions on Facebook, Pandora and Tubemogul. That includes 194,000 website visits for beef information and 1.28 million video views.

Washington BEEF

Bloggers Tell Your Story After Attending Explore Beef Experience

Now in its 9th year, the Beef Commission hosted the annual Explore Beef Experience 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 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 percent following the tour.



Food bloggers attending the tour reached thousands of consumers with their first-hand impressions of how cattle are raised in Washington State. One blogger wrote in an article titled “How Beef is Processed: A Skeptic’s Journey to Learn More,” related to her audience how, “in two days, I went from only purchasing grass-fed beef, from small

local farms, to an unapologetic supporter of all types of beef producers.” To see additional examples of why working with third party influencers is a critical strategy for building trust, **click on the links below**. You will be amazed at how they shared what they learned on the tour with their followers!

<http://www.halfhersize.com/how-beef-is-produced/>

<http://www.broughttoyoubymom.com/respect-my-food/>

<http://www.lifesambrosia.com/ribeye-steaks-with-fresh-tomato-tapenade-recipe/>

Beef Counts Celebrates 1 Million Beef Servings, Raises \$694,000 To Feed Hungry Families

Over the past year the Beef Counts program reached a significant milestone providing over one million beef meals to hungry families in Washington State since its launch in 2010. The Beef Counts program has grown to include retail partnerships with Haggen and Food Lifeline in Western Washington and Rosauers and Second Harvest in Eastern Washington to engage consumers in the program. Jeff and Jamie Sackmann’s family, ranchers from Warden, served as our “producer spokesfamily” in television ads and our digital advertising campaign over the past year.

They appeared on Tom’s BBQ Forecast on KREM-2 in Spokane throughout the summer that delivered 750 promotional spots and over 550,000 digital impressions. Throughout the state, Beef Counts digital advertising achieved 27 million consumer impressions via Facebook, Pandora and Google Display. This resulted in 31,034 consumers driven directly to the Beef Counts section of our wabeef.org web site where they spent an average of 3:20 minutes learning more about *Beef Counts—Washington’s Beef Community United Against Hunger*.



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 over \$10,000 for the Beef Counts program at Food Lifeline. The Washington Brewer's Festival was held in Redmond at Marymoor Park on Father's Day weekend. Thousands of consumers visited the Beef Commission tent to sample beef brisket, talk with local ranchers and donate 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.



Washington Grown Television Features Beef Production



Washington Grown television programming featured a ranch, a feedyard and a packing plant in its Beef Checkoff funded "beef" episode that ran on Northwest Cable News, KOMO, KSPS, KEPR and KIMA last year. The video also sits on YouTube and is one of their most popular videos of Season 4 with 847 unique views. Airing for the first time in the fall of 2016, the episode has been featured several times since and in the winter quarter alone reached 25,053 households in Washington. See the full video at <http://www.wagrown.com/episodes-and-clips/bm-2wdCOUbk>. The Beef Commission also repackaged the video to promote Washington's Beef Community on social media throughout the year driving over 178,171 consumers to wabeef.org to learn more about Washington's beef community.

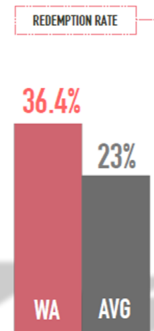
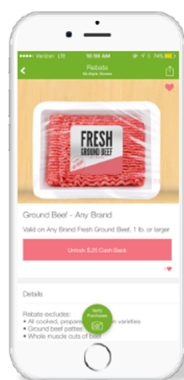
Low Stress Cattle Handling and Production Methods Featured at Dietitian Ranch Tour



For the second year in a row, the Beef Commission was asked to host the pre-convention tour of the Washington Academy of Nutrition and Dietetics. This year the tour focused on the different types of beef production at the Mays Ranch in Ellensburg. The Mays family raises cattle for natural, grass-finished and grain-finished beef making them the perfect host to discuss the opportunities and challenges of each method. The Mays family also invited Kyler Beard to demonstrate low stress cattle handling techniques. The information was very well received by the registered dietitians attending the tour and their social media posts reached 6,800. The Beef Commission carried the beef production information forward to the larger audience attending the conference at their trade show the following day.

2. INNOVATION

Promote and strengthen beef's value proposition through innovative technology



Ibotta Campaign Drives Beef Sales in Washington

In January, the Beef Commission extended a national Beef Checkoff effort to increase beef sales leading up to the Super Bowl through the Ibotta rebate app. Once they watched a beef cooking video, consumers received a 25-cent rebate on any ground beef purchase. The effort achieved over 621,198 impressions with 27,212 consumers watching the recipe video. At 36.4 percent, the rebate redemption in Washington was 13.4 percent higher than the national average. The national redemption rate was even higher at 39.8 percent demonstrating strong demand for beef.

DID YOU KNOW?

The Beef Commission commits 50% of its digital advertising budget to building trust in Washington's Beef Community, 30% to teaching consumers how to cook and choose beef, and 20% to assuring consumers that beef fits into a healthy diet.



Delicious Beef Recipes Promoted Online

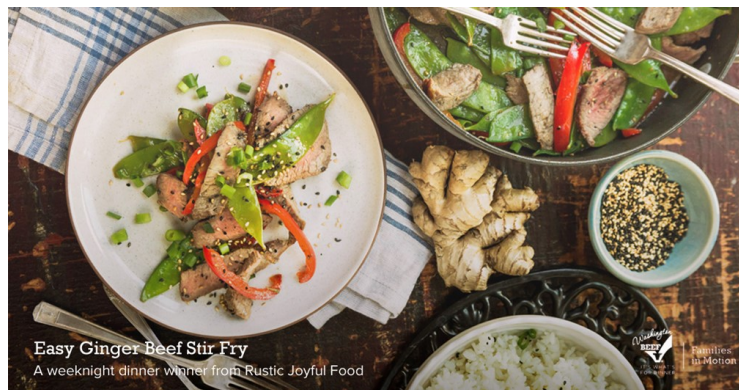
Giving consumers inspiration to fit beef into their busy lifestyle is the key to the Commission's advertising on Facebook that reached 1.1 million consumers last year and resulted in nearly 22,000 clicks to wabeef.org recipe collections and video recipes.

Google search ads directed 5,990 consumer to the How To section of wabeef.org for tips on buying, storing and cooking the different cuts of beef.



Fred Meyer Blogger Partnership

A local blogger partnership, supported by Fred Meyer and Beef Commission social media promotion, focused on how beef can help busy parents put nutritious meals on the table and into lunch boxes during the hectic back to school season. Seattle-area bloggers selected beef cuts from Fred Meyer and developed recipes and blog posts extending the Beef Checkoff Families in Motion theme. The social media and blog posts reached over 570,000 consumers and 11,000 engagements during the back to school season.



Blogger Partnerships #wabeeflove

Food bloggers helped spread the #WaBeefLove to their audiences last year, creating delicious beef recipe videos and sharing them online. Life's Ambrosia, a blogger partner, achieved over 222,000 views of her *One Pan Roasted Tri-Tip & Brussel Sprouts, Steak Potato* and *Chimichurri Steak Wraps* video recipes on line. Research shows that over 60 percent of millennials have tried recipes from videos on found via their social media properties.



Seattle Food Media Attend Beef Cooking Class

The Beef Commission hosted two dozen food media influencers at the Hot Stove Society in Seattle in April. The purpose of the event was to build relationships and increase the beef knowledge of this important consumer influencer group. The hands-on class focused on butchery, and how to cook the different cuts and types of beef. Attendees also shared their very positive experience via social their social media properties.



Voracious Tasting & Food Awards



The Beef Commission was the presenting sponsor of Seattle Weekly Magazine's Voracious Tasting and Food Awards held at the Seattle Center last fall. Hundreds of consumers attended the event to "SIP. EAT. TWEET. REPEAT." and your Beef Checkoff was there to sample Braised Beef & Green Olive Chili, interact with chefs and present the award for the "Best Beef Bite" of the night. Local beef producers attended to answer consumer questions and put a positive face on Washington's beef community.

TV Cooking Demos Target Seattle Consumers

Reaching Seattle's Millennial consumers with delicious beef recipes is a key strategy of the Washington State Beef Commission. Over the past year the Commission appeared on Seattle television eight times to demonstrate delicious beef recipes to consumers. These free television appearances educated over 350,000 Seattle households about beef cookery and recipes as well as beef's role in a healthy lifestyle. The demonstrations included summer grilling fare, American Heart Association-certified heart-healthy beef meals, as well as popular topics such as Seahawks tailgating, holiday roasting and St. Patrick's Day corned beef.



3. NUTRITION & HEALTH

Communicate beef's nutrition & health benefits

Sounders Sponsorship Promotes Fuel for Families in Motion

Reaching Millennial parents with information about beef's role in a healthy diet is a key priority of the Washington State Beef Commission and our partnership with the Seattle Sounders is the perfect vehicle to deliver that message to soccer moms throughout the state. The 10-month promotion was kicked off Memorial weekend with the Beef Commission distributing beef jerky packs and beef nutrition information at the Sounders FC2 Match in Seattle. Digital banner advertising, enticing giveaways on social media, event marketing, and quality on-line nutrition and beef meal solutions have yielded tangible results. The sponsorship achieved over 1.4 million consumer impressions targeting active young families with delicious and convenient beef nutrition information last year.



SHAPE Washington Updates Fitness & Health Educators



The Washington State Beef Commission worked with industry partners to educate over 80 fitness and health educators about beef's nutritious role in active lifestyles. The participants received "What's Your Beef" t-shirts, a beef *Protein Challenge* lunch pack, beef jerky and beef nutrition information as part of the one-day event held in Ellensburg in May. The Beef Protein Challenge is a 30-day challenge promoted via social media that encourages consumers to increase protein intake throughout the day with nutritious meal plans that include beef.

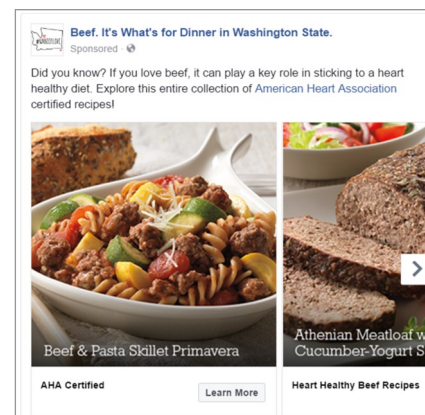
Washington State Academy of Nutrition and Dietetics (WSAND) Annual Conference

The Beef Commission engaged with 250 Registered Dietitians at the Washington State Academy of Nutrition and Dietetics annual gathering in Yakima. Commission staff provided information about beef's role in a healthy diet and talked about what cattle eat and why. Highlighting our local beef community's efficient use of agricultural industry "waste products," such as apple cores, potato skins or distiller's grains, was an eye-opening concept for this consumer influencer group, many of whom assumed beforehand that cattle eat only grass or only corn.



American Heart Association Certifies Healthy Beef Recipes

Did you know that a growing body of scientific evidence shows that lean beef can play a critical role in sticking to a heart healthy diet? The American Heart Association has certified several beef recipes created at your Beef Checkoff-funded Culinary Center in Denver. The Beef Commission promoted the heart healthy recipe collection on Facebook during Heart Month in February reaching 318,500 consumers with 3,227 clicking to wabeef.org for more beef nutrition information. We also promoted the recipes on Q13 TV reaching over 20,000 Seattle households.



Health Professional Newsletter Provides Beef Nutrition Updates



When Beef Checkoff-funded nutrition research yields excellent news, it is important to share the information with those who influence the diets of consumers. Whether it is to share American Heart Association certified recipes or the results of the Beef In an Optimal Lean Diet research, the Washington State Beef Commission shares the good news. The Beef A La Carte newsletter was distributed to over 1,500 health professionals. Local health professionals also participate in Checkoff-funded webinars conducted by the researchers throughout the year where they typically receive continuing education credits.



4. EXPORTS

Drive growth in exports of Northwest Beef

Northwest Beef Promotion Initiative Increases Beef Sales in Japan



Washington, Oregon and Idaho's state Beef Checkoffs teamed up with the United States Meat Export Federation to promote beef from the Northwest in Japan last year. Through a combination of retail and foodservice partnerships and training, the two-month promotion dramatically increased the sales of northwest brands in Japan. Local Beef Checkoff investments were more than doubled through third-party contributions in a wide variety of promotional activities including localized point of sale advertising, product launches, national and regional retail promotions and restaurant promotions.

Beef Commission Hosts Trade Teams

Whether it is through the Northwest Beef Promotion Initiative or in collaboration with the Washington State Department of Agriculture, the Beef Commission is often called on to help host various trade teams or international media traveling through Washington State. In the past year, we worked with several groups interested in buying high quality beef from our state.

DID YOU KNOW?

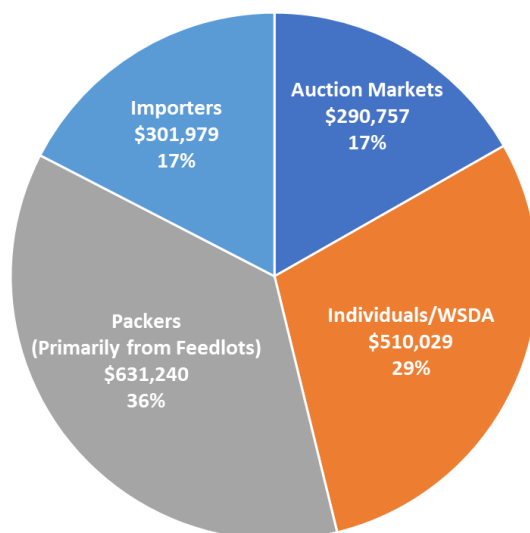
The US Meat Export Federation, funded in part with your Beef Checkoff investment, reported that in 2016 the export value per head of beef slaughtered was \$253.



2016-17 Beef Checkoff Assessments in Washington

by Collecting Point Type

Your \$1.50 Beef Checkoff assessment is collected every time a bovine is sold in Washington state. There exists a network of Designated Collecting Points that collect and remit the Beef Checkoff to the Washington State Beef Commission at the time of sale including auction markets and packers. Washington brand inspectors collect the assessments from individual producer's private treaty sales, from dealers/order buyers, at special sales and when cattle enter feedlots. We estimate that the state's 400 dairy farmers invest about \$360,000 in the Beef Checkoff in Washington State or about 21 percent of total annual revenue. The buyer is responsible for collecting the assessment from the seller and seller is responsible for paying the assessment that funds beef promotion, research, and consumer information programs in Washington State, throughout the country, and the world.



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)

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