Consumer Information

Ten food bloggers toured a cattle farm, learned about beef production, “Beef and Umami”, and enjoyed a lunch of Flat Iron steak at the “Corn Quest Tour” sponsored by the Iowa Corn Growers. The Iowa Girl Eats blogger, Kristin Porter, toured a cattle farm to learn about beef for her “Join My Journey” blog where she learns about how food is produced in Iowa. IBIC is also a partner in the Iowa Food & Family Project coordinated by the Iowa Soybean Association.

Retail

Hy-Vee chefs, dieticians and meat department staff took the opportunity to learn about beef and the beef industry during a day-long beef workshop. A wide range of topics were covered ranging from beef processing and fabrication to beef nutrition and modern beef production technologies used by cattlemen. Learning how beef is raised, fabricated and processed will equip the Hy-Vee team to confidently answer consumer questions about beef.

Education

Family and Consumer Science (FCS) teachers ordered Basics About Beef student booklets and participated in the new Beef Grant program which offers funds for the purchase of beef for high school food classes. New ground beef lesson plans were distributed to FCS teachers.

Nutrition

A partnership with Hy-Vee registered dietitians (RDs) resulted in a “Lean Beef and Heart Health” promotion in Hy-Vee stores in eight states. RDs viewed a nutrition webinar on Beef in an Optimal Lean Diet (BOLD), and then conducted a variety of in-store activities focused on lean beef during February Heart Month.

Advertising

Enticing consumers to choose beef is the goal of beef checkoff funded advertising. A variety of media including radio ads, television promotions and social media were utilized to reach consumers with positive beef messages across Iowa during 2013.

It has been an honor for me to serve as your chairman for the Iowa Beef Industry Council (IBIC). This year has been a challenge for our industry, from Mother Nature to profitability. Just as many of you have had to adjust your budgets, the IBIC has had to make changes with the steady decline of cattle numbers. I can say with confidence that your $1-per-head beef checkoff investment for promotions, advertising, new product development, foreign markets, consumer and product information is being well spent.

It is our goal to increase the demand for beef, both domestically and internationally. I would like to thank my fellow board members and the IBIC staff for all the work they do. Our cattle industry is in good hands.

Thanks again for letting me serve you!

Scott Niess, Chair
Osage, IA

The Iowa Beef Industry Council is dedicated to expanding consumer demand for beef, strengthening beef’s position in the global marketplace and improving producer profitability.
Foodservice
IBIC collaborated with five other state beef councils to ensure beef had a major presence during the 2013 American Culinary Federation Central Region Conference. The beef checkoff sponsored two sessions during the conference. The first session, titled Beef & Wine Pairings… Savor the Synergy, allowed participants to taste, smell and experience the synergy created when beef and wine are paired. The second workshop featured a panel of experts from all phases of the industry who shared the beef production story.

Iowa State Fair
Iowa’s largest consumer event – the Iowa State Fair – was utilized to educate fairgoers about beef and how cattle are raised. Beef messages were found throughout the fairgrounds, including the Agriculture Building, the Animal Learning Center and the Little Hands on the Farm™ exhibit during the fair’s 11-day run in mid-August.

International Markets
Iowa beef producers went on two trade missions with the Iowa Economic Development Authority. On the Japan and South Korea trip, Scott Heater and Dean Black represented Iowa beef producers. Black provided an outlook presentation. The second trip to Mexico included exploratory visits to Honduras and El Salvador. IBIC hosted inbound trade teams from Central America, Mexico and China.

IBIC Board of Directors
Scott Niess*, Chair .................................................. Osage
Roger Brunnett, Vice-Chair.............................................. Bedford
Scott Heater, Secretary .................................................... Wapello
Daryl Strohbehn, Treasurer ................................................ Boone
Steve Rehder, Elected Director .................................... Hawarden
Joe Wright, Iowa Livestock Markets
Wendy Wintersteen, Dean of ISU College of Agriculture
Bill Northey, Iowa Secretary of Agriculture
Terri Carstensen* ............................................................ Odebolt
Dan Cook* ................................................................. New Providence
Scott McGregor* ............................................................ Nashua
Phil Reemtsma ............................................................... DeWitt
Dan Schmitt ........................................................................ Waukon
Tom Shipley .................................................................... Nodaway
Elaine Utesch ................................................................. Correctionville
Helen Wiese* .............................................................. Manning
*Federation Director

Cattlemen’s Beef Promotion and Research Board Representatives (CBB)
Dean Black ............................................................... Somers
Will Frazee ................................................................. Emerson
Cindy Greiman ........................................................................ Garner
Kent Pruismann ........................................................................ Rock Valley

Beef Quality Assurance (BQA)
The Iowa BQA Program has focused on increasing consumer confidence and demand through cattle care handling seminars throughout the state. New this year, an on-farm training manual was created for FFA instructors and producers who may not regularly attend BQA meetings.

The 2012 Iowa BQA Award winner was Gregory Feedlots, Inc. of Tabor and the Marketer BQA Award winner was Knoxville Regional Livestock Market of Knoxville.

IOWA BEEF INDUSTRY COUNCIL
Statement of Revenues & Expenses
October 1, 2012 - September 30, 2013

REVENUES
Assessments ................................................................. 3,395,620
Late Fees ................................................................. 249
Interest Earned .......................................................... 4,780
Contract & Miscellaneous Income ......................... 42,024
Governor’s Charity Steer Show ................................ 186,339
Total Revenues .......................................................... 3,629,012

EXPENSES
Beef Promotion & Research Board ......................... 1,697,935
Federation of State Beef Councils ............................ 500,000
National Program Investments ............................... 41,500
Federation Initiative .................................................. 20,000
US Meat Export Federation .................................... 108,600
IBIC Contracts with ICA ........................................... 2,960
Administrative .......................................................... 105,728
Collection/Compliance ........................................... 29,331
Consumer Communication .................................... 72,910
Education ............................................................... 18,074
Health Professional .................................................. 17,471
Industry Information ............................................... 76,292
Governor’s Charity Steer Show ............................... 204,535
Advertising .............................................................. 174,152
General Consumer Promotion ............................... 32,837
Retail ................................................................. 71,713
Food Service ......................................................... 68,120
Veal ................................................................. 0
International ............................................................. 47,643
Research ............................................................... 38,002
Producer Communication ...................................... 131,691
Beef Quality Assurance ........................................... 49,174
Non-Checkoff Related Expenses:
ICA Time & Expenses ........................................... 25,084
ICF Time & Expenses ............................................... 1,913
Beef Certificate Time & Expenses .......................... 15,016
Total Expenses ......................................................... 3,550,581
Excess of Revenues Over Expenses ......................... 78,431

NET ASSETS:
Beginning of Period ............................................... 939,159
End of Period ......................................................... 1,017,590

Iowa is a beef exporting state having fewer consumers than the quantity of beef we produce. By law, Iowa beef producers send 50 cents of every dollar to the Cattlemen’s Beef Board (CBB) for national/international beef promotion efforts. In addition, Iowa contributes another 20.1 cents of every dollar to national efforts through the Federation of State Beef Councils and U.S. Meat Export Federation (USMEF) for international marketing.

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www.iabeef.org
(515) 296-2305 Phone
(515) 296-4873 Fax
Dear Fellow Beef Producers,

Is the Federation of State Beef Councils still relevant after 50 years? In my opinion, it is. Beef producers today want as much input as possible into how their dollars are spent. Thanks to forward-thinking producer leaders almost three decades ago, the mandatory Beef Checkoff Program had as part of its framework then-existing and to-be-created beef councils at the state level, which would collect the $1-per-head mandatory checkoff and help populate important direction-establishing and funding committees.

Many of those states had already joined together as a Federation to share expenses for common needs, such as Information Technology, design services, planning guidance and communications. By not duplicating costs from state to state, and joining in a common vision and message, councils extend checkoff programs in the state and assure that producers throughout the country are getting the most for their checkoff dollar.

Relevant? Absolutely. The Federation of State Beef Councils is a mechanism for grassroots input and influence.

Yours truly,

Richard Gebhart, Chair
Federation of State Beef Councils
Beef Producer, Claremore, Okla.

Fresh Strategies for a Changing Beef Landscape

Because of grassroots producer leadership, the beef industry is positioned to capitalize on future changes in the beef marketplace. Committee restructuring, which parallels the industry’s Long Range Plan, was completed this past year to provide the Cattlemen’s Beef Board and the Federation of State Beef Councils a better focus on industry goals.

Following are some national and international beef checkoff efforts that reflect that plan:

Solving the Millennial Dilemma

Through checkoff-funded research, we know consumers born in the 1980s and 1990s – sometimes called millennials – enjoy beef. But they have some concerns about preparation, nutrition and convenience. Now the question becomes, just how do we turn them into long term beef lovers?

Through a new checkoff-funded retail campaign, with additional support from the Federation and individual state beef councils, that question is being addressed.

The checkoff-funded Convenient Fresh Beef project explores a way to develop an easy-to-prepare fresh beef product at retail stores, make it appealing and create the education and training to make it successful.

Convenient Fresh Beef products include the beef, seasonings and instructions in an attractive sleeve-wrapped tray, prepared in the meat department at the grocery store or brought in as a case ready product. A photo of the finished dish is on the front of the sleeve; from 1-3 recipes are printed on the back.

The items are convenient and provide shoppers options. They address a millennial’s lack of cooking skills and desire for a restaurant experience, and meet the needs of families looking for shortcuts on busy week nights. In addition, they meet mature consumers’ desire for easy home-made foods that feed two and provide leftovers.

The test program is being conducted in the Midwest at Price Cutter stores, which have the in-store capabilities to produce the kits and have provided significant support for testing. Additional support for implementation has been provided by individual state beef councils.

Consumer research, post implementation to document interest and sell the programs to other stores, as well as point-of-sale materials, demonstrations and training, and initial spice inventory were made possible through national beef checkoff funds.

Campaign Sizzles with New Voice

New “Beef. It’s What’s For Dinner.” consumer advertising premiered in 2013, bringing the recognizable tagline to both older millennials and Gen-Xers. It features sizzling beef recipes, juicy details about essential nutrients and the voice of one of Hollywood’s most promising new talents. The new “Above All Else” campaign reaches out to those who care about food and nutrition.

While keeping many brand mainstays, such as Aaron Copeland’s “Rodeo” music, the new beef campaign uses Garrett Hedlund’s voice in radio spots. Garrett personally represents healthful living, and his strong, warm voice is perfect for provoking a new understanding about beef.

Research has shown that 45 percent of the target demographic said they would choose beef more often if they knew about
how its nutrients compared to chicken. The new campaign helps set the record straight about beef’s essential nutrients in an engaging and educational way.

In addition to traditional print placements, the campaign appears across a wide range of digital platforms, such as 22 tablet versions, online radio stations (e.g., Pandora), video websites (e.g., Hulu), social networking sites (e.g., Facebook) and popular recipe websites (e.g., AllRecipes.com).

State Beef Councils are extending the campaign through print, radio, digital, in-person promotions, sporting events, outdoor advertising and more.

Boosting Beef Internationally
The Beef Checkoff Program assisted as U.S. beef and beef variety meat exports performed very well in 2013. Through July, exports were 9 percent ahead of last year’s record pace in terms of value, at $3.45 billion. This translates into great returns for producers, as export value equated to nearly $235 per head of fed slaughter – an increase of 11 percent over last year.

Through international marketing programs conducted by the U.S. Meat Export Federation, the Beef Checkoff Program is working aggressively to increase export opportunities for U.S. beef. For instance, with recently expanded access in Japan the checkoff helped attract new buyers to U.S. beef and expanded the range of cuts available, allowing Japan to reclaim its position as the No. 1 destination for U.S. beef exports. Other Asian markets performing well included Hong Kong and Taiwan. Exports are also significantly higher to Central and South America, as the checkoff helped the U.S. beef industry capitalize on recently implemented free trade agreements.

Program Builds Nutrition Relationships
With their local and state focus, state beef councils are instrumental in building relationships with state professional organizations dedicated to improving the health of Americans. The national Beef Checkoff Program is assisting those councils in strengthening those ties.

The Nutrition Seminar Program (NSP), coordinated by NCBA, a Beef Checkoff contractor, provides an opportunity for state beef councils to get closer to their state chapters of health professional groups by providing a nationally recognized expert to speak on a nutrition topic at that organization’s annual meeting. The Beef Checkoff also provides free client education resource materials to all session attendees.

State councils coordinate and execute the NSP session, while the national Beef Checkoff covers the honoraria and travel expenses for each speaker. This past year, 36 speaking engagements were coordinated by numerous councils. There are 40 different speakers for states to choose from, covering 148 session topics.

Partners in Time
Throughout its 50-year history, the Federation of State Beef Councils has provided a platform for state beef council representation at the national level, while offering services needed by states to conduct their in-state promotion, education and research programs. The partnership is made possible three ways: through the 1985 Beef Promotion Act; by deliberate collaboration with national programs funded through the Beef Checkoff Program; and by voluntary contributions to the Federation by state beef council boards.

The voluntary investments by cattle-rich states helps make sure greater emphasis is placed on programs where the majority of consumers live and buy beef. It supports the teamwork necessary for building a successful state and national Beef Checkoff Program.

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**CATTLEMEN’S BEEF BOARD FISCAL YEAR 2013 EXPENDITURES**

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<tr>
<th>Category</th>
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*unaudited numbers*