



# Beef Checkoff Report



## BEEF: THE PRO'S WHO KNOW

The Iowa Beef Industry Council (IBIC) has partnered with the CW of Des Moines for a series of TV segments through the Pro's Who Know program to share beef cooking tips, recipes and nutrition information. Rochelle Gilman, Registered Dietitian and Director of Nutrition and Health Promotions for IBIC, joins hosts Jackie and Lou for a series of 8-minute monthly segments which run through September. The segments are posted to the IBIC Pro's Who Know page on the We Are Iowa website ([weareiowa.com](http://weareiowa.com)), as well as shared through the IBIC YouTube and social media pages.

The Beef Checkoff Program is also sponsoring weekly recipes on KMEG TV in Sioux City as part of the summer grilling forecast. These recipes are promoted digitally to reach consumers across Iowa.

## FREEZER MEAL WORKSHOP

The Sac County Cattlemen, the Iowa Beef Industry Council and Sac County Youth Beef Team teamed up to host a Beef Freezer Meal Workshop May 24 at the Sac County Extension Office. Rochelle Gilman, Director of Nutrition and Health Promotions for the Iowa Beef Industry Council, spoke on the nutritional benefits and convenience of cooking and eating beef. Attendees were able to prepare two beef freezer meals to take home, Slow-Cooked Beef Risotto and Wild West Beef Hash. Freezer meals are a great way to meal-prepare for busy families on the go, and beef freezer meals are packed full of nutrients and protein. To find these and other convenient and nutritious recipes visit [www.beefitswhatsfordinner.com](http://www.beefitswhatsfordinner.com).



## NATIONAL JERKY DAY

The Iowa Beef Industry Council celebrated National Jerky Day (June 12) by sending thirty Beef Jerky Snack Boxes with an assortment of Iowa beef jerky and beef jerky snack hacks to TV and radio media partners statewide, along with retail marketing departments. The Beef Jerky Snack Boxes were funded by the Iowa State Beef Checkoff Program.

## STATEWIDE BILLBOARD CAMPAIGNS

A statewide billboard advertising campaign kicked off in May and will run through the summer. The campaign will receive more than 20.5 million impressions; catching the eyes of consumers across the state. "The billboards were placed in high-traffic,

high-traffic areas to reach consumers with the 'Beef. It's What's For Dinner.' message," notes Brooke German, Director of Marketing. The billboards are funded by the Iowa State Beef Checkoff Program.



## OFFICIAL NOTICE



If you are interested in serving as a director on the Iowa Beef Industry Council (IBIC), contact IBIC at [beef@iabeef.org](mailto:beef@iabeef.org) or call 515-296-2305 for details. Applications are due by September 1, 2018.

Investing in Beef Safety, Nutrition and Promotion

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