

Iowa Beef Industry Council

2022 Marketing Plan



Funded by Beef Farmers and Ranchers

Iowa Beef Industry Council
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Background

The Iowa Beef Industry Council (IBIC) was created in 1970 by cattlemen as a marketing organization for the Iowa beef industry.

Up to twenty-one board of directors guide the IBIC. Five are elected by producers at the IBIC annual meeting held at the same location as the Iowa Cattlemen Association's Leadership Summit. In addition, the board includes a livestock market representative, the Iowa Secretary of Agriculture, the Dean of the College of Agriculture at Iowa State University, and two directors appointed by the Iowa Cattlemen's Association.

The State and National Checkoff Board of Directors for the Iowa Beef Industry Council consists of a 10-member executive committee made up of cattle producers from across the state. An additional maximum of eleven directors are appointed to serve one-year terms. The board may choose to appoint one or more of the five Federation Directors to serve as ex-officio voting members.

2021 BOARD OF DIRECTORS

Executive Committee

Kent Pruismann, Chairman, Rock Valley *

Dan Hanrahan, Vice-Chair, Cumming *

Corinne Rowe, Secretary, Dallas Center

Janine Moore, Treasurer, What Cheer

Kent Musfeldt, At-Large, Coon Rapids

Cody Frey, Iowa Livestock Markets, Creston

Mike Naig, Iowa Secretary of Agriculture

Dr. Daniel Robison, Dean, College of Agriculture and Life Sciences, ISU

Krista Huntsman, Iowa Cattlemen's Association, Emerson

Phil Reemstma, Iowa Cattlemen's Association, Dewitt

Directors

Danny Beckman, Danville

Dean Black, Somers *

Jenni Birker, Garrison *

Scott Cherne, Guttenberg

Garret Englin, Orange City

Mike Holden, Scranton

Scott McGregor, Nashua *

Don Swanson, Ottumwa

Cattlemen's Beef Promotion (CBB) and Research Board Representatives

David Bruene, Kelley

Stephanie Dykshorn, Ireton

Ross Havens, Wiotia

Jenni Peters, Bellevue

* Federation of State Beef Councils - Director

Marketing Plan

This marketing plan was created to define the objectives of the Iowa Beef Industry Council and outline its plan of work for the coming year. The plan serves as a road map to best utilize available national and state checkoff dollars to accomplish the Iowa Beef Industry Council's goals.

The primary target audience for IBIC includes millennials ages 20-44, specifically parents.

IBIC is one of 44 state beef councils organized to collect the national beef checkoff initiated on October 1, 1986.

The Iowa State Beef Checkoff program began on March 1, 2017, funded through an additional \$0.50-per-head assessment on cattle sold in Iowa and where a purchaser enters into a verbal or written agreement with a producer to accept delivery of Iowa origin cattle outside the state. The funds are managed in accordance with Iowa law by an executive committee of 10 members.

IBIC's income is generated from the \$1.00-per-head national and \$0.50-per-head Iowa State Beef Checkoff Programs. Fifty cents of each national checkoff dollar is sent directly to the Cattlemen's Beef Board. At the discretion of the IBIC board, a portion of the national beef checkoff funds are directed to the Federation of State Beef Councils and the U.S. Meat Export Federation (USMEF). In addition, a portion of state beef checkoff funds are invested in the USMEF.

National Beef Industry Long Range Plan 2021-2025*

The Iowa Beef Industry Council Marketing Plan recognized the national Beef Industry Long Range Plan 2021-2025 and will support the plan as a roadmap for checkoff activities that are focused, results-driven and collaborative.

**See Long Range Plan on pages 5-9 [appendix A]*

Vision

To be the protein of choice around the world, trusted and respected for our commitment to quality, safety and sustainability.

Mission

Ensure the long-term prosperity of the U.S. beef industry by sustainably producing the most trusted, highest quality and consistently satisfying protein for consumers around the world.

Industry Objectives

1. Grow global demand for U.S. beef by promoting beef's health and nutritional benefits, satisfying flavor and unparalleled safety.
2. Improve industry-wide profitability by expanding processing capacity and developing improved value-capture models.

3. Intensify efforts in researching, improving and communicating U.S. beef industry sustainability.
4. Make traceability a reality in the U.S. beef industry.

Core Strategies

Core strategies are defined as the broad methods that will be pursued to achieve the overall strategic objective. In this case, the task force focused on six primary core strategies that should direct the efforts of industry organizations.

- Drive growth in beef exports
- Grow consumer trust in beef production
- Develop and implement better business models to improve price discovery and value distribution across all segments
- Promote and capitalize on the multiple advantages of beef
- Improve the business and political climate for beef
- Safeguard and cultivate investment in beef industry research, marketing and innovation

Iowa's Plan:

Mission Statement:

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.

Approved July 8, 2021

The Iowa Beef Industry Council Marketing Plan contains nine specific functions which correspond to the program areas supported by the Iowa State Beef Checkoff Program, and the Cattlemen's Beef Promotion and Research Board for the National Beef Checkoff Program:

Collection / Compliance

Consumer Information

- Consumer Communication
- Education/Youth
- Nutrition and Health Professionals

Industry Information

Promotion

- Advertising
- Retail
- Foodservice

International

Research

Producer Communication

Beef Quality Assurance

National Program Investments

Beef Certificate Program

Iowa Beef Industry Council

BEEF INDUSTRY

LONG RANGE PLAN

VISION

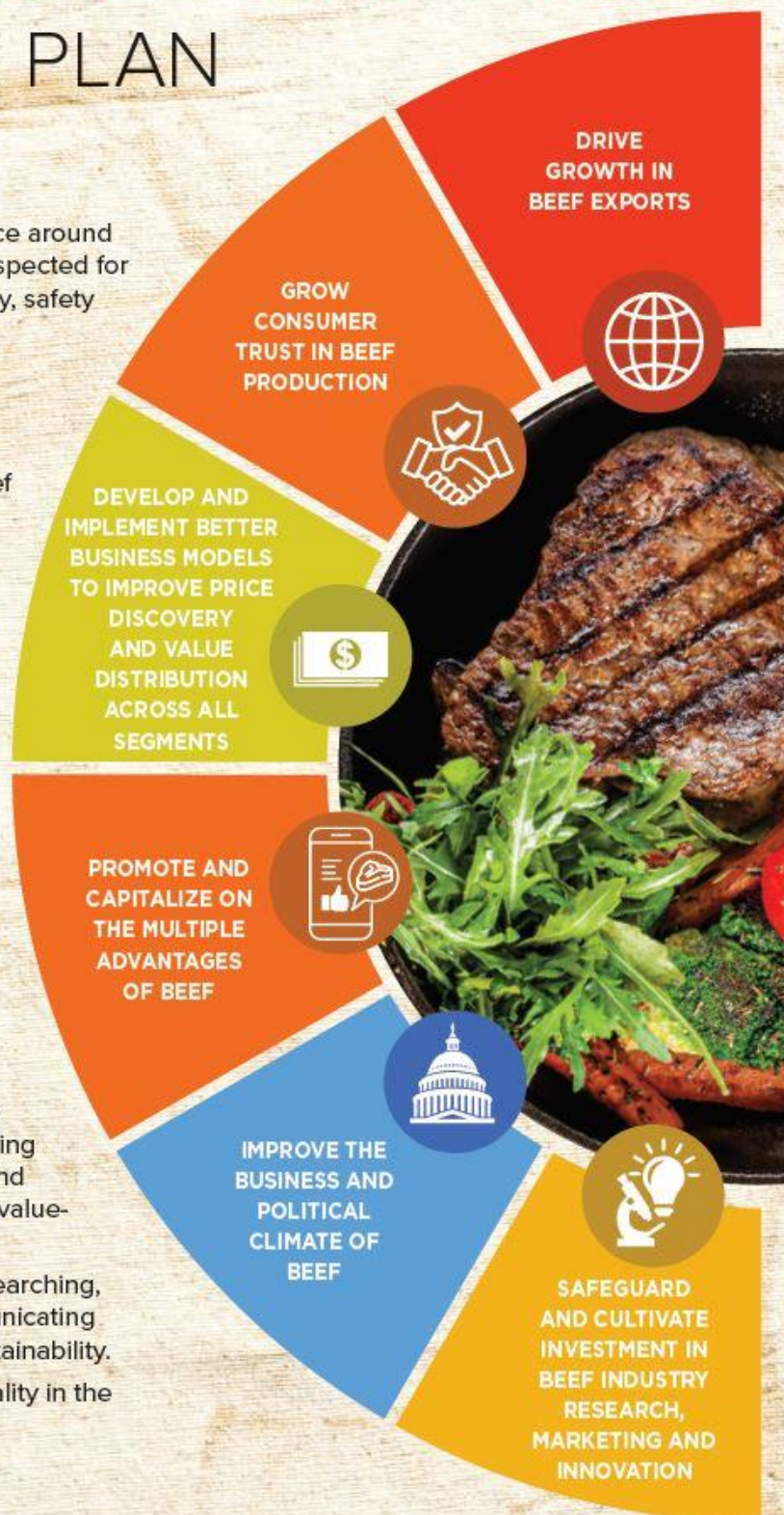
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INDUSTRY OBJECTIVES

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2. Improve industry-wide profitability by expanding processing capacity and developing improved value-capture models.
3. Intensify efforts in researching, improving and communicating U.S. beef industry sustainability.
4. Make traceability a reality in the U.S. beef industry.



BEEF INDUSTRY

LONG RANGE PLAN Core Strategies & Goals



Drive growth in beef exports

Goals:

1. Grow U.S. beef exports to 17% of U.S. beef production by 2025.
2. Grow the value of U.S. beef exports as a percent of total beef value to 21% by 2025.
3. By 2025, 75% of all cattle producing states are participating in a nationwide animal disease traceability program (e.g. U.S. Cattle Trace).



Grow consumer trust in beef production

Goals:

1. Improve the Consumer Trust Index by five percentage points by 2025.
2. Grow BQA certifications by a cumulative total of 10% per year and achieve national standardization of the BQA program by 2023.



Develop and implement better business models to improve price discovery and value distribution across all segments

Goals:

1. Maintain a beef cowherd of 30-31 million with a growth target of 32-32.5 million head.
2. Grow packing capacity by 7% (7,000 head per day) by 2025.
3. By 2023, identify and develop margin analysis indices/metrics that measure and track margin distributions to increase understanding of distributions from the cow/calf through the packing sectors.



Promote and capitalize on the multiple advantages of beef

Goals:

1. By 2025, achieve a Wholesale Beef Demand Index of 124.
2. By 2025, narrow the perception gap between beef and chicken by at least five percentage points, as measured by the checkoff funded beef tracker.
3. By 2025, increase beef's value index by at least five percentage points, as measured by the checkoff funded beef tracker.



Improve the business and political climate for beef

Goals:

1. By 2025, at least 75% of producers will agree that the beef industry is effectively addressing opportunities and challenges in a way that enhances the business climate for beef.
2. By 2025, 20% of cow/calf producers have a written grazing management plan.
3. Ensure that salmonella is not listed as an adulterant.



Safeguard and cultivate investment in beef industry research, marketing and innovation

Goals:

1. Increase national industry program funding for beef marketing, research and promotion efforts to \$100 M by 2025.
2. Quantify the existing public research funding for beef industry production issues and grow that funding by 25% by 2025.
3. Preserve the existing Beef Checkoff.



DRIVE GROWTH IN BEEF EXPORTS

- **Negotiate and execute free trade agreements**
Engage in negotiations to reduce trade barriers, secure free trade agreements and execute existing agreements.
- **Drive adoption of traceability**
Invest in education, communication and other activities that drive the industry to unify efforts to achieve traceability (e.g. U.S. Cattle Trace).
- **Identify and address export customer needs and values**
Invest in research to identify the attributes which are of most interest and concern to foreign customers.
- **Advocate for the adoption and use of international science-based trading standards**
Partner with industry stakeholders in advocating for the adoption and use of international, science-based trading standards.
- **Collaborate with targeted partners to promote U.S. beef in foreign markets**
Cultivate existing relationships and develop new relationships with industry partners who are willing to invest resources in promoting and marketing U.S. beef.
- **Invest in research, marketing and education programs**
Identify high-potential markets and invest in product innovation, research, marketing and education programs that leverage the unique attributes of U.S. beef.



GROW CONSUMER TRUST IN BEEF PRODUCTION

- **Measure, document, improve and communicate the net environmental impact of beef production**
Engage scientific experts in addressing the issue of greenhouse gas, creating data around carbon sequestration, and expanding our knowledge of the methane lifecycle. Aggressively explore alternatives for reducing methane emissions. Cultivate opportunities for the beef industry to participate in carbon credit markets.
- **Educate medical, diet and health professionals about beef and beef production**
Expand educational outreach programs for professionals in the medical, diet and health communities focused on providing facts about nutrition and beef production.
- **Align and collaborate with traditional and non-traditional partners to tell the positive story of beef cattle production**
Engage experts in developing fact-based messaging about animal care, beef industry sustainability, beef safety and beef nutrition. Identify, train and develop grassroots representatives to serve as trained industry spokespeople.
- **Engage positively in the sustainable nutrition conversation**
Promote the positive contribution the beef cattle industry makes to nutrient dense, healthy and sustainable food systems with a particular emphasis on in-person and/or virtual engagements with k-12 students who are developing their dietary patterns and preferences.
- **Expand efforts in educating the general public about the BQA program and its impact on animal well-being**
Broaden use of print, video, social media and virtual/in-person tours to educate consumers, influencers and the general public about the BQA program and its positive impact on animal care and well-being.
- **Expand BQA program to include verification**
Create verification tools for each industry segment.
- **Develop a direct-to-consumer beef safety campaign**
Develop a more direct-to-consumer campaign focused on improving consumer confidence in the unrivaled safety of U.S. beef by communicating the protocols and safeguards used to ensure beef safety (e.g. residue testing).



DEVELOP AND IMPLEMENT BETTER BUSINESS MODELS TO IMPROVE PRICE DISCOVERY AND VALUE DISTRIBUTION ACROSS ALL SEGMENTS

- **Increase packer capacity**
Increase packer capacity to improve competition for market ready cattle, reduce the negative impact of supply chain disruptions and capitalize on opportunities to grow the U.S. beef industry.
- **Develop production/processing/marketing systems that result in more equitable margin distribution**
Explore the feasibility and support the creation of production/processing/marketing systems that create opportunities for profit within all sectors of the beef supply chain consistent with the principles of free-market capitalism.
- **Explore business models and risk management tools that result in more sustainable producer profit opportunities**
Educate producers on existing business/marketing models and risk management tools that improve profit opportunities and reduce volatility. Explore new business models and financial/risk management tools that create opportunities, reduce risk, attract capital and result in more sustainable profit opportunities for producers.
- **Use innovative methods and technologies to value carcasses based on eating satisfaction and red meat yield**
Develop technology and methodologies needed to value individual carcasses based on the use of innovative methods of carcass assessment that more accurately measure and predict consumer eating satisfaction, red meat yield and other attributes that drive consumer demand.



PROMOTE AND CAPITALIZE ON THE MULTIPLE ADVANTAGES OF BEEF

- **Promote the role of beef in a healthy and sustainable diet**
Expand marketing and education efforts specifically highlighting the role of beef in a healthy lifestyle and sustainable diet.
- **Implement a marketing campaign that communicates beef's advantage compared to alternative proteins**
Conduct market research and develop a marketing campaign that defines and communicates beef's comparative advantages and effectively highlights attributes important to consumers (e.g. on-pack labeling, nutritional facts labeling and/or other point-of-purchase communication).
- **Develop targeted marketing programs focused on the highest opportunity market segments**
Develop targeted messaging that positively resonates with highest opportunity market segments across media platforms to communicate beef's compelling value proposition.
- **Cultivate collaborative promotion partnerships**
Cultivate opportunities to build collaborative beef promotion partnerships (e.g. complementary commodities, innovative retailers/food service organizations, etc.)
- **Promote innovative online marketing, packaging and shipping solutions to enable the direct marketing of beef**
Promote online marketing solutions and identify ways to safely, efficiently and affordably deliver fresh and frozen beef directly to consumers.
- **Engage consumers in a memorable beef eating experience**
Educate and encourage beef marketers to be more creative in developing and delivering a more robust and memorable beef eating experience (e.g. creation of virtual experience via kiosk at restaurants, waiter/waitress training, butchers, beef connoisseur program, etc.)
- **Develop a more interactive and exciting beef purchasing experience**
Research and invest in innovative educational tools and expand the use of technology (e.g. QR codes) in designing a more interactive meat case. Partner with supply chain experts to engage customers in more interactive retail beef purchasing experiences.
- **Promote underutilized beef cuts and new variety meat products**
Drive acceptance and use of underutilized beef cuts and the creation of new variety meat products while continuing to promote traditional beef cuts.





IMPROVE THE BUSINESS AND POLITICAL CLIMATE OF BEEF

- **Demonstrate beef's positive sustainability message and key role in regenerative agriculture**
Work with environmental experts to identify opportunities to improve impactful measurements of the Beef Lifecycle Assessment. Stay engaged with USRSB and conservation groups to document and communicate, to policy makers and others, the regenerative benefit of cattle and their role in effectively stewarding our natural resources.
- **Defend beef's product identity**
Defend beef's product identity and nomenclature from use by competing proteins including plant-based proteins and other meat alternatives.
- **Ensure beef's inclusion in dietary recommendations**
Ensure the government and medical/health organizations utilize knowledgeable experts and trusted research in making nutrition-based dietary recommendations.
- **Manage the political and regulatory environment**
Defend and protect producers from legislative and regulatory attempts to impose government restrictions on the business climate of beef production and marketing. Educate key influencers and advocate for public policy that can improve the overall business climate for the beef community.
- **Drive continuous improvement in food safety**
Engage with government agencies, organizations and private entities to support research and develop proactive protocols that specifically help to reduce the risk of *Salmonella* spp. and antimicrobial resistance.
- **Protect and promote grazing on public and private land**
Support agency regulations that protect targeted and broader landscape grazing on federal lands. Collaborate with conservation groups to advance ecological services on private lands.
- **Develop crisis management plans**
Develop and/or update emergency management plans based on key risks and vulnerabilities facing the beef industry.
- **Collaborate with other organizations to advance policy priorities**
Engage with other organizations, both inside and outside the industry, to identify issues/interests we can agree on and build consensus among those organizations to advocate for legislation and policies supportive of the beef industry.
- **Defend science-based production technologies**
Engage with legislative bodies to ensure the use of science-based criteria to protect existing beef production systems, inputs and technologies.



SAFEGUARD AND CULTIVATE INVESTMENT IN BEEF INDUSTRY RESEARCH, MARKETING AND INNOVATION

- **Increase industry funds for beef marketing, promotion and research**
Protect the historic success of the beef checkoff in creating beef demand and technologies. Explore new options for increasing beef marketing, promotion and research funding from the packing/processing/retail sectors. Encourage the development and growth of supplemental checkoff programs on a state-by-state basis while exploring strategies that effectively leverage existing checkoff funds (e.g. matching programs).
- **Attract innovation and intellectual capital into the beef industry**
Establish beef industry innovation initiatives that create forums/conferences to showcase new technologies and attract capital with the goal of accelerating the discovery and adoption of new technologies while recruiting and educating talent for the beef industry.
- **Encourage the cooperation and collaboration of existing industry advisory committees to identify and prioritize research efforts**
Establish and publicize beef industry research priorities by fostering collaboration between existing organizations and committees and ensuring that critically important research efforts are adequately addressed (e.g. AMR, food safety, microbiome and genomic research, gene editing, environmental/sustainability issues, traceability, big data, etc.).
- **Develop and implement new genetic/genomic tools and technologies**
Improve the efficient utilization of natural resources in beef production systems by supporting the seedstock sector in researching, developing and using genetic/genomic tools to address sustainability issues and One Health priorities (e.g. gene editing technology, microbiome, carbon credit/methane EPD's, etc.).
- **Increase industry resources for production research**
Generate support for vital industry research by:
 - Encouraging additional funds through voluntary or structured programs;
 - Engaging in collaborative efforts with universities, agricultural experiment stations and federally funded research agencies;
 - Cultivating support from philanthropic organizations, endowments, private parties, accelerators/incubators, etc.
- **Ensure that publicly-funded research and intellectual capital remains in the public domain**
Advocate for legislation and policies to protect and increase funds for research and education through Agricultural Research Service (USDA) and Universities.
- **Explore and educate producers on creative land use alternatives to generate new revenue streams**
Explore the use of land trusts, conservation easements and partnerships with private organizations to monetize the value of ecological services provided by progressive cattle management practices.

For background information and more details about the Beef Industry Long Range Plan, visit

BeefLongRangePlan.com

Iowa Program Priorities:

The Iowa Beef Industry Council places a high-priority on extending programs approved by the Operating Committee and developed by the Federation of State Beef Councils and the Cattlemen's Beef Board (CBB) when appropriate to state objectives. USDA approves these plans and CBB conducts evaluations.

The IBIC board analyzed the core strategies and strategic initiatives to determine the priorities that can be implemented in Iowa. The board highlighted the following priorities:

2021 - 2025 Priorities

Drive Growth in Beef Exports

- Collaborate with targeted partners to promote U.S. beef in foreign markets
- Invest in research, marketing and education programs

Grow Consumer Trust in Beef Production

- Align and collaborate with traditional and non-traditional partners to tell the positive story of beef cattle production
- Educate medical, diet and health professionals about beef and beef production

Promote and Capitalize on Multiple Advantages of Beef

- Develop targeted marketing programs focused on the highest opportunity market segments
- Promote underutilized cuts and new variety meat products
- Implement a marketing campaign that communicates beef's advantages compared to alternative proteins

Improve the Business Climate for Beef

- Demonstrate beef's positive sustainability message and key role in regenerative agriculture

Priorities of the Iowa State Beef Checkoff Program include, but are not limited to:

- Marketing and promoting beef and beef products
- Enhancing the beef industry image
- Production research
- Expanding international trade relationships
- Providing producer, consumer, and youth educational opportunities
- Enhancement of the National Beef Checkoff Program

Funding Sources

Funding sources are denoted in the marketing plan as:

- National Beef Checkoff Program funding: [NATIONAL]
- State Beef Checkoff Program funding: [STATE]
- Funding from both the National and State Beef Checkoff Programs: [NATIONAL, STATE]

Iowa Beef Industry Council Programs

Collection and Compliance

Definition: “Collection and Compliance” refers to the process of collecting \$1.50-per-head of cattle according to the Act and Order and Iowa Code Chapter 181.

- A. Maintain an active and effective compliance program to collect both the Iowa State Beef Checkoff and National Beef Checkoff Program assessments. [NATIONAL, STATE]
- B. Build awareness and enforce the \$1.50-per-head remittance to fulfill the Act and Order, Iowa Code Chapter 181 and Administrative Rules to all stakeholders. [NATIONAL, STATE]

Consumer Information

Definition: “Consumer Information” means science-based nutrition and health information that will assist consumers and other persons in making evaluations and decisions regarding the purchasing, preparing and use of beef and beef products.

Consumer Communication

- A. Create a positive perception of beef and beef products among meal-time decision makers through the three pillars: people, protein and pleasure. [NATIONAL, STATE]
- B. Collaborate with the Iowa Food and Family Project to share beef and beef industry information with their highly-trusted audiences. [STATE]
- C. Utilize a monthly consumer eNewsletter to share beef and beef industry information to consumers as it relates to the people, protein and pleasure pillars. [STATE]
- D. Relaunch the Team Beef, Iowa program to develop an active group of beef advocates to share information on beef; beef’s nutritional benefits and the beef industry. [STATE]
- E. Utilize farmer profiles, videos and sponsored blog posts to connect consumers to beef farmers and beef production and enhance consumer confidence in beef and the beef industry. [STATE]
- F. Promote May Beef Month to consumers, producers and media across the state of Iowa to celebrate the beef industry. [STATE]
- G. Utilize third party influencers to reach the beef checkoff target audience through sponsored content posts to promote, educate and inspire cooking with beef. [STATE]
- H. Enhance the Beef. It’s What’s For Dinner. brand through the extension of marketing products and materials for consumer and producer audiences. [NATIONAL, STATE]
- I. Implement the use of a communication intern that will be mutually beneficial for project completion and youth development. [NATIONAL, STATE]
- J. Arrange a beef blogger tour to enhance our relationships with third party influencers and broaden their understanding of the beef lifecycle. [STATE]
- K. Develop highly-engaging and educational spaces to communicate information about beef and Iowa’s beef industry. [STATE]

Education/Youth

- A. Provide checkoff-funded beef educational resources to educators and influencers through the IBIC website. [NATIONAL, STATE]
- B. Support youth, consumer and education events to communicate information about beef and the beef industry. [STATE]
- C. Support the Iowa Ag Literacy Foundation (IALF) and Ag in the Classroom by communicating and sharing available beef resources and information to enhance their educational programming. [STATE]
- D. Implement the Family and Consumer Sciences Beef Grant program to enhance the use of beef in the classroom among middle and high schools in Iowa. [STATE]
- E. Provide beef educational materials to youth and educators to utilize inside and outside of the classroom. [NATIONAL, STATE]
- F. Seek additional opportunities and innovative ways to partner with outside organizations to increase beef educational presence in classrooms across the state, with a concerted effort towards elementary age kids. [STATE]

Nutrition and Health Professionals

- A. Communicate with Iowa nutrition and medical professionals, including physicians, nurses and dietitians to improve their perception of the role of beef in a healthy and sustainable diet. [NATIONAL, STATE]
- B. Educate and expand outreach programs for medical, nutrition and health professionals about facts with beef nutrition and beef production. [NATIONAL, STATE]
- C. Utilize third party health professional influencers to reach consumers to promote, educate and inspire cooking with beef and/or health benefits of beef. [NATIONAL, STATE]

Industry Information

Definition: “Industry Information” means information and programs that will lead to the development of new markets/marketing strategies, increased efficiency and activities to enhance the image of the cattle industry.

- A. Provide resources and communicate the story of beef production in Iowa and the U.S. as it relates to animal care, sustainability, life cycle assessment, food safety, product and safety research, antibiotic stewardship, etc. [NATIONAL, STATE]
- B. Create and utilize farmer profiles to enhance consumer marketing efforts and disseminate to industry partners, consumers, and influencers. [NATIONAL, STATE]
- C. Assist in addressing industry issues by maintaining an industry issue response system and continue to train third party spokespeople to assist in responses. [NATIONAL, STATE]
- D. Enhance the beef industry image through collaboration with other commodity groups, industry organizations, and promotional efforts in all segments of the beef industry. [NATIONAL, STATE]

- E. Collaborate with outside organizations and other commodity groups with the assistance of the Iowa Department of Agriculture and Land Stewardship and the Secure Beef Plan to address biosecurity and Iowa's foreign animal disease response plans. [NATIONAL, STATE]
- F. Provide continuing educational opportunities for beef advocates to participate in outside on-going training as it relates to beef and the beef industry. [NATIONAL, STATE]

Promotion

Definition: "Promotion" means any action, including paid advertising, to advance the image and desirability of beef and beef products with the express intent of improving the competitive positions and stimulating sales of beef and beef products in the marketplace.

Advertising

- A. Develop promotional activities and advertising initiatives aimed at promoting beef amongst IBIC's target audience through the people, pleasure and protein pillars. [NATIONAL, STATE]
- B. Coordinate state advertising efforts to complement and enhance national advertising initiatives. [NATIONAL, STATE]
- C. Encourage county cattlemen associations and youth beef teams in Iowa to participate and utilize the County Grant Program to promote and/or educate consumers on beef and beef products. [STATE]
- D. Partner with surrounding State Beef Councils to enhance the national marketing strategies to audiences inside and outside of Iowa. [NATIONAL, STATE]
- E. Utilize social media to create a positive perception of beef and beef products through the three pillars: people, protein and pleasure. [STATE]
- F. Collaborate with several sports properties throughout the state to enhance our beef for strength and protein pillar messaging amongst our target audience. [STATE]

Retail

- A. Promote the sale of beef at the retail meat case and e-commerce by providing resources, content and point of sale materials for consumer education. [STATE]
- B. Collaborate with retail stakeholders to enhance beef promotion initiatives; including innovative online marketing, nutrition, health and culinary programs, and/or beef farmer profiles based in retail grocery stores. [STATE]
- C. Support education programs on beef processing, including value cuts and boxed beef, to meat lockers, butchers, direct marketing. [STATE]

Foodservice

- A. Communicate beef's menu power and value with foodservice professionals in commercial and non-commercial operations. [STATE]

- B. Offer training and educational opportunities to culinary students and instructors, chefs, and/or distributors to enhance their knowledge of beef and the beef industry. [STATE]
- C. Support national foodservice partnership opportunities. [NATIONAL, STATE]
- D. Promote beef and beef events, such as competitions and restaurant weeks, through partnerships with restaurants and other organizations. [STATE]
- E. Promote Iowa's beef industry and restaurants through Iowa's Best Burger Contest. [STATE]
- F. Launch an Iowa's Best Steaks campaign that promotes Iowa's beef industry and restaurant partnerships. [STATE]
- G. Capitalize on our improved partnership with the Iowa Restaurant Association to promote beef and share resources and information about beef and the beef industry to partners. [STATE]

International

Definition: "International" means building relationships and discovering consumer needs to deliver nutritious beef and beef products around the world that add value for Iowa producers.

- A. Maximize potential for export beef sales by developing relationships with international business influencers that lead to sales of U.S. beef and beef products. [NATIONAL, STATE]
- B. Attend and support international trade missions to promote beef in collaboration with international stakeholder groups aimed at demand driving efforts. [NATIONAL, STATE]
- C. Support and cooperate with the U.S. Meat Export Federation and other approved industry partners with an interest in export growth to enhance exporting opportunities. [NATIONAL, STATE]
- D. Utilize beef checkoff dollars to maximize market access and expand market development opportunities. [NATIONAL, STATE]
- E. Form strategic partnerships with state and national organizations aimed at hosting inbound trade mission meetings and teams. [NATIONAL, STATE]

Research

Definition: "Research" means studies relative to the effectiveness of market development and promotion efforts, as well as beef product food science and safety. Iowa State Beef Checkoff also allows for the study of cattle production including efficiencies, nutrition, health and environmental impact. By building a science-based knowledge foundation, research is the cornerstone of all checkoff-funded marketing, promotion, education, and information programs.

- A. Support research needed to improve beef and beef products. [NATIONAL, STATE]
- B. Communicate beef checkoff-funded research results to industry stakeholders, including industry representatives, producers, and trade media. [NATIONAL, STATE]

- C. Maintain a research committee composed of various segments of Iowa's beef industry to identify research opportunities for beef production and to recommend research funding decisions. [STATE]
- D. Update and disseminate a research-specific Request for Proposal and memo to be utilized by entities to submit research proposals for the Iowa State Beef Checkoff Program. [STATE]
- E. Evaluate and communicate research results through a compiled executive summary. [STATE]

Producer Communication

Definition: "Producer Communications" is the process by which information will be conveyed to beef producers and the general public about how the checkoff program is operating.

- A. Communicate beef checkoff activities and results to IBIC investors and other key industry segments by utilizing digital, printed and radio checkoff reports and promotions. [NATIONAL, STATE]
- B. Utilize industry leaders, key stakeholders, or influencers to convey the Iowa beef checkoff successes and assist in identifying opportunities for increased communication. [NATIONAL, STATE]
- C. Equip and encourage Iowa producers to share successes of their beef checkoff with other beef producers. [NATIONAL, STATE]
- D. Utilize producer communication materials and resources from the Cattlemen's Beef Board to enhance the communication efforts of checkoff successes. [NATIONAL, STATE]
- E. Collaborate with industry partners to work towards measuring producer satisfaction and buy-in of checkoff programming. [NATIONAL, STATE]

Beef Quality Assurance (BQA) Program

Definition: "Beef Quality Assurance" is a program that trains farmers and ranchers on best practice cattle management techniques to ensure their animals and the environment are cared for within a standard set of guidelines and regulations across the U.S. beef industry.

- A. Manage and oversee the Iowa Beef Quality Assurance Program to address Best Management Practices (BMPs) that influence proper management techniques and a commitment to quality within every segment of the beef industry. [NATIONAL]
- B. Provide industry leaders with up-to-date resources related to future requirements for marketing beef. [NATIONAL]
- C. Provide BQA Transportation (BQAT) information through the website and BQA educators to implement best-practices on the farm. [NATIONAL]
- D. Maintain and update BQA contract with educators across the state to deliver high quality training. Maintain regular communication with educators in Iowa. [NATIONAL]
- E. Incorporate BQA messaging points into consumer programming when applicable. [NATIONAL, STATE]
- F.

National Program Investments

Definition: “National Program Investments” are successful when we create partnerships with State Beef Councils and other contractors who develop, execute and measure the effectiveness of programs and our checkoff investments.

- A. Increase the demand for beef and beef products in highly populated regions of the U.S. through investments with other State Beef Councils and contractors of the Cattlemen’s Beef Board. [NATIONAL]
- B. Prioritize beef’s nutrition and health attributes, the beef industry’s image, the value of beef, beef’s demand, food safety, and the quality and consistency of beef. [NATIONAL]
- C. Measure results of national program investments with end-of-project summaries. [NATIONAL]

Beef Certificate Program

The Iowa Beef Industry Council issues non-checkoff funded beef certificates which can be used towards the purchase of beef at retail stores, meat lockers, and restaurants. These promotional funds are used for the promotion and sale of beef and beef products.

- A. Maintain the existing beef certificate program to support the sale of beef.
- B. Utilize the beef certificate program for additional promotional opportunities to build relationships with partners in and outside of the beef industry.