

Through the NCBA Nutrition Seminar Series, FBC hosted Dr. Martha Belury as a session speaker. She gave a presentation on Building Better Muscles with Flavonoids. Dr. Belury was ranked one of the top presenters by the conference goers. She was commended for her content and the delivery of her presentation. FBC used the session as an opportunity to hand out educational materials focused on including beef in a healthy diet to approximately 200 people.

It is crucial for FBC to take opportunities to visit with nutritionist and dieticians, they are the people that consumers turn to when considering their diets and nutritional needs. It is important to give them a better understanding of beef and help them feel more secure in promoting and suggesting beef to their clients. Our attendance at the conference reminds health professionals that the Florida Beef Council is a great source of information.

## IBOTTA

The Florida Beef Council completed three successful Ibotta campaigns in 2017. These promotions were funded by Florida Cattle Enhancement Board. Ibotta is a mobile couponing app that gives customers rebates for purchases.

## VALENTINES DAY

This was a 4-week campaign that ran through Valentines Day. FBC contracted \$50,000 for a \$1.25 rebate with any purchase of fresh steak. This promotion required to users to complete a survey to redeem the rebate. This specific promotion had more than 4.1 million impressions and 58,000 engagements. Which translated to 21,667 redeemed rebates and a redemption rate of 37%, which is well above the national average of 23%

## FLORIDA BEEF COUNCIL 2017 FINANCIALS

### REVENUE

Gross Assesments Collected	\$671,713
Federation Funding	-
Non Checkoff	33,261
Total	<u>\$704,974</u>

### DISBURSEMENTS

Cattlemen's Beef Board	336,637
NCBA Checkoff Division	40,000
Promotion	54,137
Research	8,933
Consumer Information	158,666
Producer Communications	22,331
Federation Funding	
Collections Compliance	3,894
Administration	48,033
Other	10,369
Total	<u>\$683,000</u>
Net	21,973

## SUMMER GRILLING

Summer Grilling 2017, this campaign began on May 15th and ran for 4 weeks. FBC contracted \$50,000 to be used for a \$0.75 to \$1.25 coupon for the purchase of 10 oz. or larger fresh steak. This specific promotion required users to view a recipe card to redeem the coupon.

The campaign achieved 2.3 million impressions and 54.3 thousand engagements (people who viewed the recipe card). Resulting in 21,450 redeemed rebates or packages of steak moved. Leading to a total redemption rate of 39.4%

## GROUND BEEF

Our promotion ran from August 25th through September 26th. The rebate was for \$0.50 back on a purchase of fresh ground beef. In order to receive the offer, the customer must complete a task. We selected a trivia question that regarded the amount of lean beef cuts. The question must be answered correctly to unlock the rebate.

The campaign started off strong, but unfortunately it slowed down during Hurricane Irma. However, it quickly picked back up and became one of our most successful promotions. We had over 2.7 million impressions with a redemption rate of 46%, double the national Ibotta average. It is estimated that nearly 44,000 units of beef were moved.

Another benefit of Ibotta is the data and demographics we receive. Customer profiles show that over 30% are between the age of 25 and 34; and over 86% of all purchasers were females. The data concludes that a large portion of shoppers are millennial aged, females. FBC also has data to show where people prefer to shop; the top 3 retailers are Publix (50.9%), Walmart (22.0%), and Winn Dixie (16.7%). The above data will help guide FBC communication strategies in the future.

## TEAM BEEF



2017 was the inaugural year for Team Beef Florida. Despite being the first year, the program proved to be very successful. The team is led by two ambassadors; Erin Freel and Nicholas Blazer, they have managed the team and competed in nearly 20 races

where they wore their Team Beef Gear. Beyond running, they have also been advocates for beef and the team, speaking at several meetings and events and being active on social media. They are using social media to respond to consumers with positive comments on the health and nutrition of beef. The team has 35 members and they come from a wide variety of backgrounds, occupations, and fitness stories. As a whole, the team raced 1000's of miles, broke personal records, posted to social media, and shared the message of beef. Each member is required to compete in at least one race wearing their Team Beef gear, make a social media post, and complete at least one module of the Master's of Beef Advocacy Program. Most

of the members went beyond their requirements and competed in more races, made more social media posts, and completed the entire MBA course. 2017 had a team full of motivated individuals who represented Team Beef Florida and the beef industry well.



## FLORIDA BEEF MONTH

The objective of Florida Beef Month is to build overall brand awareness for the Florida Beef Council (FBC), all while educating consumers and promoting beef throughout the state. Due to a transition in office staff this year's social media campaign was only 2 weeks long, running from May 14th to May 31st. Despite the short campaign we still saw excellent results across all social media platforms. Data shows that over 45,000 people engaged with the FBC page on Facebook and our total reach was over 222,000 people. FBC spent dollars to boost and promote a variety of post, thus allowing us to expand our reach by 166,645 people. Both Instagram and Twitter showed excellent results as well.

## ROSEN COLLEGE FARM TOUR



The Florida Beef Council worked with the Florida Dairy Farmers and organized a farm tour for the Rosen College of Hospitality Management, which is a part of the University of Central Florida. On August 8th, Robb Seltzer and 6 of his culinary staff members visited Larson Dairy in Okeechobee. Jacob Larson and his sister in law, Colleen Larson, hosted the tour at their family's farm. The tour

started off in the milking parlor, where several of the attendees were ambitious and hand milked a cow; the tour then led to the free stall barns and the conversations led to the nutrition and welfare of the cattle on the farm. The members of Rosen College, saw firsthand how cattlemen, whether they are dairy or Beef producers, take care of their livestock. The staff was interested in visiting a dairy, because they were getting ready to begin making their own cheese and the head of the department, Robb Seltzer, was interested in the carcass and meat quality of dairy breeds as compared to the traditional beef breeds.

Even though Rosen College did not visit a beef operation it was still very beneficial for them to see the Larson's Dairy farm as dairy cattle contribute up to 20% of the total beef used to feed a growing population, so it is just as important for consumers to learn about dairy operations as it is for them to learn about beef operations. This connection with Rosen College has helped the FBC build a relationship with their school and department. There will be many future opportunities for FBC to work with Rosen College; allowing us to reach a larger audience.

## MINI BEEF 101



Saudi Arabia recently opened to the sale of U.S. beef. In order to learn more about our product, they sent their top salesman to Florida to visit and gain knowledge. He will be the one educating and training the other salesmen in Saudi Arabia. Nadim Sawaya works for Transmed, which is the sister company for Sysco. On September 5th Nadim and Joel Waltson, a representative from Sysco, visited the University of Florida (UF) Animal Science Department and Meat Lab. They first met with Dr. Chad Carr, who talked to them about beef as a wholesale and retail product. Dr. Carr and the meat

lab staff fabricated a beef carcass and discussed the different cuts. They then met with Dr. Todd Thrift, who gave them an overview of the whole beef industry. The afternoon ended with a tour of the UF Beef Teaching Unit, where Nadim was able to see a small production practice in action, as well as the multiple breeds utilized in our area. The experience that was provided to Nadim will help him lead the way selling U.S. beef in Saudi Arabia. Nadim saw firsthand the efforts the United States beef industry is constantly taking to guarantee that we are producing a safe, wholesome, and nutritious product.

## FLORIDA ACADEMY OF NUTRITION AND DIETETICS CONFERENCE

The Florida Beef Council attended the Florida Food and Nutrition Symposium in Ft. Lauderdale, July 15th through the 18th. The conference hosted nutritionist and dieticians from all over the state. Throughout the four days there were multiple educational seminars, covering many of the latest trends regarding health and nutrition.



# 2017 FLORIDA Beef Council Annual Report



Funded by Beef Farmers and Ranchers

## DEAR FELLOW PRODUCERS,



Beef and great, unforgettable meal experiences seem to go together. A succulent steak on your birthday, juicy summer hamburger

straight from the grill or wonderful Sunday pot roast with the family not only create immediate and delicious taste sensations, but plant wonderful memories in the brain.

Assuring that the beef in these situations is the best it can be is important. But what beef attributes are most important to consumers when they sit down to enjoy a beef meal? And how do we measure how well we're doing in producing high quality beef for them? How can we make these beef-eating experiences even more memorable?

Those are just a few of the questions we ask ourselves through the Beef Checkoff Program to assure that we're not just meeting consumer expectations for wonderful beef experiences, but exceeding them. This report shows how the checkoff helps provide measurements for beef quality that are quantifiable, guidelines that are reasonable and consumer insights about quality that are helpful and valuable. You will also learn about some of the tools we're using to communicate quality and value to consumers.

The pursuit of quality is never-ending, but at the same time satisfying and rewarding. Beef is a great product that already fills a consumer want. Making it better is the icing on the cake.

Yours truly,

Jerry Effertz, Chairman  
Federation of State Beef Councils



Funded by Beef Farmers and Ranchers

## THE QUALITY EQUATION

When they sit down for a meal, more than anything else consumers want food that tastes great. Beef producers have a product that both tastes good and is good for them. What should the beef industry do with this fact?

Through its checkoff program, a wealth of knowledge about beef and beef eaters becomes the foundation for research, education and promotion programs that establish benchmarks for beef quality, while providing guidelines for delivering even more of those beef qualities that consumers want. Obviously, it starts at the beginning.

## THE 2016 NATIONAL BEEF QUALITY AUDIT



What cattle producers do to raise beef has an impact on quality. Every five years since 1991 the beef industry, through its Beef Checkoff Program, has provided a set of guideposts and measurements for cattle producers and others to help determine quality conformance of the U.S. beef supply. Results from the National Beef Quality Audit have helped lead to improvements in cattle and beef production through the years, including reductions in carcass blemishes and fewer lost opportunities related to branding and other practices.

Reported in 2017, results from the 2016 NBQA, conducted for steers and heifers as well as cows and bulls, show that the industry continues to improve the quality of its product, and identifies where improvements can still be made. Among the findings was a significant increase in USDA Choice and Prime carcasses, and a high mobility score for cattle entering packing plants, which shows an improvement in animal handling. The number of blemishes, condemnations and other attributes that impact animal value remain small.

Improvements can still be made, however. The NBQA for steers and heifers identified lost opportunities in hitting optimum carcass yield and grade targets and reducing offal condemnation rates, particularly for livers, while among other issues the cow and bull report identified opportunities to make progress by implementing measures to eliminate carcass bruising on the farm, in transport and at the packing facility.

To help tell the positive beef story, the checkoff-funded Beef Quality Assurance Program, managed by NCBA as a contractor to the Beef Checkoff Program, helps beef producers understand the do's and don'ts of raising high quality beef.

Consumers can learn more about how beef is produced through many checkoff-funded programs that tell that story. The multiple efforts to connect with consumers about issues have been highly successful. For example, research conducted by IPSOS Public Affairs in 2016 showed that over 80 percent of consumers graded fresh beef an A or B for safety.

Safety isn't the only beef attribute on the radar. The checkoff-funded Consumer Beef Index (CBI) shows that more than 70 percent of consumers consider beef to be a good balance of taste and nutrition.

## A TRAIL TO TENDERNESS

The checkoff-funded National Beef Tenderness Survey demonstrates tenderness has improved significantly since 1990. In fact, there has been a 34 percent improvement in beef tenderness over that time.

Improvements in beef tenderness have remained fairly steady over the past five years despite drought and other challenges that could have derailed its progress. The 2015/2016 survey found that beef is delivering a good eating

experience to consumers. It also suggested the industry is keeping its eye on the ball when it comes to protecting the improvements in tenderness it has made.

Most steaks surveyed were considered tender. While cuts from the round have a wonderful flavor profile they remain an industry tenderness challenge. Increased efforts to optimize aging practices and checkoff-funded consumer education on proper cooking for cuts from the round and other primals will help provide greater consumer satisfaction with tenderness.

## AN EVOLVING CONSUMER

Knowing what the consumer wants, and how they go about purchasing it, is at the heart of beef checkoff consumer research and marketing efforts. The research is conducted by the checkoff's market research team using a variety of surveys and data-driven consumer behavior and attitude research tools.

For instance, CBI research shows that beef performs well on key quality attributes important to consumers. Almost 90 percent of consumers say beef is great tasting as well as a great source of protein. A checkoff-funded steak satisfaction tracker supports this, showing in a current survey that 90 percent of consumers say they were very satisfied with their recent beef eating experiences.

Consumers who say they are planning to consume more beef give their reasons as:  
They prefer the taste (85 percent);  
They want to add protein to their diet (77 percent);  
They believe there is better availability of cuts (76 percent);  
and They say beef is more of a family favorite (73 percent).

## REACHING BEEF'S FINAL STOPS

The beef checkoff's Masters of Beef Advocacy (MBA) program had acquired 10,000 graduates by 2017, providing consumers with a link to producers who put quality beef on their tables. Started in 2009, this group of beef and dairy producers – along with chefs, teachers, doctors, dietitians and others in the beef community – are equipped to engage with consumers and encouraged to participate in advocacy efforts.

MBA graduates have put their skills to use in many ways, from providing a rancher's perspective for a magazine article to promoting an MBA campaign. The Top of the Class, a next-level advocate training program, regularly taps its members for media interviews, speaking engagements and other national opportunities.

Building on the program's initial success, a new set of MBA lessons were released in 2015, and an interactive app for iPhone and Android introduced in 2016, giving MBA graduates access to beef information at their fingertips.

Consumer beef marketing efforts use digital media that include social and entertainment platforms such as Facebook, YouTube, Instagram, Hulu and others. The Beef. It's What's For Dinner Facebook (www.facebook.com/BeefItsWhatsForDinner/) page has more than 1 million

followers, and the BeefItsWhatsForDinner.com website has circulated more than 1.4 million recipes.

The beef checkoff will have had more than 40 million video views in 2017. This past year Facebook Live, for instance, hosted a "Be Your Own Butcher" from the checkoff's Culinary Center that provided hands-on cutting demonstration by a meat cutting expert, reaching nearly 140,000 consumers.

## OUTSIDE OUR BORDERS



Whether working to expand high-end chilled beef exports to Asia, or helping find new destinations for beef livers, the Beef Checkoff Program's international marketing efforts are boosting global demand for U.S. beef. In the first six months of 2017, U.S. exports totaled 606,876 metric tons (mt) – an increase of 12 percent over the first half of 2016. Export value increased 15 percent to \$3.35 billion, which equates to about \$270 for every fed steer and heifer slaughtered – up 8 percent year-over-year.

Beef exports to leading market Japan exceeded last year's pace by 23 percent in volume (150,812 mt) and 28 percent in value (\$905.8 million). Exports to South Korea were up 13 percent in volume (83,357 mt) and 21 percent in value (\$527.7 million). Chilled beef exports to Japan and Korea were up 40 percent and 83 percent, respectively, as the U.S. captured more than 50 percent of both countries' chilled beef market.

The beef checkoff will also play a major role in reintroducing U.S. beef to meat buyers in China, which in June reopened to U.S. beef for the first time since 2003.

## CATTLEMEN'S BEEF BOARD FISCAL YEAR 2017 EXPENDITURES

Promotion . . . . .	\$7,871,078
Research . . . . .	\$9,102,863
Consumer Information . . . . .	\$7,913,258
Industry Information . . . . .	\$4,180,808
Foreign Marketing . . . . .	\$8,140,797
Producer Communications . . . . .	\$1,498,613
Evaluation . . . . .	\$202,832
Program Development . . . . .	\$292,090
USDA Oversight . . . . .	\$465,853
Administration . . . . .	\$1,796,725
<b>TOTAL EXPENSES . . . . .</b>	<b>\$41,464,917</b>

*Audited Numbers*

\*This total also includes CBB's costs associated with Freedom of Information Act requests and legal fees associated with lawsuits.