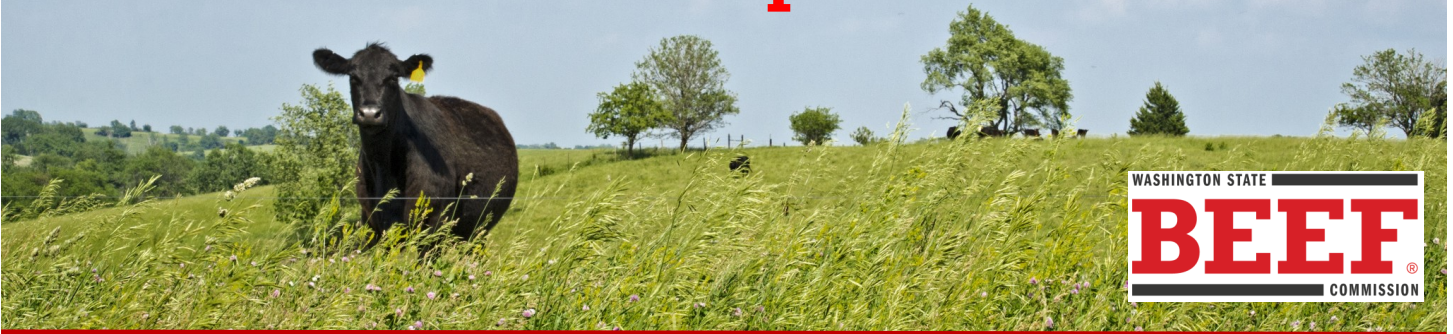


# 2017-2018 Annual Report



The Washington State Beef Commission is the producer-funded and directed beef promotion, research and consumer information arm of Washington's Beef Community. A mandatory \$1.50 assessment is paid by beef 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.

## MESSAGE FROM THE CHAIR



Dear Fellow Beef Producers,

If we don't tell our story, our adversaries will! That is why the Washington State Beef Commission has carefully focused on telling the modern beef production story. With half of our advertising budget focused on building trust in beef and modern beef production, our team has secured innovative and cost effective ways to reach millions of consumers with videos, featuring local farmers and ranchers, discussing everything from animal welfare to beef quality to sustainability.

The campaign primarily targets Seattle-area millennial consumers who have considerable interest in how their food is produced. That is why our advertising is run on social media and features video—millennials get most of their information through their mobile phone.

Our focus on beef production does not mean that we have stopped teaching millennial consumers how to properly prepare beef so that it is delicious every time. Nor have we stopped talking about beef's role in a healthy diet. These are very important messages that, combined with cattle care and sustainability, reassure consumers that beef not only has a taste advantage over other proteins—they can trust that it is produced with care for the animals and the environment, and that beef is a food that gives them the strength to tackle their busy lifestyle at any age.

The following report reviews the programs funded with your \$1.50 Beef Checkoff investment. We hope you enjoy learning more about the positive work being conducted on your behalf. The Beef Commission board is committed to being responsible stewards of your investment and we are very proud of the work conducted to increase demand for beef.

Best regards,

*Liz Para*

Chair, Cattle Feeder, Othello



## 2017-18

### Mission & Priorities

The Washington State Beef Commission producer board represents all segments of Washington's beef community. Commissioners are appointed by the Director of Agriculture and meet 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. **TRUST**—Grow consumer trust in beef and beef production.
2. **INNOVATION**—Promote and strengthen beef's value proposition.
3. **NUTRITION & HEALTH** — Communicate beef's nutrition and health benefits.

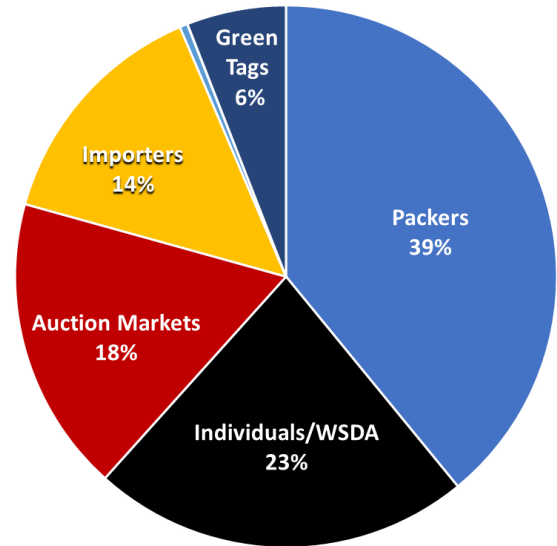
# BEEF CHECKOFF ASSESSMENTS AND EXPENDITURES

## 2017-18 WASHINGTON STATE BEEF COMMISSION

### 2017-18 ASSESSMENTS IN WASHINGTON

#### By Collecting Point Type

Your \$1.50 Beef Checkoff assessment is collected every time a bovine is sold in Washington state. A network of Designated Collecting Points collect and remit the Beef Checkoff to the Washington State Beef Commission at the time of sale and include auction markets and packers. Washington brand inspectors collect the assessments from individual producers, dealers/order buyers, at special sales and when cattle enter feedlots. The packers collect primarily from the feeders upon sale at the plant. 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.



### DID YOU KNOW?

Washington's 400 dairy farmers invest about 21% of the total Beef Checkoff collected in our state.

In 2017-18, over 14% of the Beef Checkoff collected in Washington State came from imported cattle.

When packers sell cattle of their own production to the consumer, they are required to pay the Beef Checkoff.

### WASHINGTON STATE BEEF COMMISSION

#### 2017-18 Audited Financial Statements

##### REVENUES:

Total Assessments	\$1,728,334
Less CBB/State of Origin	(573,316)
Interest & Other Income	<u>83</u>
<b>Total WSBC Net Revenue</b>	<b>\$1,155,101</b>

##### EXPENSES:

Promotion	\$372,040
Consumer Information	211,804
Research	15,322
Industry Information	176,960
Foreign Marketing	25,508
Producer Communications	57,053
Collection Compliance	32,300
Administration	184,708
Federation of State Beef Councils	<u>20,735</u>
<b>Total Expenses</b>	<b>\$1,096,430</b>



# 1. TRUST

## GROW CONSUMER TRUST IN BEEF AND BEEF PRODUCTION



### RETHINK THE RANCH CAMPAIGN REACHES MILLIONS

October 2017 marked the launch of a nationwide digital advertising campaign designed to build trust in modern beef production. Produced with your national Beef Checkoff investment, the campaign plays off of the nostalgia consumers have for the *Beef. It's What's for Dinner* campaign and agriculture as a whole with an “Old McDonald’s” theme. The videos quickly jump to featuring beef farmers and ranchers using technology in their daily lives to produce beef more efficiently. **View the video at <https://bit.ly/2EWWyQs>**

### BEEF COMMISSION SPONSORS COWABUNGA

Billed as *America’s Largest Festival of Beef*, the Washington State Beef Commission joined SeattleMet Magazine and Amazon to sponsor Cowabunga in November 2017. The weekend event was held on the Amazon campus in downtown Seattle and featured three days of all-star chefs cooking delicious beef. The event was promoted via five videos featuring local ranchers, feeders and dairy-beef producers. The videos were viewed over 90,000 times on the Beef Commission’s Facebook page. The videos can be viewed at <https://bit.ly/2DfYNRj>



Over 7,000 millennial consumers attended the event with many visiting the Beef Commission display to experience 360-degree videos, allowing them to explore beef farms and ranches from every angle. The videos provided a virtual, self-guided, transparent experience of cattle operations. Beef farmers and ranchers throughout the state joined Beef Commission staff to help put a positive face on Washington’s Beef Community.





## LOCAL BEEF FARMERS AND RANCHERS TELL BEEF'S STORY ONLINE

Over 895,000 consumers viewed videos featuring local beef producers telling their stories about cattle care and environmental stewardship last year. The videos, highlighting modern beef production practices, ran on Facebook, Instagram and YouTube. All videos can be seen at <https://bit.ly/2yLPRPB>



Gebbers Cattle - Brewster



McMillan Family – Soap Lake



Mays Family – Ellensburg



Para Livestock - Othello



Avila Dairy – Moses Lake

## BEEF BRISKET ON A BISCUIT AND A BREW

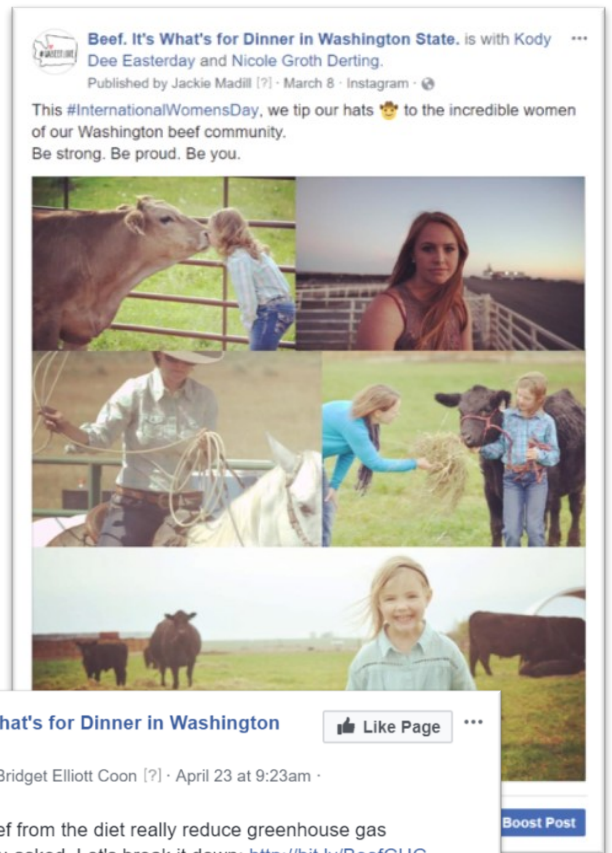
Washington's beef community served almost 2,000 consumers *Beef Brisket on a Biscuit and a Brew* on June 15—17 in Redmond. The Washington Cattle Women joined the effort to collect over \$9,200 to help provide nutritious beef to hungry families through Beef Counts at Food Lifeline. Ranchers also joined the effort to put a positive face on Washington's beef farmers and ranchers by visiting with consumers, answering their questions and telling their ranch story. Consumers were treated to virtual 360 Degree videos of ranches and feed yards when they visited the BEEF tent which has become a huge attraction at the event over the past three years.

Try the video yourself by downloading the BEEF360 app free from the App Store.



## SOCIAL MEDIA IS A 24/7 JOB

Telling your story to consumers via social media is just that — social! So whether it is the Daffodil Parade, Earth Day or International Women’s Day your Beef Checkoff is there with its own beefy perspective. Engaging on-line and sharing your story is how our targeted millennial consumers prefer to receive information about the people, places and products that make up our beef community.



## DID YOU KNOW?

Last year advertising to build trust in modern beef production on Facebook, Instagram, Google and YouTube achieved:

**14.8 Million Impressions**

**32,208 Clicks on wabeef.org to Learn More**

**1.7 Million Video Views**





## WASHINGTON'S BEEF COMMUNITY RAISES \$121,632 FOR BEEF COUNTS



Market research indicates that millennial consumers increasingly seek out products from companies and organizations that invest in their communities. This is why *Beef Counts—Washington's Beef Community United Against Hunger* is such an important program in building consumer confidence in Washington's beef producers. High quality, nutritious protein like beef was rarely provided to hungry families through the state's food bank system until the Beef Counts program was launched 8 years ago. The Beef Checkoff's role in the program is to promote consumer awareness of the program. Last year, our partnerships with AgriBeef, Co., Rosauers and Haggen stores served to promote the pro-

gram to consumers via television, radio and digital advertising. In all, we achieved over 7.45 million consumer impressions and 22,000 clicks to our web site to learn more about the program. The beef community raised over \$121,000 to feed beef to hungry families in our state last year.



## INFLUENCING INFLUENCERS ON THE EXPLORE BEEF EXPERIENCE

Retailers, chefs, bloggers and dietitians all have one thing in common — they are on the front line with consumers educating them about food. Your Beef Checkoff conducts the annual Explore Beef Experience to arm these consumer thought influencers with accurate information about modern beef production practices. In June, the Beef Commission hosted 28 leaders on a tour of a ranch, feed yard and packing plant in Eastern Washington. Pre and post surveys of the participants are conducted to measure attitudinal change regarding issues of cattle care, environmental stewardship and beef safety. Attitudes improved significantly on all measures after the tour.



*"I was humbled by the people involved in each step. They all were so good to answer all of our questions. You could tell they were passionate about their jobs and I appreciated they were so willing to answer any questions."*

*Registered Dietitian*



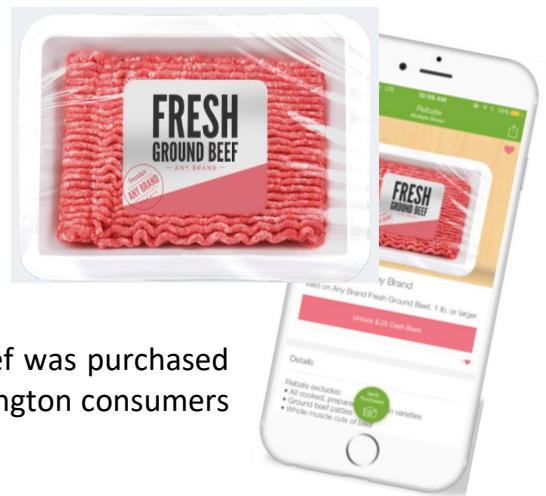
## 2. INNOVATION

### PROMOTE & STRENGTHEN BEEF'S VALUE PROPOSITION



#### IBOTTA PROMOTION TEAMS GROUND BEEF WITH FRITO-LAYS

The Super Bowl provided the perfect platform to talk about the role of beef's protein in an active lifestyle, as well as inspire winter sports fans to include beef in their watch party menus. The national Beef Checkoff partnered with the Frito-Lays company and the Ibotta smartphone app to provide a special offer and rebates for ground beef and Fritos purchases in early February. The Washington Beef Commission extended the Ibotta promotion targeting local consumers with a \$1 rebate on ground beef purchases. Consumers were required to click on a beef taco recipe and show proof that ground beef was purchased to have the rebate added to their account. Over 50,000 Washington consumers viewed the recipes and 39.7% redeemed their digital rebate.



#### SEATTLE MILLENNIALS TARGETED ON YOUTUBE



How do we teach millennials about beef? By invading their digital space through a partnership with KING 5 TV's digital superstars on YouTube. The Beef Commission partnered with the hip young stars of the *Local Lens* video program to teach their viewers about beef production, how to purchase and cook beef, and then show them hot spots in Seattle where chefs are doing great things with beef. The Beef Commission's digital campaign started promoting the videos to Seattle Millennials in December, resulting in over 66,700 views on YouTube and 489,412 views on Facebook. View

the videos by clicking on the link below. Are they goofy? Yes. Are they fun? Yes. Are they relevant to millennials who invest hours watching videos on their mobile phones . . . Absolutely! <https://bit.ly/2EUDg2f>

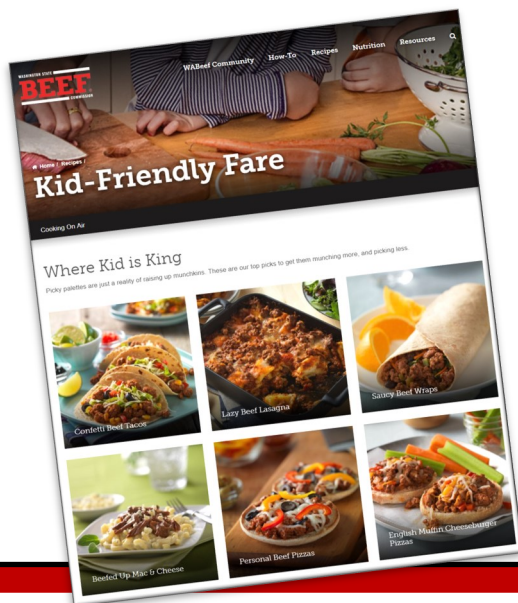
## 612,910 REACHED ON SEATTLE TELEVISION



Keeping delicious beef recipes at the top of consumers minds is the Beef Commission's goal when appearing on Seattle television throughout the year. Whether it is grilling season or the holidays, we are there to help consumers put mouthwatering beef on the table. Last year, we conducted 14 interviews reaching 612,910 household in Western Washington. Consumers are encouraged to visit [wabeef.org](http://wabeef.org) for recipes and beef cookery advice.

## COOKING SCHOOL FOR BLOGGERS

With so many consumers searching for cooking information via online bloggers, the Beef Commission is ensuring that they know how to cook beef properly and feel comfortable incorporating it into their posts. The Commission hosted 20 food bloggers and writers at the Hot Stove Society in Seattle in May. Bloggers were inspired by delicious beef recipes and spent the evening sharing great beef information with their followers.



## TRIPLE TESTED BEEF RECIPES POPULAR ON WABEEF.ORG

The national Beef Checkoff-funded Beef Culinary Center is charged with developing and triple testing delicious beef recipes that inspire consumers to use more beef. Each year, the Beef Commission features these recipes on seasonal landing pages for summer grilling, back to school recipes, holiday roasting and more. We then promote those recipes via our social media channels driving traffic to [www.wabeef.org](http://www.wabeef.org).

## DID YOU KNOW?

Last year advertising beef recipes on Facebook, Instagram, Google and YouTube achieved:

**9.8 Million Impressions**

**27,463 Clicks on WaBeef.Org to Learn More**

**826,495 Video Views**





# 3. NUTRITION & HEALTH

## COMMUNICATE BEEF'S NUTRITION & HEALTH BENEFITS

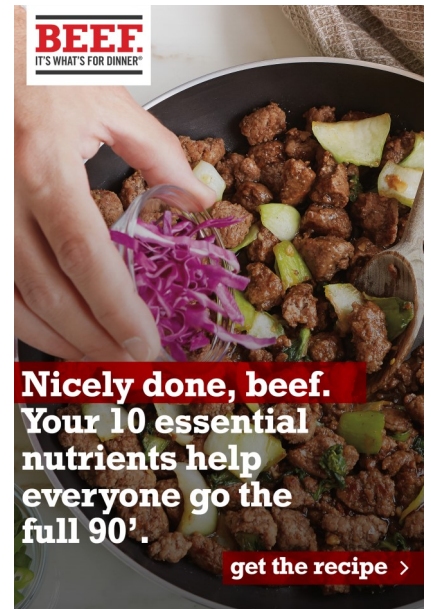


### “KICKIN’ IT” WITH THE SEATTLE SOUNDERS

Busy soccer moms and dads were delivered digital ads via SoundersFC.com so simple, delicious beef recipes and information about beef essential role in family fitness were just a click away! Over 10.3 million consumer impressions were achieved last year through the Beef Commission’s sponsorship of the Seattle Sounders. The goal for the sponsorship was to reach millennial parents with the great news that protein-rich beef fuels busy families and gives them strength. Busy moms can click on the ad and are redirected to the [www.wabeef.org](http://www.wabeef.org) web site to find quick and easy recipes. Over 45,200 consumers visited our web site to learn more.



Funded by Washington's Beef Farmers & Ranchers



Funded by Washington's Beef Farmers & Ranchers



### PLATE FULL OF GRACE MAKES BEEF NUTRITION EASY

The Beef Commission collaborated with health and wellness blogger Rose McAvoy, author of *Plate Full of Grace*, to provide beef nutrition content online. The video blog targeted millennial consumers seeking health, wellness and nutrition advice on her inspirational website, blog and social media outlets. We achieved 1.8 million video views of healthy beef recipes and nutrition advice. Rose attended our Explore Beef Experience two years ago and it has resulted in many excellent blog posts about healthy, nutritious beef. You can meet Rose at [wabeef.org/nutrition/plate-full-of-grace](http://wabeef.org/nutrition/plate-full-of-grace).

## SMART START NUTRITION FOR KIDS PRESENTED TO DIETITIANS

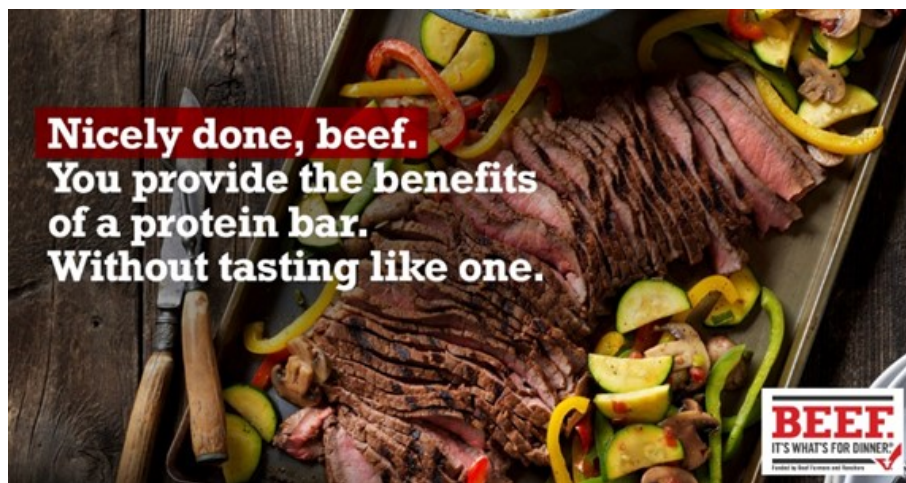


Checkoff funded nutrition research confirming the importance of beef as a first food for babies was the focus of a workshop presented by Jill Castle, MS, RD at the Washington State Academy of Nutrition and Dietetics annual meeting in May. Over 88 registered dietitians attended the four-hour workshop titled “Nourished: A New Model for Raising Healthy Kids.” Participants were provided recipes and a *Beef. It’s What’s for Dinner* baby spoon at the event.



## “NICELY DONE, BEEF” CAMPAIGN LAUNCHED NATIONWIDE

The hip new “Nicely done, beef.” campaign seeking to highlight beef’s nutrition and taste advantages over other proteins was introduced to consumers nationwide last year. Your Beef Commission extended the campaign locally achieving 90,689 completed video views on Facebook and 212,500 views on Google/YouTube.



### DID YOU KNOW?

Last year nutrition advertising on Facebook, Instagram, Google and YouTube achieved:

**15.9 Million Impressions**

**76,294 Clicks on WaBeef.Org to Learn More**

**930,012 Video Views**





# 4. EXPORTS

## DRIVE GROWTH IN BEEF EXPORTS



### NORTHWEST BEEF PROMOTION INITIATIVE IN JAPAN

Japan's imports of U.S. Beef more than double between 2015 and 2017 thanks in part to the work of the U.S. Meat Export Federation with support from the Beef Checkoff at the state and national level. The Washington State Beef Commission continues to partner with the Oregon and Idaho Beef Councils to promote beef from the Northwest in Japan. Retail and foodservice promotions were executed by the US Meat Export Federation on behalf of the Northwest Beef Promotion Initiative. Our \$25,000 investment in the initiative and that of our partners resulted in a total of \$450,079 being invested in Japan last year.



### DID YOU KNOW?

As of July 2018, the value of beef exports was \$318 per head. This is up 16% over the previous year.

### LOCAL CHECKOFF LEADERSHIP

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 Kyler Beard, Kittitas
Dairy	Eddie Avila, Moses Lake Case VanderMeulen, Mesa
Auction	Kale McGuiness, Spokane
Packer	Dave Stiner, Toppenish
Beef Board	Bill McLean, Coulee City
WSDA	Brian Joseph, State Vet