

2018 Wyoming Beef Council Annual Report

Building beef demand by inspiring, unifying and supporting an effective state and national checkoff partnership.

Promoting BEEF Internationally

The Wyoming Beef Council (WBC) hosted a team of food writers, representing five Japanese food and travel magazines, for an extensive, two-day beef production tour in southeastern Wyoming. Each of the editors featured photos from the tour and published articles about U.S. beef in their respective publications reaching more than 400,000 Japanese consumers.

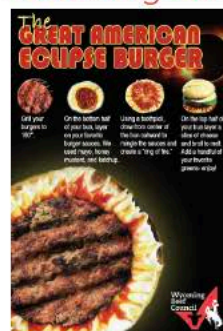
Wyoming cattle ranchers were featured in point-of-sale materials in 2,000 Japanese retail stores during a U.S. beef promotion. The promotion resulted in an incremental 312 metric tons of U.S. beef sold during sampling and demonstration times.

Promoting BEEF Nationally

Advertising targeting consumers in the top five most populated states generated 87,000 clicks to the “Beef It’s What’s For Dinner” website, resulting in more than 166,000 pages of content viewed. The campaign also delivered more than 1.78 million video views of the new Beef 101 instructional videos.

Wyoming, Utah, Idaho and Montana partnered to engage with 35 cardiologists from six states at the American College of Cardiology Rockies Chapter conference in Salt Lake City. Georgia Kostas, MHP, RD, LD presented two sessions that focused on dietary approaches to preventing heart disease. The event generated many face-to-face interactions with cardiologists about the role of beef in a healthy diet and lifestyle.

Promoting BEEF at Home



The Great American Eclipse Burger, crafted by WBC staff and served by Cheyenne Kiwanis, was offered to the 45,000 people gathered in Glendo, WY to view the Great American Eclipse. An impressive response to the burger on social media included nearly 3,000 engagements on Facebook and a 75 percent increase in reach through Twitter from the previous month. The burger was also promoted by Laramie Peak CattleWomen and featured on the KTWO-TV Good Morning Wyoming show. All told, 32,000 people were reached through television, radio, social media and physical presence.

WBC sponsored a protein break at the Wyoming Association for Health, Physical Education, Recreation and Dance (WAHPERD) annual state convention. Each of the 150 convention participants received a copy of the “Big Nutrition in a Small Package” brochure, a BIWFD bumper sticker and, best of all, beef jerky at break time to promote the healthy intake of protein throughout the day.

WBC sponsored Chef Barry Strand from the National Cattlemen’s Beef Association, a contractor to the Beef Checkoff, to present an evening session, “Perfect Pairings: The Art and Science of Food and Wine Pairings” at a meeting of Wyoming Academy of Nutrition and Dietetics (WAND) professionals.



Dear Fellow Producers:

Surveys show beef consumers are interested in knowing more about the beef they eat. They still want it to be tasty, tender, convenient and provide value, of course. But today they also want to know that the animal was raised with care and in an environment that is wholesome and environmentally sound.

That desire led the Beef Checkoff Program to include a "Rethink the Ranch" element to its *Beef. It's What's For Dinner.* relaunch. The component gives consumers – the majority of whom have very little connection to agriculture, let alone the beef they buy – a chance to see how beef producers are combining good husbandry and production practices with new technology to assure the best possible results in terms of care and products.

The promotion's added direction compliments the broader messages within the *Beef. It's What's For Dinner.* brand and campaign. Those messages highlight the most critical aspects of what consumers expect from the beef they buy, taste being the most important. Recipes, nutrition and cut information and more is available on the industry's upgraded website and is being broadly promoted digitally. Let's face it: Beef will always be among the preferred meats because it tastes so good.

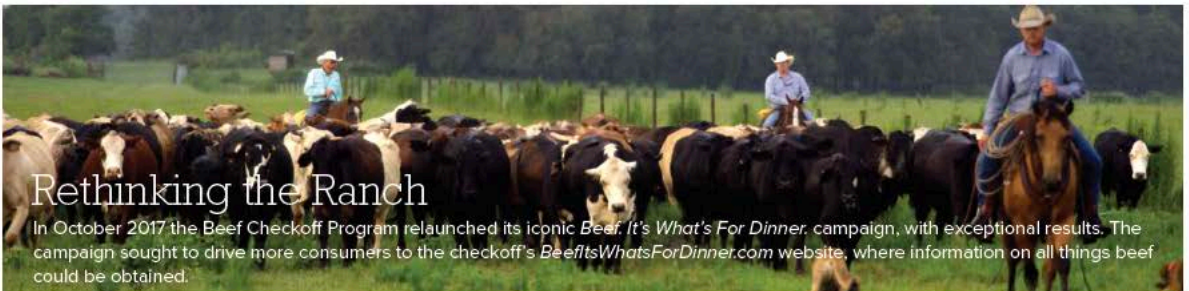
The relaunched national campaign features opportunities for state beef councils to join in outreach and messaging to consumers and marketers at the state level. This creates a state/national team with which our industry is having a real impact on demand for our products.

You can read all about it in this report. Thanks for your support and engagement in continuing to make beef what's for dinner.

Yours truly,

Dawn Caldwell

Dawn Caldwell
Edgar, Nebraska
Chairman, Federation of State Beef Councils



Rethinking the Ranch

In October 2017 the Beef Checkoff Program relaunched its iconic *Beef. It's What's For Dinner.* campaign, with exceptional results. The campaign sought to drive more consumers to the checkoff's BeefItsWhatsForDinner.com website, where information on all things beef could be obtained.

Created 25 years ago, *Beef. It's What's For Dinner.* was introduced with promotion that included television and print advertising that captured the imagination and taste buds of consumers. Times change, however, and while the concept is still strong, the ways consumers get their information is different than it was in the early 1990s. Social and digital media have become the key ways information is delivered to consumers today.

Through the refocused and strengthened campaign, visitors to the website over the past year have totaled more than 8 million – compared to about 3 million the year before. The primary purpose for visiting for many consumers are the recipes, cut information and nutrition advise found on the site. Increasingly, however, consumers want to know even more about how the beef they eat is raised. A new feature of the campaign called Rethink the Ranch is giving consumers an up-close-and-personal look at the people who make beef possible. The campaign features real ranchers and farmers and their real stories about how they produce beef.

Last summer a camera crew traveled 3,800 miles across the United States, visiting six different cattle operations in four states. They captured more than 100 hours of video, as well as

images and stories about the people who raise beef animals. The images and video they developed have become a big part of the checkoff's new consumer outreach.

Nationally, the videos have generated more than 765,000 video views, and reached more than 3.5 million consumers. State beef councils have downloaded Rethink the Ranch content for use on their own social media properties and other consumer and thought leader outreach.

It's the first time BeefItsWhatsForDinner.com has promoted both the product and the people who produce it, a story focused on promoting beef's greatest strengths: unbeatable taste, variety and ease of cooking, nutritional attributes that can't be matched and the people that make it all possible, caring for the animals and environment with appreciation and respect.

State beef councils are also extending the campaign, exciting their states' consumers about beef's many benefits. Of special interest has been the campaign's Rethink the Ranch anthem video and related video spots showcasing real farmers and ranchers from around the country.

It's important consumers understand how committed producers are to serving as faithful stewards of the valuable natural resources that have been entrusted to them. That's part of the Rethink the Ranch message. It's why the website provides consumer-friendly, easy-to-understand information on how beef producers are being effective stewards of the land and resources, from drones to help observe and manage cattle to solar technology to generate power and help operate water systems, cattle producers are using technology responsibly.

Good and Getting Better

Of course, cattle producers have always prided themselves in their dedication to animal welfare, beef quality, sustainability and community involvement. Recent research shows they are getting better in all four of these areas.

The checkoff-funded Cattlemen's Stewardship Review gathered data from an independent 2017 telephone survey of beef producers to deliver a comprehensive profile of the U.S. beef community today. The research showed improvements in all four areas, compared to a 2010 checkoff-funded benchmark survey.

It found that the well-being of cattle is the top priority for 95 percent of producers, that 97 percent of cattle farmers and ranchers believe producing safe beef is crucial to the future of the industry, and that 95 percent of producers believe conservation of land is extremely important to them.

Results of the research were shared with key national media.

More Foundation from Research

Checkoff-funded research providing answers to complex questions about beef production is helping create clarity to issues such as beef sustainability. The checkoff-funded sustainability research program has developed a series of 19 fact sheets that explain many benefits of U.S. beef production, such as how the global impact of beef production could likely be dramatically reduced if other countries could achieve the same productivity as U.S. beef – the most efficient beef production system in the world. To see these fact sheets, go to www.beefresearch.org.

BQA Certifications Add to Evidence

Further strengthening the case that cattle producers recognize their societal role is the fact that online certifications in the beef checkoff-funded Beef Quality Assurance program have surpassed 20,000. First available in early 2017, online BQA certifications join those conducted at in-person training events offered by state beef councils, cattlemen's affiliates, extension programs and other local efforts.

Both in-person and online certifications show how common-sense husbandry techniques can be coupled with accepted scientific knowledge to raise cattle under optimum management and environmental conditions, helping beef producers capture additional value from their market cattle and reflecting a positive public image for the beef industry.

Producers Telling Their Stories

The Raising Beef section of the new *Beef. It's What's For Dinner.* website has featured several graduates of the checkoff-funded Masters of Beef Advocacy program. MBA graduates – who now

number nearly 11,500 – are helping people rethink the ranch by sharing their personal stories on the site. The collaboration between programs is an example of how the beef checkoff-funded Beef Advocacy Training and Engagement program works to help members of the beef community leverage their advocacy and spokesperson skills, benefiting many checkoff programs.

Expanding International Beef Demand

Thanks in part to beef checkoff-funded efforts to promote to and educate our international customers, global beef demand was up in 2018, with markets outside of the United States buying a larger share of U.S. beef production at higher prices. According to USDA data compiled by the U.S. Meat Export Federation, through June, U.S. beef and beef variety meat exports set a record pace in both volume (662,875 metric tons) and value (\$4.03 billion). In previous years, export value had never topped the \$4 billion mark before August.

The same data suggests the U.S. has exported 13.5 percent of its total 2018 beef production, up from 12.8 percent last year. Export value per fed steer or heifer slaughtered averaged \$317 – up 18 percent from a year ago.

Noteworthy export markets in 2018's first half included Japan (\$1.02 billion – up 12 percent from last year's pace), South Korea (\$802.1 million, up 52 percent), China/Hong Kong (\$510.8 million, up 43 percent) and Taiwan (\$249.7 million, up 39 percent). Also showing strong demand for U.S. beef were Mexico (\$506.7 million, up 10 percent), Central America (\$38.8 million, up 26 percent) and South America (\$63.9 million, up 20 percent).

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
TOTAL EXPENSES	\$41,464,917

Audited Numbers

An independent survey of beef producers has found 74 percent continue to approve of the Beef Checkoff Program. That's 5 percent higher than it was a year earlier. The survey found that the more producers know about the program, the more supportive they are.

Seventy eight percent said the checkoff has value, even when the economy is weak, and 71 percent say the checkoff represents their interests. The survey was conducted from December 2017 to mid-January, 2018.

Ann Wittmann and Wyoming dietitian Judy Barbe, RDN spoke to attendees of the Platte County Wellness Summit in Wheatland. Program Director Kosha Olsen prepared samples of beef breakfast foods and beef snacks for the attendees. The two presentations “Energy Reboot” and “Fuel Better” focused on beef and the benefits of consuming 25-30 grams of protein at each meal.

Twenty-eight members of the Wyoming Association of Nutrition and Food Service Professionals were in attendance for the WBC sponsored “Nutrition Strategies for Cardiovascular Health” session featuring Wyoming dietitian Heidi Gillette, whose nutrition work has specifically targeted cardiovascular health.

Promoting BEEF through the World Wide Web

Wybeef.com website engagement increased 115 percent in 2018 with the most popular attraction being the “meet our ranchers” page. Nearly 20,000 web impressions and more than 218,000 social media impressions were generated throughout the year. Engaged interaction across all social platforms increased 67 percent from 2017 to 2018.



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www.wybeef.com

For More Information

The full WBC program evaluation, detailing goals and results from 2018 programs, can be found at wybeef.com. Stay up-to-date with Wyoming Beef Council activities by visiting wybeef.com, tuning in to Northern Ag Network, picking up the Wyoming Livestock Roundup and subscribing to our producer newsletter.

WBC Board of Directors

VACANCIES

The first term of Leslie Hendry, producer of range cattle, will expire June 30, 2019. Hendry is eligible for reappointment to a second term; however, this position is open to any producer of range cattle in Wyoming. Applications can be found at wybeef.com. Applications are due to the WBC office April 30, 2019.

The first term of Timmery Hellyer, feeder member, will expire June 30, 2019. Hellyer is eligible for reappointment to a second term; however, this position is open to any Wyoming producer who feeds cattle. Applications can be found at wybeef.com. Applications are due to the WBC office April 30, 2019.

Special Recognition

The Wyoming Beef Council would like to thank Tom Wright for his service. Wright represented Wyoming on the Federation of State Beef Councils and simultaneously served as a vital member of the Wyoming Beef Council for six years. Tom’s terms in these roles expired June 30, 2018. Thank you Tom.

2018 Members

OFFICIO

- Lacee Sims**, Evanston, 2018 Chair, producer of range cattle
- Lynn George**, Cody, 2018 Vice Chair, dairy member
- Timmery Hellyer**, Lander, feeder member
- Leslie Hendry**, Lysite, producer of range cattle
- Tom Wright**, Newcastle, producer of range cattle

REPRESENTATIVES

- Irv Petsch**, Meriden, Cattlemen’s Beef Board Director
- Tom Wright**, Newcastle, Federation of State Beef Councils Director
- Lynn George**, Cody, Federation of State Beef Councils Director
- Spencer Ellis**, Lovell, Federation of State Beef Councils Director
- Jon Kirkbride**, Cheyenne, U. S. Meat Export Federation Director

STAFF

- Ann Wittmann**, Executive Director
- Kosha Olsen**, Program Director

Wyoming Beef Council Audited Financials July 1, 2017 through June 30, 2018

PROGRAMS

Cash Balance July 1, 2016	\$484,480	
Cash Receipts	\$1,035,394 \$1,519,874

EXPENDITURES

Cattlemen’s Beef Board	\$504,572
State of Origin*	\$18,092
National & International programs	\$269,758
Promotion	\$11,941
Consumer Information	\$50,193
Industry Information	\$16,665
Producer Communication	\$34,753
Collections Compliance	\$34,090
Administration	\$77,875
Ending Cash Balance	\$501,935

*When a beef animal is in a state for fewer than 30 days, the \$1 must be sent back to the state from which the animal originated.

A full accounting of audited WBC financials can be obtained by written request to ann.wittmann@wyo.gov.