

MARKETING PLAN 2022



Checkoff Dollars at Work

MICHIGAN BEEF INDUSTRY COMMISSION
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MICHIGAN BEEF INDUSTRY COMMISSION

Mission Statement

“The Michigan Beef Industry Commission builds demand for beef products by growing consumer trust and promoting beef’s value; thereby enhancing opportunities for all segments of the beef industry.”

Strategy:

The MBIC directors set the policy and provide strategic direction; while management implements programs, handles operations and provides organizational direction.

Introduction

The Michigan Beef Industry Commission is one of 43 Qualified State Beef Councils. It was created in 1972 through Public Act 291 and is composed of nine Commissioners appointed by the Governor with the advice and consent of the Senate. The Commissioners are selected as follows:

- Two members engaged in the raising, breeding, or growing of cattle or calves for beef production.
- Three members engaged in the feeding of cattle for beef production.
- One member engaged as a dairyman in the production of fluid milk.
- One member who is an executive of a meat packing company which purchases cattle and processes beef.
- One member engaged in the operation of a public livestock marketing firm.
- One member engaged in retail sales of beef.

In addition, there are three ex-officio entities eligible to send represents to the Board of Director Meeting. They include: the Animal Science Department of Michigan State University, the Michigan Department of Agriculture and Rural Development and the Cattlemen's Beef Board.

Governor Appointed Commissioners

- Monte Bordner, 68730 County Farm Rd, Sturgis, MI 49091
- Bret Schapman, 7130 General Squier, Almont, MI 48003
- Jon Haindl, 147 N. Poupour Road, Cooks, MI 49817
- Jill Sears, 6701 Reynolds Road, Horton, MI 49246
- Travis Schunk, 4855 Browns Rd., Clare, MI 48617
- Dave Clark, 9475 Jefferson Road, Clifford, MI 48727
- Dave Neitzel, 5446 Christine Ave SE, Kentwood, MI 49508
- Jennifer Lewis, 4840 Sand Lake Road, Jonesville, MI 49250
- Leon Knirk, 158 Stringtown Road, Quincy, MI 49082

Staff

- George Quackenbush, Executive Director
- Katie Serbinski, M.S., RDN, Director of Nutrition & Consumer Communication
- Jaquie Harrison, Administrative Manager

Ex Officio

- Gary McDowell, MI Department of Agriculture & Rural Development, Box 30017, Lansing, MI 48909
- Ken Blight, CBB Director, 24010 Division Drive, Albion, MI 49224
- Dr. Cathy Ernst, Chair, Animal Science Department MI State University, East Lansing, MI 48824

BEEF INDUSTRY

LONG RANGE PLAN Core Strategies & Goals

2021-2025



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.

PROGRAM DEFINITIONS

The Beef Promotion and Research Act and Order authorize beef checkoff funds to be spent in the following program areas:

Promotion

Includes advertising, merchandising, and new-product development, as well as training and promotional partnerships with restaurants and supermarkets that stimulate sales of beef and veal products.

Research

Provides the foundation for virtually all checkoff-funded information and promotion projects by providing the science related to beef nutrition, beef safety and pathogen resistance. The checkoff also invests in quality enhancement and new-product opportunities, as well as analysis of consumer trends, perceptions, and concerns about beef and the beef ranching and farming community.

Consumer Information

Helps enhance beef's image by sharing nutritional data and other positive messages with targeted news media, food editors, dietitians, physicians and other individuals and groups who influence consumers' food knowledge and choices.

Industry Information

Strives for an accurate understanding of the beef industry and helps maintain a positive cattle-marketing climate. Also provides factual information to correct misleading or inaccurate publicity about beef safety and environmental and animal-welfare issues.

Foreign Marketing

Identifies and develops international markets for U.S. beef and beef variety meats through programs aimed at expanding market penetration, gaining new market access, improving global consumer perceptions and building trust in U.S. beef.

Producer Communications

Informs producers and importers about how their checkoff dollars are invested and communicates specific program results. This includes an annual report, informational advertising, coordination with beef and dairy industry media, direct communication with producers and a survey of producers

Core Strategy II: Grow Consumer Trust in Beef Production

Initiatives	State Vote	National
7) Measure, document, improve and communicate the net environmental impact of beef production	1	
8) Educate medical professionals, diet and health experts about beef and beef production	3	
9) Align and collaborate with traditional and non-traditional partners to tell the positive story of beef cattle production	3	
10) Engage positively in the sustainable nutrition conversation	4	
11) Expand efforts in educating the general public about the BQA program and its impact on animal well-being	1	
12) Expand BQA program to include verification	0	
13) Develop a direct-to-consumer beef safety campaign	0	

Core Strategy IV: Promote and Capitalize on the Multiple Advantages of Beef

Initiatives	State Vote	National
18) Promote the role of beef in a healthy and sustainable diet	1	
19) Implement a marketing campaign that communicates beef's advantage compared to alternative proteins	1	
20) Develop targeted marketing programs focused on the highest opportunity market segments	0	
21) Cultivate collaborative promotion partnerships	4	
22) Promote innovative online marketing, packaging and shipping solutions to enable the direct marketing of beef	1	
23) Engage consumers in a memorable beef eating experience	2	
24) Develop a more interactive and exciting beef purchasing experience	1	
25) Promote underutilized beef cuts and new variety meat products	0	

STRATEGIC PLAN 2022-2026

Mission: The Michigan Beef Industry Commission builds consumer demand for beef by growing consumer trust and promoting beef's value.

Core Strategy: Grow Consumer Trust in Beef & Beef Production

Initiative 1) Educate medical professionals, diet and health experts 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.

Initiative 2) 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 representative to serve as trained industry spokespeople. Communicate the regenerative benefit of cattle and their role in effectively stewarding our natural resources.

Initiative 3) 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.

Core Strategy: Promote and Capitalize on the Multiple Advantages of Beef

Initiative 4) Cultivate collaborative promotion partnerships
Cultivate opportunities to build collaborative beef promotion partnerships (e.g. complementary commodities, innovative retailers/foodservice, etc.)

Initiative 5) 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, waitstaff training, butchers beef connoisseur program, etc.)

Core Strategy: Grow Stakeholder Trust in the Beef Checkoff

Initiative 6) Increase stakeholder knowledge and support of the beef checkoff program.
Educate Michigan beef producers on the impact of state and national checkoff-funded programs.

Initiative 7) Engage industry partners to amplify checkoff messages.
Cultivate relationships with industry partners and encourage them to share checkoff information.

Fiscal Year 2022 Marketing Plan

Core Strategy: Grow Consumer Trust in Beef & Beef Production

Initiative 1) Educate medical professionals, diet and health experts 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.

Tactic 1: Explore virtual and in-person opportunities to engage health and wellness influencers, such as:

- Michigan Academy of Nutrition and Dietetics #448 Exhibits/Events - Estimated \$2,000
- Michigan Chapter of the Academy of Pediatrics #448 Exhibits/Events - Estimated \$2,400
- Michigan Academy of Family Physicians #448 Exhibits/Events - Estimate \$2,000
- Additional allied health organizations as opportunities arise

Tactic 2: Continue to build a database of health and wellness influencers for communicating checkoff information and resources.

Tactic 3: Continue monthly newsletter and/or targeted email communications encouraging participation in checkoff-funded nutrition education opportunities.

Tactic 4: Serve as a spokesperson for the beef industry.

Tactic 5: Keep abreast of trends and issues affecting the industry by subscribing to appropriate publications and maintaining active memberships in professional organizations.

#444 Memberships-Subscriptions: \$500

Initiative 2) 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 representative to serve as trained industry spokespeople. Communicate the regenerative benefit of cattle and their role in effectively stewarding our natural resources.

Tactic 1: Partner with the Michigan Ag Council to provide beef information and encourage the beef community to share their personal story through traditional and social media outlets.

#461 Ag Council: \$2,500

Tactic 2: Connect with influencers through digital platforms to share the latest beef checkoff research and resources and encourage participation in educational opportunities.

#441 Advertising Beef Nutrition Research: \$500 (MIAND Sponsored E-news)

Tactic 3: Establish placement of positive beef messaging by leveraging relationships with digital influencers and allied health partners. #438 Blogger Services: \$11,000

Tactic 4: In cooperation with MI State University and the MI Cattlemen's Association, support and promote the Beef Quality Assurance Program. #460 BQA Program: \$2,000

Tactic 5: Fund up to half the expense (not to exceed budget amount) for a young cattle producer to attend the NCBA Young Cattlemen’s Conference. #463 YCC: \$1,500

Tactic 6: Identify and support one industry representative’s participation in the annual Beef Industry Safety Summit. #462 Beef Safety Summit: \$1,500

Tactic 7: Encourage producer participation in the Masters of Beef Advocacy program to serve as trained industry spokespeople.

Tactic 8: Share the positives of beef production with Michigan policy makers and concerned consumers. #440 MI Agriculture Publication: \$5505

Initiative 3) 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.

Tactic 1: Provide materials for fairs and special events where students and millennial parents are the target audience. #449 Brochures-Materials: \$1,000

Core Strategy: Promote and Capitalize on the Multiple Advantages of Beef

Initiative 4) Cultivate collaborative promotion partnerships

Cultivate opportunities to build collaborative beef promotion partnerships (e.g. complementary commodities, innovative retailers/foodservice, etc.)

Tactic 1: Develop collaborative beef promotions with Michigan retail/foodservice partners and/or complementary commodity groups. **Example: Partnership with Spartan Nash**
Estimated \$2,250 investment (if budget allows)
#448 Exhibits/Events

Tactic 2: Identify opportunities to extend seasonal beef promotions with Michigan retailers, foodservice providers, and other Michigan companies/organizations. **Example: Beef Promotion at MIS & Others**
#446 Promotion Projects: \$40,000
#448 Brochures and Materials: \$1,500

Tactic 3: Extend nationally coordinated E-commerce opportunities with channel partners as budgets allow.

Initiative 5) 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, waitstaff training, butchers beef connoisseur program, etc.)

Tactic 1: Target and connect with consumers through digital platforms such as Facebook, Instagram, YouTube, Spotify, and checkoff-funded websites utilizing the Beef. It's What's for Dinner Brand.
#454 Advertising & Marketing: Facebook & Instagram: \$1,200 (\$100/month)
#454 Advertising & Marketing: Multi-state Digital Campaign \$10,000
#454 Advertising & Marketing: Consumer Dashboard Study \$600

Tactic 2: Explore traditional and non-traditional consumer advertising opportunities as the budget allows.

Core Strategy: Grow Stakeholder Trust in the Beef Checkoff

Initiative 6) Increase stakeholder knowledge and support of the beef checkoff program.

Educate Michigan beef producers on the impact of state and national checkoff-funded programs.

Tactic 1: Exhibit producer feedback information at in-state cattle industry trade shows and selected events. **#448 Exhibits & Special Events: \$1,000**

Tactic 2: Attend and/or make presentations at industry meetings.

Tactic 3: Make the Michigan Beef Industry Commission's Marketing Plan, Annual Report, and Meeting Minutes available to producers via the web.

Tactic 4: Prepare an annual report in partnership with the Beef Board, mail it to remitters and insert it in beef and dairy publications. Additional copies distributed at producer meetings and auction markets.
#439 Annual Report: \$2,000

Tactic 5: Explore opportunities to distribute *The Drive* publication in both printed and electronic format to Michigan producers.

Tactic 6: Continue to update the MBIC web site with producer information about the checkoff.

Initiative 7) Engage industry partners to amplify checkoff messages.

Cultivate relationships with industry partners and encourage them to share checkoff information.

Tactic 1: Participate in collaborative efforts to plan and prepare for industry issues or crises.

Tactic 2: Produce information and purchase ad space in the *Michigan Cattleman* magazine.
#445 MCA Magazine: \$3,000

Tactic 3: Produce information and purchase ad space in the *Michigan Milk Messenger*.
#421 MI Milk Messenger: \$2,280

Tactic 4: Work with the Dairy Farmers of America to provide checkoff information to their membership.

Tactic 5: Communicate information regarding ongoing beef checkoff programs through agriculture media as opportunities become available.

Tactic 6: Continue to serve as a liaison with key industry groups.

Tactic 7: Purchase ad space in the Michigan Cattlemen's Association newsletter and highlight checkoff related information. **#442 Information Exchange: \$1,296**

ADMINISTRATION

Objective: To provide adequate administrative support to meet the MBIC board's overall objectives as outlined in the Marketing Plan.

- Tactic 1:** Administrative services including accounting, investments and maintenance of beef checkoff and non-checkoff funds.
- Tactic 2:** A financial audit will be performed by a credited CPA firm and will be made available to the Beef Board, MBIC, MDARD and MCA within 120 days of the end of the fiscal year. #416 Audit: \$6,800
- Tactic 3:** Provide staff support to prepare for and conduct Board of Directors meetings as specified in Michigan P.A. 291. Provide funding for board meetings and additional meetings as needed. #420 Commissioner Expense: \$9,400
- Tactic 4:** Establish and maintain MBIC and Beef Board records and files.
- Tactic 5:** Develop a budget and marketing plan with the MBIC board's direction and approval. The Marketing Plan and budget integrate Michigan and national activities and is submitted to Beef Board for review within 45 days after the beginning of the fiscal year. Copies are made available to MBIC Commissioners and investors in the checkoff upon request.

COLLECTION AND COMPLIANCE

Objective: Establish and maintain a program for the collection and remitting of checkoff dollars to the Beef Promotion and Research Board.

- Tactic 1:** Print and distribute remittance forms and non-producer forms, as needed, to collection sites and individual producers.
- Tactic 2:** Follow up on non-compliance cases, as required by law, through letters, telephone calls, and/or personal visits.
- Tactic 3:** Monitor sale advertisements and reports in trade publications and on the internet, as time permits, to maintain awareness of sale activities in the beef & veal industry.
- Tactic 4:** Annually, contact purebred breeders and other private treaty sale individuals regarding compliance.
- Tactic 5:** Place a compliance advertisement in publications targeting Michigan beef cattle producers. #5425 Compliance Advertising: \$1,000
- Tactic 6:** Remit 50% of all Michigan and imported beef and veal collections to the Beef Promotion and Research Board.
- Tactic 7:** Collect "state of origin dollars" and distribute to appropriate state.
- Tactic 8:** Send remittance forms and information to Michigan licensed livestock Dealers and county/regional fairs annually.
- Tactic 9:** Make periodic visits to collection points to increase industry familiarity with the checkoff program.
- Tactic 10:** Ensure compliance with late fees and monthly reporting as required by the Cattlemen's Beef Board.

NATIONAL PROGRAMS

Objective: Provide leadership and direction on how the beef checkoff dollars are invested on the national level and help ensure state/national coordination.

- Tactic 1:** Seat two MBIC Commissioners as a director on the Federation of State Beef Councils. #9501 Federation Investment: \$28,000
- Tactic 2:** Coordinate MBIC's participation in the Federation of State Beef Councils to ensure grassroots producer input from Michigan in the national beef checkoff program. #9502 Federation Director Travel: \$9,000
- Tactic 3:** In order to help ensure state/national coordination of checkoff dollars, and adherence to the industry long range plan, MBIC's Federation of State Beef Councils' directors and executive director, along with the Beef Board director will serve on national committees as appointed by their respective national beef organizations.
- Tactic 4:** Michigan's Federation of State Beef Councils' director and the Beef Board director will be asked to report at each of the MBIC quarterly meetings.