

Beefing Up the Labor Day Bridge Run



MBIC was a Silver Sponsor for the Labor Day Bridge Run hosted by the Michigan Fitness Foundation. MBIC provide beef nutrition material to each runner and the MBIC logo was boldly placed on the shirt that every runner received, in addition to being placed in various marketing material. The 600 runners crossed the Mackinac Bridge on Labor Day morning ahead of nearly 60,000 people who walked the 5 mile bridge to celebrate physical fitness.

Animal Care Video Features Michigan Beef



An animal care video was launched on the Michigan GROWN, Michigan GREAT Facebook page, funded in part by MBIC. Among the farmers featured in the video

was Karl Wernette and the Wernette Family. The video has received over 9,000 views and 130 shares on Facebook.

Beef & Strength Promoted at Sports & Fitness Expo



MBIC attended the Sports & Fitness Expo at the River Bank Run in Grand Rapids. The commission had over 1,000 race participants and their families

stop by the booth and learn about the benefits of beef for health and strength. Visitors received a stick of beef jerky and were given the opportunity to enter to win an ultimate beef basket by liking the MBIC Facebook page.

MBIC Supports McDonald's Quarter Pounder Giveaway

The McDonald's System purchased 11 million pounds of beef from Michigan.



McDonald's sponsored a giveaway of 10 family four packs to try their new fresh beef Quarter Pounder. The giveaway was done on MBIC's Facebook page over the course of two weeks. The promotion reached over 60,000 Facebook users and over 400 new page followers. Additionally, there was news media coverage at McDonald's locations in Grand Rapids and Detroit announcing the new item and its impact on the Michigan beef industry.

Video Campaign Reaches Over 3.6 Million



A video promotion funded by MBIC and five other state beef councils gained broad exposure with millennials, the beef industry's primary target audience. The

Beef Checkoff campaign featuring "Rethink the Ranch" and "Nicely Done" online video spots across the six-state footprint generated over 3.6 million views and over 8.3 million impressions.

MICHIGAN BEEF INDUSTRY COMMISSION

Statement of Revenues and Expenditures

REVENUES	
Beef Checkoff Assessments	765,238
Less Assessments:	
To States of Origin	(141,688)
To Cattlemen's Beef Board	(311,583)
Grants	8,339
Interest Income	2,727
Total Revenues	\$323,033
EXPENDITURES	
Promotion	43,448
Consumer Information	67,661
Industry Information	28,206
Producer Communication	28,453
Collection/Compliance	13,464
Administration	72,769
Federation of State Beef Councils	40,736
Total Expenditures	\$294,737
Net Change in Fund Balance	\$28,296

MICHIGAN BEEF INDUSTRY COMMISSION

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2018 Michigan Beef Industry Commission Annual Report

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.

MBIC Marketing Plan

The Michigan Beef Industry Commission works to execute programs built around core strategies and strategic initiatives identified in the 2016-2020 Beef Industry Long Range Plan. Through careful strategic planning, MBIC directors identified initiatives with the greatest opportunity for Michigan, including:

- Research and Communicate Beef's Nutritional Benefits
- Connect and Communicate Directly to Consumers
- Engage Beef Advocates & Protect Beef's Image

For effectiveness and efficiency, MBIC coordinates the use of beef checkoff dollars on both the state and national levels to accomplish these initiatives.

Michigan Beef Industry Commission



Front: John Haindl, Treasurer; Dale Oeschger, Chair; Bret Schapman, Vice Chair; Jill Sears, Secretary
Back: George Quackenbush, Executive Director; Dave Clark, Garry Wiley, Jerry Suter, Leonard Brown
Not Pictured: Travis Schunk
Ex-Officio: Dr. Pam Ruegg, Michigan State University; Gary McDowell, Michigan Department of Agriculture & Rural Development; Ken Blight, Cattlemen's Beef Board

Detroit Burger Week



The Michigan Beef Industry Commission (MBIC) was a presenting sponsor for the first Detroit Burger Week in the summer of 2018.

Fourteen local restaurants partnered to celebrate the burger. Restaurants offered a special \$5 burger and were featured in marketing programs surrounding the

event. Many of the restaurants created a special burger just for burger week. The event reached thousands in the metro Detroit area who were encouraged to participate all week by completing a burger passport to be entered in a grand prize drawing for a Yeti cooler and \$150 of beef sponsored by MBIC.

Breakfast on the Beef Farm



The Michigan State University Beef Cattle Teaching & Research Center hosted a Breakfast on the Farm event where over 2,100 visitors learned how beef goes from the pasture to the plate. The self-guided tour included over 20

educational stations, covering topics from cow/calf care to feedlot nutrition, cattle research, cattle handling and beef products. In addition to providing information for the various stations and organizational and financial support, MBIC supplied a meat case display at the event, along with beef nutrition information, recipes and more. 49% of visitors were making their first visit to a working beef farm in over 20 years. Surveys indicate nearly 90% of participants had high or very high trust in beef farmers after the tour.



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 2018 Expenditures

Promotion	\$9,225,692
Research	\$8,042,093
Consumer Information	\$7,345,798
Industry Information	\$3,560,607
Foreign Marketing	\$7,640,567
Producer Communications	\$1,179,898
Evaluation	\$230,795
Program Development	\$295,075
USDA Oversight	\$601,681
Administration	\$1,811,956
TOTAL EXPENSES	\$39,934,161

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.