

Pivoting Programs

- Consumers were stuck at home
 - Trying to educate and entertain kids
 - Cooking beef items they hoarded and may not know how to cook
 - Social & digital media were their lifeline to outside world



Virtual Cooking Demonstrations



MENU

1 Bottle of Translations Cabernet blend
paired perfectly with your meal

1st Course

Grapefruit Burrata Salad

2nd Course

**Wagyu Gold-Grade Ribeye Steak with
Lemon Rosemary Compound Butter
Potatoes and Asparagus**

3rd Course

**Grilled Pound Cake with Berries,
Vanilla Honey Creme Fraiche and Mint**



The Grill Dads and Comfort
ines. Mark is a Today Show
o on the Board of Directors at
Ronald McDonald House Charities of Idaho.



PETITE 4



Virtual Ranch Tours

JOIN US FOR A RANCH
TOUR ON INSTAGRAM

with Idaho Rancher

Jessie Jarvis

Friday, April 10th @MrsJJarv



IDAHO BEEF COUNCIL
Funded by Beef Farmers and Ranchers



MAY
8

Virtual Ranch Tour with Lance Pekus

Public - Hosted by Idaho Beef Council and Lance Pekus

★ Interested

✓ Going

...

🕒 Friday, May 8, 2020 at 1 PM – 2 PM
about 1 month ago

📍 Salmon, Idaho

Show Map

🗨️ Hosted by Idaho Beef Council
Typically replies within a day

Message Host

About

Discussion

✍️ Write Post

📷 Add Photo/Video

📺 Live Video

🗳️ Create Poll

FILLING UP THE PLATE

for the *Beef Counts* Program

Total Goal: \$100,000



\$54,669 donated

\$50,000 matched by Agri Beef

Jan. 1 - Dec. 31: \$104,669 raised!

Telling the Idaho Beef Story



Creating New Beef Channels



FINGER STEAKS.

NOT JUST FOR IDAHO ANYMORE.

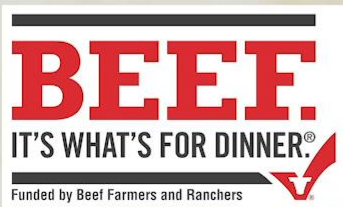
Did you know, outside of Idaho, many people have never tasted or even heard of our state's famous Idaho Finger Steaks?

That's why your checkoff dollars are being used to launch a brand new marketing campaign to introduce Idaho Finger Steaks to the rest of the world. Among Idaho natives, those delicious strips of battered and fried beef, dunked in sauce, are an addictive treat that belong on menus everywhere. Just imagine if restaurants all over the world added Idaho Finger Steaks to their menus...what a delicious way to increase beef consumption. The new marketing campaign is just one way the Idaho Beef Council is leveraging your checkoff dollars to generate new demand for beef.

Let's tell the world our secret! Email the Idaho Beef Council at BeefCouncil@idbeef.org with your favorite Finger Steak recipe and sauce, or let us know your favorite dining establishment to enjoy these Idaho treasures.



Idaho Featured in Chef's Roll



Attachment 2
2/23/2021

Over 823,000 followers



“Steak out” your next meal Soiree

BEEF CUTS

FILET MIGNON
The area below the backbone is home to some of the most tender and popular cuts of beef, such as the Tenderloin steak, also known as Filet Mignon. This is the most tender steak, lean yet succulent, with a fine buttery texture. Sold boneless. This steak also meets government guidelines for lean.

FLAT IRON STEAK
Extremely tender, well-marbled and flavorful and great for grilling. Cut from the Top Round. Also Known As: Boneless Top Chuck Steak; Beef Steak; Butcher Steak. Extremely tender, well-marbled and flavorful and great for grilling.

RIBEYE STEAK
This steak is rich, juicy and full-flavored with generous marbling throughout. Sold bone-in. Ribeye has long been known to steak lovers as the epitome of steak flavor. This cut of meat comes from the ribs of the animal, between the loin and shoulder. Bone In Rib Steaks offer great plate coverage and impressive presentations.

NEW YORK STRIP
Tender, lean and perfect for grilling. A strip steak is cut from the short loin of the cow. This muscle doesn't do too much work, making the strip steak a rather tender cut of meat. It's not quite as tender as the nearby tenderloin, but it's still a great option for a nice, typically boneless steak that cooks evenly and quickly with a great beef flavor and nice chew.

For more information visit IDBeef.org or BeefItsWhatsForDinner.com

COYNE'S RESTAURANT & BAR
IDAHO BEEF COUNCIL

BEEF GRADES

Beef grading sets the standards for the various quality levels of beef. The beef grading program uses highly trained specialists and sometimes grading instruments to determine the official quality grade. Beef quality grading is voluntary and administered by the USDA and paid for by beef packers.

The grade is primarily determined by the degree of marbling – the small flecks of fat within the beef muscle. Marbling provides flavor, tenderness and juiciness to beef and improves overall palatability. Other grading factors include animal age, and color and texture of the muscle.

Here is a brief description of the different beef grades.

SELECT
Select beef is slightly leaner than Prime and Choice because it has less marbling. It can lack some tenderness, flavor and juiciness as compared to the higher grades. Select grade beef often benefits from slow-cooking or from marination prior to grilling or broiling.

CHOICE
Choice beef is high quality and produced in highest quantity, but has less marbling than Prime. Choice roasts and steaks, especially from the rib and loin, will be very tender, juicy and flavorful. They are suited for roasting, grilling and broiling. Less tender cuts are perfect for slow-cooking.

PRIME
Prime beef is produced with abundant marbling, is produced in smaller quantities and is often sold in hotels and restaurants. It is excellent for roasting, grilling and broiling.

AMERICAN WAGYU
Wagyu is a Japanese cattle breed known for its intense marbling and tender flavor. US Beef Ranchers have bred the American Wagyu beef which is what you want to taste and tenderness of highly marbled beef.

travelingspud

Fun fact: my dad had a cattle farm or dairy farm for the majority of my childhood so this was a phrase we used a lot growing up!

07:39

boifood 11h
Van Morrison · Days Like This

Love you Boi ❤️

bellomeridian

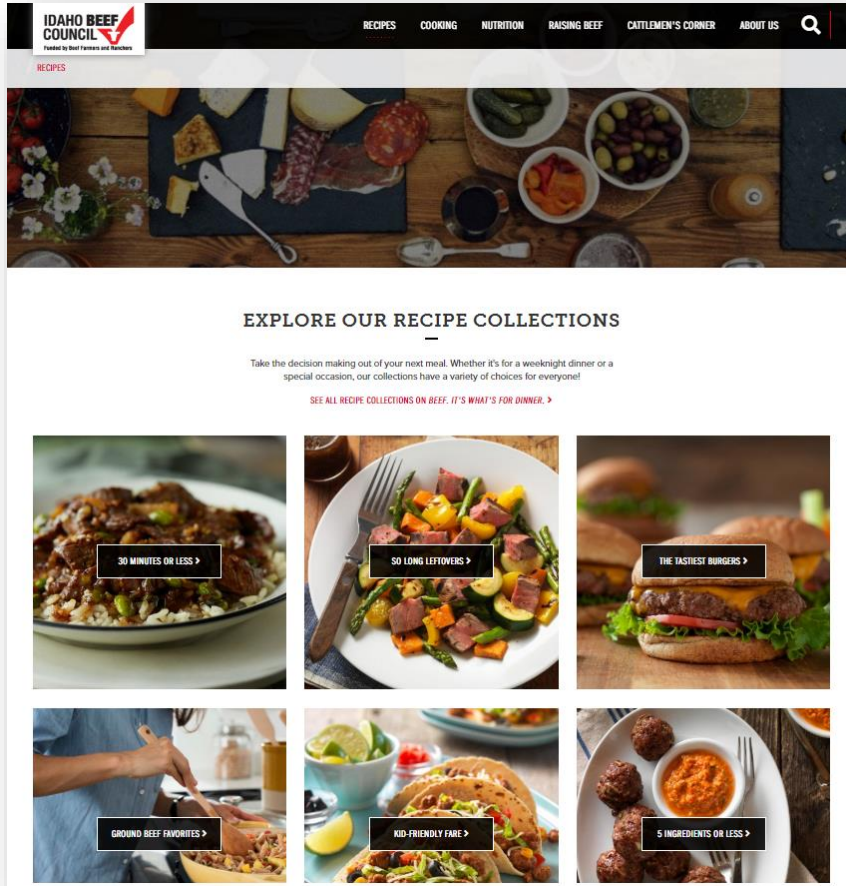
Today we were lucky enough to be invited to Steak Out with the Idaho Beef Council! See Natalie's stories at Hello Meridian for the first scoop.

@coynes_restaurant
@idahobeeffcouncil

Etikimlikan
Kebudayaan
Santiausaha
@hustled



New Website Launched!



Attachment 2
2/23/2021



HOME OF IDAHO FINGER STEAKS!

Did you know, outside of Idaho, many people have never tasted or even heard of our state's famous Idaho Finger Steaks? We think this local specialty is so good it deserves its own web page.



WHAT ARE IDAHO FINGER STEAKS?

For those who have never tasted Idaho Finger Steaks, these are crunchy breaded or batter-fried strips of whole beef served with a tangy sauce. If this conjures up images of chopped/formed steak fingers for kids, the Idaho version goes way beyond that. Here, finger steaks start with slices from a whole cut of tasty beef, seasoned, breaded/battered and then deep-fried. The dish has a long history in Idaho.

[LEARN MORE >](#)



WHERE TO FIND FINGER STEAKS IN IDAHO

Since the finger steak is Idaho's signature food, you can expect that every Idahoan has an opinion about the best place to find finger steaks. For some, that's their mother's kitchen but for others, it's a favorite restaurant. Popular restaurants that are known for their own take on this dish include Lindy's Steak House, Westside Drive In, Edgo Brewing, and Jaker's.

[LEARN MORE >](#)

DOWN ON THE RANCH

For many Idahoans, there's no place like home when it comes to Finger Steaks. And when it comes to family recipes, there's no right or wrong way to prepare these. Idahoans use a wide range of beef cuts, breading and batter alternatives, and serve them with a variety of sauces. As long as you start with a strip of beef, Idaho Finger Steaks can be whatever you want them to be. Local ranches and others share their family recipes.

GRANDMA PHYLLIS' FINGER STEAKS



Native Idahoan Christin Prescott shares this family recipe, handed down to her from her grandmother. She has fond memories of her grandmother teaching her how to make it and is passing along this tradition to the next generation.

[HERE'S THE RECIPE >](#)

3X RANCH FINGER STEAKS



Trish and Stan Dowton own and operate Dowton 3X Ranch, a cow-calf operation in the Palmsamer Valley of East Central Idaho. "There are lot of different ways to make finger steaks and no one way is right or wrong," she says.

[HERE'S THE RECIPE >](#)

OWYHEE FINGER STEAKS



The best thing about Idaho finger steaks is how well they adapt to any cuisine, as demonstrated by this Hawaiian-inspired version. This recipe uses mochiko or rice flour, making it a gluten-free option. Ready to give it a try?

[HERE'S THE RECIPE >](#)



LOCAL PRODUCERS & SUPPLIERS DIRECTORY

We've assembled a local beef directory to help connect you with options to purchase beef directly from beef farmers. If you're interested, check out our list of local beef farms!

ADAMS



HOW MUCH BEEF DO I GET?

TIPS FOR BUYING BEEF

KNOW YOUR BEEF CHOICES



CATTLE PRODUCERS - YOU ARE INVITED!

If you are a cattle producer interested in expanding your options for delivering your beef to Idaho's buy-local market, you are invited and encouraged to complete the online application.

If you are new to selling direct to consumers you should contact the University of Idaho (U of I) local extension office to find out how to comply with the United States Department of Agriculture (USDA) Food Safety Inspection Service (FSIS) regulations and learn how to meet labeling requirements.

[APPLY TODAY >](#)

JUMP TO A COUNTY

Select your county

ICON KEY

R BQA Certified - Beef Quality Assurance is a program that trains farmers and ranchers on best practice cattle management techniques to ensure their animals and the environment are cared for within a standard set of guidelines and regulations across the U.S. beef industry.

- ✓ Natural - A product containing no artificial ingredient or added color and is only minimally processed.
- USDA Organic
- ✓ Grass Finished - Animals spend their whole lives eating grass or forage.
- ✓ Grain Finished - Animals spend the majority of their lives eating grass or forage and then are finished on grain.
- ✓ Direct Marketing



PRATT FAMILY BEEF

279 N 400 E
 Blackfoot, ID 83221
 208-643-5431

[prattfamilybeef.com](#)

- ✓ Grass Finished
- ✓ Direct Marketing
- ✓ Global Animal Partnership - Level 4
- ✓ IMI Global Non-CMO certified



IDAHO BEEF COUNCIL
Funded by Beef Farmers and Ranchers

I
University of Idaho



IDAHO BEEF COUNCIL
Funded by Beef Farmers and Ranchers

2020

June 22, 2020 Date

Pay to the order of University of Idaho \$ **250,000**

Two Hundred Fifty Thousand and no/100 Dollars

Memo Beef Graduate Endowment

Idaho Beef Producers

12345678 987654321 2020

INVESTING IN THE FUTURE

UI Graduate Fellowship Endowment

Idaho Beef Council

1951 W. Frederic Lane Boise, ID 83705 • 208-376-6004 • IDBeef.org

Idaho Beef Industry's Long and Distinguished History Celebrated



With 2.5 million head of cattle in Idaho, valued at 2.6 billion as of January 2020, it's no surprise that beef is one of Idaho's leading industries. To commemorate this proud heritage and Idaho's economy, Governor Brad Little proclaimed July as Idaho Beef Month. This year marked the 19th annual celebration. Beef Month showcased multi-generational ranching families who provide high quality, nutritious beef.

Also highlighted was how cattle ranchers have formed a natural partnership of land stewardship, beef cuts, nutrition and grilling tips. These topics were featured on social media channels and KTVB's Idaho Today lifestyle series. You can watch Governor Little's proclamation video and the KTVB Idaho Today Series on the IDBeef.org/recipes webpage or YouTube channel.

Idaho's Beef Industry is Turning Heads on Social Media



Social media activities, funded by your Checkoff dollars, are catching the eye of consumers and better still, promoting them to act. The Idaho Beef Council (IBC) is mixing it up with different platforms to engage, inspire and educate consumers about Idaho's beef industry.



IDAHO BEEF COUNCIL ANNUAL REPORT

Fiscal Year July 2019 - June 2020

The Idaho Beef Council (IBC) is the producer-funded and industry-directed marketing arm of Idaho's beef industry. Funded by a \$1.50 per head assessment on the sale of cattle in Idaho, the IBC carries out beef promotion, research, and education on behalf of local beef producers. The checkoff program is authorized under state and federal law to implement programs that increase consumer demand for beef.

EXPANDING THE IBC'S DIGITAL REACH

A lot has changed regarding how consumers get their purchasing decisions. Nowadays marketing strategy needs to reach consumers online.

Advertising was a key strategy for the expanded digital footprint:

- Google Search advertising focused on popular consumer search queries for beef recipes, with beef checkoff advertising viewed 277,437 times by Idahoans. This prompted 26,278 viewers to click on links to learn more. The 9.4% clickthrough rate is more than double the industry standard.
- More than 4.2 million video views resulted from a targeted YouTube campaign featuring Rethink the Ranch, Beef Quality Assurance, Lance Pekus the Ninja Cowboy and Nicely Done video ads. With 1.75 million residents in the state, that means many Idahoans watched these clips more than once. Because of the power of repetition, these were more likely to stick in the minds of viewers.
- The IBC ran audio ads featuring "Winter Grilling" throughout December 2019 on Spotify, a popular digital music, podcast, and video streaming service. The Idaho Spotify campaign delivered almost 430,000 listeners of the beef checkoff spots.

Idahoans Come Together to Cook Beef Virtually



On June 27, the Idaho Beef Council (IBC) co-sponsored a virtual cooking class, led by Food Network Host and Today Show regular, Chef Mark Anderson of The Grill Dads. This "Cooking Alone...Together" benefited the Ronald McDonald House Charities (RMHC) of Idaho. Participants received kits containing beef cookery information and all the ingredients for a three-course meal. Cooks in 54 Idaho kitchens enjoyed hands-on training on beef quality, preparation and grilling techniques. With their online coach, they grilled to

perfection their 5th grade American Wagyu. The event was shared on social media platforms by four local event partners Grill Dads, Sysco and IBC. IBC's social media reached 947 people, an 80% increase from last year. When in-person events are not possible, IBC leverages technology of mind and creatively puts dollars to work.

The DRIVE

How your dollar drives demand for beef.

OCTOBER 2020



Strengthening Confidence in Beef During Challenging Times

Driving beef demand is the Beef Checkoff's number one goal. The Checkoff works toward that goal by encouraging beef sales and consumption through a multitude of efforts, initiatives and programs, all executed by beef industry contractors and subcontracted by the IBC. In a challenging time like this, these innovative organizations utilized their plans quickly to ensure beef demand remained strong.

According to the Checkoff-funded 2020 Consumer Beef Tracker managed by the National Cattlemen's Beef Association (NCBA), a contractor to the Beef Checkoff, beef consumption, beef consumption and beef sales are up - how did this happen in a global pandemic? In part, it's because Beef Checkoff contractors and subcontractors were able to carefully consider the situations, determine alternate courses of action and promote beef

In ways that made good sense in a world where travel, in-person gatherings and restaurant meals weren't possible. Here are some highlights and examples of how Beef Checkoff contractors and subcontractors maintained and grew consumer confidence in beef throughout the 2020 fiscal year.

Continued on Next Page >

DrivingDemandForBeef.com

