







NOTHING SATISFIES
Like
BEEF.

WWW.IDBEEF.ORG

Why man
INVENTED FIRE.

74%
Target audience reached through Advertising, Media and PR

198,000
Idahoans reached through consumer events and promotions

17
Retail programs conducted with Idaho grocery retailers

BEEF CUTS
FOR FOODSERVICE

DUNE


SAVE A BUNDLE

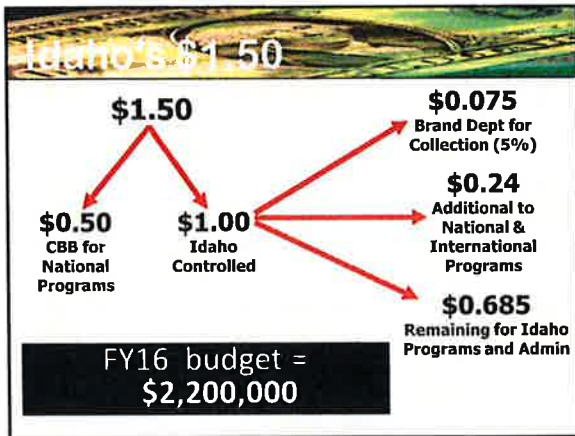




Beef Checkoff in Idaho

- \$1.50 per head
 - \$1.00 – National Beef Promotion Act and Research Order – 1985 Farm Bill
 - \$0.50 – Idaho Code effective 7/1/09
- Fiscal 2015
 - Total collections = \$2,475,000
 - Down approx. \$200,000 vs. fiscal 2014



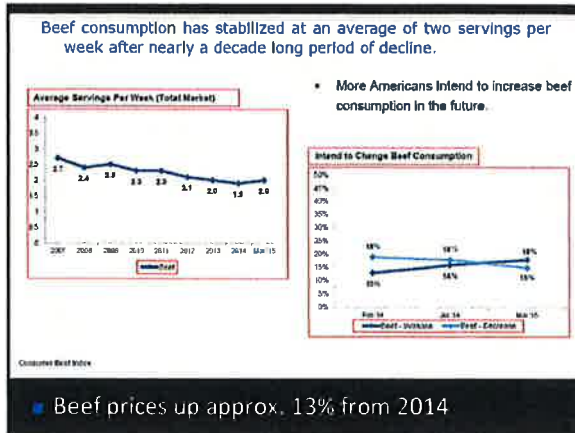


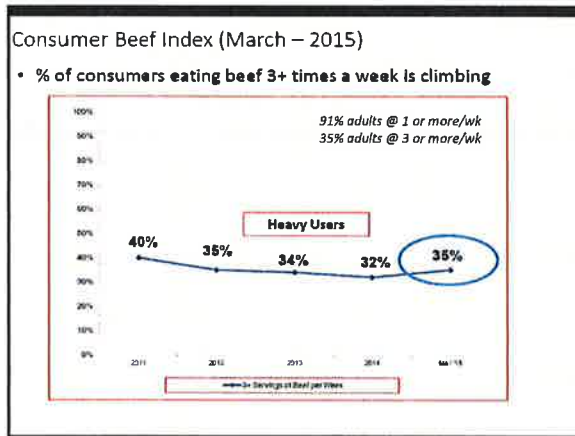
Consumption Barrier

The general public...

- Lacks the understanding and knowledge about beef's nutritional value
- Does not associate beef with a healthy lifestyle
- Concerned about price

Current Beef Demand





Beef is Worth the Price

- **76%** of consumers say steaks are worth the price
- **83%** of consumers feel ground beef is worth the price

Priced inexpensive, just about right, or expensive and worth it

Product	Price Perception	Percentage
Steak at Retail	Inexpensive	27%
	Just about right	77%
	Expensive and worth it	75%
Ground Beef at Retail	Inexpensive	35%
	Just about right	83%
	Expensive and worth it	82%



Export Markets

2015 Challenging year

- Market access
- Slowing economies
- Port issues
- U.S. dollar
- Tight supplies



2015
KEEP IT REAL WITH THE CHICKEN
PROTEIN FROM AMERICA


2014 Record Year!

Value: \$7.13 billion in value for 2014

- *New single-year record & up 16% from 2013*

Volume: 2.6 billion pounds in 2014

- *Up 2% from 2013*




AVOIA statistics compiled by USDFIS for 2014. All states include muscle only and variety meat.

2014
KEEP IT REAL WITH THE CHICKEN
PROTEIN FROM AMERICA

U.S. Beef Exports Jan-Dec 2015


- **1.07 million metric tons (2.35 billion pounds) in volume exported in 2015**
11% lower than last year
- **\$6.3 billion in value for 2015**
12% lower than last year

(USDA statistics compiled by USMEF)
(All totals include muscle cuts and variety meat)



Measuring Beef Export Value

- Exports accounted for **13% of total U.S. beef production last year**
- **Export value = \$278 per head last year**
– Down 7% from 2014, but up 13% from 2013




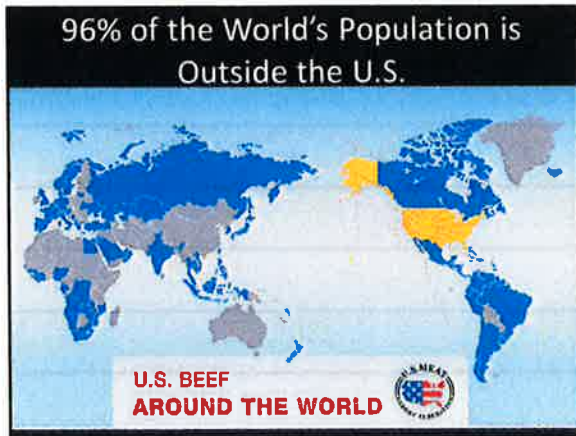
(Export production % includes variety meat)



Top U.S. Beef Export Markets 2015

- **Mexico** – 225,574 metric tons (down 7% versus 2014) • value down 6% to \$1.09 billion
- **Japan** – 204,927 mt (down 15%) • value down 19% to \$1.28 billion
- **Hong Kong** – 120,905 mt (down 22%) • value down 31% to \$800 million
- **South Korea** – 126,093 mt (up 7%) • value down 4% to \$810.4 million
- **Canada** – 124,822 mt (down 9%) • value down 13% to \$900.3 million





BEEF *i ♥ Beef* **BEEF** **TEAM BEEF** **BEEF COUNTS**

IDAHO BEEF COUNCIL

1951 W. Frederic Lane, Boise
(208) 376-6004
www.idbeef.org
