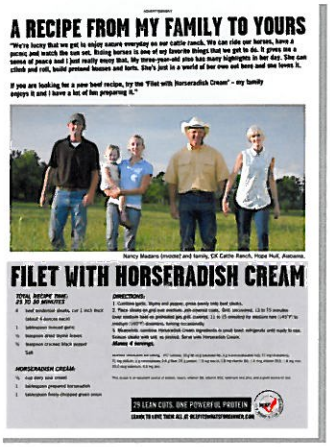
ADVERTISING



In FY2010, the beef checkoff advertising campaign reached 80 percent of the consumer target an average of eight times to help keep beef top of mind with consumers. The checkoff's new *Profiles* campaign launched in 23 national magazines, including *Everyday with Rachel Ray, Parenting, Food Network Magazine* and *Men's Health*. Radio ads aired on more than 5,000 U.S. radio stations, and online advertising appeared on a variety of popular online food-focused websites, such as *MixingBowl.com, Taste of Home.com, Recipe.com* and *Better Homes & Gardens.com*. The campaign's new *From My Family to Yours* print ads showcased real beef ranchers in 10 national publications, reaching some 25 million consumers with pro-family-farm, positive beef industry messages.

FOREIGN MARKETING

During the first nine months of FY 2010, U.S. beef exports (including variety meat) worldwide totaled 732,371 metric tons valued at $2.63 billion – an increase of 9.5 percent in volume and 12 percent in value year-on-year. Perhaps the most important turnaround of all was the resurgence of U.S. beef in South Korea. In the first six months following launch of a major comprehensive imaging campaign funded by the beef checkoff, exports to Korea were up 96 percent in volume and 129 percent in value compared to the prior year.

VEAL MARKETING

The beef checkoff's veal "Go to Market Strategy" integrates consumer marketing and communications programs to help build demand for veal. By integrating veal promotions, increased sales were reported in retail and foodservice channels in FY 2010. The checkoff also shared the positive veal production story through veal issues management and quality assurance programs. The checkoff and state beef councils, along with veal partners, helped implement *vealfoodservice.com*; a veal Columbus Day promotion; and a veal farm tour program.

FOODSERVICE MARKETING

With about half of all beef sold in the U.S. moving through the foodservice channel, the checkoff's award-winning BEEFlexible trade advertising campaign kept beef top-of-mind as restaurants struggle through the economic recession. With reports of renewed optimism, the 2010 campaign opened with a focus on traditional middle meats. Steaks were featured at major industry events, such as the Multi-Unit FoodService Operators conference (MUFSO) and during the National Restaurant Association's annual convention. Strong relationships with media yielded beef editorial features that netted a return on investment of more than $2 million in ad equivalency, and partnership promotions with three national restaurant chains involved 2,137 units in 43 states.

ISSUES MANAGEMENT

In FY 2010, the checkoff distributed 42 *FYI*s – electronic updates that provide background, media coverage overviews and response recommendations and tools for state partners, producer leaders and beef industry stakeholders. The checkoff also coordinated submission of numerous letters-to-the-editor last year, including two published online in *The New York Times*. 2010 marked the fourth year IM worked with state partners on Earth Day to tell the "Everyday Environmentalist" story. Earth Day ads on Google (viewed by more than 300,000 people), social media posts on Facebook and Twitter and a viral e-mail delivered positive environmental messages online and drove consumer traffic to *www.ExploreBeef.org*, more than doubling daily sessions on the site.

NUTRITION INFLUENCERS

The nutrition influencer education program communicated the "power of protein" to health professionals in 2010 through a series of interactive webinars, in partnership with 17 state beef councils. During the last six months of FY 2010, more than 1,000 registered dietitians participated in discussions about the power of protein and shared checkoff-funded electronic resources with their clients. Outreach included sending educational materials to nutrition thought leaders, illustrating protein's role in bone health and continuation of the popular Nutrition Seminar Program, which has conducted 39 sessions in partnership with state beef councils this year.

PUBLIC RELATIONS

The checkoff's state-national public relations partnership helped spread the good news about beef nationally, through materials including monthly media pitches and consumer and media fact sheets. The *I Heart Beef* program generated more than 96 million media impressions, and the checkoff's overall public relations program achieved more than 1.8 billion media impressions in FY 2010, including placements with *Larry King Live, CBS Early Show* and *Parade*. Through media relations and spokesperson training, beef producers had a voice in media dialogue about