

**Social Media and Advertising Programs**  
**Radio advertising** promoting beef recipes for dinner ran when consumers were headed home and wondering "what's for dinner." Spots ran in Santa Fe, Farmington, Las Cruces, Gallup and Roswell in both English and Spanish. In Albuquerque, the campaign also included text messages sent to consumers' cell phones with recipes and ingredient lists.

Maximizing the radio advertising campaign, radio ads directed consumers to "friend" the **NMBC Facebook** page to receive a daily recipe and become eligible for prizes. The website links to **Pinterest** and the **NMBC blog**, which offers a personal look into the lives and work of New Mexico ranchers.

The NMBC redesigned the **website, nmbeef.com**, to make it more user friendly. The blog was moved to reside on the website rather than on a separate site. A section that features a daily recipe was added, and recipes were cataloged by interest or type of course. A special page, **"Abuelita's Corner"**, was created which features favorite New Mexico beef recipes. This has proven to be the most visited page on the new website.

### Public Relations Programs

As part of an annual celebration, the NMBC promotes **Beef Month in New Mexico** each June. The NMBC sends a package of information on the latest safety, nutrition, beef preparation and recipes to a selection of print media around the state to publicize awareness of the many benefits of beef. In turn, several local newspapers publish a "June Beef Month" supplement and articles on beef topics.

The **State Fair Beef Exhibit** is a magnet for NM State Fair attendees of all ages. The NMBC distributed tasty beef samples of prepared beef products. The NM Cowbells greeted fairgoers at the booth with smiles, beef recipes, and the opportunity to win "Beef for a Year" by participating in the **Beef Trivia Quiz**.

### Producer Communications Programs

Available to all New Mexico producers, the **NMBC's Annual Report** informs the industry how Checkoff dollars are invested to promote beef. The annual report is published in the *New Mexico Stockman* and made available on NMBC's website. Printed copies are distributed at producer meetings and are available from the NMBC office.

Published monthly in the *New Mexico Stockman*, the **Bullhorn** keeps producers in the loop on current developments on beef research and marketing from state, national and international perspectives. The *Bullhorn* is also available on the NMBC's website.

Bill Zuckler, Ketchum Public Relations, was **NMBC's featured speaker** at the 2012 Joint Stockman Convention. Zuckler addressed the market research findings driving the US. Farmers and Ranchers Alliance marketing efforts. Zuckler discussed how the **Beef Checkoff** (founding members of USFRA) are ensuring the beef perspective is heard across the US.

### NMBC Directors

**Darrell Brown**, Chairman, Producer, Artesia, NM  
**Bernarr Treat**, Vice-Chairman, Producer, Roswell, NM  
**Alicia Sanchez**, Secretary, Purebred Producer, Belen, NM  
**Jonathan Vander Dussen**, Fluid Milk Producer, Clovis, NM  
**Milford Denetclaw**, Producer, Shiprock, NM  
**David McSherry**, Feeder, Deming, NM  
**Mark McCollum**, Feeder, Fort Sumner, NM  
**Bruce Davis**, Producer, Springer, NM  
**Tamara Hurt**, Producer, Deming, NM

### Ex-Officio Members

**Jane Frost**, Region VI Federation Vice President, Producer, San Jon, NM  
**Wesley Grau**, N.M. Beef Board Representative, Producer, Grady, NM  
**Tammy Ogilvie**, N.M. Beef Board Representative, Producer, Silver City, NM



Darrell Brown,  
NMBC Chairman

**Dear Fellow Producers,**  
 It's been said that New Mexico is a land of perpetual drought interrupted by occasional spells of moisture. I know we are all grateful for the rains received this summer and for the soaking (and flooding) rains that fell in September. It's been a long time since a weather system covered the whole state. **One wet year does not a drought break!**

The past three and one half years of extreme drought (plus the other dry two decades) have resulted in reductions of between 40-60 percent in the breeding cow population in NM. Losses in pasture for grazing stocker cattle have also taken a toll. Due to these diminished numbers, revenues generated through the checkoff for funding the beef council are at all-time lows.

As stated last year, the council will continue to work within our budget. We modify our marketing plan annually to make the most of the diminishing funds. Programs that educate young people and promotions such as the Food Truck BEEF Throwdown, Shamrock Foods - Get Grilling BEEF Contest and the Pumpkin Patch continue to offer proactive means of introducing ranching families and beef consumption to an urban population.

Use of social media has proven to be a very efficient and cost effective means of stretching the "advertising dollar". Through this form of communication, we have been able to impart information about beef to the biggest segment of the social media population, the "Millennials." (ages 18-34).

We are constantly searching for new and more effective and efficient ways to provide information and educate a populace that likes beef, but doesn't know how to prepare it or know its' benefits to their families. Providing this service for you, the producers, with decreasing resources, is proving very challenging. Any ideas you may have for increasing beef's presence on the promotion and education fronts are welcome. We need to hear from all of you.



**Education Programs**  
 NMSU Extension Service and a consortium of US beef industry experts developed the **US Beef Academy (USBA)** for older youth from across the United States. The weeklong camp at the Valles Caldera National Preserve, is tailored as an advanced, educational experience for youth between the ages of 16-19, who will be the next generation of beef industry producers and leaders. NMBC is a sponsor of the USBA.

The **New Mexico Youth Ranch Management Camp** received significant attention and air time in April, when a 6.5 minute video on the program aired on *NBC's "Cattlemen to Cattlemen"* on RFD-TV. The program is carried on Dish, Direct TV, and most major cable networks. The program is also accessible on the Internet at [cattlementocattlemen.org](http://cattlementocattlemen.org). The New Mexico Beef Council sponsored the NMSU-produced mini-documentary.

**Kids, Kows 'n More**, an ongoing program to teach elementary school children statewide where their food comes from, reached over 6,000 students this year. Nine trained presenters instructed the students and 371 teachers. Students and teachers received a wealth of beef resources.



**Health and Nutrition Programs**  
 The NMBC sponsored lunch for 100 attendees of the **NM Academy of Nutrition & Dietetics Conference**, Dayle Hayes, MS, RD of the NCBA speakers bureau spoke on: "Making the Nutrition-Fitness Connection MISSION POSSIBLE at School; Strong Bodies, Sharp Brains, and Smart Choices for New Mexico Students". A delicious lunch menu featured beef brisket sliders, and attendees received the latest beef brochures geared towards lean beef and heart health.

NEW MEXICO BEEF COUNCIL AUDITED FINANCIAL STATEMENT JULY 1, 2012 - JUNE 30, 2013	
<b>REVENUE</b>	100.00%
Checkoff and Interest	\$1,219,119
<b>EXPENDITURES</b>	
Cattlemen's Beef Board	609,351
National Program Investments	40,427
Promotion Programs*	184,283
Consumer Information Programs*	131,216
Producer Communications	81,712
Industry Information	900
Collections	63,936
*Administration Costs	68,584
Carry forward to next year	68,710
<b>Total Expenditures</b>	\$1,219,119
	100.00%

\*Advertising, Media, Retail, Foundation  
 \*\*Health Education, Education Programs, Events  
 \*\*\*Administration costs after allocation to program development and implementation as provided by the Cattlemen's Beef Board.

## Dear Fellow Beef Producers

Is the Federation of State Beef Councils still relevant after 50 years? In my opinion, it is. Beef producers today want as much input as possible into how their dollars are spent. Thanks to forward-thinking producer leaders almost three decades ago, the mandatory Beef Checkoff Program had as part of its framework then-existing and to-be-created beef councils at the state level, which would collect the \$1-per-head mandatory checkoff and help populate important directing-establishing and funding committees.

Many of those states had already joined together as a Federation to share expenses for common needs, such as Information Technology, design services, planning guidance and communications. By not duplicating costs from state to state, and joining in a common vision and message, councils extend checkoff programs in the state and assure that producers throughout the country are getting the most for their checkoff dollar. Absolutely. The Federation of State Beef Councils is a mechanism for grassroots input and influence. Yours truly,

Richard Gebhart, Chair  
Federation of State Beef Councils  
Beef Producer, Claremore, Okla.



address a millennial's lack of cooking skills and desire for a restaurant experience, and meet the needs of families looking for shortcuts on busy week nights. In addition, they meet mature consumers' desire for easy home-made foods that feed two and provide leftovers.

The test program is being conducted in the Midwest at Price Cutter stores, which have the in-store capabilities to produce the kits and have provided significant support for testing. Additional support for implementation has been provided by individual state beef councils.

Consumer research, post implementation to document interest and sell the programs to other stores, as well as point-of-sale materials, demonstrations and training, and initial spice inventory were made possible through national beef checkoff funds.



## Campaign Sizzles with New Voice

New "Beef. It's What's For Dinner." consumer advertising premiered in 2013, bringing the recognizable tagline to both older millennials and Gen-Xers. It features sizzling beef recipes, juicy details about essential nutrients and the voice of one of Hollywood's most promising new talents. The new "Above All Else" campaign reaches out to those who care about food and nutrition.

While helping many brand mainstays, such as Aaron Copeland's "Rodeo" music, the new beef campaign uses Garrett Hodlund's voice in radio spots. Garrett personally represents healthful living, and his strong, warm voice is perfect for provoking a new understanding about beef.

Research has shown that 43 percent of the target demographic said they would choose beef more often if they knew about

how its nutrients compared to chicken. The new campaign helps set the record straight about beef's essential nutrients in an engaging and educational way.

In addition to traditional print placements, the campaign appears across a wide range of digital platforms, such as 22 tablet versions, online radio stations (e.g., Pandora), video websites (e.g., Hulu), social networking sites (e.g., Facebook) and popular recipe websites (e.g., AllRecipes.com).

State Beef Councils are extending the campaign through print, radio, digital, in-person promotions, sporting events, outdoor advertising and more.



## Boosting Beef Internationally

The Beef Checkoff Program assisted as U.S. beef and beef variety meat exports performed very well in 2013. Through

July, exports were 9 percent ahead of last year's record pace in terms of value, at \$3.45 billion. This translates into great returns for producers, as export value equated to nearly \$295 per head of fed slaughter – an increase of 11 percent over last year.

Through international marketing programs conducted by the U.S. Meat Export Federation, the Beef Checkoff Program is working aggressively to increase export opportunities for U.S. beef. For instance, with recently expanded access in Japan, the checkoff helped attract new buyers to U.S. beef and expanded the range of cuts available, allowing Japan to reclaim its position as the No. 1 destination for U.S. beef exports. Other Asian markets performing well included Hong Kong and Taiwan. Exports are also significantly higher to Central and South America, as the checkoff helped the U.S. beef industry capitalize on recently implemented free trade agreements.

Program Builds Nutrition Relationships

With their local and state focus, state beef councils are instrumental in building relationships with state professional organizations dedicated to improving the health of Americans. The national Beef Checkoff Program is assisting those councils in strengthening those ties.

The Nutrition Seminar Program (NSP), coordinated by NCBA, a Beef Checkoff contractor, provides an opportunity for state beef councils to get closer to their state chapters of health professional groups by providing a nationally recognized expert to speak on a nutrition topic at that organization's annual meeting. The Beef Checkoff also provides free client education resource materials to all session attendees.

State councils coordinate and execute the NSP session, while the national Beef Checkoff covers the honoraria and travel expenses for each speaker. This past year, 36 speaking engagements were coordinated by numerous councils.

There are 40 different speakers for states to choose from, covering 148 session topics.

## Partners in Time



Throughout its 50-year history, the Federation of State Beef Councils has provided a platform for state beef council representation at the national level, while offering services needed by states to conduct their in-state promotion, education and research programs. The partnership is made possible three ways: through the 1985 Beef Promotion Act; by deliberate collaboration with national programs funded through the Beef Checkoff Program; and by voluntary contributions to the Federation by state beef council boards.

The voluntary investments by cattle-rich states helps make sure greater emphasis is placed on programs where the majority of consumers live and buy beef. It supports the teamwork necessary for building a successful state and national Beef Checkoff Program.

## FINANCIALS

### CATTLEMEN'S BEEF BOARD FISCAL YEAR 2013 EXPENDITURES

Administration	\$1,536,830
USDA Oversight	\$279,075
Program Development	\$179,088
Program Evaluation	\$179,590
Producer Communications	\$1,525,824
Foreign Marketing	\$6,036,723
Industry Information	\$3,469,977
Consumer Information	\$3,590,867
Research	\$6,036,100
Promotion	\$15,528,767
Total expenses	\$85,185,641

\*unaudited numbers

## Fresh Strategies for a Changing Beef Landscape

Because of grassroots producer leadership, the beef industry is positioned to capitalize on future changes in the beef marketplace. Committee restructuring, which parallels the industry's Long Range Plan, was completed this past year to provide the Cattlemen's Beef Board and the Federation of State Beef Councils a better focus on industry goals.

Following are some national and international beef checkoff efforts that reflect that plan:

### Solving the Millennial Dilemma

Through checkoff-funded research, we know consumers born in the 1980s and 1990s – sometimes called millennials – enjoy beef. But they have some concerns about preparation, nutrition and convenience. Now the question becomes, just how do we turn them into long term beef lovers?

Through a new checkoff-funded retail campaign, with additional support from the Federation and individual state beef councils, that question is being addressed.

The checkoff-funded Convenient Fresh Beef project explores a way to develop an easy-to-prepare fresh beef product at retail stores, make it appealing and create the education and training to make it successful.



Convenient Fresh Beef products include the beef, seasonings and instructions in an attractive sleeve-wrapped tray, prepared in the meat department at the grocery store or brought in as a case ready product. A photo of the finished dish is on the front of the sleeve; from 1-3 recipes are printed on the back.

The items are convenient and provide shopper's options. They