

# 2019-20 Marketing Plan

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APPROVED



WASHINGTON STATE

**BEEF**®

COMMISSION

# Background

## Washington State Beef Commission (WSBC)

The Washington State Beef Commission is the beef promotion, research and consumer education arm of Washington's beef community. It was created at the request of beef producers statewide by the Washington State Legislature in 1969 under RCW 16.67. The programs outlined in this document are the result of a review of market research, programs made available for use by the national beef checkoff program and an analysis by the board of current business conditions impacting the beef industry and beef demand in Washington State.



# Beef Industry Long Range Plan

## ***Vision***

*“To responsibly produce the most trusted and preferred protein in the world.”*

## ***Mission***

*“A beef community dedicated to growing beef demand by producing and marketing the safest, healthiest, most delicious beef that satisfies the desires of an increasing global population while responsibly managing our livestock and natural resources.”*

## ***2020 Strategic Objectives***

*Increase the Wholesale Beef Demand Index measure by 2% annually over the next five years.*

*The following Core Strategies are those that can be addressed by the WSBC:*

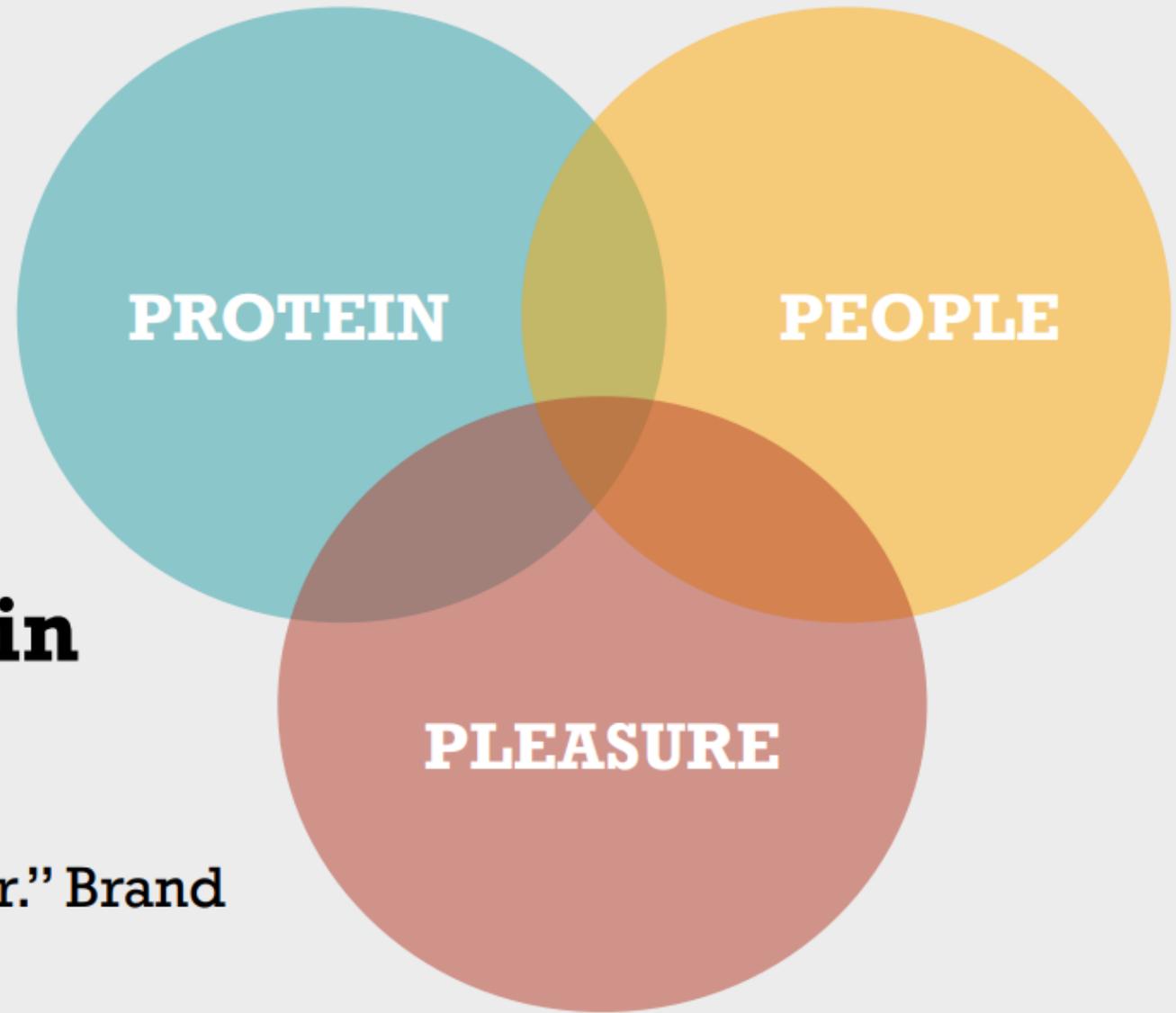
- Drive Growth in Beef Exports*
- Grow Consumer Trust in Beef and Beef Production*
- Protect and Enhance the Business Climate for Beef*
- Promote and Strengthen Beef’s Value Proposition*

**Goal:**

**Position Beef  
as the Top Protein**

**How:**

**“Beef. It’s What’s For Dinner.” Brand**



# Washington State Beef Commission

## ***Mission Statement***

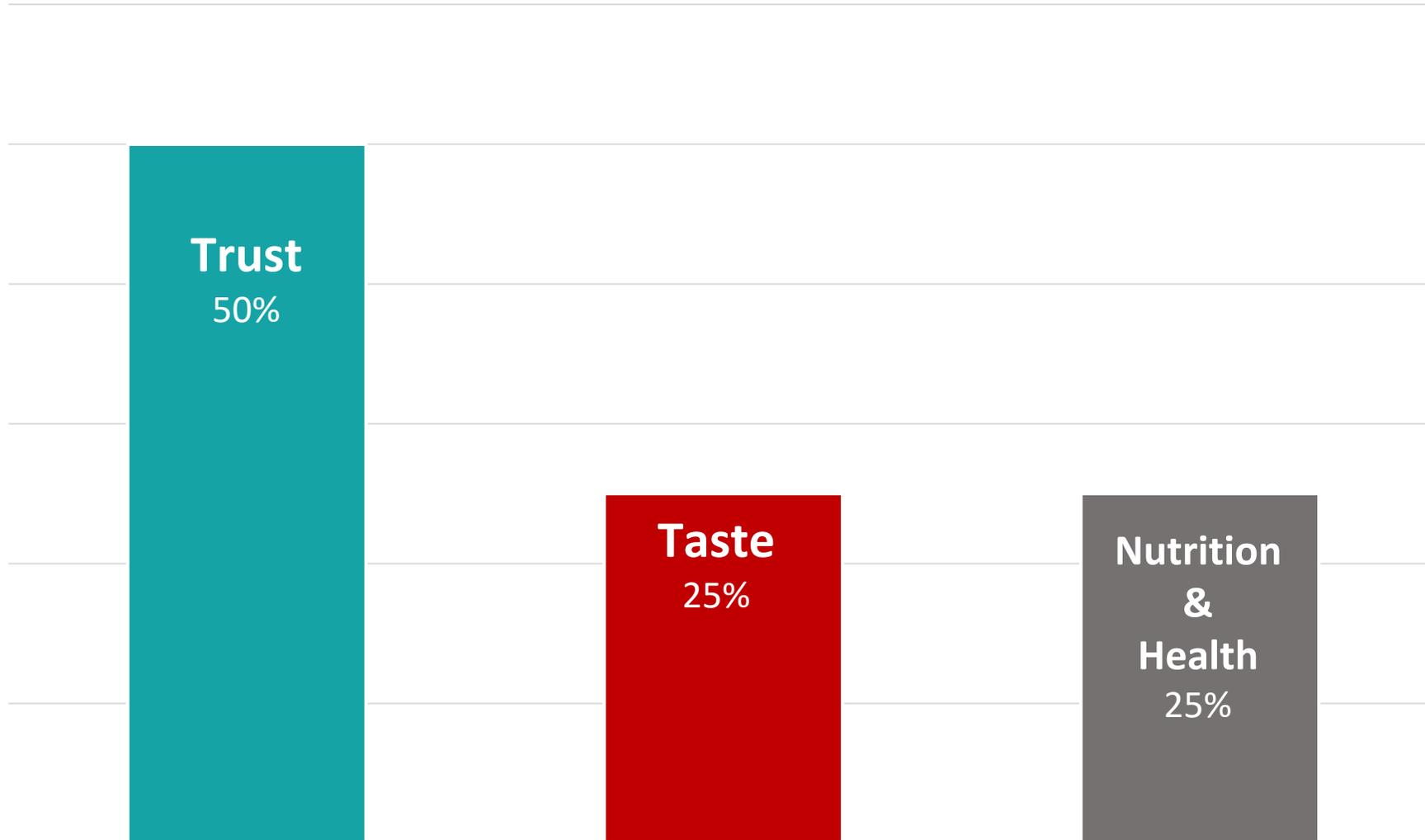
*“Increase demand for beef by connecting and growing our beef community.”*

## ***WSBC Strategic Priorities:***

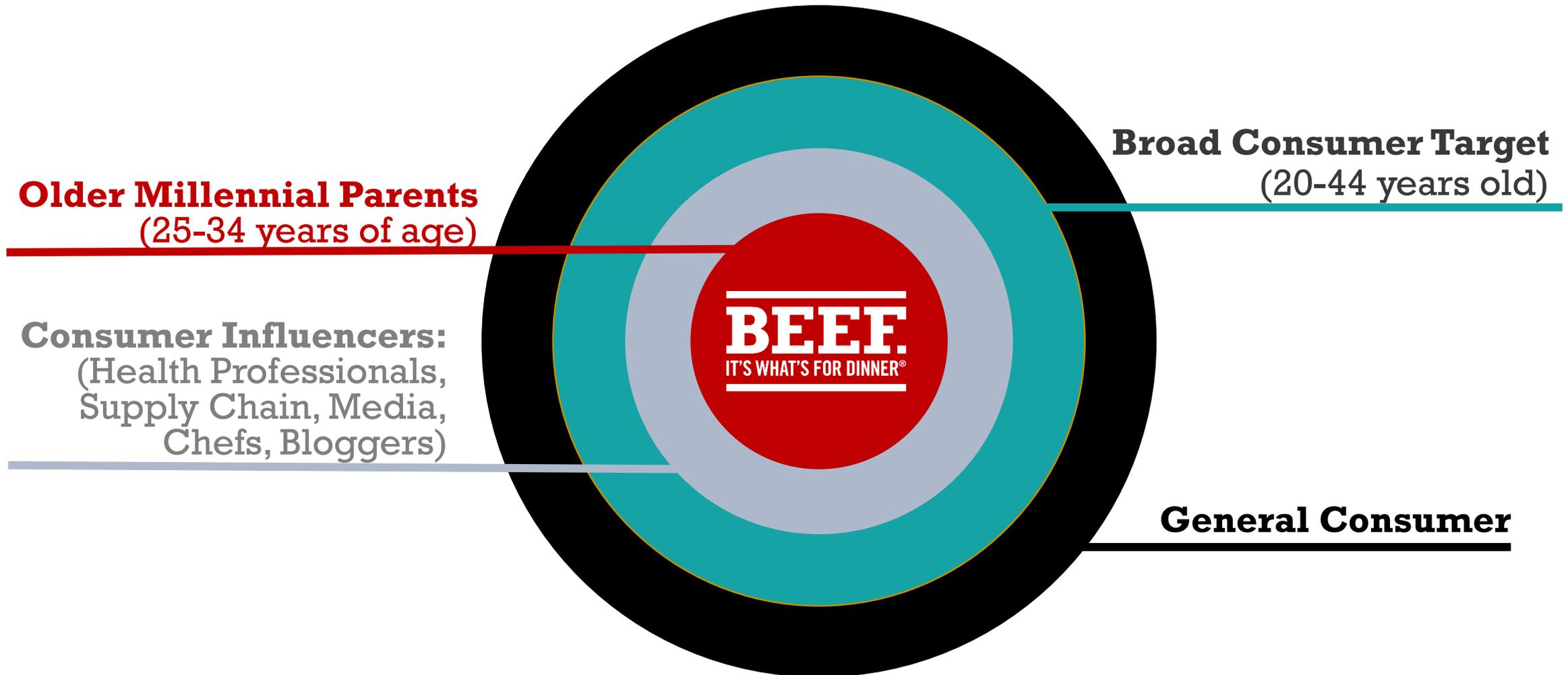
- **RESPONSIBLE BEEF/TRUST** – (PEOPLE) Earn and grow consumer trust in beef and beef production.
- **TASTE ADVANTAGE** - (PLEASURE) Promote beef’s taste advantage over alternative proteins.
- **NUTRITION & HEALTH** – (PROTEIN) Communicate beef’s nutrition & health benefits focusing on beef as a food for strength.
- **EXPORTS** – Drive growth in beef exports.

2019-2020

# WSBC Program Investment by Pillar



# Seattle/Tacoma Target Audience



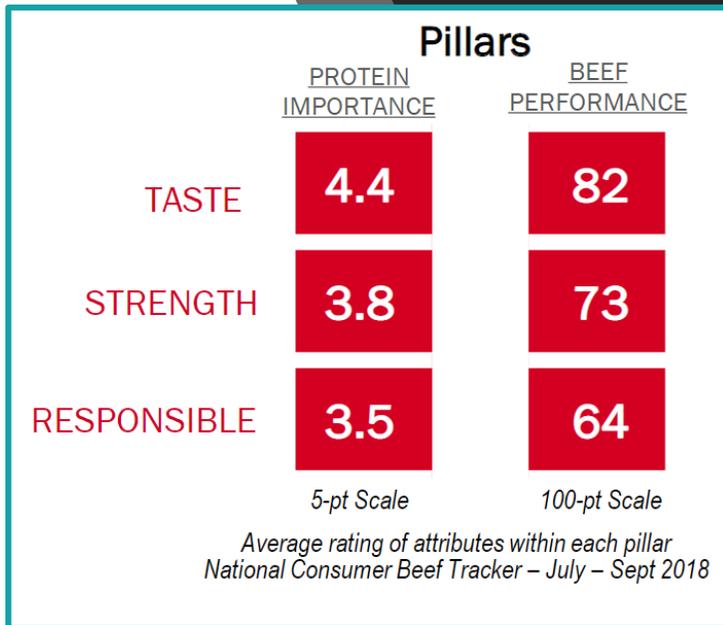
# Target Audience

The WSBC will focus primarily on increasing demand for beef among older millennial parents in Seattle/Tacoma, expanding the target as resources allow. Millennial parents have been identified as the target audience with the most potential for increasing their own beef consumption, especially as prices moderate with increasing supplies. They also have significant impact on others to do the same primarily through use of their smart phone.

Millennials are an attractive beef target audience because:

- They primarily believe that the positives of beef somewhat outweigh the negatives
- They eat beef only 1 to 2 times a week
- They are very interested in learning how their food is produced
- They are motivated by the “nutrition surprise” – that beef fits into a healthy diet!
- Their need for convenience will often trump their nutritional aspirations
- They spend an average of 53 hours a week online
- 30% shop for groceries on-line
- They are less comfortable with beef
- They are confused by cuts and preparation
- They are raising the next generation of beef consumers.

# Key Research Findings in Seattle/Tacoma



- When making decisions to eat beef, consumers weigh taste the most important factor, followed by nutrition and production.
- Knowledge on how cattle are raised is lower in the Seattle/Tacoma than the national average.
- Seattle/Tacoma consumers have lower perceptions of many aspects of the beef industry which leads to higher neutral and negative perceptions of beef and beef production.
- Seattle/Tacoma consumers have lower trust in the beef industry which can be due to their low level of beef production knowledge and higher negative perceptions
- Beef. It's What's for Dinner awareness is significantly higher in Seattle/Tacoma than the national sample.

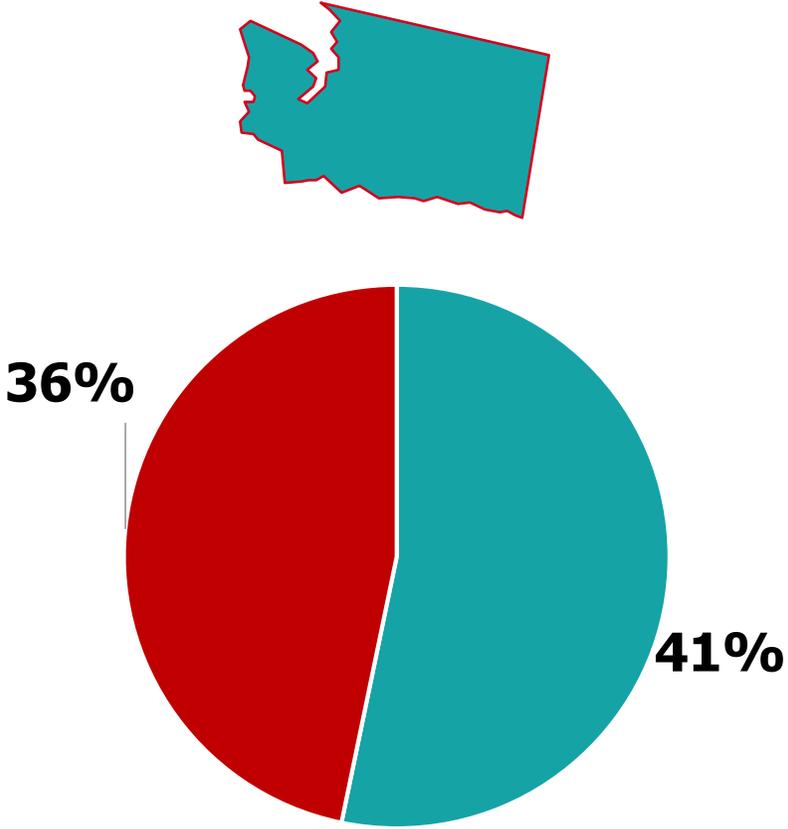
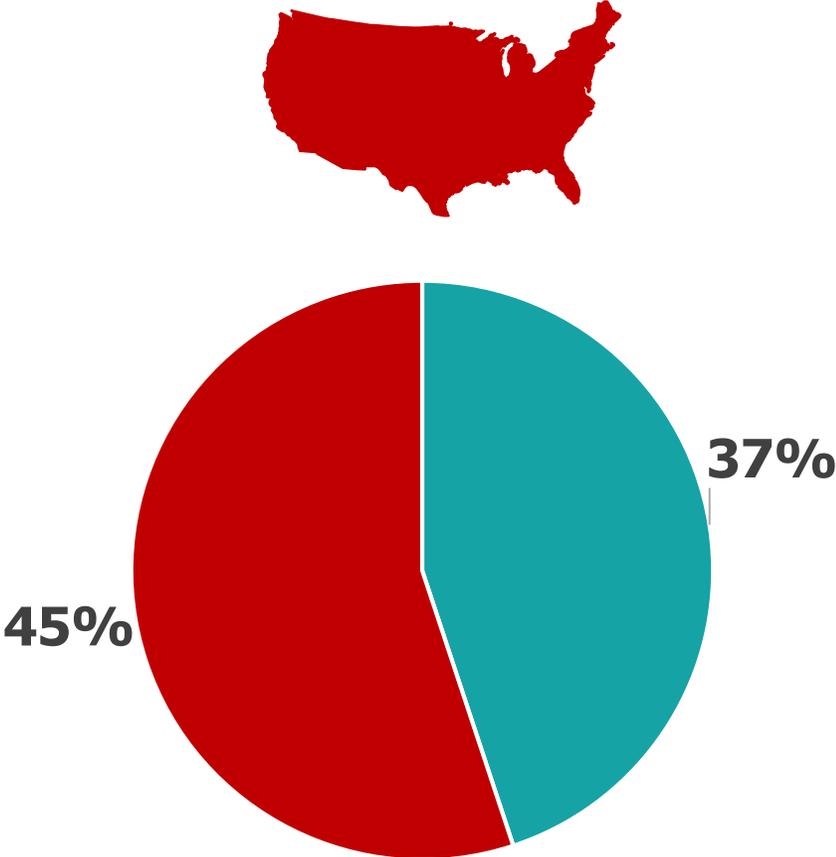
2018 Toluna Seattle/Tacoma Tracking Study

# Knowledge of Beef Production

Consumers in Seattle/Tacoma claim to have lower knowledge of beef production compared to the U.S.

## Knowledge of beef production

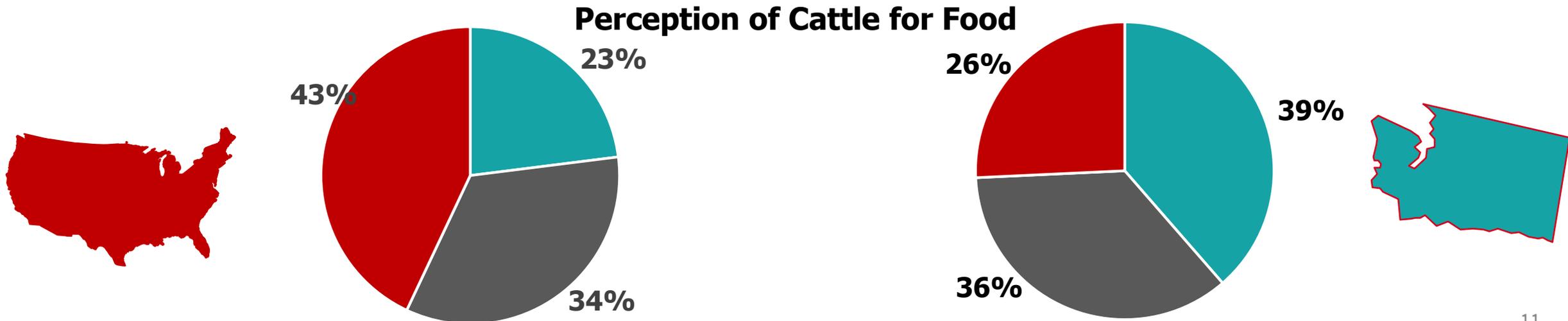
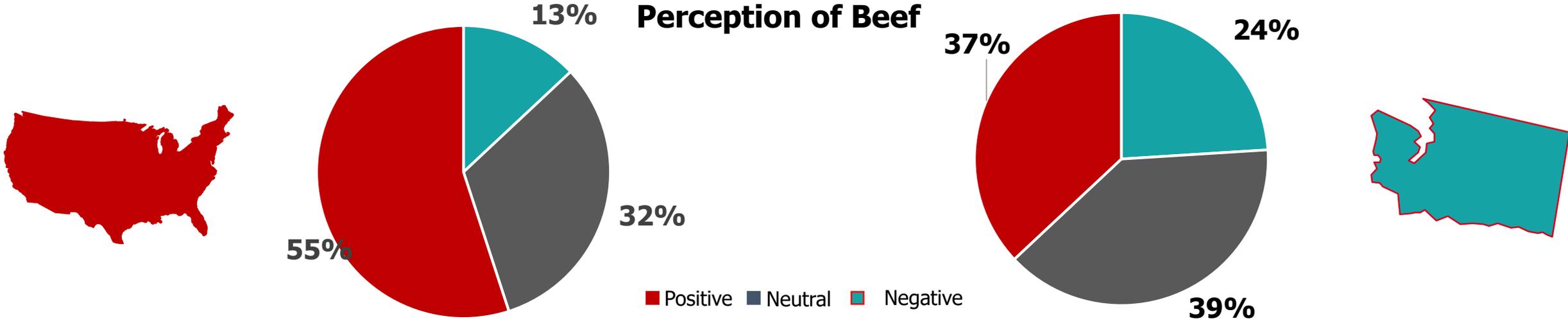
Knowledgeable Unknowledgeable



Source: Toluna State Dashboard 2018; Total US N=2075; Seattle/Tacoma N=636; Please indicate how knowledgeable you are about each of the following. Please rate each item using the scale of 1-5 where 1 means you know almost nothing about and 5 means you know a lot about.

# Perception of Beef and Production

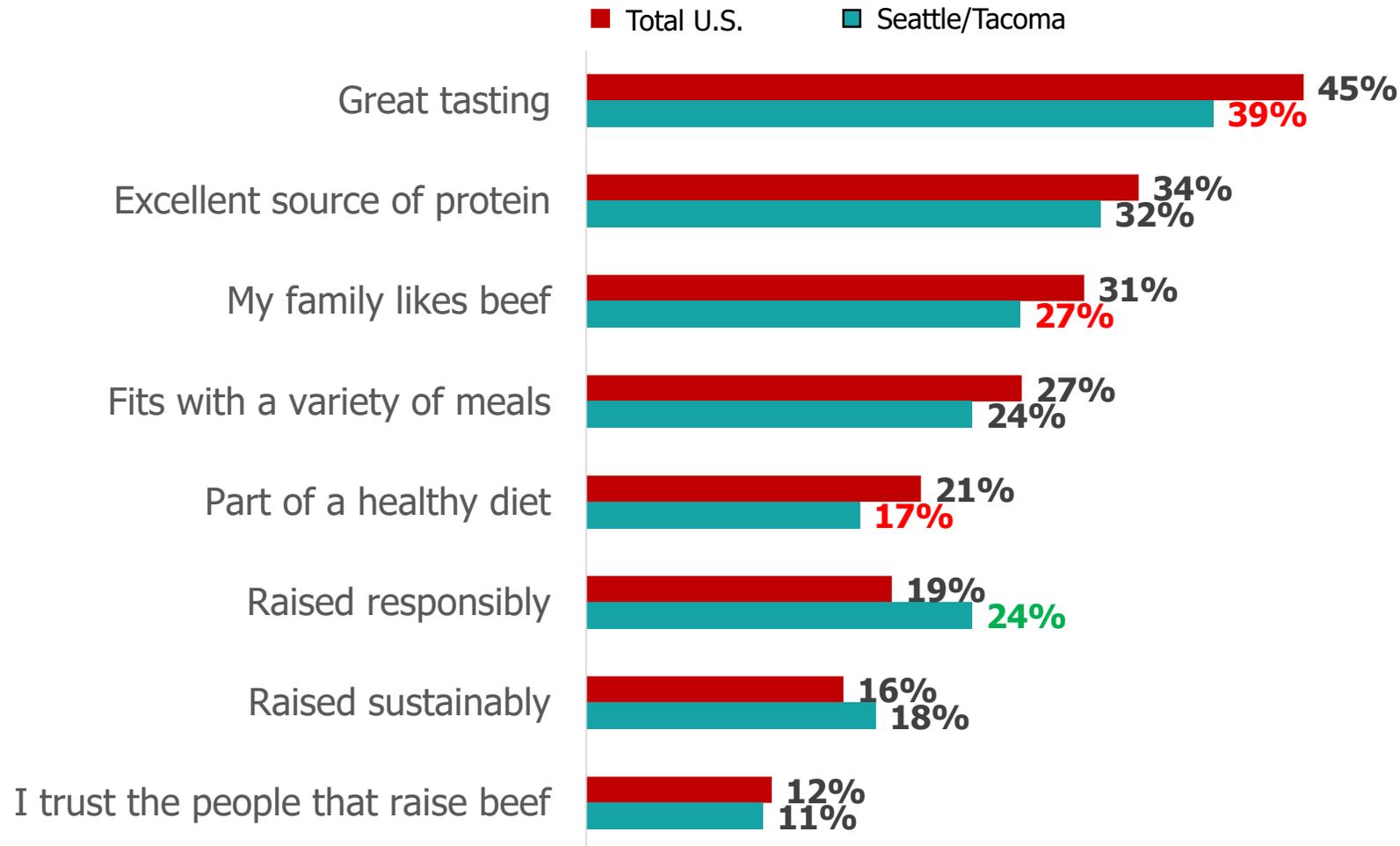
There is a lower positive perception of beef and cattle production in Seattle/Tacoma than the Total U.S. but a large group of consumers who feel neutral



Source: Toluna State Dashboard October 2018; Total US N=539; Seattle/Tacoma N=173; Considering all you know about each of the following, what is your perception of; Thinking specifically about how animals are raised for food in the U.S., what is your perception of...

# Importance Factors

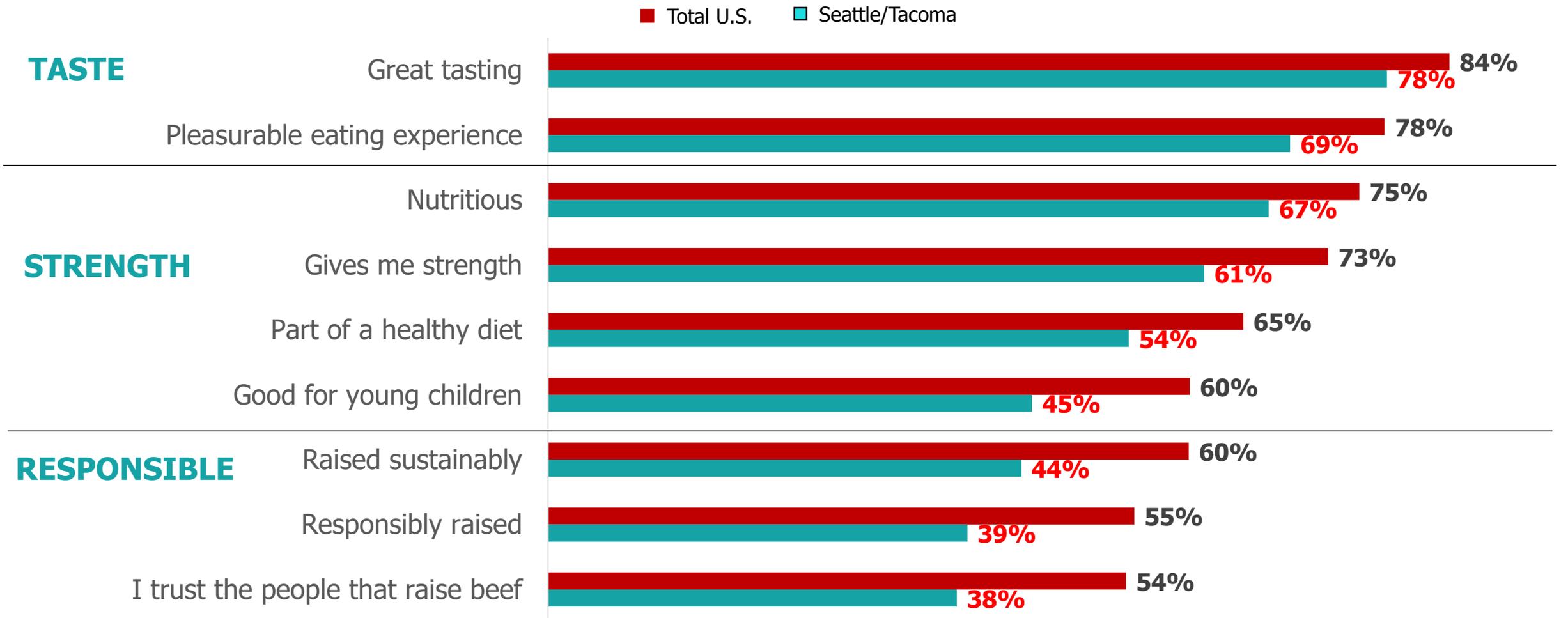
When making a meal decision with beef, Seattle/Tacoma consumers still weight taste and nutrition high while production reasons are slightly more important than the Total U.S.



**When deciding which protein to eat, consumers consider taste highest followed by strength with production attributes being much lower.**

# Attribute Agreement

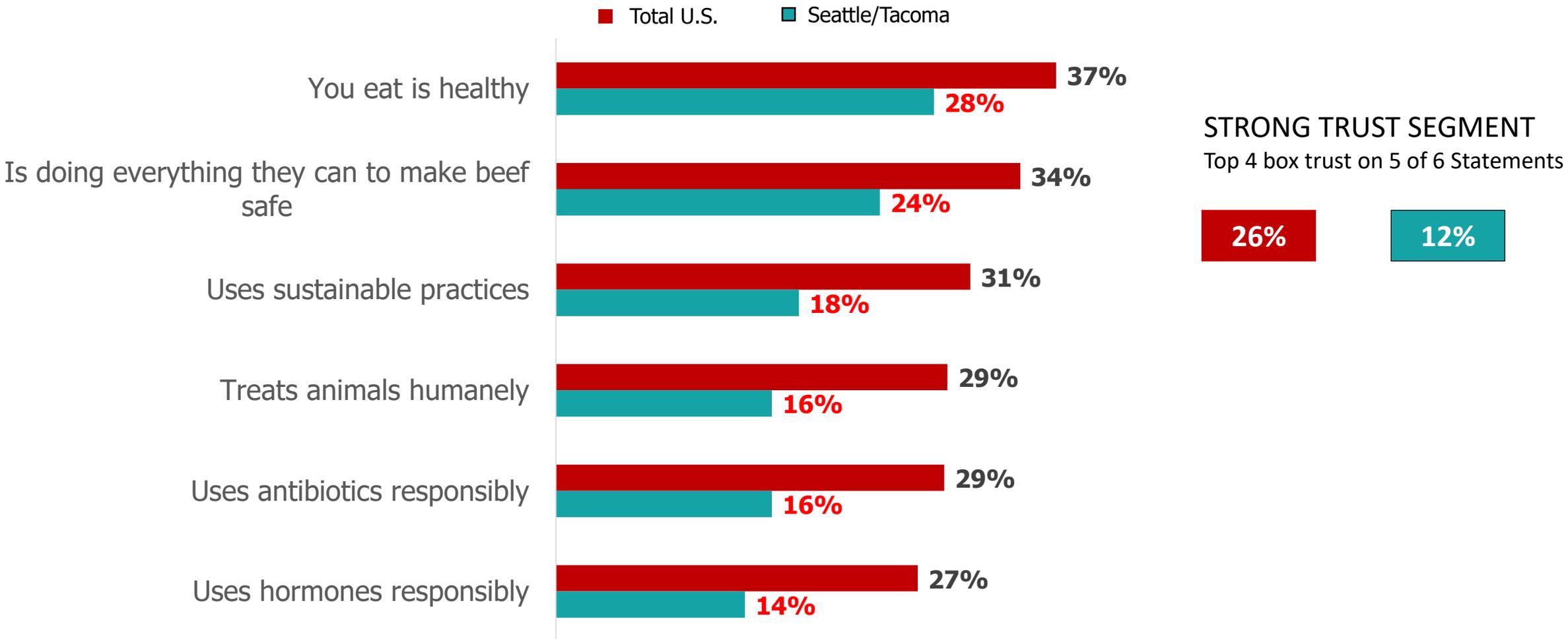
While consumers have an overall lower agreement levels and perceptions on all attributes tracked, taste and strength are still very high.



Please read through the statements below and tell us whether you agree or disagree with each one. Please rate each statement using the scale of 1-5.

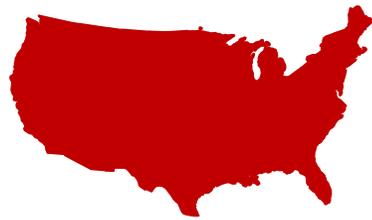
# Beef Industry Trust

**Driven by lower production perceptions and knowledge, trust is low in Seattle/Tacoma compared to the Total U.S.**

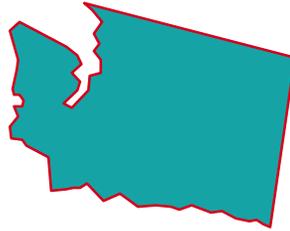


# Awareness of BIWFD

*Consumers in Seattle/Tacoma have much higher aided awareness of Beef. It's What's For Dinner.*



39%



53%

**BEEF.**  
IT'S WHAT'S FOR DINNER.®

# Research Recommendations



- Highlight beef's versatility and strong performance in taste and nutrition attributes as these are what consumers weigh most when deciding to eat beef.
- Continue to educate consumers about cattle production as this will allow consumers with a neutral or negative perception to have a more positive outlook.

RESPONSIBLE  
BEEF/TRUST – (PEOPLE)  
Earn & Grow Consumer  
Trust in Beef and Beef  
Production

# Responsible Beef

# WA Responsible Beef Strategy Overview

## BUSINESS OBJECTIVE

**Position beef as the Top Protein Choice**  
Protein, **People**, Pleasure

## MARKETING OBJECTIVE

**Beef is Responsibly Raised**  
Increase from 39% to 41%

**Trust in the people who raise beef**  
Increase from 38% to 40%

## CAMPAIGN GOAL

**Show consumers and those who influence them that beef is responsibly raised.**

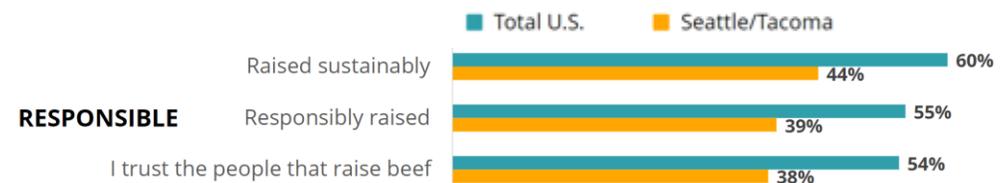
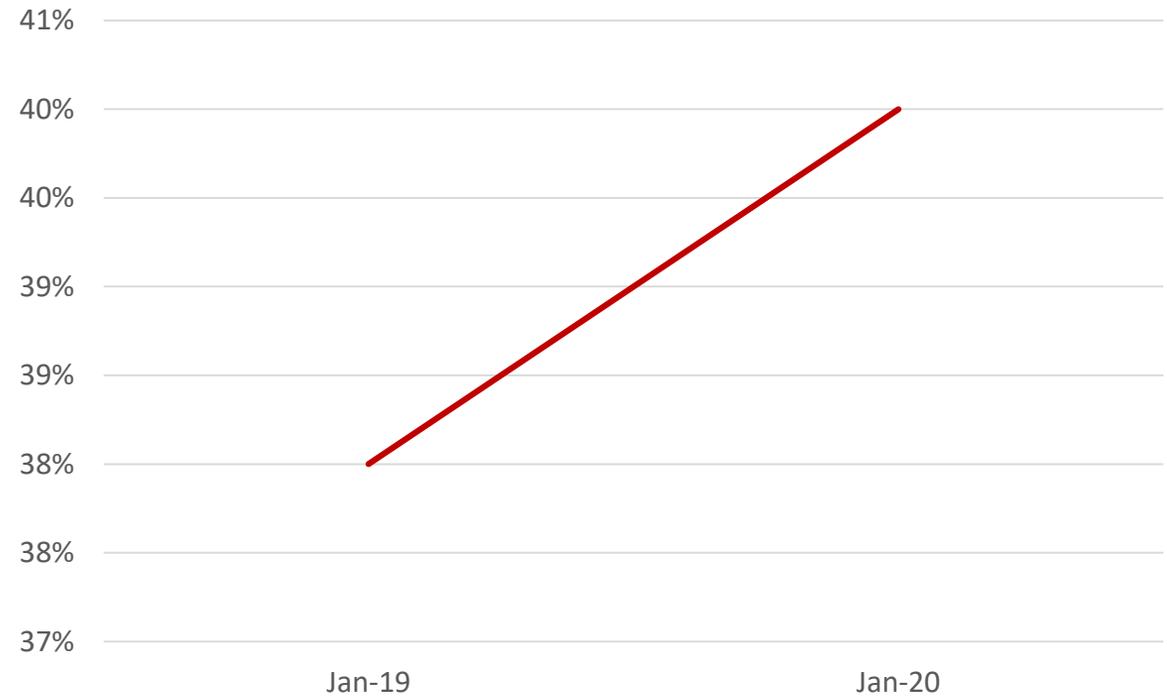
**I am confident in eating and serving beef because I trust the care that brought this delicious protein to my table**

# Key Trust Tracker



## RESPONSIBLE BEEF AGREEMENT - Seattle/Tacoma Compiled Annual Toluna Tracking

### I Trust the People that Raise Beef

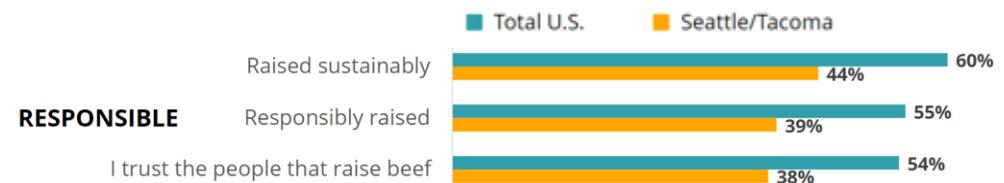
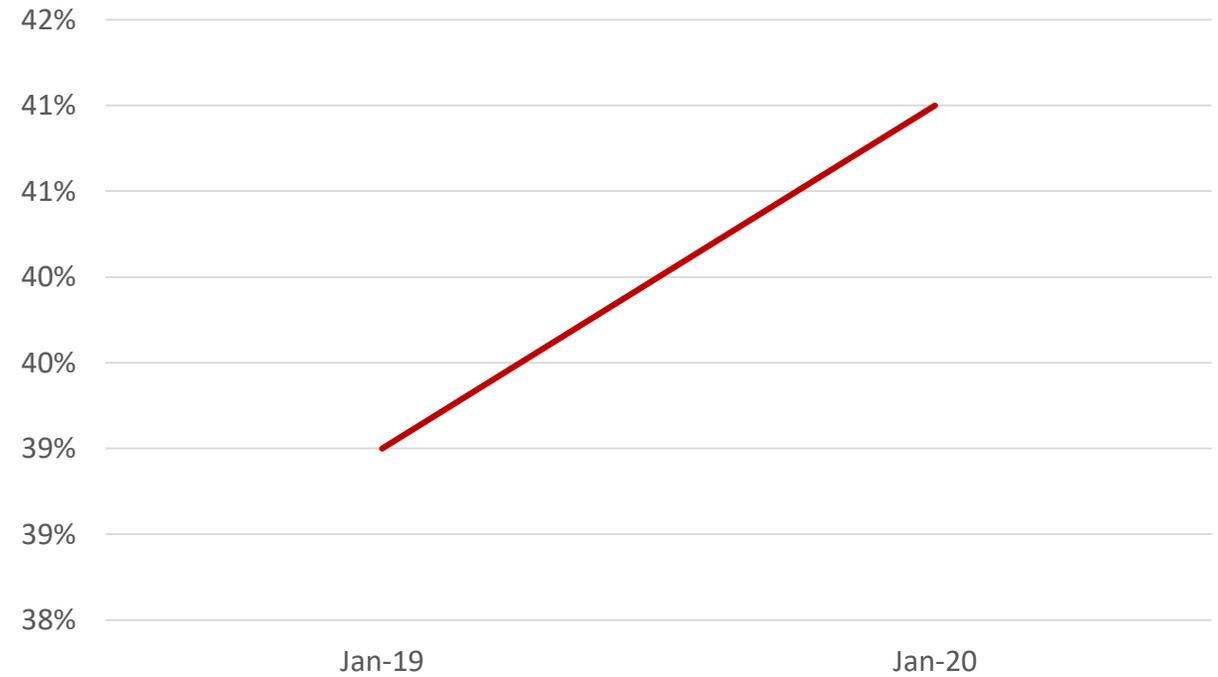


# Key Trust Tracker



## RESPONSIBLE BEEF AGREEMENT - Seattle/Tacoma Compiled Annual Toluna Tracking

### Beef is Responsibly Raised

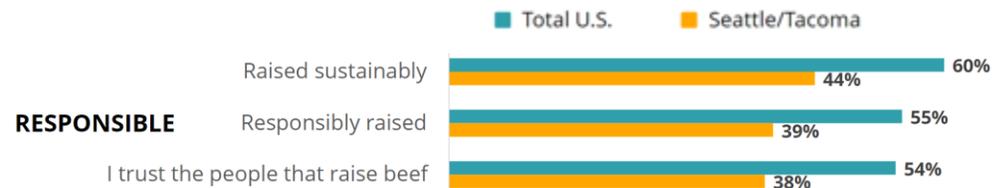
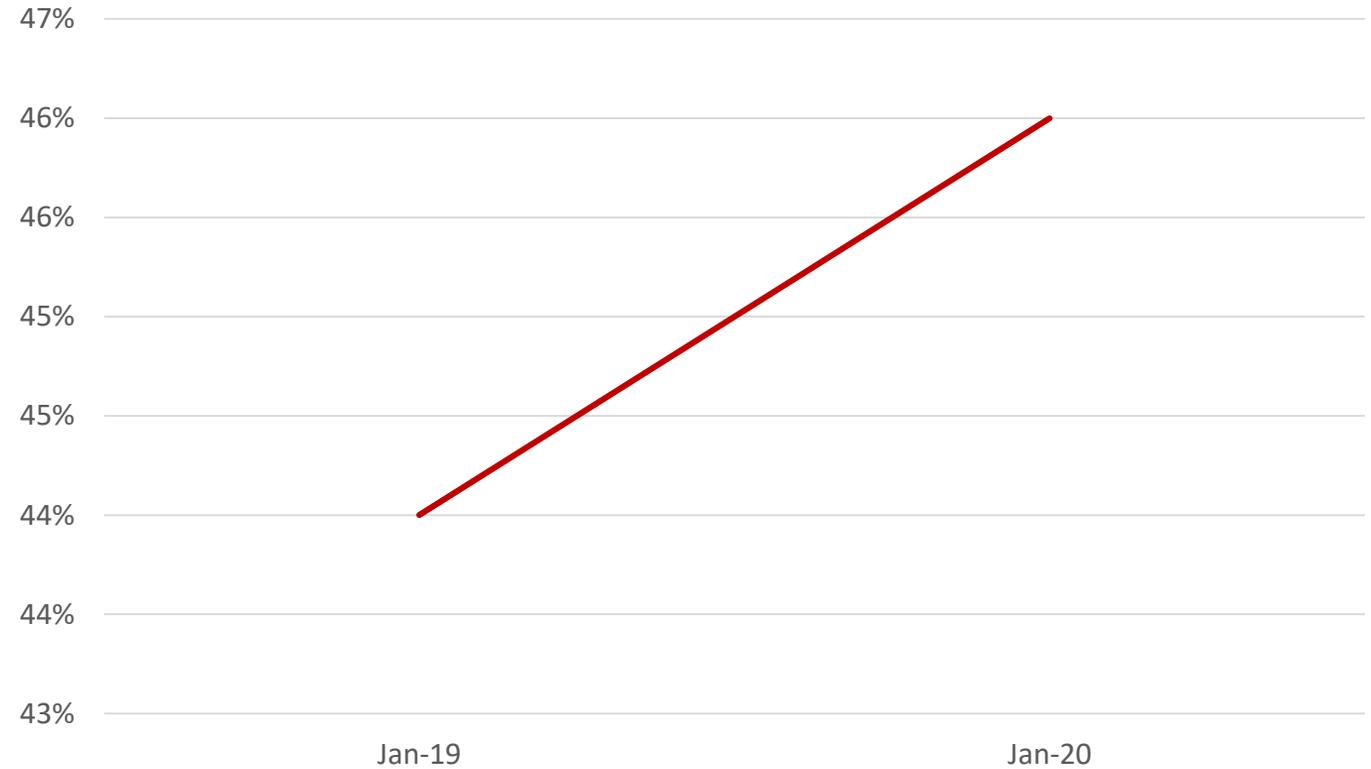


# Key Trust Tracker



## RESPONSIBLE BEEF AGREEMENT - Seattle/Tacoma Compiled Annual Toluna Tracking

Beef is Sustainably Raised



| Code | Tactic  | Description  | Evaluation  | Project Lead |
|------|---|--|---|--------------|
| R1   | Digital Consultant                            | Engage services of digital consultant to coordinate digital advertising strategy that extends state and national creative assets. Develop a timeline, media mix and measurements. Coordinate with staff on assets, earned social media and web site updates.   | Work is completed as per agreement and in a timely manner. Reports are provided quarterly.  | Patti        |
| R2   | Digital (paid) Trust Advertising              | Invest 50% of advertising budget to build trust in beef and modern beef production. Extend nationally produced assets: <ul style="list-style-type: none"> <li>• Rethink the Ranch Videos and Photos</li> <li>• Nicely Done Beef . . .</li> </ul> Continue to promote local assets: <ul style="list-style-type: none"> <li>• Repurposed Washington Grown, Cowabunga &amp; relevant Local Lens videos</li> <li>• Local rancher profiles on wabeef.org</li> </ul> | TBD as established in Key Performance Indicators (reach & engagement) established in campaign strategy.   | Bridget      |
| R3   | Trust Social Media (unpaid)                   | Develop and post at least one <i>Responsible Beef</i> message on Facebook/Twitter each week. Engage with local and national consumer milestones (Earth Day, Ag Day etc.)   | Reach a minimum of 1,500 consumers and result in 100 clicks/views/likes per post.   | Cassandra    |
| R4   | Trust Asset Development                       | <ul style="list-style-type: none"> <li>• Repurpose Cowabunga videos to deliver specific messages</li> <li>• Develop relevant infographics on for website and in social media to communicate about sustainability. (People feed v. cattle feed map, WA Upcycle, etc.).</li> </ul>   | <ul style="list-style-type: none"> <li>• Cowabunga video shoots are planned well in advance with clear shot/message punch list. Add scout time to shoot.</li> <li>• Clear infographics are developed and incorporated into website and social media.</li> </ul> | KayDee       |
| R5   | Washington Grown Television                   | <ul style="list-style-type: none"> <li>• Repurpose WA Grown “Winter Cattle Care” for digital use.</li> <li>• Consider Supporting WA Grown Upcycle segment.</li> </ul>  | Upcycle and winter cattle care videos are run on television throughout the state and as per agreement.  | Patti        |
| R6   | Beef Counts/Rollover Auction/Beef Counts Week | Continue to serve as coordinator and promoter of the Beef Counts program in Washington State. Engage producers in events. Pitch local media to cover rollover auction, beef counts week and distribution events. Share in social media. Print brochures and labels as needed.  | Beef Counts week is featured in Capital Press, Ag InfoNet, 3 local TV stations and Yakima Herald at a minimum. Industry donations exceed \$20,000. A minimum of 5 producers attend each of 5 BC events.   | KayDee       |

| Code | Tactic  | Description   | Evaluation   | Lead   |
|------|---|---|--|--------|
| R7   | Beef Counts in Western WA Food Lifeline & Haggen  | Continue to partner with Haggen stores to increase awareness of the Beef Counts program in Western Washington through the <i>Buy Beef and Fight Hunger</i> campaign. Include producer spokesperson in POS.<br>Run <u>Pandora</u> radio advertising featuring producer spokesperson. Support kickoff events with local radio as per agreement.   | TBD per agreement with Pandora. Beef sales increase 2%.  | KayDee |
| R8   | Beef Counts/ Eastern WA Second Harvest & Rosauers | Continue to partner with Rosauers to increase awareness of the Beef Counts program in Eastern Washington through their <i>Buy Beef and Fight Hunger</i> campaign. Include producer spokesperson in POS. Promote beef for summer grilling and put a positive face on Washington's beef community by featuring local beef producer on television via <u>Tom's BBQ Forecast</u> and digitally as spokesperson for Beef Counts. | Beef sales increase at Rosauers stores in Washington State.<br><br>450 TV spots are run with 50 bonus spots. Over 1 million impressions are achieved online with 2500 clicks. Beef IS featured on the forecast 12 times. | KayDee |
| R9   | PNW Influencer Immersion Event.                   | Host food influencer tour/event for consumer influencers to educate them about beef sustainability, cookery and nutrition. Engage branded sponsor and the Oregon and Idaho Beef Councils.   | Ten influencers attend, 1,000,000 impressions are achieved (100,000 per influencer)  | Jackie |
| R10  | Explore Beef Experience <b>Channel</b> Tour       | Strengthen the knowledge and support of retail and food service thought influencers by hosting them on the annual EBE tour. Target retailers, chefs, culinary instructors, RD's and others who influence consumer attitudes about modern beef production.   | 30 thought influencers attend tour and Increase the number of participants who believe the positives of beef production outweigh the negatives by 40% as determined by the pre and post tour survey.                     | KayDee |
| R11  | Wabeef.org (trust) Updates                        | Continually refresh <a href="http://www.wabeef.org">www.wabeef.org</a> to include new producer profiles and photography and maximize impact with consumers. Promote via digital platforms. Incorporate sustainability infographics to call out key facts in stories. Add Wabeeflove blog post.  | Visits to wabeef.org average 20,000 per month.   | Jackie |

| Code | Tactic   | Description   | Evaluation   | Project Lead |
|------|--|---|--|--------------|
| R12  | Washington Brewer's Festival                   | Connect producers with millennial consumers by participating in the Washington Brewers Festival in June. Coordinate with producer groups to serve <i>Beef Brisket on a Biscuit and a Brew</i> with proceeds benefitting Beef Counts at Food Lifeline. Engage consumers with Farm to Gym Workout.  | Over 2,000 consumers are served and 15 producers engage attendees in conversations about modern beef production.<br>WCW collects \$10,000 for Beef Counts  | Jackie       |
| R13  | Cowabunga                                      | Sponsor Cowabunga event in Seattle to strengthen the image of beef and beef production. <ul style="list-style-type: none"> <li>Engage producers in events throughout the weekend</li> <li>Engage with Farm to Gym workout</li> <li>Create new Cowabunga producer videos to promote event</li> <li>Strengthen participation by local beef suppliers</li> <li>Build relationships with chefs participating in event</li> </ul>                            | Achieve over 100,000 video views on FB, over 10,000 attend beef events, 3 million reached through social media and e-blasts. 15 beef producers engage consumers at events and Tyson, AgriBeef, Painted Hills, CAB and Oregon Country participate in event. | Jackie       |
| R14  | Young Steakholders Summit                      | Strengthen Washington's beef community by continuing to engage targeted young beef producers to help tell the beef story effectively. <ul style="list-style-type: none"> <li>Host 3<sup>rd</sup> Annual Steakholder's Summit</li> <li>Follow up with past participants to include at events and online</li> <li>Communicate with them monthly through FB Community page, emails and WSBC E-Updates.</li> <li>Conduct story telling training.</li> </ul> | 40 young producers attend event and are added to WSBC E-Update list and WA beef community page on FB. Evaluations rank 4 or higher.  | KayDee       |
| R15  | Media Monitoring and Response                  | Continue to <u>monitor the media</u> and combat misinformation about beef and modern beef production practices by investing in Lexus-Nexus media monitor. Respond as appropriate.   | Daily media monitoring is conducted and issues addressed as identified.  | Patti        |
| R16  | Bovine Issues Working Group / Issue Management | Continue lead the Bovines Issues Working Group to prepare for and manage any industry crisis impacting the well-being of beef and dairy producers in Washington State. <ul style="list-style-type: none"> <li>Hold a minimum of one face to face meeting annually</li> <li>Conduct summer meeting with FBI</li> <li>Conduct quarterly conference calls</li> </ul>   | One update meeting is held and participants understand their role in issues response and crisis management in Washington State.<br>Washington plan is updated annually.  | Patti        |

| Code | Tactic   | Description  | Evaluation   | Lead      |
|------|--|--|--|-----------|
| R17  | Channel E-newsletter                           | Regularly communicate with retail and foodservice channel leaders about responsible beef production practices via <i>Beef News Now</i> e-newsletters.  | <i>Beef News Now</i> focuses on <b>beef production issues</b> 12 times annually and is distributed to channel influencer list.                           | Cassandra |
| R18  | Health Professional E-Blasts                   | Share information about beef in a sustainable diet webinars and educational information at least once a year with WSAND.   | 50 local health professionals get continuing education credits for participating in the webinar.   | Jackie    |
| R19  | Sara Place, Ph.D. Sustainability Presentations | Identify opportunities to schedule Dr. Place on agendas in Seattle business community. (Seattle Rotary, Downtown Seattle Association, UW, Microsoft, etc.). Conduct speaker tour.  | Dr. Place provides science-based sustainability research to 100 business/environmental influencers in Seattle  | Patti     |
| R20  | Toluna Attitude Tracking                       | Invest in a Seattle/Tacoma heavy up of the national quarterly consumer attitude tracking study to gauge changes in consumer attitudes about beef and beef production practices, identify emerging issues and evaluate program effectiveness.       | The Beef Commission funds quarterly Toluna Tracking and uses results to gauge program success and adjust focus as needed. Results are compiled annually. | Patti     |
| R21  | Research                                       | Identify and invest in research project that fills information voids and helps build trust in beef and beef production.  | Beef Commission invests in one relevant research project related to beef safety.   | Patti     |
| R22  | Responsible Beef Ed Resources                  | Promote the sustainability resources and ed programs developed by the American Farm Bureau Federation and NCBA to the Beef Checkoff and sustainability resources to FACSE Educators at annual conference. Consider targeting VoTech/FFA Educators. | Beef Commission is a session speaker at FACSE and education resources are shared at trade show.  | KayDee    |
| R23  | Ag in the Classroom                            | Support Ag in The Classroom with a monetary investment.  | Support is provided.   | KayDee    |
| R24  | Fairs/Farm Shows                               | Provide recipes and beef production information for use by producers at fairs and farm shows as needed   | Producers have the resources needed to successfully reach consumers  | Cassandra |

TASTE ADVANTAGE -  
(PLEASURE) Promote  
beef's taste advantage  
over alternative  
proteins

# TASTE ADVANTAGE

# WA Taste Advantage Strategy Overview

## BUSINESS OBJECTIVE

**Position beef as the Top Protein Choice**  
Protein, People, **Pleasure**

## MARKETING OBJECTIVE

**Beef is great tasting**  
Increase from 78% to 80%

**Beef is a very pleasurable eating experience**  
Increase from 69% to 71%

## CAMPAIGN GOAL

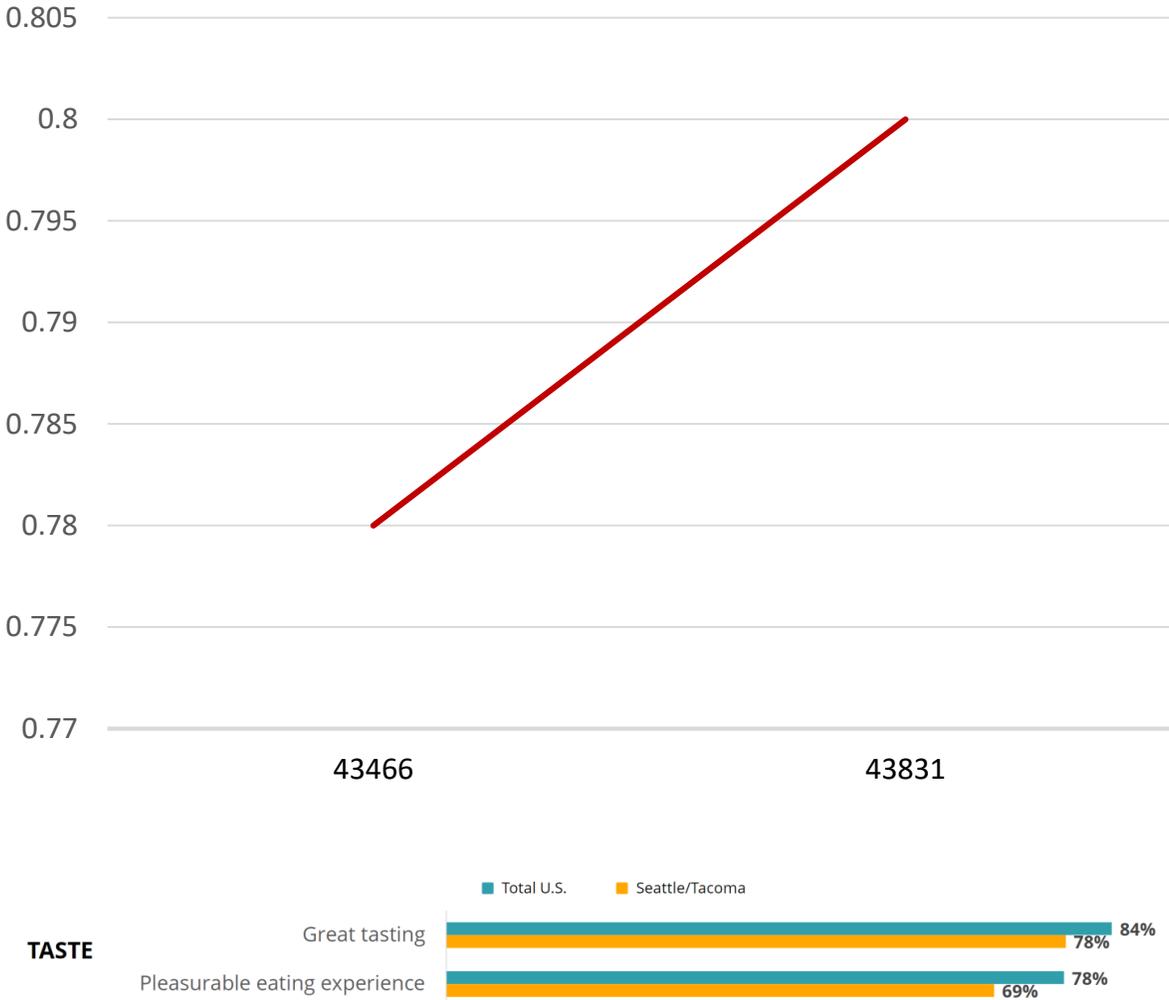
**Show consumers and those who influence them that beef's taste and value is superior to the alternative proteins.**

**Beef tastes amazing and that taste belongs at my table.**

# Key Taste Advantage Goal Tracker



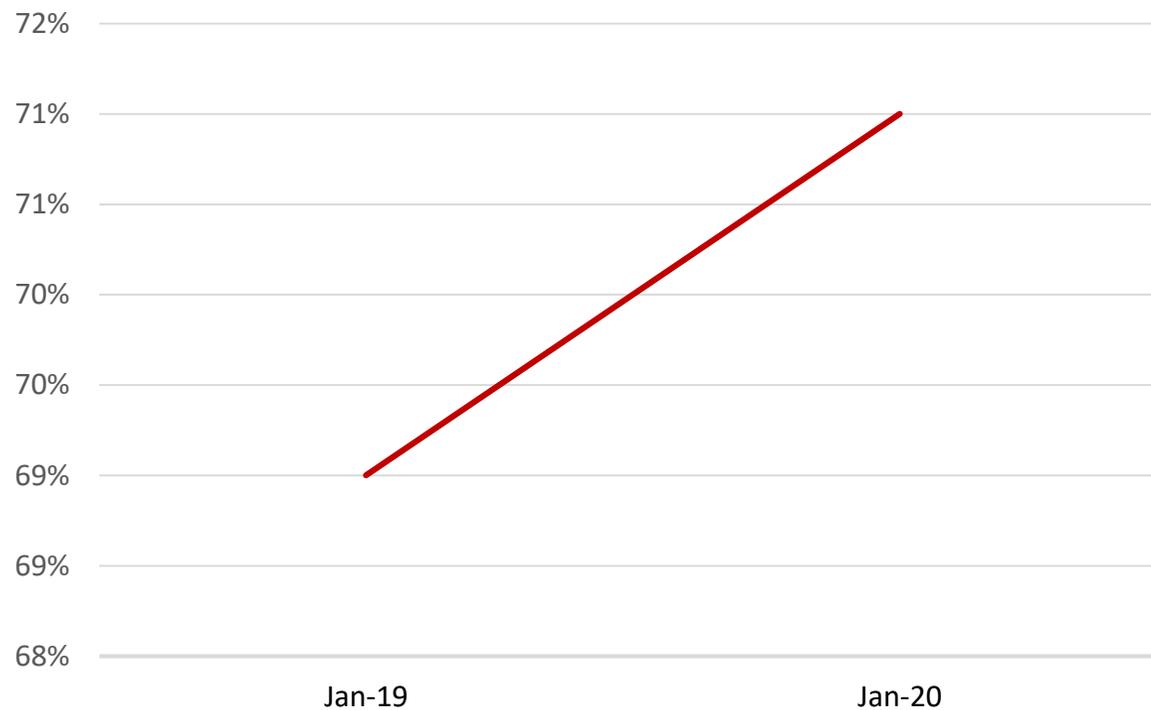
## BEEF IS GREAT TASTING – Seattle/Tacoma



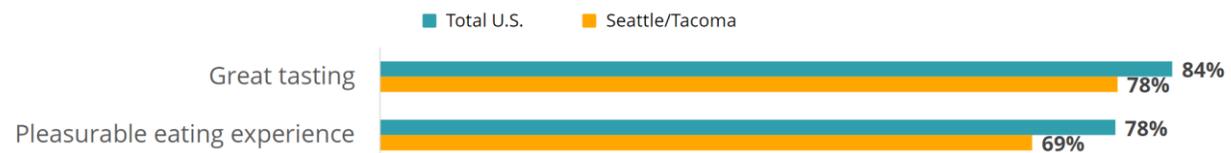
# Key Taste Advantage Tracker



## BEEF IS A VERY PLEASURABLE EATING EXPERIENCE – Seattle/Tacoma



### TASTE



| Code | Tactic                           | Description   | Evaluation   | Lead      |
|------|----------------------------------|---|--|-----------|
| T1   | Digital Consultant               | Engage services of digital consultant to coordinate digital advertising strategy that extends state and national creative assets. Develop a timeline, media mix and measurements. Coordinate with staff on assets, earned social media and website updates.   | Work is completed as per agreement and in a timely manner. Reports are provided quarterly.   | Patti     |
| T2   | Digital (Paid) Taste Advertising | Invest 25% of advertising budget to build awareness of beef's taste advantage. Extend nationally produced assets: <ul style="list-style-type: none"> <li>Nicely Done Beef . . .</li> <li>Kansas' "Tasty" style cooking videos</li> </ul> Promote Local Assets: <ul style="list-style-type: none"> <li>Television Cooking Segments</li> <li>Local Lens Assets</li> <li>Chuck Knows Beef</li> </ul> | TBD as established in Key Performance Indicators (clicks, views) established in campaign strategy.   | Bridget   |
| T3   | Taste Social (Unpaid) Media      | Post one <i>Beef Taste Advantage</i> message on Facebook/ Instagram/Twitter each week. Take advantage of timely events and consumer milestones and food-centric holidays.   | Posts reach a minimum of 1,500 consumers and result in 4 shares/clicks/views/likes per post.   | Cassandra |
| T4   | Taste Asset Development          | Collaborate with social influencers and extend the national culinary center taste assets in Washington State  | Local influencer collaborations result in penetrating their audience and generate over 100,000 impressions per post.                                       | Jackie    |
| T5   | Local Lens Sponsorship           | Renew Local Lens sponsorship to promote beef's "hip factor" with millennial consumers in Seattle. Develop and promote two culinary videos. Topics may include: <ul style="list-style-type: none"> <li>Fake Meat</li> <li>Farm to Gym</li> <li>Upcycling</li> </ul>  | Results are delivered as outlined in sponsorship agreement. A minimum of 120,000 video views on Facebook and 200,000 views on Local Lens will be achieved. | Jackie    |

| Code | Tactic                                | Description   | Evaluation   | Lead      |
|------|---------------------------------------|---|--|-----------|
| T6   | Taste Channel Communication           | <p>Continue efforts to position the Beef Checkoff as THE go to source for beef related information by sharing test market strategies, retail information via E-Newsletters.</p> <ul style="list-style-type: none"> <li>• Weekly Wholesale Price Report</li> <li>• Beef News Now</li> <li>• BIWFD resources</li> </ul> | Price report is delivered weekly and WA E-newsletter and Beef News Now as provided by NCBA. Increase e-mail distribution list by 5%.   | Cassandra |
| T7   | NW Retail Partnership with Albertsons | Increase beef sales in the NW through a partnership with the Idaho and Oregon Beef Councils in Albertsons. Consider testing “InMarket” to target consumers. Consider promoting “Chuck Knows Beef.”  | TBD  | Patti     |
| T8   | TV Cooking Demonstrations             | Educate and inspire consumers to cook beef properly and often via seasonal television appearances in the Seattle market. Expand reach via social media and drive consumers to wabeef.org to learn more.   | A minimum of 15 seasonal cooking demonstrations are conducted reaching over 650,000 households. Each segment is promoted on social media and consumers are driven to wabeef.org for the recipes. Include nutrition messages three times. | Jackie    |
| T9   | Taste Content Partnerships            | Conduct three blogger partnerships focusing on beef cookery to reach new audiences and deliver creative beef content to millennial consumers.   | TBD as determined in partnership agreement.  | Jackie    |
| T10  | WSU WA Grown Event                    | Consider participation in tailgate event at football game in September.   | TBD  | KayDee    |

| Code | Tactic                                 | Description   | Evaluation   | Lead      |
|------|--|---|--|-----------|
| T11  | Wabeef.org Taste Updates               | Promote wabeef.org as local source for beef information via web-based platforms. Update with local and seasonal content to maintain relevance. Drive traffic to beefitswhatsfordinner.com when appropriate. Develop wabeeflove blog page to highlight specific projects, events and promotions. | Achieve 15,000 website views per month on “how to” and culinary content.                           | Jackie    |
| T12  | Taste Program Materials                | Selectively distribute beef cookery resources to millennial influencers at events. Promote on-line cooking assets to general public.  | Materials are distributed as needed.   | Cassandra |
| T13  | Meal Kits promotion                    | Promote convenient meal kits with local retailer if opportunity arises.   | One partnership opportunity is identified and conducted resulting in product acceptance at retail. | Patti     |
| T14  | Ibotta                                 | Increase retail beef sales and consumer knowledge of beef cookery via the Ibotta redemption app.  | TBD based on budget applied  | Patti     |
| T15  | Chuck Knows Beef                       | Coordinate with NCBA and local retailers to introduce Chuck to consumers. Promote Chuck to consumers via social media, digital advertising and at events where appropriate.   | TBD  | Patti     |
| T16  | International Food Bloggers Conference | Attend/Participate in International Food Bloggers Conference (or other group TBD) to identify partnerships and build relationships with consumer influencers.   | One conference is attended and 3 potential partners identified.                                    | Jackie    |

NUTRITION & HEALTH –  
(PROTEIN)  
Communicate Beef's  
Nutrition & Health  
Benefits focusing on  
beef as a food for  
strength.

# NUTRITION & HEALTH

# WA Nutrition & Health (Strength) Strategy Overview

## BUSINESS OBJECTIVE

Position beef as the Top Protein Choice  
**Protein**, People, Pleasure

## MARKETING OBJECTIVE

**Beef is a food that gives me strength**  
Increase from 61% to 63%

**Beef is nutritious**  
Increase from 67% to 69%

## CAMPAIGN GOAL

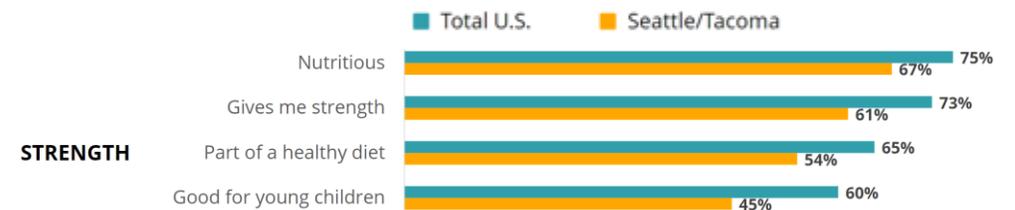
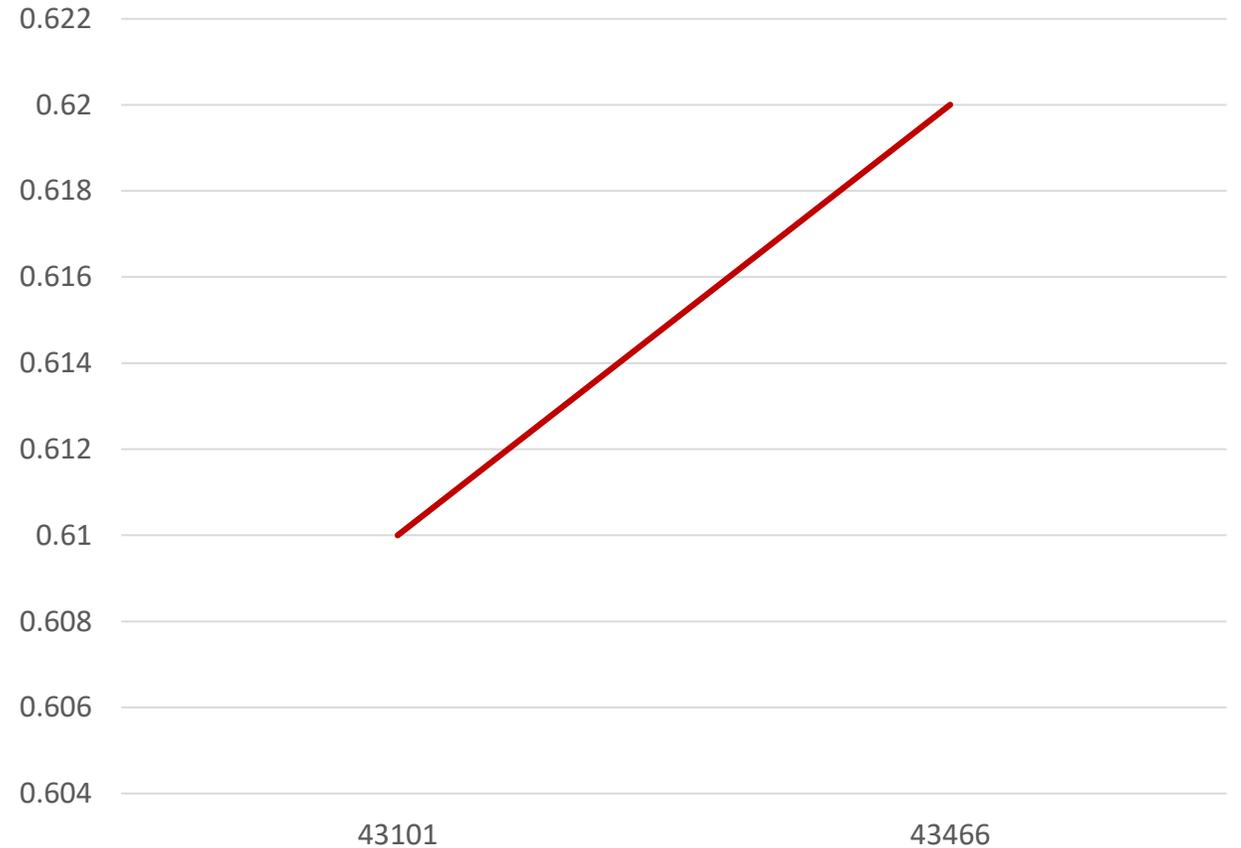
Express a specific, immediate benefit for beef through a unifying thought: **STRENGTH**

Beef gives me, and the people I care about, the strength to be our best selves.

# Key Nutrition Tracker



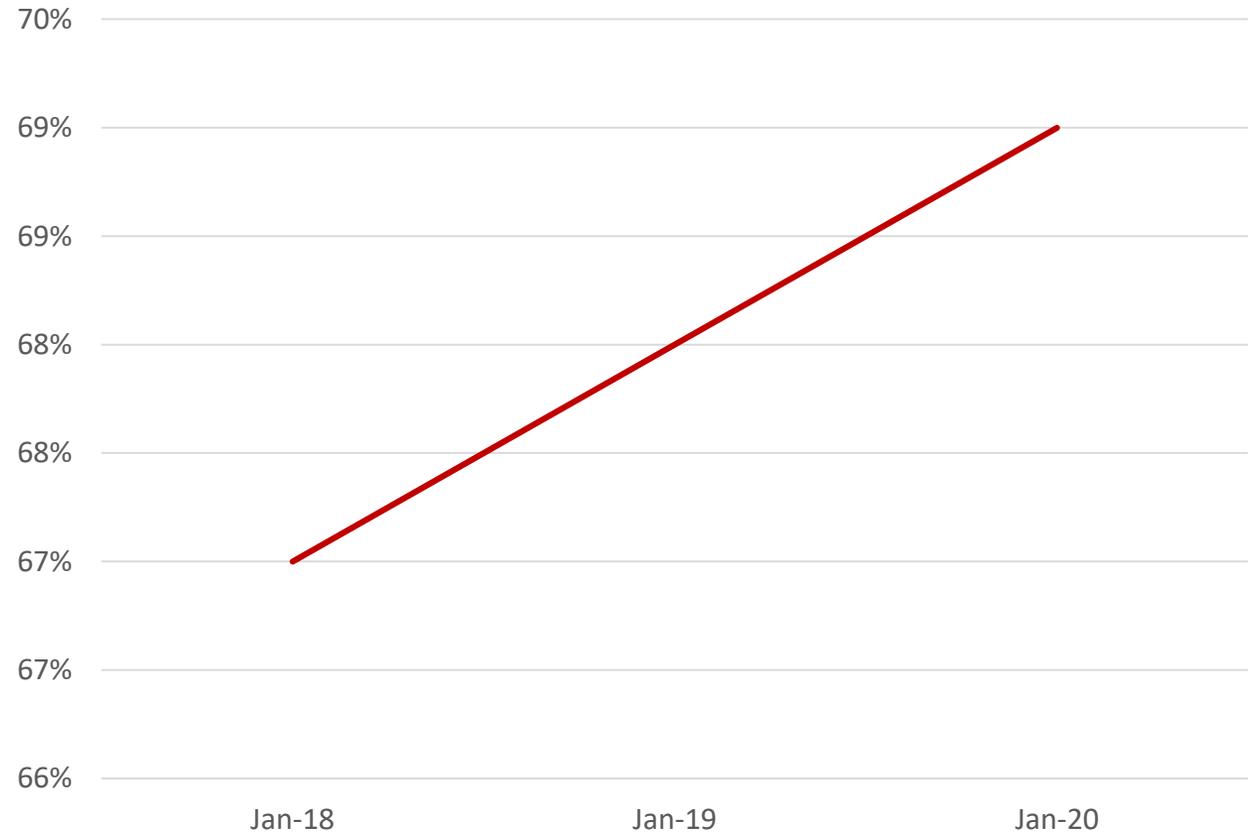
## BEEF IS A FOOD THAT GIVES ME STRENGTH



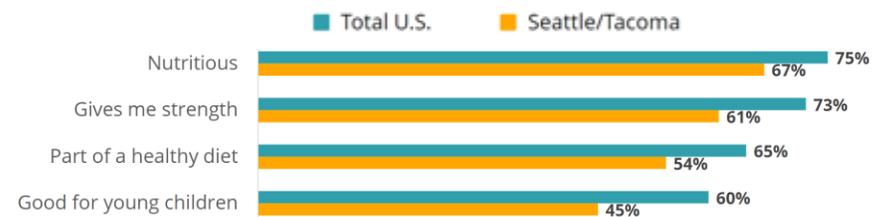
# Key Nutrition Tracker



## BEEF IS NUTRITIOUS



### STRENGTH



| Code | Tactic                               | Description  | Evaluation  | Lead      |
|------|--------------------------------------|--|---|-----------|
| N1   | Digital Consultant                   | Engage services of digital consultant to coordinate digital advertising strategy that extends state and national creative assets. Develop a timeline, media mix and measurements. Coordinate with staff on assets, earned social media and website updates.  | Work is completed as per agreement and in a timely manner. Reports are provided quarterly.  | Patti     |
| N2   | Nutrition (Paid) Digital Advertising | Invest 25% of advertising budget to educate consumers about beef's role in a healthy diet. Extend nationally produced assets: <ul style="list-style-type: none"> <li>Nicely Done Beef</li> <li>Farm to Gym Workout . . .</li> </ul> Promote local assets like: <ul style="list-style-type: none"> <li>Plate Full Grace</li> <li>Soccer Sponsorship</li> <li>Kim Larson Videos</li> </ul> | TBD as established in Key Performance Indicators (clicks, views) established in campaign strategy.  | Bridget   |
| N3   | Nutrition Social (Unpaid) Media      | Post one <i>Beef Strength</i> message on Facebook/Instagram/Twitter each week. Take advantage of timely events such as Heart Month, Nutrition Month.   | Posts reach a minimum of 1,250 consumers and result in 4 shares/clicks/views/likes per post.  | Cassandra |
| N4   | Nutrition Asset Development          | Coordinate with influencer partners and the national nutrition staff to develop beef nutrition communication assets. Develop local web-based assets including: <ul style="list-style-type: none"> <li>Fitness Influencer</li> <li>Ranch Kid Strong</li> </ul>  | A minimum of two new Ranch Kid Beef Strong videos/stories are created and promoted. One partnership with fitness influencer is achieved TBD | Jackie    |
| N5   | Alternative Proteins                 | Drive a social conversation promoting "Nicely Done" and other comparison assets that remind consumers of beef's nutritional advantage in relation to other protein alternatives.   | One social post is delivered each month to consumers on social media.   | Cassandra |
| N6   | Soccer Sponsorship                   | Successfully implement the revised sponsorship agreement with the Tacoma Defiance to reach millennial parents with beef nutrition information and tips. Focus on the Strength assets available.  | Achieve over 1.2 million mixed impressions from sponsorship.  | Jackie    |

| Code | Tactic  | Description  | Evaluation   | Lead   |
|------|---|--|--|--------|
| N7   | Washington Academy of Nutrition and Dietetics annual conference | Sponsor keynote speaker and participate in trade show to educate dietitians on current research and Beef in a Sustainable Diet.  | Dietitian Seminar speaker achieves 4 to 5 scores on evaluations. 3 dietitians are engaged to attend Explore Beef Experience. | Jackie |
| N8   | Beef Strength Summit  | Conduct partnership with the Idaho Beef Council to conduct a Beef Strength Summit prior to the WSAND joint annual meeting in Spokane   | TBD  | Jackie |
| N9   | Health Professional E-Newsletters                               | Maintain and strengthen relationships with nutrition experts who influence consumers and the media about beef's role in a healthy diet. Regularly target with research and new Strength assets provided by national checkoff via e-blasts <ul style="list-style-type: none"> <li>• Beef in a Sustainable Diet</li> <li>• Strength Mailer/Digital Bundle</li> <li>• Strength TBD</li> </ul> | Targeted experts to provide factual information about beef nutrition. Three e-blasts are delivered and participation is .    | Jackie |
| N10  | Nutrition Program Materials                                     | Develop strategy to promote the new Food and Health Influencer fact sheets developed by the national beef checkoff.  | 500 targeted health professionals receive nutrition fact sheets.   | Jackie |
| N11  | Fake/alternative Meat   | Build proactive strategy to address the introduction of alternative beef products. Develop comparative infographic on nutrition, environment, safety.  | National strategy is developed and extended in Washington State.   | Patti  |

Strengthen the viability  
of the northwest beef  
community through  
exports.

# EXPORTS

# WA Export Strategy Overview

## BUSINESS OBJECTIVE

Capitalize on Washington's proximity to critical export markets to increase the value of cattle to producers and strengthen the economic viability of the beef industry in the Northwest.

## MARKETING OBJECTIVE

Spur investments in beef promotion in Japan through partnerships

Help increase producer profitability

## CAMPAIGN GOAL

Incremental increases in the sale of beef from the northwest is achieved.

I want to serve my family beef from the Northwest United States.

| Code | Tactic  | Description   | Evaluation  | Lead  |
|------|---|---|---|-------|
| 1    | NW Beef Promotion Initiative                    | Increase the sale of beef from the NW in Japan by partnering with the Oregon and Idaho Beef Councils and the USMEF. Fund retail and foodservice promotions in conjunction with distributors of NW beef. | Both volume and value of beef sold in Japan increases as established in MEF proposal. Partner investments are at least double those of the Beef Commission. | Patti |
| 2    | Host Trade Teams                                | Educate foreign trade teams visiting Washington state about local beef production by hosting ranch/feedyard tours/dinners as the opportunity presents.  | At least one trade team is supported annually as opportunities arise.   | Patti |
| 3    | United States Meat Export Federation Membership | Support beef exports throughout the world through membership in the USMEF   | We will use national CBB data to evaluate this effort.  | Patti |

Strengthen producer understanding & support for their Beef Checkoff investment by educating and engaging them in Beef Checkoff programs.

# PRODUCER COMMUNICATIONS & COMPLIANCE

# WA Producer Communications Strategy Overview

## BUSINESS OBJECTIVE

**Position the Beef Checkoff as an essential tool for the viability of Washington's beef industry.**

## MARKETING OBJECTIVE

**Help increase the number of producers who approve of the Beef Checkoff**  
From 74% to 76%

**Empower producers to communicate their support for the Beef Checkoff**

## CAMPAIGN GOAL

**Provide producer testimonials and engagement opportunities to demonstrate support for the Beef Checkoff**

**The Beef Checkoff is an important tool in my business model because it helps to insure that consumers buy beef and support modern beef production practices.**

| Code | Tactic                                 | Description  | Evaluation  | Lead      |
|------|--|--|---|-----------|
| 1    | Annual Report                          | Draft and post annual report on wabeef.org. Promote via radio, ag trade press release, E-newsletter, WA Facebook group and producer meetings.  | Increase number of visitors to wabeef.org/annual report from 200 to 250.  | Patti     |
| 2    | Ag Radio                               | Conduct targeted radio campaign 2X/year featuring <i>Nicely Done</i> . . . producer testimonials. Actively record testimonials when meeting with industry.   | New creative is developed and a minimum of five new producer ads are recorded and run.  | KayDee    |
| 3    | Checkoff E-Update                      | Distribute monthly Beef Checkoff E-Update to producers in Washington State to update them on current Beef Checkoff activities. E-mail special editions as needed.  | Open rate exceeds 30%. List expands from 900 to 1,100 producers. Link is shared in the Dairy Federation, Farm Bureau, Cattle Feeders, Cattlemen's E-Update and Facebook group | Cassandra |
| 4    | WCA Convention                         | Conduct Beef Checkoff E-Update at the WCA convention Beef Checkoff Luncheon. Introduce board members.  | WCA members understand and actively support their Beef Checkoff program as demonstrated in their policy.  | Patti     |
| 5    | Dairy Industry Annual Meeting          | Participate in tradeshow and identify additional opportunities for exposure.   | Dairy Federation members understand and actively support their Beef Checkoff program as demonstrated in their policy.   | Patti     |
| 6    | CPoW Annual Meeting                    | Participate in tradeshow and attend meeting.   | CPoW members understand and do not actively oppose the Beef Checkoff.   | KayDee    |
| 7    | Producer Engagement at Consumer Events | Invite beef farmers and ranchers to work with WSBC staff at consumer events to see first hand their Beef Checkoff at work. Events include: <ul style="list-style-type: none"> <li>• EBE Tour</li> <li>• Washington Brewers Festival</li> <li>• Cowabunga</li> <li>• Beef Counts</li> </ul> | Producers are engaged from all regions of the state. Emails are collected for E-Updates.  | KayDee    |
| 8    | Wa Beef Community Facebook Page        | Continue to build participation in the beef community Facebook group to engage beef producers in Checkoff activities.  | The of FB participants grows from 302 to 350 producers. Develop post calendar monthly. And post two times each week.  | KayDee    |

| Code | Tactic  | Description   | Evaluation  | Lead      |
|------|---|---|---|-----------|
| 9    | Industry Articles                             | Contribute monthly Beef Checkoff update articles for publication in the KetchPen(WCA) and Trail Dust (CPoW) to update their membership on their Beef Checkoff investment and how the Beef Checkoff works and can be invested. | Articles are printed monthly in both publications.  | Patti     |
| 10   | Ag Trade/Rural Market Publicity               | Target producers with information about their Beef Checkoff investment via Ag media and rural newspapers.   | A minimum of five print and five broadcast stories are run.   | KayDee    |
| 11   | Auction Videos                                | Update and distribute videos to auction markets to show before sales during the fall cattle run.  | Video loops are updated and distributed to 4 auction markets and contact is made with each owner.   | Patti     |
| 12   | Resource Development                          | Create infographics, brochures, PowerPoint presentations to help producers explain their beef checkoff investment. Provide resources for distribution by producers at fairs and farm shows.                                   | Resources are develop and distributed that clearly communicate the beef checkoff. Producer organizations have appropriate handouts and resources to promote beef and beef production at fairs and farm shows. | Patti     |
| 13   | Compliance Reviews                            | Conduct two compliance reviews of Designated Collecting Points each year to insure they understand their Beef Checkoff collection responsibilities under state and federal law.   | Two reviews are conducted and collecting points demonstrate understanding of their compliance responsibilities or problems are addressed.   | Cassandra |
| 14   | WSDA Interagency Agreement                    | Renegotiate the Beef Commission's Interagency Agreement with the WSDA Livestock Identification program. Working group of board members will make recommendations.   | Interagency agreement is completed prior to end of June 2019 and implemented in July 2019.  | Patti     |
| 15   | Certified Field Livestock Inspector Education | Work with WSDA to educate certified Field Livestock inspectors of their responsibility to collect the Beef Checkoff assessment. Add all inspectors to E-Update list, conduct regular training.                                | All CFLI are updated about their role in collecting the Beef Checkoff assessment and included on the Beef Commission's monthly E-Update list.   | Patti     |