

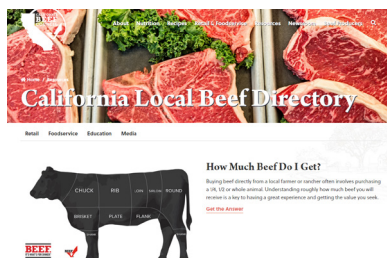
California Beef Council AT WORK FOR YOU IN 2020

PROMOTING BEEF



United We Steak (UWS), a joint campaign between national and state Beef Checkoff-funded organizations, surpassed 350 million impressions nationally and 12 million impressions statewide. UWS highlighted the shared tradition of grilling steaks over the summer and the people behind the beef, with a CBC-specific campaign that featured additional advertising, offers for cash-back rebates on beef products, a sweepstakes to win a Traeger grill, and more.

CONNECTING CONSUMERS WITH PRODUCERS



The California Beef Directory was launched, providing California shoppers with a guide for purchasing beef locally. Available at CalBeef.org, the directory is an easy-to-use resource for those interested in purchasing beef directly from California's ranchers. Producers interested in being added can submit their information on the website.

PIVOTING IN A CRISIS

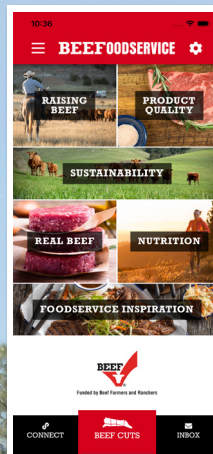
In the aftermath of COVID-19, the CBC stepped up to show our beef producers' continued commitment to providing a great product and offer reassurances about the availability of beef in a tumultuous market. CBC programming pivoted to share resources for preparing beef at home as millions returned to the kitchen, and beef-focused educational tools for distance learning.

FOCUSING ON NUTRITION AND HEALTH

The CBC shared positive beef nutrition messaging through quarterly e-blasts sent to over 8,000 health and nutrition professionals, and a virtual seminar on beef in early childhood, viewed by over 550 health influencers.

PARTNERING WITH FOODSERVICE

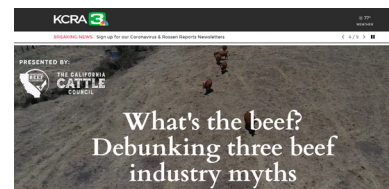
BEEFoodservice – a new, improved mobile app for foodservice professionals – was launched, providing those in the foodservice industry with a free, downloadable resource featuring beef-related training and educational resources.



SERVING AS A TRUSTED RESOURCE

Throughout 2020, the CBC responded to multiple media inquiries and provided talking points, fact sheets, brochures and other resources to producer, agricultural, and community groups, including beef-focused educational materials to students and teachers during the pandemic.

BUILDING CONSUMER TRUST



A series of native advertising stories were launched to help enlighten consumers and shift perceptions about how cattle are raised, introduce the people who produce beef in California, and use storytelling to address myths. Funded in part by the California Cattle Council, these stories were placed on popular news websites that consumers visit often, allowing positive beef information to reach millions.

CALIFORNIA
BEEF
COUNCIL

LEARN MORE

To learn more about the CBC's work, visit <https://www.calbeef.org/beef-producers> where you can view our previous producer webinars, sign up for our e-newsletter, and more.