



California Beef Council Staff Presentation

Christie Van Egmond, *Director of Retail & Foodservice Marketing*

Annette Kassis, *Director of Consumer & Brand Marketing*

Kori Dover, *Director of Food & Nutrition Outreach*

"The mission of the California Beef Council is to position the California beef industry for sustained beef demand growth through promotion, research and education."





1

**Foodservice
& Retail
Marketing**

2

**Integrated
Marketing
Campaigns**

3

**Consumer
& Brand
Marketing**

4

**Food &
Nutrition
Outreach**

July 2021 Meeting



1

**Retail & Foodservice
Influencer Outreach & Marketing**



**Integrated
Marketing
Campaigns**

**Digital
Engagement**

**Retail &
Foodservice
Marketing**

**Immersion
Experiences**

**Content &
Outreach**



Immersion Experiences



{Virtual} Immersion Experience

- **Beef Leadership Summit Four-Part Webinar Series**

- **May 12**

Consumer Beef Insights: Setting the Table with Beef Both at Home and Dining Out

Shawn Darcy, *Senior Director, Market Research at NCBA*

Registered: 144

Live Attendance: 40

- **May 19**

Nutrition: What's the Beef with the New Dietary Guidelines and Eating Beef Throughout the Lifespan

Shalene McNeill, Ph.D., *Executive Director, Nutrition Science, Health and Wellness at NCBA*

Registered: 128

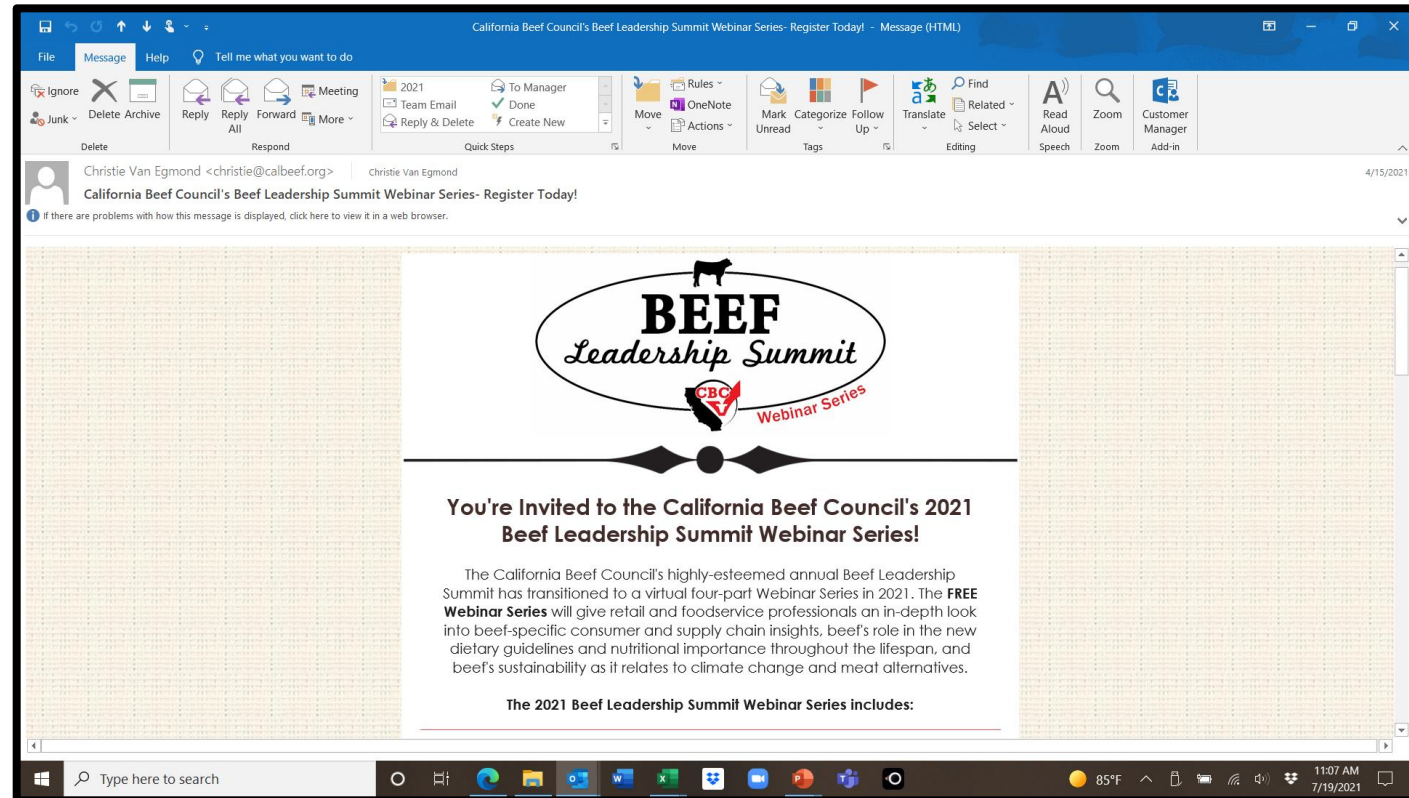
Live Attendance: 35





{Virtual} Immersion Experience

- Constant Contact E-Blast to CBC's Retail & Foodservice Contact List
 - 350 sent, 45.1% open rate, 30.9% click rate
- BEEFoodservice Push Notification
 - 424 sent, 13 clicked
- Industry Dive E-Blasts
 - Restaurant Dive & Grocery Dive

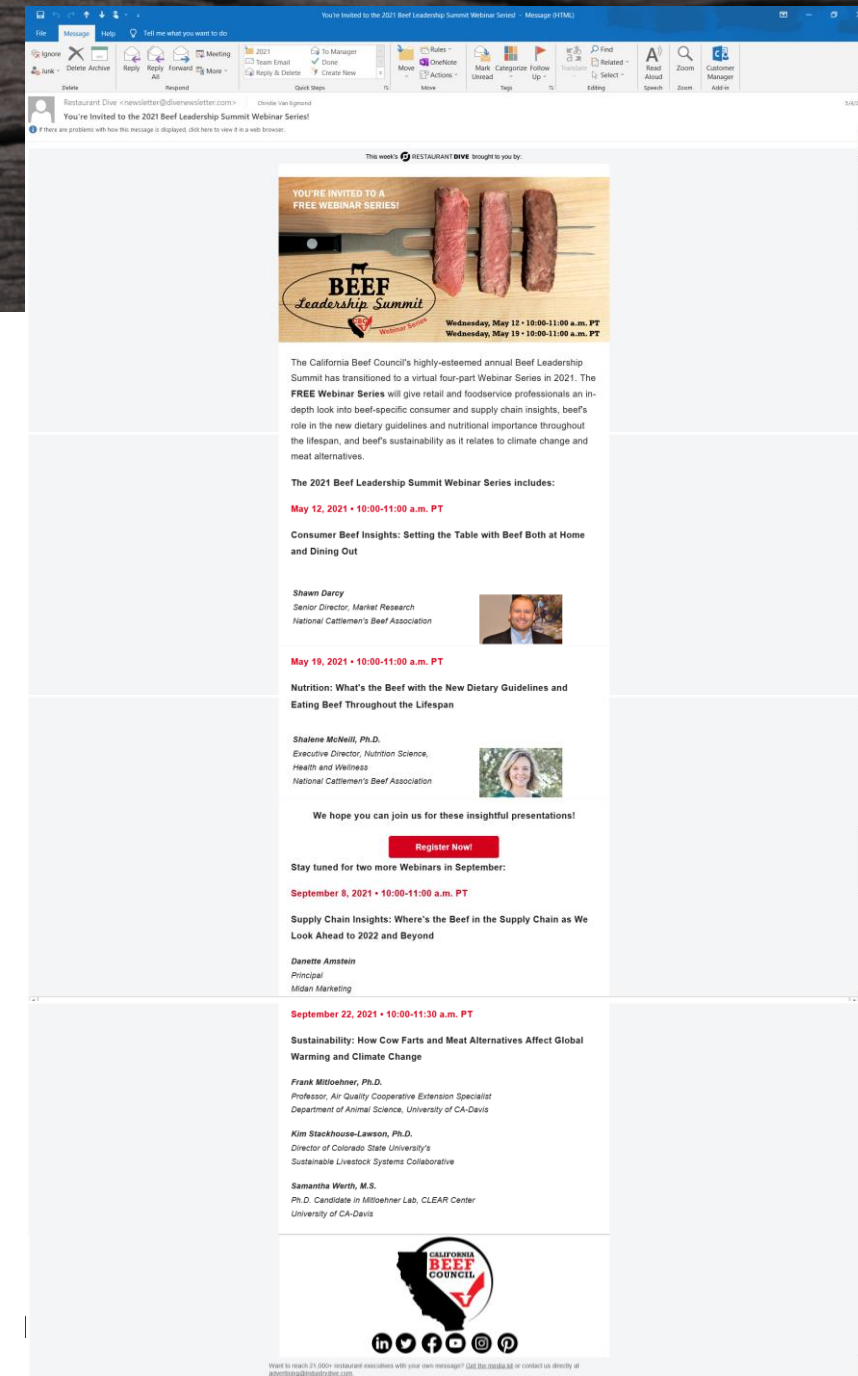




Industry Dive Partnership

Restaurant Dive- May 4

Restaurant Dive Email Blast				
[A] Register Today for the Beef Leadership Summit Webinar Series!				
Dates:	5/4/21		Averages over last 6 months	
Total Clicks	275		Total Clicks	400-450
Unique Clicks	139		Unique Clicks	220-270
Unique CTR	1.19%		Open Rate	16%
Total Sends	11,637			
Open Rate	14.74%			
Restaurant Dive Email Blast				
[B] You're Invited to the 2021 Beef Leadership Summit Webinar Series!		Winner!		
Dates:	5/4/21			
Total Clicks	280			
Unique Clicks	149			
Unique CTR	1.25%			
Total Sends	11,927			
Open Rate	16.02%			





Industry Dive Partnership

Grocery Dive- May 6

Grocery Dive Email Blast

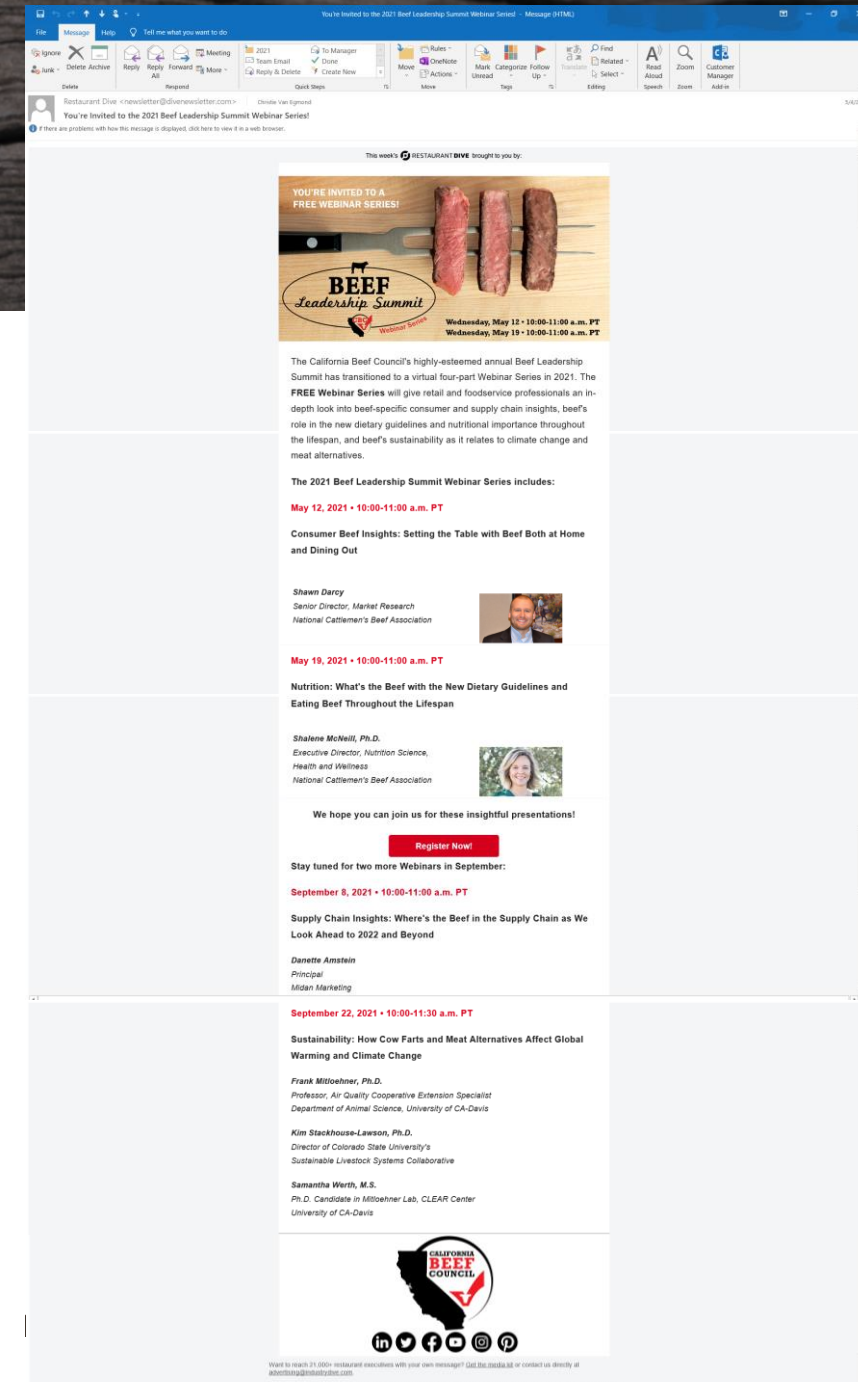
[A: You're Invited to the 2021 Beef Leadership Summit Webinar Series!](#)

		Winner!		
Dates:	5/6/21		Averages over last 6 months	
Total Clicks	664		Total Clicks	800-850
Unique Clicks	277		Unique Clicks	300-350
Unique CTR	1.53%		Open Rate	20%
Total Sends	18,108			
Open Rate	19.41%			

Grocery Dive Email Blast

[B: Register Today for the Beef Leadership Summit Webinar Series!](#)

Dates:	5/6/21			
Total Clicks	666			
Unique Clicks	269			
Unique CTR	1.47%			
Total Sends	18,242			
Open Rate	19.11%			





Post-Webinar Follow-Up

- Constant Contact E-Blast to ALL Webinar Registrants
 - 160 sent, 38.6% open rate, 23.7% click rate
 - Webinar Recording
 - Downloadable Presentation PDF

The screenshot displays a computer interface with a web browser and an email client. The browser window shows the California Beef Council's website, specifically the 'Retail & Foodservice' section. It features a 'BEEF Leadership Summit' logo and a list of webinar topics for May 12, 19, and 22, 2021. The email client window shows an email from Christie Van Egmond with the subject 'Webinar Recordings: California Beef Council's Beef Leadership Summit May Webinars'. The email content includes a thank you message and links to webinar recordings and downloadable presentation PDFs.

Webinar Recordings: California Beef Council's Beef Leadership Summit May Webinars

Christie Van Egmond <christie@calbeef.org>

Webinar Recordings: California Beef Council's Beef Leadership Summit May Webinars

This message is displayed, click here to view it in a web browser.

BEEF Leadership Summit

Thank you for joining us for the California Beef Council's Beef Leadership Summit May Webinars!

You can access the Webinar Recordings and Downloadable Presentation PDFs by clicking on the links below:

May 12, 2021
Consumer Beef Insights: Setting the Table with Beef at Home and Dining Out
Shawn Darcy
Senior Director, Market Research at NCBA

WEBINAR RECORDING **DOWNLOADABLE**



{Virtual} Immersion Experiences

- Upcoming Webinars:

- September 8

Supply Chain Insights: Where's the Beef in the Supply Chain as We Look Ahead to 2022 and Beyond
Danette Amstein, *Principal at Midan Marketing*

- September 22

Sustainability: How Cow Farts and Meat Alternatives Effect Global Warming and Climate Change
Frank Mitloehner, Ph.D., *Professor, Air Quality Cooperative Extension Specialist at UC Davis*
Kim Stackhouse-Lawson, Ph.D., *Director of Colorado State University's Sustainable Livestock Systems Collaborative*
Samantha Werth, M.S., *Ph.D. Candidate in Mitloehner Lab, CLEAR Center, UC Davis*





Content & Outreach



Retail Survey

- Retail Meetings- February 2020
 - Safeway (NorCal Division)
 - Raley's / Bel Air / Nob Hill Foods
 - Gelson's Markets
 - Stater Bros. Markets
 - Smart & Final / Smart & Final Extra!
 - Albertsons / Vons / Pavilions
 - Ralphs Grocery Co.
 - Food4Less / FoodsCo.
 - Save Mart / S-Mart / Lucky / FoodMaxx

National Accounts:

- Albertsons
- Aldi
- Costco
- Sprouts Farmers Market
- Target
- Walmart
- Whole Foods



Retail Survey



Each year, the California Beef Council (CBC) executes 3-4 Integrated Marketing Campaigns. Do you find the CBC's Campaigns helpful to promoting beef in your stores? *

- ☐ Yes
- ☐ No
- ☐ Unsure

Have you used any of the CBC's campaign assets to share these beef promotions to your customers? *

- ☐ Yes, have used the assets many times
- ☐ Occasionally, as it has fit in our promotion schedule
- ☐ No, have not used any of the assets

If yes to above question, which assets have you used?

- ☐ Ibotta and/or Checkout 51 beef rebate offers
- ☐ Digital Ads
- ☐ In-Store POS Native Design Files (that can be modified for your specific spec needs for social media and website)
- ☐ Broadcast Radio Audio Spots

- Needs assessment and usage of current and potential content and assets
- Sent to 43 Retail Contact
- Representing 10 different large chain CA retailers
- Meat, Marketing, Digital, Advertising



Niman Ranch Sustainability Presentation

- March 8, 2021
- Introduction of BEEFoodservice App
- Dr. Frank Mitloehner speaker on Beef Myths vs. Facts



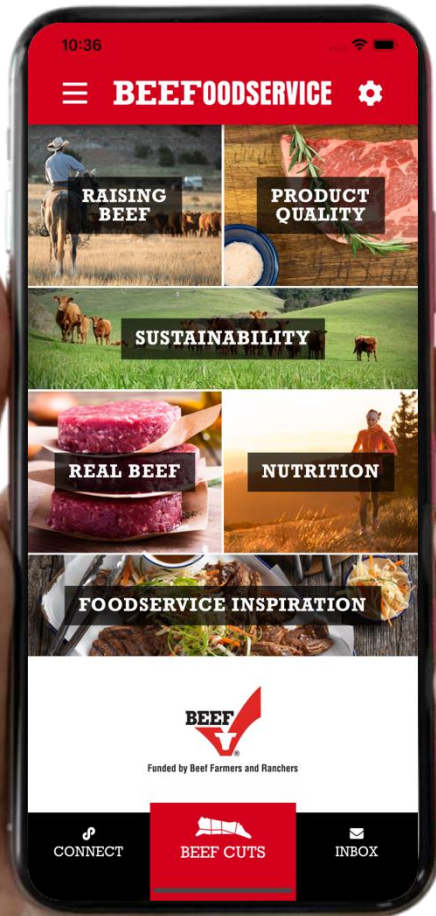
Blinded by myths:
Uncovering
climate solutions
within animal
agriculture

Frank Mitloehner, Ph.D.
Professor & Air Quality Specialist
Department of Animal Science
fmmitloehner@ucdavis.edu





BEEFoodservice Mobile App





BEEFoodservice App Downloads

- **1,022 App Downloads**
- **59% iOS (Apple) / 41% Android**
- **Push Notifications Sent:**
 - **Weekly Wholesale Price Update**
 - 7/20/2021: 527 sent, 22 clicked
 - **Beef News Now Newsletter**
 - 6/18/2021: 500 sent, 68 clicked
 - **{Virtual} BLS Webinar Series**
 - 4/15/2021: 424 sent, 13 clicked





California Chef “Thank You” Outreach

- EAT Y’ALL Partnership- Nov. 2021
- 30 CA Chef Care Packages
- Social Media Chef Group
- CBC Social Media Extension + Native Advertising Story Concept
- Initiate and foster chef relationships for future immersion experiences

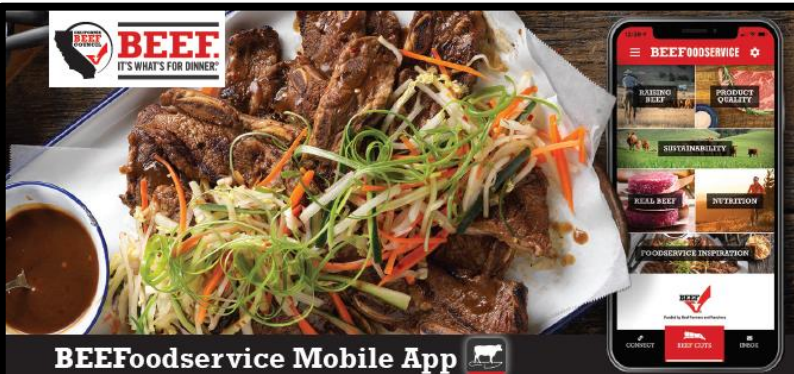




Digital Engagement



Digital Sell Sheets



BEEFoodservice Mobile App

BEEFoodservice is a resource for restaurant operators, chefs, center-of-the-plate specialists, foodservice distributor sales staff, culinary instructors and students, and others in the foodservice community looking to increase profitability, versatility and crave-ability of beef in their business.

APP FEATURES

- Beef cuts, product quality, and nutrition
- Foodservice menu inspiration
- Raising beef and beef sustainability
- Beef cutting videos, cutting guides, and yield data
- Two interactive beef training courses
- Inbox to receive timely beef industry information
- Connect with your local State Beef Council

"The BEEFoodservice app is a reference guide, a beef thesaurus and another tool in my virtual knife roll. For our staff, it's going to become a much larger source of information."
—Director of Culinary, Folkstone Group Carmel, Calif.

WATCH VIDEO TO LEARN MORE



TO LEARN MORE

www.calbeef.org/retail-foodservice/beeffoodservice-mobile-app/



Scan to download BEEFoodservice mobile app



BEEF MAKES EVERY MENU BETTER

The California Beef Council's (CBC) mission is to position the California beef community for sustained beef demand growth through promotion, research and education. Mandated by the California Food and Agricultural code, with oversight from the California Department of Food and Agriculture, and funded by The Beef Checkoff, the CBC extends the *Beef. It's What's For Dinner.** campaign on a state-level.



(click to learn five ways beef leads to big profits)



(click to learn about BEEFoodservice mobile app)



(click to learn about the Retail RD Nutrition Toolkit)



(click to learn about the Retail RD Nutrition Toolkit)

YOUR PARTNERS IN INCREASING BEEF SALES

We're united in the goal of increasing beef sales: we benefit when your sales rise. Think of us as complimentary consultants, backed by the beef industry.

AVAILABLE COMPLIMENTARY RESOURCES:

- BEEFoodservice mobile app available to download FREE on the Apple App Store and Google Play Store
- Virtual live demos of the BEEFoodservice app for your staff
- Virtual "Beef 101" trainings
- Market research data on consumer preferences about beef
- Supply chain channel intelligence data
- Expert insights into meat science, food safety, beef's nutrition, beef production, issues management, beef product marketing and the industry's sustainability
- Pasture to Plate Beef Tour and Beef Leadership Summit (returning in 2022)

- Marketing materials including raw and cooked beef photos, recipes, cutting videos, educational videos, beef cut charts and educational infographics
- Educational programs for your staff to beef up their knowledge on cuts, grades, cooking techniques and quality assurance



TAP OUR EXPERTISE

Christie Van Egmond
Director, Retail & Foodservice Marketing
christie@calbeef.org | P: 916.925.2333, ext. 11



Scan to download BEEFoodservice mobile app



BEEF DRIVES HIGHER TOTAL STORE SALES

The California Beef Council's (CBC) mission is to position the California beef community for sustained beef demand growth through promotion, research and education. Mandated by the California Food and Agricultural code, with oversight from the California Department of Food and Agriculture, and funded by The Beef Checkoff, the CBC extends the *Beef. It's What's For Dinner.** campaign on a state-level.



(click to learn about the Retail RD Nutrition Toolkit)



(click to learn about the Retail RD Nutrition Toolkit)



(click to learn how Google AI powers a beef expert)

YOUR PARTNERS IN INCREASING BEEF SALES

We're united in the goal of increasing beef sales: we benefit when your sales rise. Think of us as complimentary consultants, backed by the beef industry.

AVAILABLE COMPLIMENTARY RESOURCES:

- Beef API that allows retailers to integrate beef cut imagery, beef recipes, nutritional data, and more directly into your website or app
- Chuck Knows Beef, powered by Google Artificial Intelligence and available on Google Assistant, can help your shoppers select the right beef cut and learn how to properly cook it
- Market research data on e-commerce, online shopper behavior insights and consumer preferences about beef
- Supply chain channel intelligence and sales data
- Expert insights into meat science, food safety, beef's nutrition, beef production, issues management, beef product marketing and the industry's sustainability
- Pasture to Plate Beef Tour and Beef Leadership Summit (returning in 2022)

- Marketing materials including raw and cooked beef photos, recipes, cutting videos, educational videos, beef cut charts and educational infographics
- Educational programs for your staff to beef up their knowledge on cuts, grades, cooking techniques and quality assurance



TAP OUR EXPERTISE

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Scan to download BEEFoodservice mobile app



Mobile Engagement- Digital

ibotta®

- Leader in mobile rebates
- CA large chain retailers
- Metrics+

Checkout 51

- Top 3 in mobile rebates
- Small chain, independents & meat markets inclusion
- Metrics

in|market

- In-store mobile device ads
- CA large chain retailers
- Not an offer/rebate → click-thru to offer/rebate
- Metrics



Instacart Partnership



Sprouts Farmers Market
Delivery • Pickup



Target
Delivery



Safeway
Delivery



Raley's
Delivery



Costco
Delivery



Save Mart
Delivery • Pickup



Smart & Final
Delivery



FoodMaxx
Delivery



Sam's Club
Delivery



Market 5-ONE-5
Delivery • Pickup



Food 4 Less
Delivery • Pickup



CHEF'S STORE
Delivery



Restaurant Depot
Delivery



Family Dollar
Delivery



FoodsCo
Delivery



Sacramento Natural Foo...
Delivery




99 Ranch Market
Delivery



Instacart Partnership



	Option 1	Option 2
Deployment Date Options	Tailgating Season: 8/31 or 9/2 or 9/7	
Geo-Targeting	California Only	
Targeting Statement	All Beef purchasers in the last year	Beef AND meat-alternative purchases in the last year
Emails Deployed	615,009	698,025

A photograph of a family—a man, a woman, and a young boy—shopping in a supermarket's meat department. They are standing in front of a large display of packaged meats, including various cuts of beef and pork. The woman is holding a package of meat and looking at it. The man is standing behind her, looking on. The boy is in the foreground, pushing a shopping cart that contains some items like bananas and a paper bag. The scene is well-lit, typical of a grocery store.

2

Integrated Marketing Campaigns



Integrated Marketing

Integrated Marketing Campaigns for 2021

Sizzled In
California
June-July



Tacos, Tequila y Más
April-May



BLACK BOX
PREMIUM WINES

Your Grill. Your Game. Your Win.
September-October

Holiday Roast & Toast
November/December





Tacos, Tequila y Más

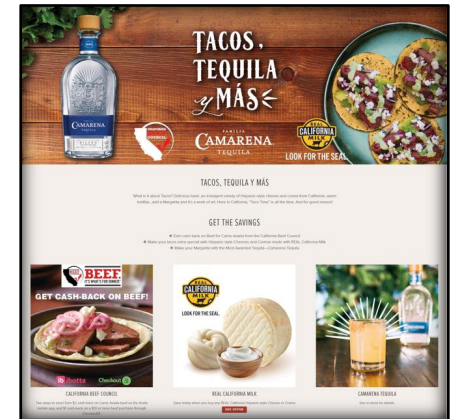
April 7 – May 11, 2021



Podcast



Landing Page



Offers



Checkout 51



Streaming



Broadcast





Tacos, Tequila y Más

April 7 – May 11, 2021



Broadcast

- :15 sec. spots during weather reports
- 45 stations across 9 markets
 - Bakersfield
 - Fresno
 - Los Angeles
 - Modesto
 - Monterey-Salinas
 - Sacramento
 - San Diego
 - San Francisco
 - Stockton

TTWN Metric	Ordered	Delivered
Total Spots	1,800	2,035
Gross Impressions	4,791,500	8,964,000
Reach	2,341,847	4,168,786
Reach %	18.8%	33.6
Frequency	2.0	2.2



Tacos, Tequila y Más

April 7 – May 11, 2021



Streaming Audio & Podcast



Category	Campaign Impression Goal	Impressions Delivered	Impression % to Goal
Streaming Audio	500,000	559,027	112%
Podcast	2,222,222	2,365,170	106%
LIFETIME TOTAL	2,722,222	2,924,197	107%



Tacos, Tequila y Más

April 7 – May 11, 2021

Campaign Reach



Impressions Delivered: 11,888,197



TTWN Metric	Ordered	Delivered
Total Spots	1,800	2,035
Gross Impressions	4,791,500	8,964,000
Reach	2,341,847	4,168,786
Reach %	18.8%	33.6
Frequency	2.0	2.2

Category	Campaign Impression Goal	Impressions Delivered	Impression % to Goal
Streaming Audio	500,000	559,027	112%
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LIFETIME TOTAL	2,722,222	2,924,197	107%



Tacos, Tequila y Más

April 7 – May 11, 2021

Landing Page

TACOS, TEQUILA y MÁS

CAMARENA TEQUILA

PAMILIA CAMARENA

LOOK FOR THE SEAL

GET THE SAVINGS

- Earn cash back on Beef for Carne Asada from the California Beef Council
- Make your tacos extra special with Hispanic-style Cheeses and Creams made with REAL California Milk
- Make your Margaritas with the Most Awarded Tequila—Camarena Tequila

GET CASH-BACK ON BEEF!

LOOK FOR THE SEAL

CALIFORNIA BEEF COUNCIL

Two ways to save! Earn \$2 cash-back on Carne Asada beef on the bottle, or \$1 cash-back on a \$10 or more beef purchase through checkout.

REAL CALIFORNIA MILK

Save today when you buy any REAL California Hispanic-style Cheese or Crema.

SEE OVER

GET THE INSPIRATION

GET THE FULL FLAVOR

GET THE RECIPES

Discover Carne Asada Beef Cuts and Cooking Methods!

Taco Bout Delicious!

Explore CALIFORNIA'S HISPANIC-STYLE CHEESES

CALIFORNIA BEEF COUNCIL

Discover more about Carne Asada beef cuts, cooking methods, and beef recipes for Cinco de Mayo.

REAL CALIFORNIA MILK

Learn more about Hispanic-style cheeses and explore delicious recipes, recipes and more.

CAMARENA TEQUILA

Learn more about Camarena tequila.

THE STRATEGY WIREWIRE.COM

Site Analytics

Users	995
Sessions	1,111
Engaged Sessions	383
Average Engagement Time	15 seconds
Engaged Sessions per User	0.38
Events per Session	3.74
Engagement Rate	34.47%



Tacos, Tequila y Más

April 7 – May 11,
Trade Press Coverage

California Beef Council, Camarena Tequila and Real California Milk Launch "Tacos, Tequila y Más" for Cinco de Mayo

Three Key Retail Categories Partner for Promotion

ROCKLIN, APRIL 05, 2021

California Beef Council, Camarena Tequila and Real California Milk Launch "Tacos, Tequila y Más" for Cinco de Mayo

CA Beef Council, Camarena Tequila and Real CA Milk Launch "Tacos, Tequila y Más" for Cinco de Mayo

Posted on 04/05/2021

California Beef Council, Camarena Tequila and Real California Milk Launch "Tacos, Tequila y Más" for Cinco de Mayo

California Beef Council Dairy, Meat & Poultry April 5, 2021

Rocklin, CA-In a partnership that combines three key retail categories—meat, dairy and spirits—the California Beef Council (CBC) is teaming up with the California Milk Advisory Board (CMAB) and E. & J. Gallo's Camarena Tequila for a co-branded Cinco de Mayo promotion. Dubbed "Tacos, Tequila y Más," the 5-week campaign runs April 7 through May 11 and provides consumers with product offers and savings, recipes, videos and other taco and margarita-inspired content on a single online hub at TacoTimeCalifornia.com.

"The TacoTimeCalifornia.com site celebrates the fact that in California, 'taco time' is ALL the time. Beef and California Hispanic-style cheeses and cremas make for a perfect taco. Pair with Camarena—the most awarded tequila—for the ultimate taco night at home," said Christie Van Egmond, the CBC's Director of Retail & Foodservice Marketing. "For this campaign, the CBC is focusing on beef cuts for Carne Asada. We're offering consumers two options to earn cash-back: \$2 cash-back on any brand Carne Asada beef cuts 1 pound or larger through the Ibotta mobile app; or a \$1 rebate on a \$10 any brand Carne Asada purchase through Checkout 51." Camarena Tequila and Real California Milk Hispanic-style Cheese and Crema are offering savings through in-store coupons.

Research from IRI reveals that the average shopping basket with beef is more than twice that of the typical ring (\$85.70 vs. \$41.33, respectively), and beef in the basket drives 44% more total store sales than baskets with chicken and 21 times the total sales as baskets with beef substitutes. What's more, in-store spirits displays see a lift in sales

Dairy Position Wanted
Dairy Representative position wanted. Clean DMV /background. Bachelors degree Animal Science. 30 years experience in dairy / crop field. Also...
[\[Read more\]](#)

Estimated audience: 28,000



Tacos, Tequila y Más

April 7 – May 11, 2021

Recipe Creation and Influencer Activation



Thank you to my friends at California Beef Council for sponsoring this post!

HOME • CUISINE • 175+ QUICK AND EASY MEXICAN RECIPES • carne asada bowl with creamy chipotle sauce

Carne Asada Bowl with Creamy Chipotle Sauce

by WHITNEY BOND // APRIL 8, 2021 [JUMP TO RECIPE](#)

This post may contain affiliate links.

[Facebook](#) 1 [Twitter](#) [Pinterest](#) 149 [Yummly](#)

Make your own burrito bowl recipe. It's even better than flavorful grilled skirt steak and sauce!

It's easy to make low carb by swapping [cauliflower rice](#). This bowl is loaded and guaranteed to become one of your favorites!

What you'll need

- For the carne asada:
 - Olive oil
 - Soy sauce
 - Lime juice
 - Ground cumin
 - Ground chipotle powder – if you can't find chipotle powder, chili powder can be used in its place.
 - Cilantro
 - Garlic cloves
 - Skirt steak – see below for more information on cuts of beef to use for carne asada.
 - Sea salt
- For the bowls:
 - Cilantro lime rice – made up of cooked white rice, cilantro and lime juice. [Cilantro lime cauliflower rice](#) can also be used in its place for a low carb bowl.
 - Chipotle crema – made up of chipotle peppers, crema (or sour cream), garlic, lime juice and salt.
 - Pico de gallo – you can purchase pre-made pico in the produce section of most major grocery stores, or click the link to the left to make my easy homemade recipe in just 10 minutes!

Estimated audience: 16,000

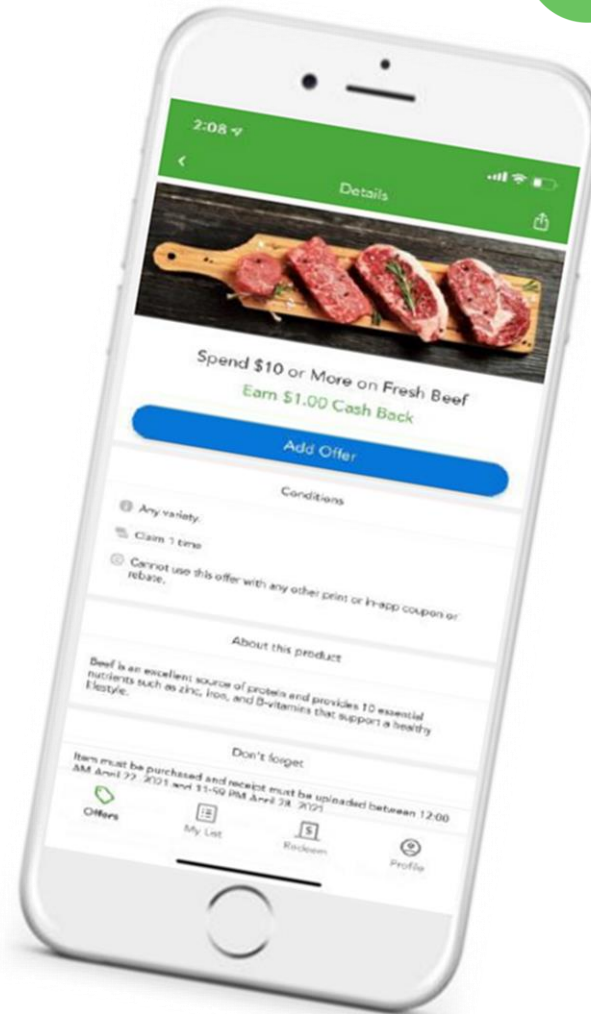
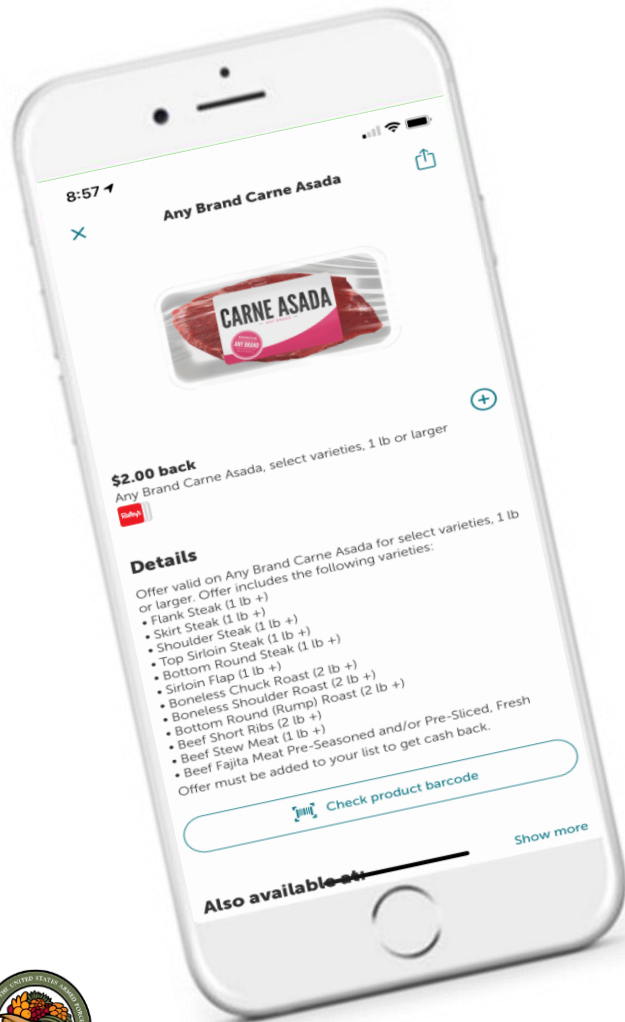




Papalote's Carne Asada Video- Cinco de Mayo

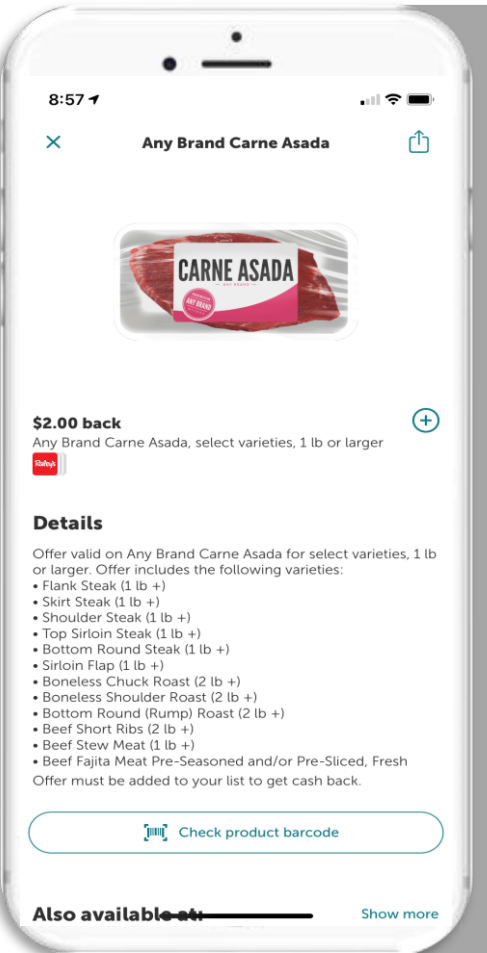


Today we're going to make our Carne Asada Burrito.





Retail Execution- Ibotta Campaign Details



Targeting	CA Only
Duration	4/22/21 – 5/11/21
Offer Value	\$2.00
Scope of Valid Products	<ul style="list-style-type: none">- Flank Steak (1 lb +)- Skirt Steak (1 lb +)- Shoulder Steak (1 lb +)- Top Sirloin Steak (1 lb +)- Bottom Round Steak (1 lb +)- Sirloin Flap (1 lb +)- Boneless Chuck Roast (2 lb +)- Boneless Shoulder Roast (2 lb +)- Bottom Round (Rump) Roast (2 lb +)- Beef Short Ribs (2 lb +)- Beef Stew Meat (1 lb +)- Beef Fajita Meat Pre-Seasoned and/or Pre-Sliced, Fresh- Estimated beef cut MSRP: \$5.99/lb.

Note: The dates for the Ibotta campaign do not match the full campaign dates as we had some issues with execution.



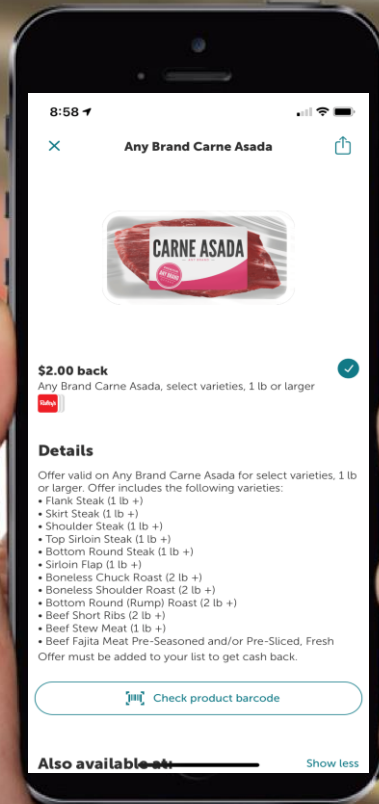
Ibotta Campaign Performance

Program Summary Details

Total Offer Impressions	1,680,678
Total Add to List Events (Unlocks)	27,529
Total Redemption Events (Trips)	10,580
Total Redemptions (Units Moved)	10,580
Overall Redemption Event Rate (Trips / Unlocks)	38.4%
Average Daily Units Moved	529
Campaign Duration	4/22/21 – 5/11/21 (20 Days)



Ibotta Campaign Performance



38.4%
Redemption Rate

REDEMPTION RATE

38.4%

CBC

23%

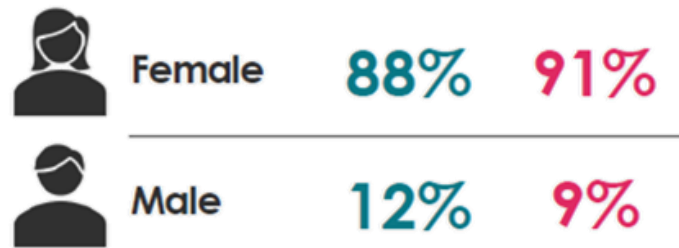
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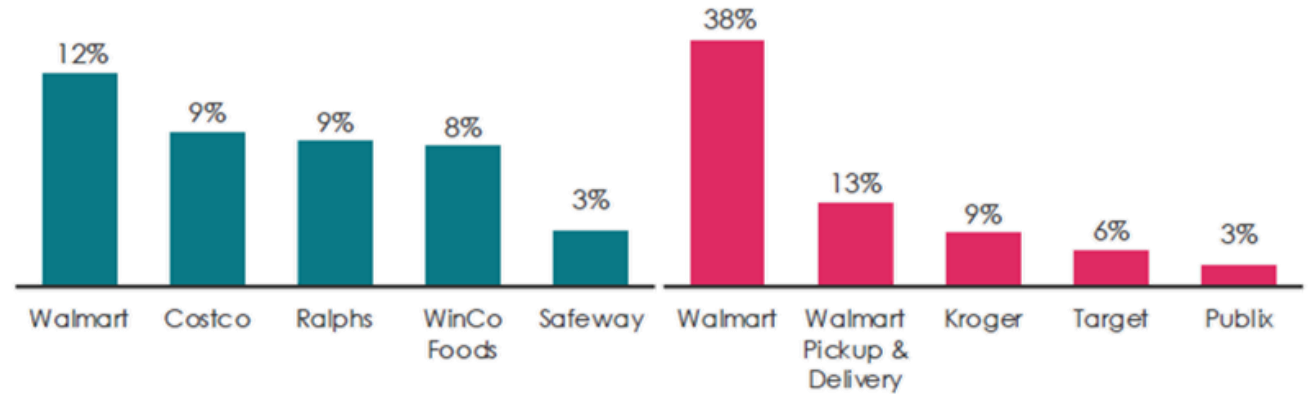


Ibotta Campaign Performance

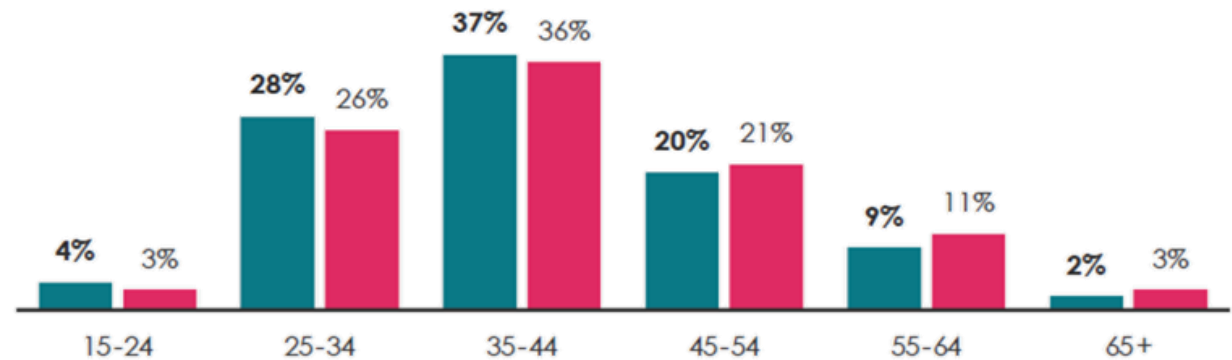
Percent of Redemptions by Gender



Percent of Redemptions by Top 5 Retailers



Percent of Redemptions by Age Tier



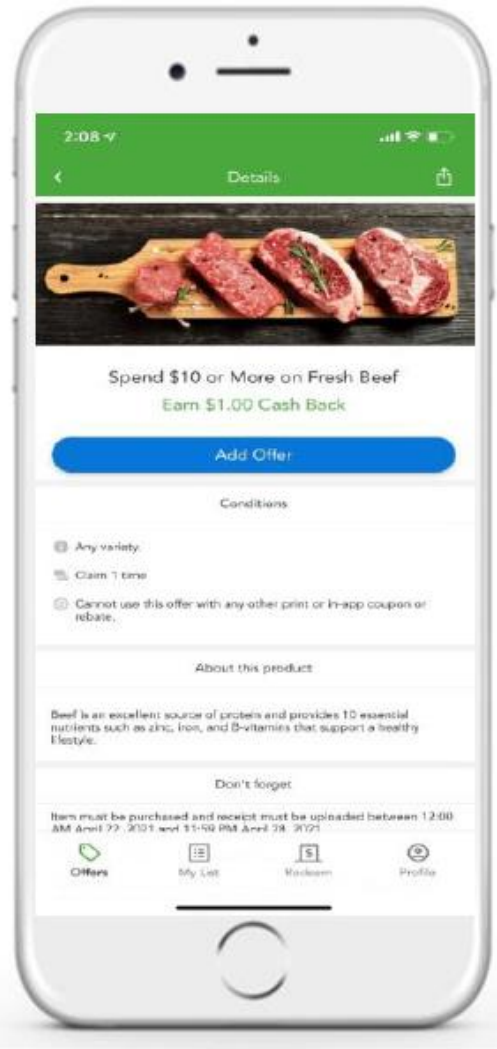
CBC vs. Ibotta*

*Ibotta averages shown in Pink: based on Ibotta shopper population demographics across all CPG categories for last 12 months.



Retail Execution- Checkout 51 Campaign Details

Checkout **51**



Targeting

CA Only

Duration

4/8/2021 – 5/12/2021

Offer Value

\$1.00

Scope of Valid Products

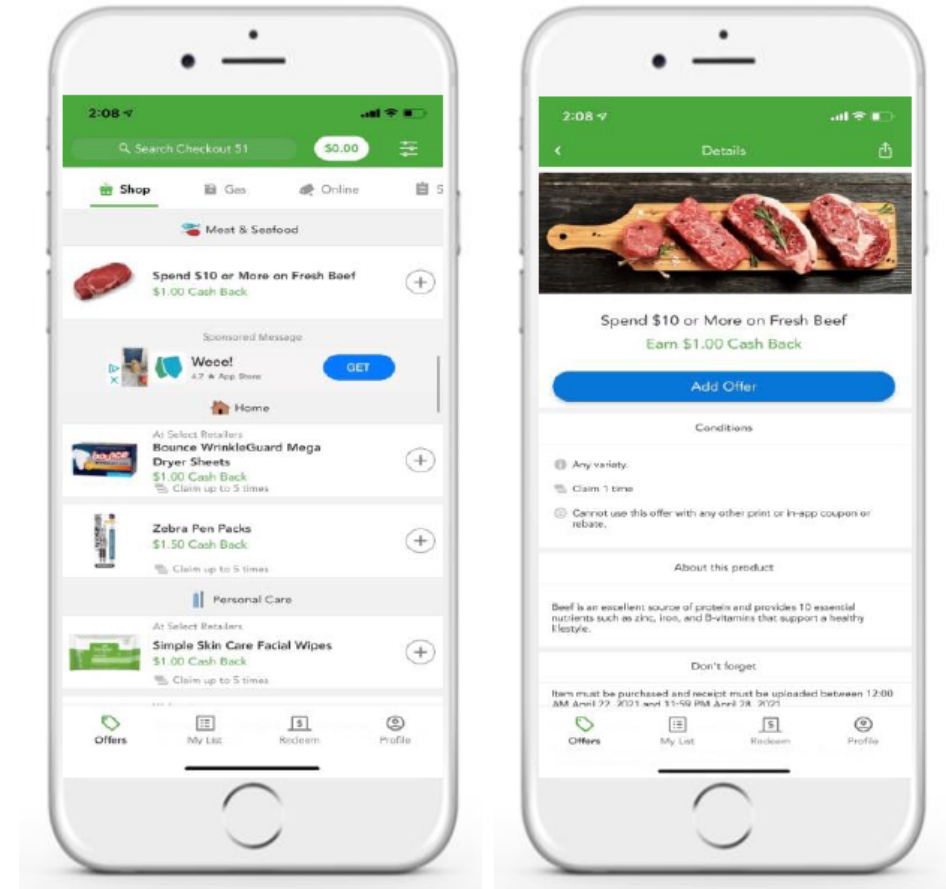
Flank Steak (1 lb +), Skirt Steak (1 lb +), Shoulder Steak (1 lb +), Top Sirloin Steak (1 lb +), Bottom Round Steak (1 lb +), Sirloin Flap (1 lb +), Boneless Chuck Roast (2 lb +), Boneless Shoulder Roast (2 lb +), Bottom Round (Rump) Roast (2 lb +), Beef Short Ribs (2 lb +), Beef Stew Meat (1 lb +), Beef Fajita Meat Pre-Seasoned and/or Pre-Sliced, Fresh



Checkout 51 Campaign Performance

California Beef Council's campaign generated over 13K points of engagement, and 4,072 redemptions in 36 days.

Number of Days Live	36
Total Engagement	13,253
Total Redemptions	4,072
Conversion	30.73%
Cost to Date	\$7,940





Checkout 51 Campaign Performance

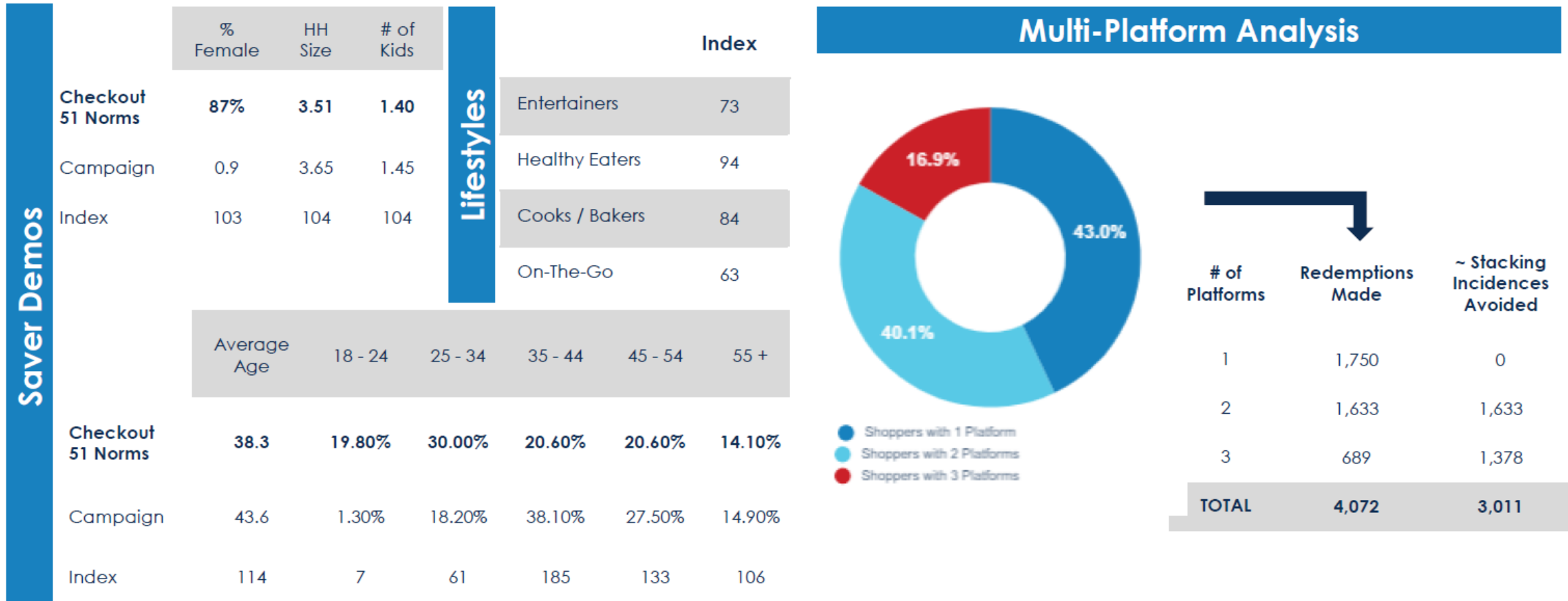
Conversion (clip to redemption) were well above Checkout 51 category norms (11%) at 30.73% for this campaign.

Conversion Rates		Key Performance Indicators		Financial	
Conversion Rates	Unique Engagers	6,197	Key Performance Indicators	Redeemed Units	4,072
	Unique Savers	2,660		Redeemed Unit Revenue	\$63,035
	Conversion (Engagers to Savers)	42.92%		Cost	\$7,940
				Revenue per Dollar Spent	\$7.94
Conversion Rates	Total Engagement	13,253	Key Performance Indicators		
	Total Redemptions	4,072			
	Conversion (Clips to Redemptions)	30.73%			



Checkout 51 Campaign Performance

The offer had a skew toward the 'Healthy Eaters' lifestyle and with 57% of redemptions made by members with multiple platforms, 3,011 potential stacking incidences were avoided!

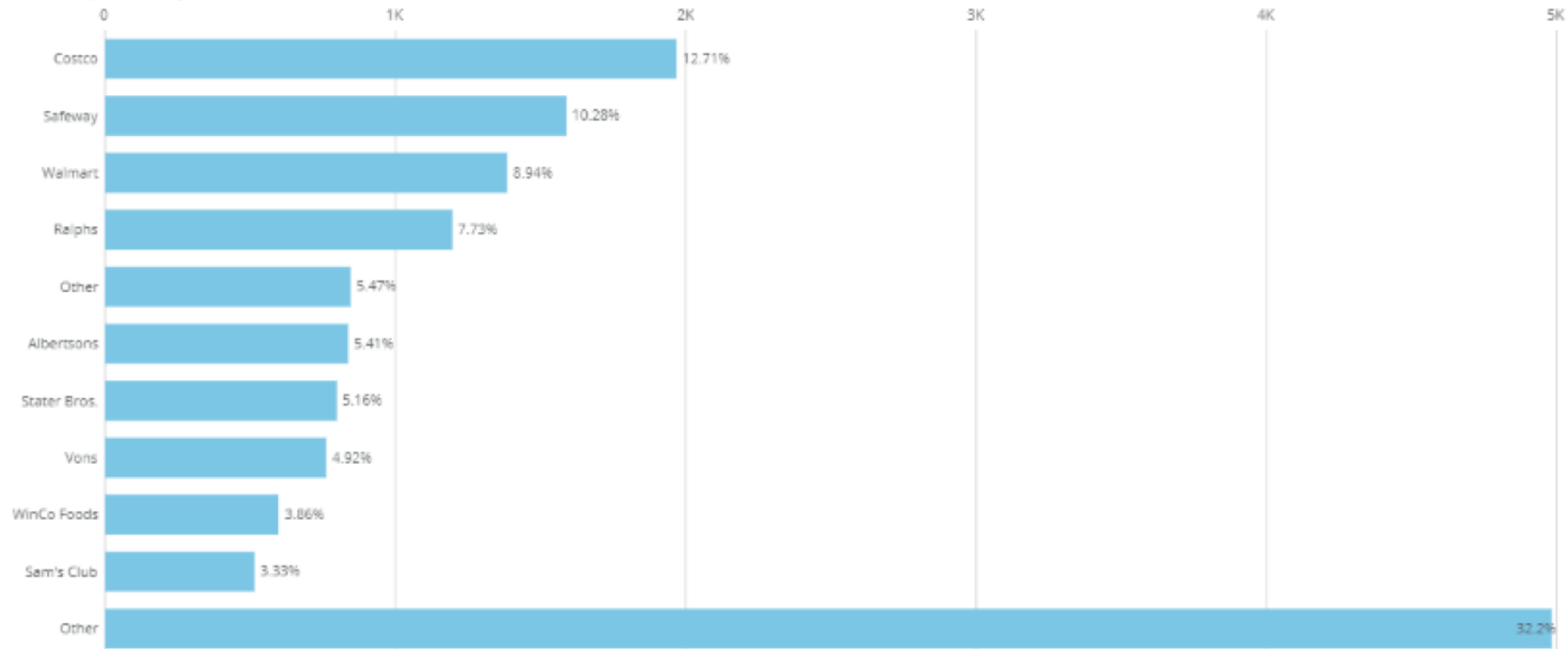




Checkout 51 Campaign Performance

Redemptions by Banners: C51

Redemptions by Stores





Retailer Sell Sheet

Tacos, Tequila y Más!

April 7 – May 11, 2021

PROGRAM STRATEGY

- Beef and cheese makes for a perfect taco. Pair with Camarena – the most awarded tequila - for the ultimate taco night at home.
- Dinner occasion can be hectic to plan, let alone having the time to get creative. Influence and inspire shoppers via on-air, on-line, digital and in-store promos to make their next dinner exciting with Tacos, Tequila y Más!
- Remind consumers throughout the program to stock up for the next "Tacos, Tequila y Más" night.

PROGRAM OBJECTIVE

- **Buy Me! Buy Me More Often**
 - Drive retail grocery purchases by encouraging shoppers to fill the basket with the ingredients needed to create their own Tacos, Tequila y Más experience at home, leading up to Cinco de Mayo.

INSIGHTS

- **Beef** brings in more dollars than any other item at retail (2.1% of total), while nearly 6.3% of baskets include beef. Ultimately, bringing in beef shoppers generates greater sales across the entire store.¹
- The average basket with **beef** is more than twice that of the typical ring (\$85.70 vs. \$41.33, respectively).¹
- Baskets with **beef** drive 44% more total store sales than baskets with chicken and 21 times the total sales as baskets with beef substitutes.¹
- The **tequila** category is showing strong growth: +13.7% in dollars and +9.2% in volume.²
- **Spirits** displays see a lift in sales when displayed near or with meat (+9%) and salty snacks (+2%).³
- 48% of **alcohol** beverage shoppers say they tend to buy food/beverages that appeal to them in the moment in the store.⁴
- Natural **cheese** has a household penetration of 95%, with average buyers purchasing more than 27 pounds of cheese each year, or 1.4 lbs. per trip.⁵
- The average basket with natural **cheese** is \$90.86, whereas baskets without cheese are \$39.74 on average.⁶
- In a recent shopper survey, 74% of shoppers indicated they are likely to buy Real California Milk **dairy** products.⁷

WHY IT WORKS

1. California Beef Council, Camarena, California Milk Advisory Board, and iHeartMedia have a strong partnership that lends to robust programming tactics that will generate targeted impressions to drive shoppers to store.
2. This program was a proven success in 2019 delivering over 13 million impressions.
3. High-impact campaign elements, including POS that integrates how all brand partners complement each other and provide meal and drink solutions for Cinco de Mayo or any night of the week.
3. Trusted well known brands.



FAMILIA
CAMARENA
TEQUILA



References:
1. IRI Panel Data, All Outlets, 52 weeks ending 1/6/19, Market Basket Study, February 2019
2. GSCO IRI, Total US MULO, latest 52 weeks ending 12/15/2019, Dollar Sales and Volume
3. "Optimizing Your Retail Environment", 2015 IRI Gallo Custom Grocery Store Optimization
4. KUBE insights
5. IRI National Consumer Panel, All Outlet, L52W July 12, 2020
6. IRI National Consumer Survey Q2 2020
7. QDPS Consumer Survey Q2 2020

Tacos, Tequila y Más!

April 7 – May 11, 2021

LIVING

Building Brand Awareness

Media Buy

- :15 second "Tacos, Tequila y Mas" weather report radio advertising across iHeart radio stations in select CA markets
- :30 second streaming ads across the iHeartRADIO App in select CA markets



LOOKING

Targeting the Shopper

Podcast

- :30 second commercials delivered across the iHeartPODCAST network

Landing Page

Consumers will be driven to a unique landing page with savings offers, recipe content, and much more at TacoTimeCalifornia.com

Recipe Video

A :60 second recipe video with food blogger and lifestyle expert - Whitney Bond - featuring meal solutions with brand partner ingredients. Video will be shared on TacoTimeCalifornia.com, California Beef Council website and social media outlets.



BUYING

Converting Pre-Sold Shoppers

POS

- POS to feature easy meal solutions and drive consumers to the campaign landing page at TacoTimeCalifornia.com

ibotta & Checkout 51 Cash-Back Rebates

- \$2 "Came Asada Beef" cash-back rebate for beef cuts used to prepare Came Asada or Birria Tacos through the ibotta mobile app.
- \$1 cash-back rebate when you spend \$10 on beef through the Checkout 51 mobile app.

Coupons

- In-store necker (Camarena Tequila) and on-product IRC sticker (cheese) with instant saving offers for Camarena Tequila and real wholesome California cheese and crema products.





Retailer Extensions

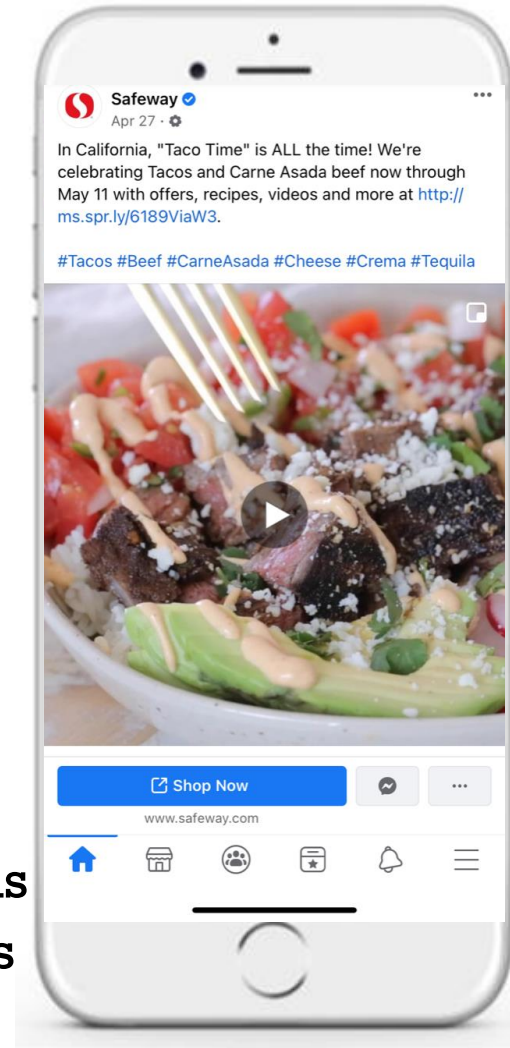
facebook



- Save Mart
- Lucky
- FoodMaxx
- WinCo (CA stores)

- Gelson's
- :15 Video for meat department TVs
- No music, no tags

- Safeway
- April 27th
- 2.1K Views
- 13 Reactions
- 3 comments
- 1 share





Sizzled In California

June 16 – July 27, 2021



Geo-targeting



**Landing
Page/Sweepstakes**



Savings Offer



**Video & Influencer
Activation**



**Smart Audio
Broadcast**





Sizzled In California

June 16 – July 27, 2021

Smart Audio

- Applies Artificial Intelligence (AI) to all of the listening data gathered about our target audience
- AI determines when that audience is listening to iHeart stations in our selected markets
- AI sets the spot placement for our media buy
- Able to track landing page activity around listening



- Bakersfield
- Fresno
- Los Angeles
- Monterey-Salinas
- Sacramento
- San Diego
- San Francisco

Key Data Points

378 Visits

Total visits to
sizzledincalifornia.com over
the period 6/28 – 7/4

35 Ad Visits

Visits occurring **within 10 minutes**
after a radio
spot aired

431

Spots targeted

Morning

6am – 10am: **14** visits
from the most efficient
daypart

Saturday

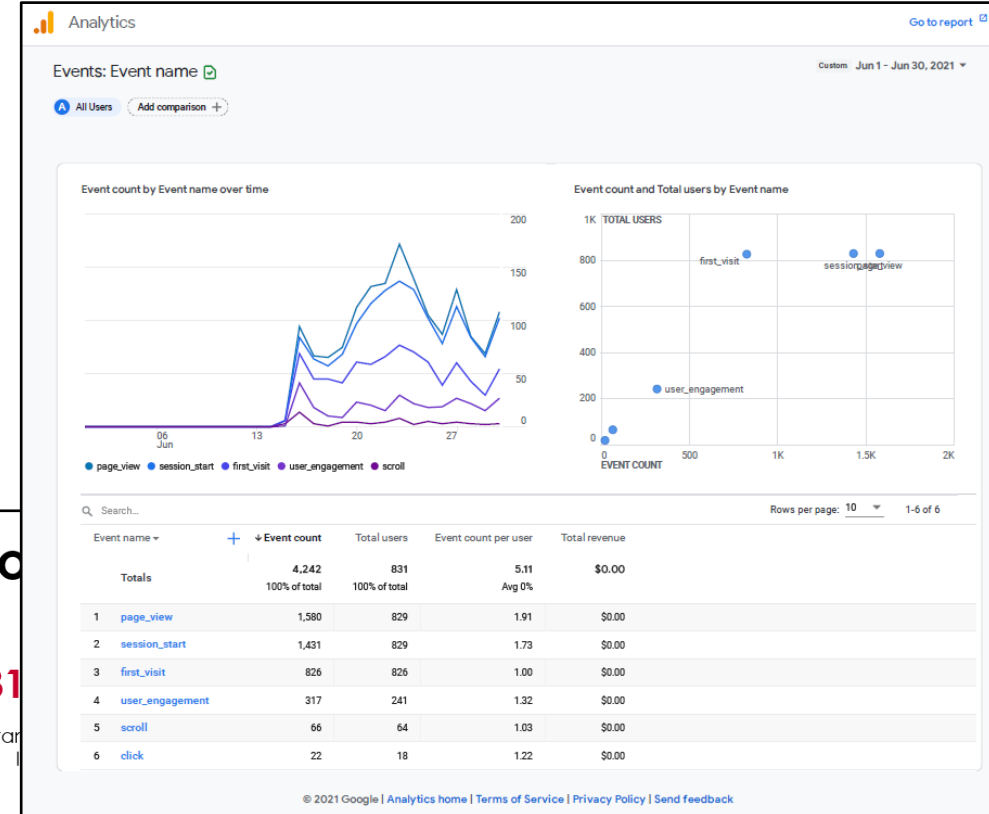
Most efficient day of the
week at **.2** visits per spot

Los Angeles

Top performing DMA
generates **.2** visits per spot
aired

KRRL – FM

Most efficient station at
.4 visits per spot





Sizzled In California

June 16 – July 27, 2021

Geo-Targeting/Digital

- When consumers are within a 1 mile radius of the retailer, the offer is served on their mobile device within one of more than 100,000 popular apps within the network
- Click the ad takes them to the landing page with the offer, videos, etc.



Location-Based

Location-Based Impressions

1,605,121

Location-Based Impressions Ordered 2,000,000

Location-Based Clicks

1,291

Location-Based CTR

0.08%

Secondary Actions

0

Store Visits

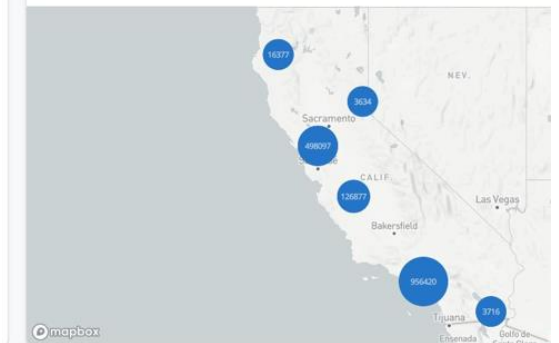
27,065

Through 7-18-2021

Location-Based Top Geographic Impressions & Clicks

City	State	Impressions	Clicks	CTR
los angeles	ca	84,098	90	0.11%
sacramento	ca	62,327	44	0.07%
san diego	ca	60,344	40	0.07%
fresno	ca	54,132	47	0.09%
san jose	ca	38,369	26	0.07%

1-5 of 436 < >



Entries to Date

14,364 entries from 2,899 unique people



Sizzled In California

Landing Page & Sweepstakes



SAVINGS ON BEEF & OUR SUMMER GRILLING SWEEPSTAKES

Get your grilling favorites started with this offer from the California Beef Council through Checkout 51. And enter for your chance to win our SUMMER GRILLING PRIZE PACK!



GET YOUR SAVINGS

Use the Checkout 51 mobile app or online to save \$2 when you spend \$10 or more on your favorite steaks for grilling this summer.

GET OFFER



ENTER TO WIN

Register for your chance to win our Summer Grilling Prize Pack! No purchase necessary.

ENTER NOW

NEED GRILLING INSPIRATION?

Whitney Bond visited California cattle rancher Brooke Helsel to see how cattle are raised, and Brooke went to Whitney's kitchen to get recipe inspiration on 5 of the most popular grilling cuts.



The California Beef Council asked food blogger Whitney Bond to take to the grill for these 10 tips.



Meet California rancher Brooke Helsel with Whitney Bond.

RECIPES

There has never been a better time to gather around the grill and enjoy family, friends and great food, topped off with that unmistakable, oh-so-wonderful Sizzle.





Sizzled In California

Video & Influencer Activation



whitneybond

Paid partnership with californiabeefcouncil



whitneybond The Best Cuts of Beef for Summer Grilling

From the pasture to your plate, today I'm chatting with Brooke from @thebeefboutique all about the best cuts of beef for summer grilling + how to grill them!

Thank you to the @californiabeefcouncil for sponsoring this collaboration!

#ad #summergrilling #grilling
#grillingbeef #grillingseason
#grillingsteaks #pasturetoplate
#californiaranch
#beefitswhatsfordinner

5w



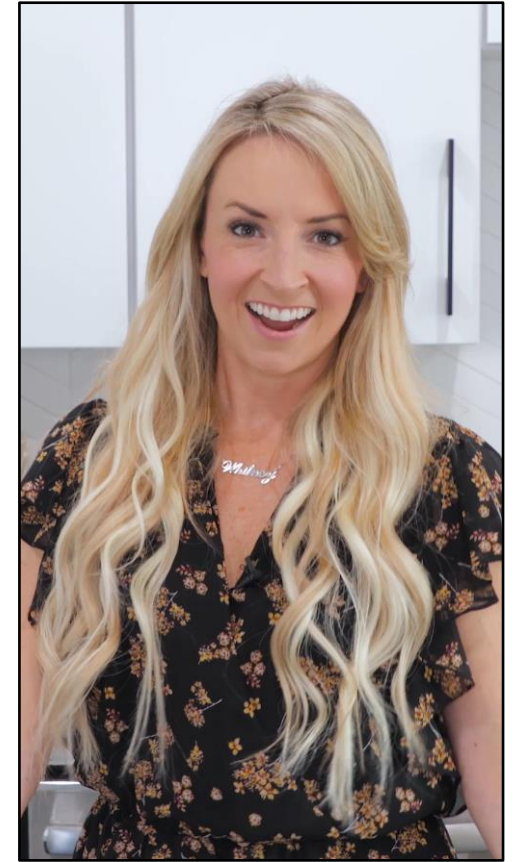
478 views

JUNE 16



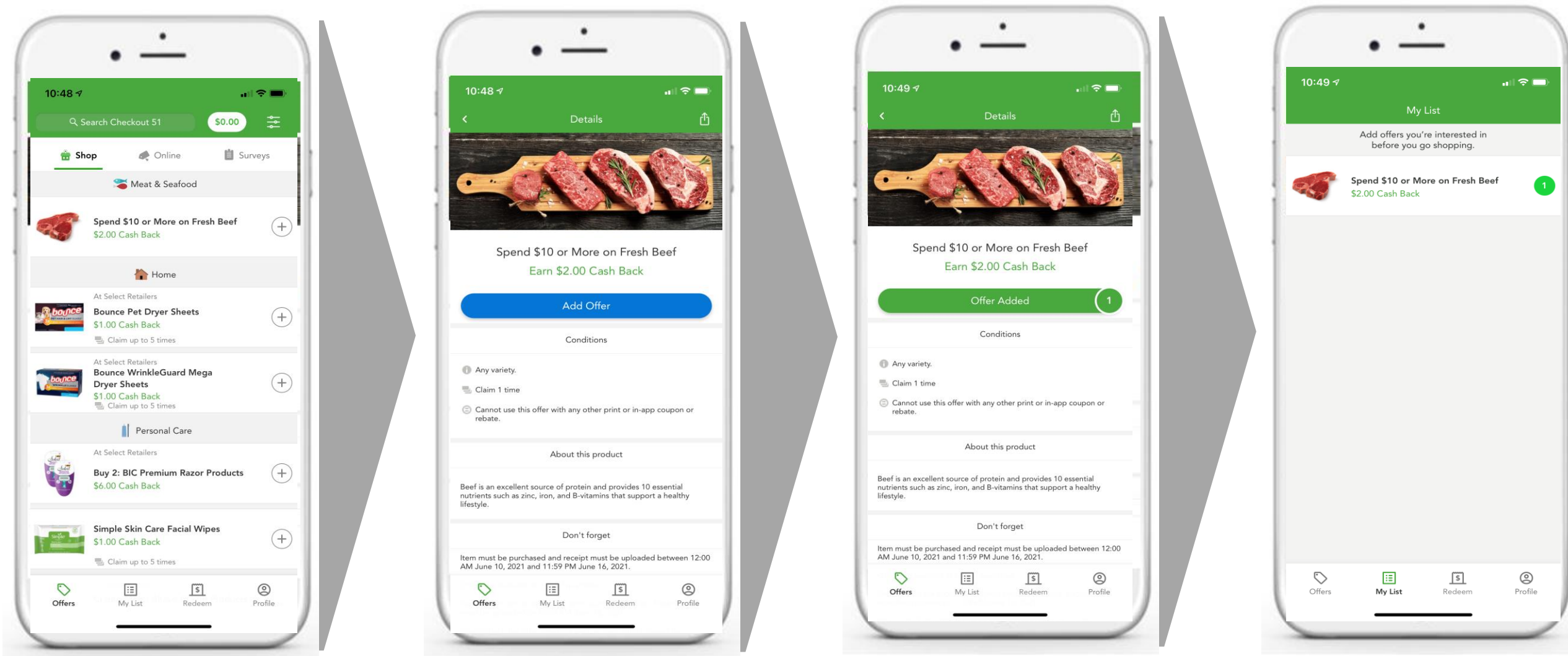
Add a comment...

Post





Retail Execution- Checkout 51 Campaign Details







Retail Execution- Checkout 51 Campaign Details


Checkout 51

Spend \$10 or More on Fresh Beef
\$2.00 Cash Back

Any variety.
Only available to select members.
Sign up to see your full list.

 Sign up with Facebook


 Log in with Google

 Sign up with Email

By signing up you agree to the [Terms](#) and [Privacy Policy](#).
[Already a Checkout 51 member? Log in.](#)

All Categories

A/O Fresh Meat, Free Coupon, Rebate Website

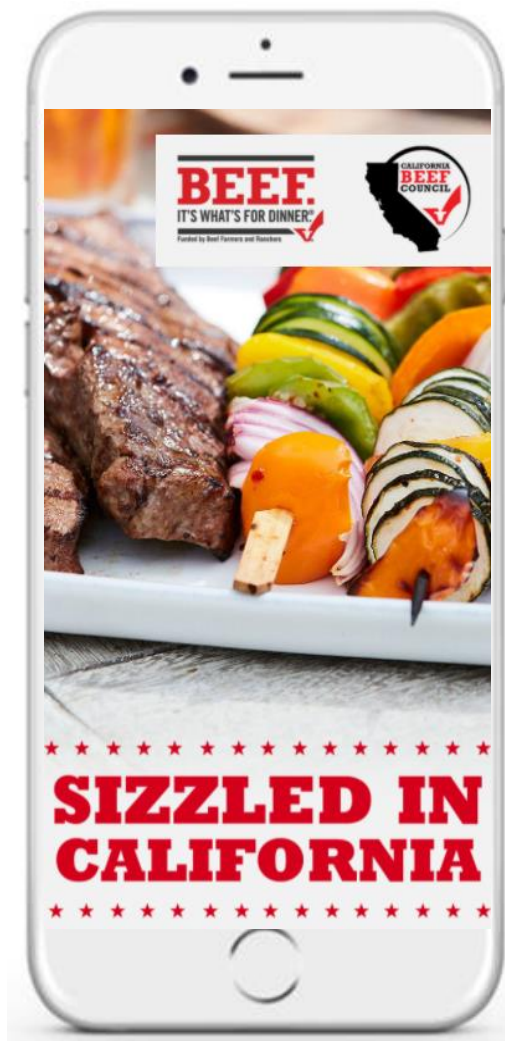


Checkout 51



Retail Digital Engagement- inMarket

inmarket



IN-STORE, IN-LOCATION TACTICS:

- Moments: Exclusive to InMarket, owned inventory. Reach consumers down to the address level with a 100% viewable full screen moment.
 - Reach shoppers in CA top 20 Cities at Grocery locations
 - Retarget past InHome CA Beef campaign engagers.

OUT-OF-STORE TACTICS

- GeoAudiences/Preceptivity: Continue speaking to consumers pre and post visit with premium cross device messages based on real-time location, past behaviors, and more.
 - Targeting known Meat purchasers +Home Chef + grill owner
 - Targeting based on past campaign performance, including Meat Buyer+ Auto Improvement, GeoType Do-it-Yourselfer

75k
Impressions



Retail Digital Engagement- inMarket



Campaign Weekly Totals				
Week Start	Impressions	Clicks	CTR	Delivery %
2021-07-12	3,804	185	4.86%	70.82%
2021-07-05	13,262	643	4.85%	65.75%
2021-06-28	13,247	549	4.14%	48.06%
2021-06-21	13,231	662	5.00%	30.40%
2021-06-14	9,569	300	3.14%	12.76%
Campaign Total	53,113	2,339	4.40%	70.82%

CTR = 1%-3% benchmark



Retail Integrated Marketing Campaign Portal

← → ↻ 🏠 🔍 https://www.calbeef.org/retail-foodservice/california-integrated-marketing-campaign-portal ☆ ⚙️ 🗑️ 👤 ⋮

Sizzled in California


Promotion Dates: 6/16/2021-7/27/2021 (6 weeks)

[SizzledinCalifornia.com Landing Page Link](#)

[BEEF - Checkout 51 Mobile App Beef Rebate Link](#)


[Additional Summer Grilling Content \(generic, non-California Beef Council specific\)](#) - photography, recipes, grilling videos, audio, social and display ads

Digital Content



Beef Offer Digital Ad

[Download Beef Offer Digital Ad](#)



Social & Digital Ads

[Download Zip Folder](#)

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74°F 10:17 AM 7/21/2021



Retailer Social Media Extension

facebook

- Posted July 1st
- 3 Reactions
- No comments
- 1 share





Tailgating

September 1 – October 12, 2021

- Partnering with E&J Gallo's Black Box premium wine
- Targeting Adults 21-49
- Chance to win a premium tailgating prize pack including beef for the grill
- 7-Market media focus:
 - Bakersfield*
 - Fresno*
 - Los Angeles*
 - Monterey-Salinas*
 - Sacramento*
 - San Diego*
 - San Francisco*
- Media assets:
 - Smart Audio broadcast*
 - Podcast*
 - Digital*
 - Streaming*
 - Mobile/Geo-fencing*
 - Landing page/Sweepstakes*





Retail Execution- Tailgating

Checkout 51

in market

instacart

3

Consumer & Brand Marketing





**Integrated
Marketing
Campaigns**

**Consumer
Marketing**

**Consumer &
Brand
Marketing**

**Media Relations
& Issues
Management**

**Content
Marketing &
Social Media**



Consumer Marketing



Paid Social Media

January, 2021

- Focus on nutrition, specifically:
 - Protein
 - Strength
 - Fitness
 - Family Nutrition
 - Eating in the Early Years
- Topics developed under guidance of Kori Dover, RD
- Target: Adults or Women 25-49 in:
 - Los Angeles
 - San Francisco-Oakland-San Jose
 - San Diego
 - Monterey-Salinas
 - Fresno-Visalia
 - Chico-Redding
 - Stanislaus County
 - San Joaquin County
 - Sacramento County
 - San Bernardino County
 - Kern County

California Beef Council
Sponsored · 12

Every bite your baby takes counts, especially in the first 24 months of life. Starting your baby with beef as a complementary first food can ensure they get the nutrients they need for healthy growth and development. Learn more at <https://www.calbeef.org/nutrition/nutrition-2021/> #BalancedNutrition #FamilyNutrition #BeefNutrition

Every beefy bite packed with
✓Protein
✓Iron
✓Zinc
✓Choline

January 22 – 27, 2021

California Beef Council
Sponsored · 12

from beef, Plate to and more, helps build essential

Protein-2021/ nutrition

Protein Benefits
Research shows that consuming high-quality protein may help you achieve and maintain a healthy weight and preserve and build muscle.^{1,2}

Protein supports strength! Protein helps support strong, lean bodies.³ Eating enough protein-rich food is essential to help protect lean body mass and prevent the loss of muscle and strength associated with aging.⁴

What are complete proteins? Proteins are made up of amino acids. Your body needs 20 amino acids, but only nine are essential, meaning they must come from

January 11 – 16, 2021



Paid Social Media

January, 2021

Posts appeared on:

Instagram Feed

Mobile App News Feed

Instagram Explore

Mobile Web News Feed

Combined, the four paid posts achieved*

- Reach of 19.3K (*organic + paid)
- 4,832 post engagements
- 108 direct clicks to our Nutrition 2021 landing page

California Beef Council
Sponsored · 🌐

Every bite your baby takes counts, especially in the first 24 months of life. Starting your baby with beef as a complementary first food can ensure they get the nutrients they need for healthy growth and development. Learn more at <https://www.calbeef.org/nutrition/nutrition-2021/>
#BalancedNutrition #FamilyNutrition #BeefNutrition

Every beefy bite packed with
✓Protein
✓Iron
✓Zinc
✓Choline

January 22 – 27, 2021

California Beef Council
Sponsored · 🌐

from beef, Plate to and more, helps build essential

Protein do I need? And what about arch shows that consuming high- may help you achieve and thy weight and preserve and Learn more at trition/Nutrition-2021/ #Protein #Strength #Fitness

Protein Benefits
arch shows that consuming high-quality protein may help you achieve maintain a healthy weight and preserve and build muscle.14

Protein supports strength! Protein helps support strong, lean bodies. Eating enough protein-rich food is essential to help protect lean body mass and prevent the loss of muscle and strength associated with aging.*

January 11 – 16, 2021



Multi-State Partnership

February 13, 2021

Beef. It's What's For Dinner 300 at Daytona

- *A multi-state promotion launched by Florida*
- *Federation Executive Committee invested the money needed to cover the entire sponsorship*
- *12 states, including California, supplied additional funding to extend the program with:*
 - *Two :30 sec. TV commercials*
 - *On-site at Daytona promotional efforts*



BEEF. IT'S WHAT'S FOR DINNER. 300

Tune in for the NASCAR Xfinity Series **Beef. It's What's For Dinner. 300**, funded by the Beef Checkoff, on FS1 on Saturday, February 13, at 5PM EST. To help gear up for the big event, check out these delicious beef recipes that are perfect for tailgating, or



s and a Patty Melt.





Paid Social Media

May 12 – June 15, 2021

- Developed based on findings from the 2020 State Survey
- San Francisco focus: beef production
- Los Angeles focus: beef vs. substitutes
- Target: Adults 18-49
- Posts appeared on both Instagram and Facebook
- Posts drove consumers directly to specific content at [BeefItsWhatsForDinner.com](https://www.BeefItsWhatsForDinner.com) for further information



Recommendations

Be more proactive with **educating and sharing facts on the nutritional values** of beef consumption

Share **production-specific messaging highlighting how cattle are raised and where beef comes from** to increase knowledge and encourage more beef consumption





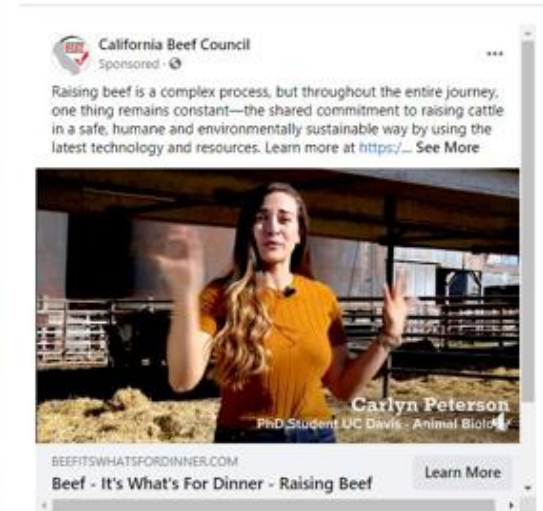
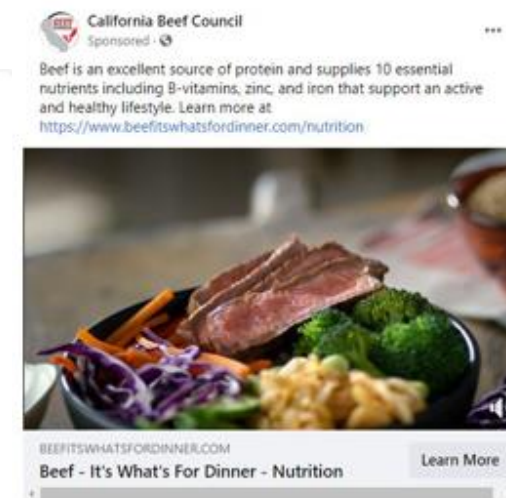
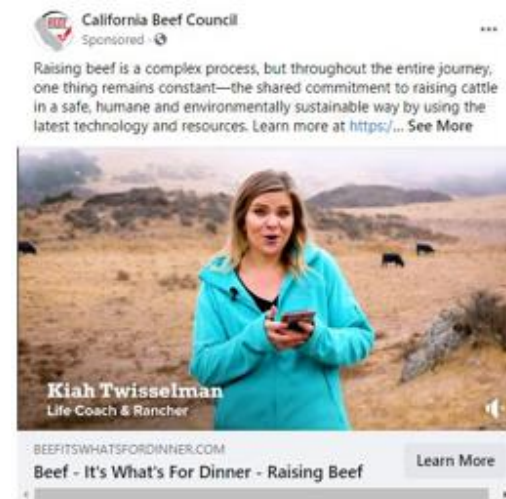
Paid Social Media

May 12 – June 15, 2021

Outcomes

For the combined San Francisco & Los Angeles posts:

- Campaign messages reached more than 2,000,000 Adults 18 – 49 in LA and the Bay Area
- Almost 2,000 of those people (.10%) continued over for more information on these topics at BIWFD





Sacramento Kings Partnership

Fall, 2021

- Four custom content videos produced by the Kings and posted on Kings owned and operated social media
- Nutrition information will be reviewed by Kori Dover, RD



1. **“Winning Recipes”** or **“Kings Cuisine”** — centered around recipes featuring the Kings lead chef and a Kings personality
2. **“Food for Action”** or **“Food for Fuel”** —centered around health and fitness while focusing on Kings performance and featuring Kings personalities
3. **“Home Grown”** or **“Home Grown Trivia”** — centered around the long history of beef in Sacramento, the “infamous” cow bell, and integration of rapid-fire trivia about beef (right answer rings the cowbell)
4. **“Ask the Sacramento Kings Nutritionist”** — centered around nutritional value and protein from beef.

“The preseason and regular season for basketball players is very long, and it’s very important to maintain nutrition and fitness regimes. The average pro basketball player can run between 2 and 2.5 miles every game, so the need for a stamina and endurance-boosting diet is integral to excelling.”



Media Relations & Issues Management



Media Relations & Issues Management



San Jose television audience

Target: California
ag audience

Issues Management



Media Relations

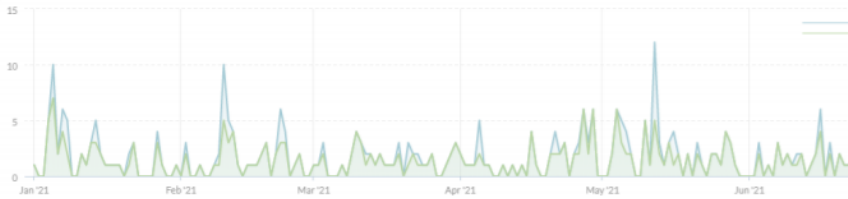




Media Relations & Issues Management

Newsroom statistics, All languages California Beef Council

01-01-2021 - 21-07-2021



336

Total number of visits

265

Total unique visits

Published cases

Date Published	Release Title	Total Visits
2021-07-07	On the Ranch and in the Kitchen	24
2021-04-27	California Beef Council's 2021 Beef Leadership Summit Goes Virtual	36
2021-04-05	California Beef Council, Camarena Tequila and Real California Milk Launch "Tacos, Tequila"	55
2021-02-11	CBC Dietetic Internship Nutrition Communication Training Brings the Rancher to the CI	63
2021-02-01	Celebrate Heart Month With Recipes From Beef. It's What's For Dinner	13
2021-01-05	California Beef Council Approves 2021 Work Plan, Appoints New Leadership	68

Most viewed cases



Returning vs New



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California Beef Council's 2021 Beef Leadership Summit Goes Virtual

California Beef Council Meat & Poultry April 27, 2021



Rocklin, CA-The California Beef Council's (CBC) highly-evaluated Beef Leadership Summit has transitioned to a virtual format for the first time in 2021. The **FREE Webinar Series** will give retail and foodservice professionals an in-depth look into beef-specific consumer and supply chain insights, beef's role in the new dietary guidelines and nutritional importance throughout the lifespan, and beef's sustainability as it relates to climate change and meat alternatives.

"Our annual Beef Leadership Summit has been a cornerstone immersion experience for the California Beef Council since its inception in 2017," said Christie Van Egmond, the CBC's Director of Retail & Foodservice Marketing. "There is such value in immersing retail and foodservice industry leaders into the beef industry during in-person events. However, for the attendees' safety, and to meet the work schedules of those in the supply chain wanting to attend this event, we felt it was best to transition to a virtual format this year." The CBC hopes to return to an in-person experience in 2022.

This year's line-up of insightful presentations and impactful speakers includes:

May 12, 2021- Consumer Insights: Setting the Table with Beef Both at Home and Dining Out
Shawn Darcy
Senior Director, Market Research
National Cattlemen's Beef Association

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[CALIFORNIA](#) / CALIFORNIA BEEF COUNCIL'S 2021 BEEF LEADERSHIP SUMMIT GOES VIRTUAL

UPCOMING EVENT ...

California Beef Council's 2021 Beef Leadership Summit goes virtual

FREE webinar series covers consumer and supply chain beef insights for retail and foodservice professionals

PUBLISHED ON **APRIL 28, 2021**



JIM PREVOR'S
PERISHABLE PUNDIT


Where the subject may be perishable but the insight isn't.


Bondi Produce & Specialty Foods Breaks Ground on New Facility Expansion

With a Focus on the Future of Fresh Produce, FPAA's


MORE


CALIFORNIA CLIPS

 Vaccination against Salmonella Reading in turkeys being evaluated
APRIL 28, 2021

 4 tips to keep ruminants running strong during heat stress
APRIL 28, 2021

 Organic alfalfa hay cost study released
APRIL 28, 2021

 California Beef Council's 2021 Beef Leadership Summit goes virtual
APRIL 28, 2021

 Poultry Health Management School is virtual
APRIL 27, 2021



Content Marketing & Social Media



Content Marketing

Social Media, Website, Online Newsroom

ROCKLIN, FEBRUARY 11, 2021

CBC Dietetic Internship Nutrition Communication Training from the Rancher to the Classroom

Rocklin, CA —Like Cattle ranchers all over the United States, Celeste Settrini stands in front of a television in her home on a Saturday morning she and her brother/business partner will have an “office meeting” in a room that is part of a calf ranch in Salinas, California. But days as a rancher oftentimes include more than just ranching advocate.



“I’m extremely passionate about ranching and the recent California Beef Council (CBC) interview. “I like to ask other folks about ranch life and what we do, and the questions that I get.”

Recently, Settrini was getting those questions from UCSD dietetic interns in a one-day virtual Nutrition Communication Training sponsored by the CBC.

“Communication skills are an important tool in the dietetics toolbox,” said CBC Outreach Kori Dover, RD. “In their future careers, these students may be called upon to respond to client questions with science-based answers in a way that is relatable to that client, or provide nutrition counseling with the goal of facilitating behavior change.”

Once university dietetic students complete the academic requirements for their dietetic internship, they can apply for a dietetic internship. Dover’s Nutrition Communication Training is a focus on Accreditation Council for Education in Nutrition and Dietetics (ACEND) communication skills. In addition, Dover also addresses the top myths and questions about beef.

- Aren’t we eating too much beef?
- Is beef bad for your heart and does it raise cholesterol?
- Isn’t beef a primary source of fat in the diet?
- Aren’t plant-based proteins better?
- Isn’t beef bad for the planet?

Bits & Bites



JULY 06, 2021

On the Ranch and in the Kitchen

What happens when a SoCal food and lifestyle expert visits a 4 generation cattle rancher in California’s Central Valley? We invited San Diego food blogger Whitney Bond of WhitneyBond.com to meet up with rancher Brooke Helsel to learn more about ...



California Beef Council

Published by Hootsuite · March 29 ·

You don’t want to miss this! For those of you who don’t know her, Kiah Twisselman is nothing short of an inspiration to a great many people: life coach, cattle rancher, artist, former Kentucky Beef Council staffer and current California Beef Council Board Member. And on Tuesday, March 30, she’s sharing her amazing, inspiring story on the Kelly Clarkson Show! Check your local listings to watch the show tomorrow. Way to go, Kiah!!! 🎬📺👏



1,378
People Reached

476
Engagements

—
Distribution Score

Boost Post



California Beef Council

Published by Hootsuite · February 11 ·

Ready for race day? So are we! The Beef Checkoff has partnered with



californiabeeffcouncil

FAVORITE LNKS



RECIPE



BEEF BULGOGI LETTUCE WRAPS
RECIPE



ON THE RANCH AND IN THE
KITCHEN WITH BROOKE AND
WHITNEY



CELEBRATING BEEF BURGERS!



CELEBRATING BEEF BURGERS!



DISCOVER GRILLING IN

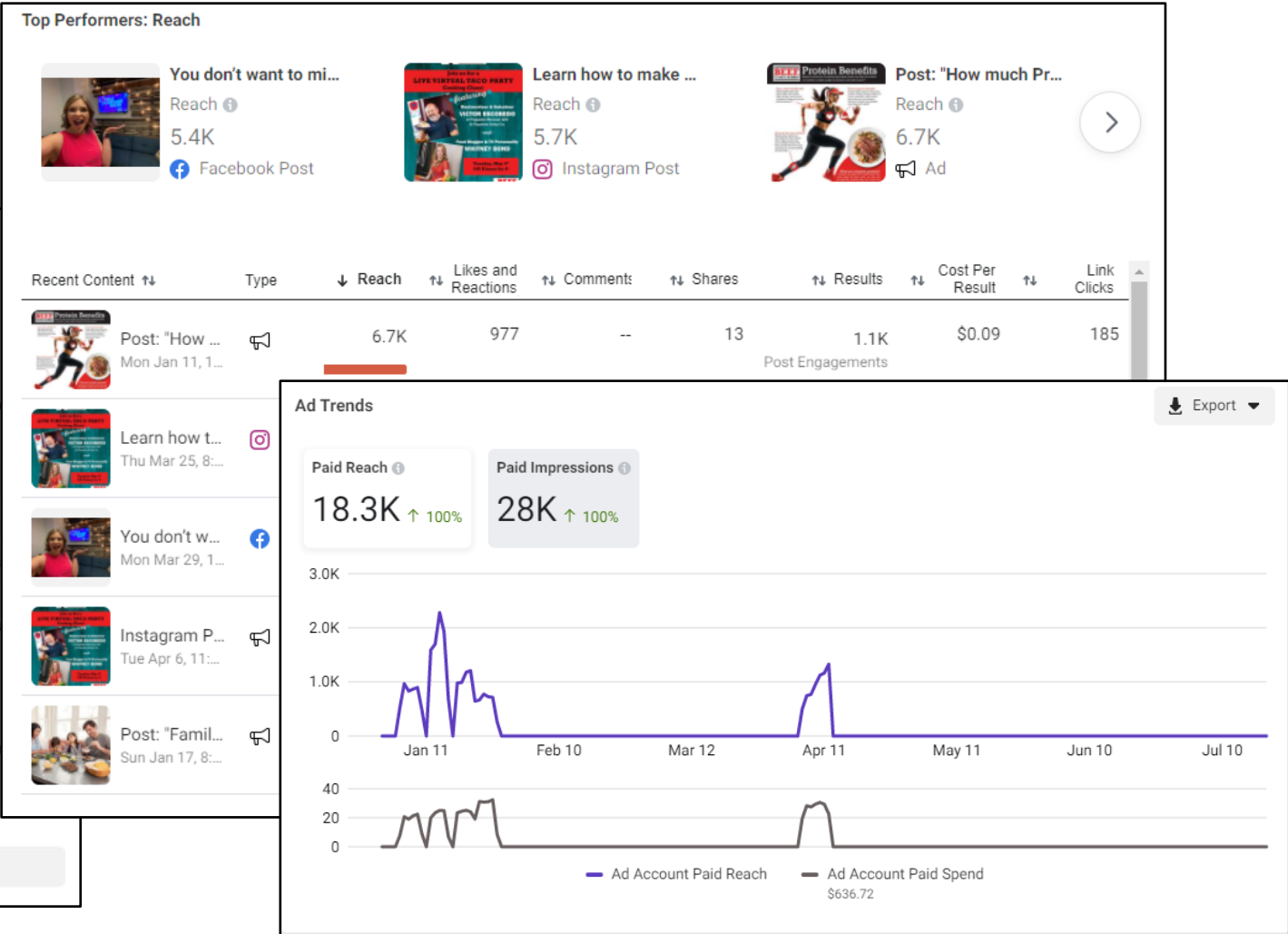
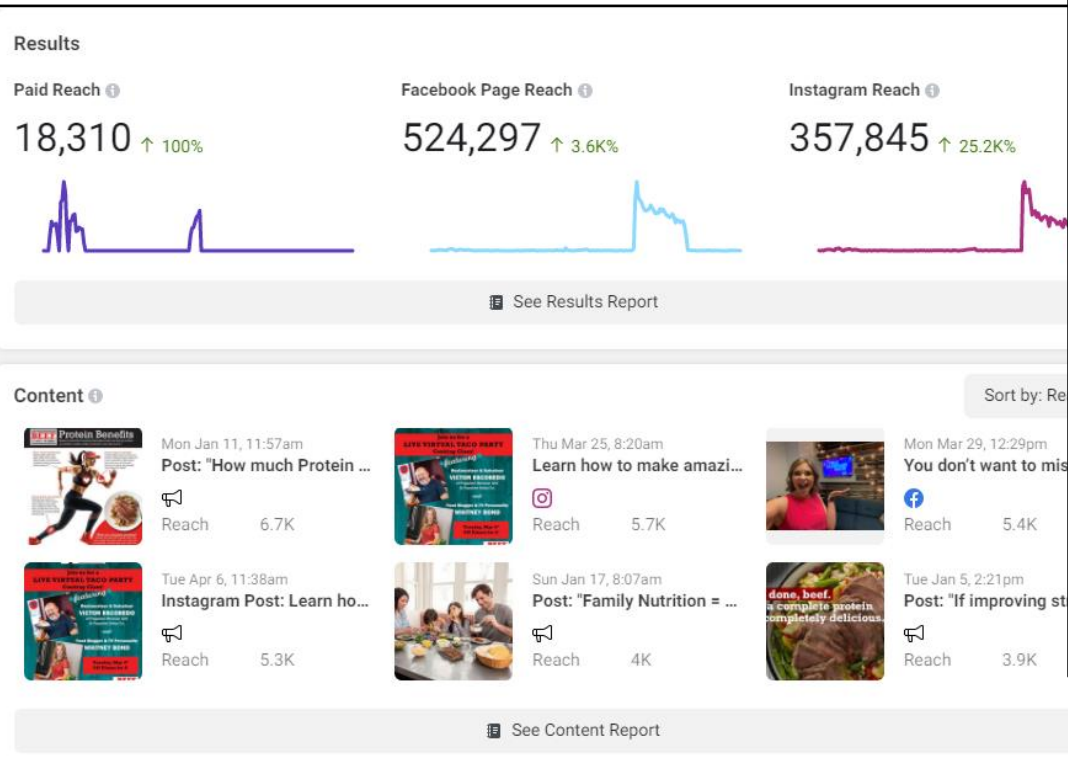


Boost Post



Content Marketing

Social Media, Website, Online Newsroom

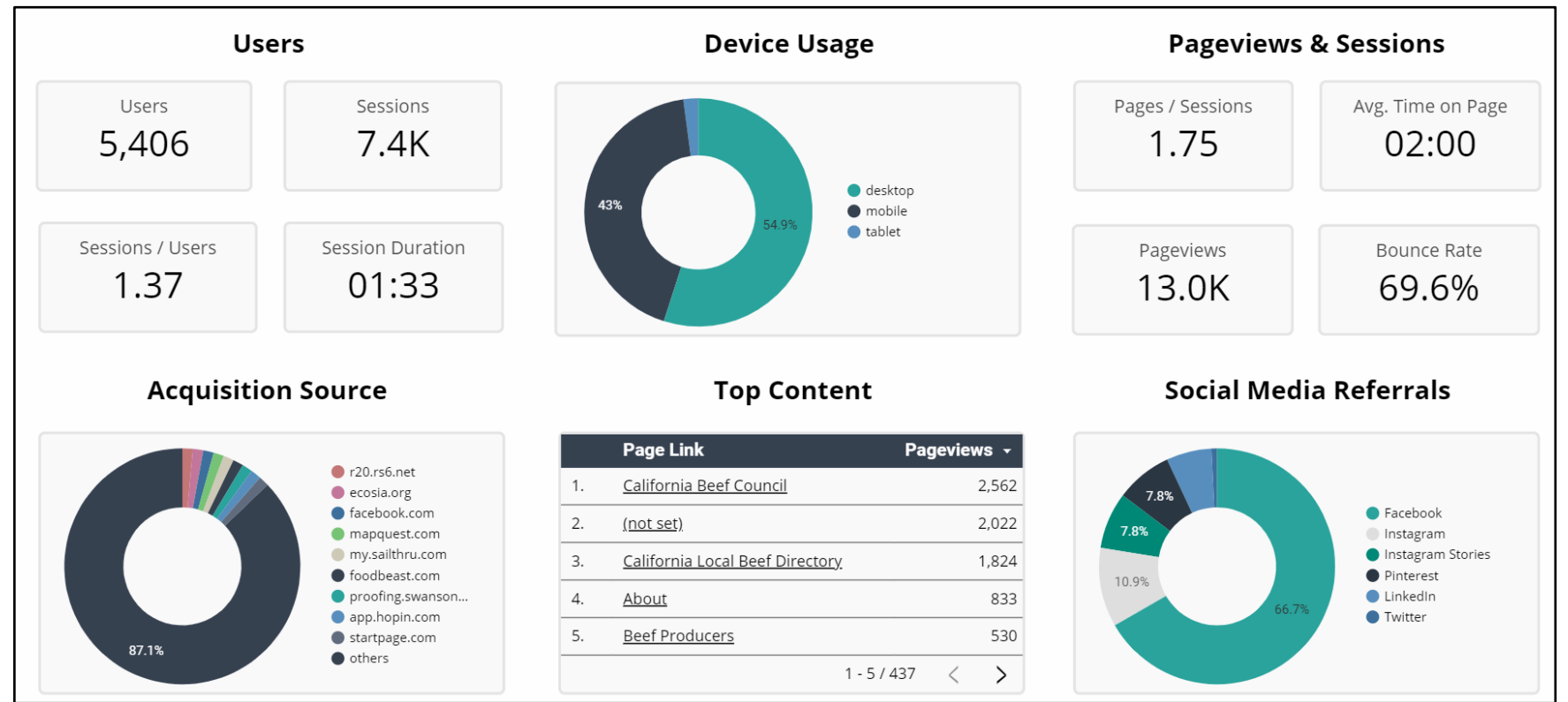




Content Marketing

Social Media, Website, Online Newsroom

- Our site traffic remains steady over the same time period last year
- Organic and direct search remain the top 2 ways we're found
- Top referral sites (correcting for bot traffic):
 - CalBeef.org newsroom
 - Facebook
 - Beef Board
 - Instagram
 - Pinterest
 - LinkedIn





Content Marketing

Social Media, Website, Online Newsroom

Account Activity

Start of the year

5

Created Releases

6

Published Releases

697

Total Visits

490

Total Unique Visits

Releases



APRIL 05, 2021

California Beef Council, Camarena Tequila and Real California Milk Launch "Tacos, Tequila y Más" for Cinco de Mayo

Rocklin, CA—In a partnership that combines three key retail categories—meat, dairy and spirits—the California Beef Council (CBC) is teaming up with the California Milk Advisory Board (CMAB) and E. & J. Gallo's Camarena Tequila for a



FEBRUARY 11, 2021

CBC Dietetic Internship Nutrition Communication Training Brings the Rancher to the Classroom

Rocklin, CA—Like cattle ranchers all over the United States, Celeste Settrini starts her day early. On a typical morning she and her brother/business partner will have an "office meeting" in the truck on the way to their cow-calf ranch in Salinas, ...



JANUARY 05, 2021

California Beef Council Approves 2021 Work Plan, Appoints New Leadership

FOR IMMEDIATE RELEASEContact: Jill Scofield, California Beef Counciljill@calbeef.org | 916.925.2333Rocklin, CA – January 5, 2021 – The California Beef Council (CBC) will invest over \$1 million in 2021 in efforts to promote beef, provide consumer ...

the recipe at bestofwhatfordinner.com/recipes/recipe... and remember to go to SizzledinCalifornia.com for our latest offer on beef!

We can't show you

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Bits & Bites



JULY 06, 2021

On the Ranch and in the Kitchen

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FEBRUARY 01, 2021

Celebrate Heart Month With Recipes From Beef. It's What's For Dinner

Rocklin, CA—February is Heart Month, and what better way to acknowledge that than with Heart-Healthy Recipes. Enjoying lean beef in a heart-healthy lifestyle is easier than you think with recipes featuring lean beef, fresh fruit and vegetables, and ...



SEPTEMBER 30, 2020

CBC's Producer Webinar Examines Consumer Insights

The California Beef Council's (CBC) latest producer webinar examines consumer insights and trends based on a recent national and statewide survey. "We are fortunate to have Shawn Darcy and Beejan ...

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Tweets by @CaliBeefCouncil

Cali Beef Council
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Food and Nutrition Outreach





**Establish as a
Trusted
Resource**

**Connect,
Education and
Engage**

**Food & Nutrition
Outreach**

**Focus on the
Future**




**Establish as a Trusted Resource
and
Connect, Educate, and Engage**



Resources

- Spanish Handouts
- Recipe Cards
- Social Media Tips
- Toolkits



Beefy Sweet & Sloppy Joes

COOK TIME: 30 MINUTES | SERVINGS: 4

INGREDIENTS

- 1 pound Ground Beef (96% lean)
- 1 cup chopped yellow, green or red bell pepper
- ¾ cup finely chopped onion
- 1 can or bottle (12 ounces) 100% vegetable juice
- 2 tablespoons lightly packed brown sugar
- 1 tablespoon Worcestershire sauce
- 4 whole wheat hamburger buns, split

COOKING

1. Heat large nonstick skillet over medium heat until hot. Add Ground Beef, bell pepper and onion; cook 8 to 10 minutes, breaking beef up into ¾-inch crumbles and stirring occasionally.
2. Stir in vegetable juice, brown sugar and Worcestershire sauce; bring to a boil. Reduce heat; simmer, uncovered, 7 to 9 minutes or until most of the liquid has evaporated and thickens slightly, stirring occasionally.
3. Evenly place beef mixture on bottom half of each bun; close sandwiches.

Cooks Tip: Cooking times are for fresh or thoroughly thawed Ground Beef. Ground Beef should be cooked to an internal temperature of 160°F. Color is not a reliable indicator of Ground Beef doneness.

TIPS FOR INFANTS AND TODDLERS

Beef has a unique mix of nutrients, including high-quality protein, iron, zinc, choline, selenium and vitamins B₆ and B₁₂, essential for growth and development in infants and children.^{1,2}

¹ American Academy of Pediatrics. Pediatric Nutrition Handbook, 7th ed. Elk Grove, IL: American Academy of Pediatrics, 2014.
² US Department of Agriculture, Agricultural Research Service, Nutrient Data Laboratory. USDA National Nutrient Database for Standard Reference, Release 28 (Slightly revised). Version Current: May 2016. Available at: <http://www.ars.usda.gov/bal/bhnrc/nhl>

If you have questions about starting solid foods, consult a physician or health care provider.

For more tips on feeding beef to babies and toddlers visit BeefItsWhatsForDinner.com

Nutrition information per serving: 341 Calories; 69.3 Calories from fat; 77g Total Fat (2.9 g Saturated Fat; 0.1 g Trans Fat; 1.3 g Polyunsaturated Fat; 2.7 g Monounsaturated Fat); 76 mg Cholesterol; 499 mg Sodium; 38 g Total Carbohydrate; 51 g Dietary Fiber; 30 g Protein; 4.6 mg Iron; 838 mg Potassium; 8.2 mg NE Niacin; 0.6 mg Vitamin B₆; 2.4 mcg Vitamin B₁₂; 71 mg Zinc; 40 mcg Selenium; 94.6 mg Choline. This recipe is an excellent source of Protein, Iron, Niacin, Vitamin B₆, Vitamin B₁₂, Zinc, and Selenium; and a good source of Dietary Fiber, Potassium, and Choline.

341 CALORIES
17 %*

2.9g SAT FAT
15 % DV**

30g PROTEIN
60 % DV

4.6 mg IRON
25 % DV

71 mg ZINC
70 % DV

* Based on a 2,000 calorie diet ** Percent Daily Values are based on a 2,000-calorie diet

Funded by Beef Farmers and Ranchers



Consejos para comer para Crecimiento saludable del niño pequeño

¿QUÉ ESTÁ PASANDO CON MI HIJO PEQUEÑO?

Los niños de 1 a 3 años de edad pueden ser un desafío y un gozo para alimentar. Su crecimiento se desacelera después del primer año, haciendo que su apetito sea voraz un día e inexistente el siguiente. Los niños a esta edad también comienzan a entender el poder del "no" y pueden probarlo con alimentos. El miedo a los nuevos alimentos, los jugos de comida (comer los mismos alimentos) y el ser exigente con la comida se ven comúnmente durante esta etapa de la infancia.

Metas

Durante esta etapa es importante exponer a los niños pequeños a una variedad de alimentos nutritivos para que aprendan a comer una dieta equilibrada. También es importante cumplir con los requisitos de nutrientes y pasar a una rutina alimenticia.

¿QUE NUTRIENTES SON IMPORTANTES PARA LOS NIÑOS EN ESTA EDAD?

Todos los nutrientes siguen siendo importantes para el crecimiento y el desarrollo durante el 1 al 3 año. El crecimiento crítico del cerebro ocurre a través de los dos primeros años de vida, haciendo que el hierro, la grasa y el ácido docosahexaenoico (DHA) consideraciones importantes, mientras que el crecimiento corporal mantiene la proteína y el zinc como nutrientes prioritarios. A los cuatro años de edad, las necesidades de calcio aumentan a la de un adulto, mientras que los requisitos de vitamina D son estables.

¿QUE DEBE COMER MI NIÑO A ESTA EDAD?

GRUPO DE ALIMENTOS	UNA PORCIÓN =	PORCIÓN/CALORÍAS (POR DÍA)
Cereales Pan de trigo Cereal: Avena, pasta (cocida) Cereales (secos) Galletas	¼ a ½ taza 4 cucharadas ¾ taza 1 a 2	6 porciones por día ~250 Calorías
Vegetales	1 cucharada o ½ taza de bebé	2-3 Porciones por día ~75 Calorías
Fruta Fruta (cocida o entera) Fruta (fresca) Jugo	¼ de taza ½ porción de ¼ a ½ taza (2-4oz)	3-3 Porciones por Día ~75 Calorías
Lácteos Leche Queso Yogur	½ taza ½ oz (½ taza de 1 pulgada) ½ taza	2-3 Porción por día ~300-450 Calorías
Proteína Carne de res, pavo, pollo Aves de corral, tofu Huevo	2 cucharadas ½ (carne y blanco)	2 Porción por Día ~200 Calorías
Leguminas Frijoles (secos), alchifanos, lentejas	2 cucharadas (½ taza de frijoles empapados y cocidos)	2 Porciones por día ~200 Calorías
Mantequilla de Cacahuete Preparada en agua, o pan tostado, o galleta	1 cucharada	1 Porción por Día ~95 Calorías

Fuente: Comité de Nutrición, C.A. Academia Estadounidense de Pediatría, disponible en www.aap.org/pediatrics/2015/05/01/feeding-1-to-3-year-olds

Retail RD Toolkit

- Nutrition
- Sustainability
- Recipe Cards
- Cooking Demos
- Promotional Idea





Nutrition Influencers

- Community setting
 - WIC
 - Retail
- Private Practice
- Healthcare systems
 - Women's Health
 - Pediatrics
 - Eating Disorder
 - In-patient hospital
 - Geriatric



Jessica Gust, MS, RDN
Elements Nutrition Co. for Kids





Conferences

- CANDAC
 - 499 attendees
 - 255 live session attendees
- Sessions
 - Clancy Harrison: **Food Dignity®: A New Paradigm to Address Food Insecurity During the COVID-19 Pandemic and Beyond**
 - Amy Myrdal Miller: **How Nutrition Professionals Can Support Sustainable Food Production in California**





Conferences

- CA WIC
 - Expected 1200 attendees
 - 1077 live session attendees
- Session:
 - **Katie Farreo, Making Meat Safe for Babies to Eat: Exploring Nutrition, Texture & Flavor Opportunities at 6 Month and Beyond**





Conferences

. Recipes

- Grilled Flank Steak, Basic
- Grilled Steak & Veg Wrap with Tahini Lemon Yogurt Sauce
- Thai-Style Beef Noodle Bowl
- Bibimbap Style Rice Bowl



Culinary Trends in the Home Featuring Summertime Recipes

Thursday, June 24 | 5:00 PM

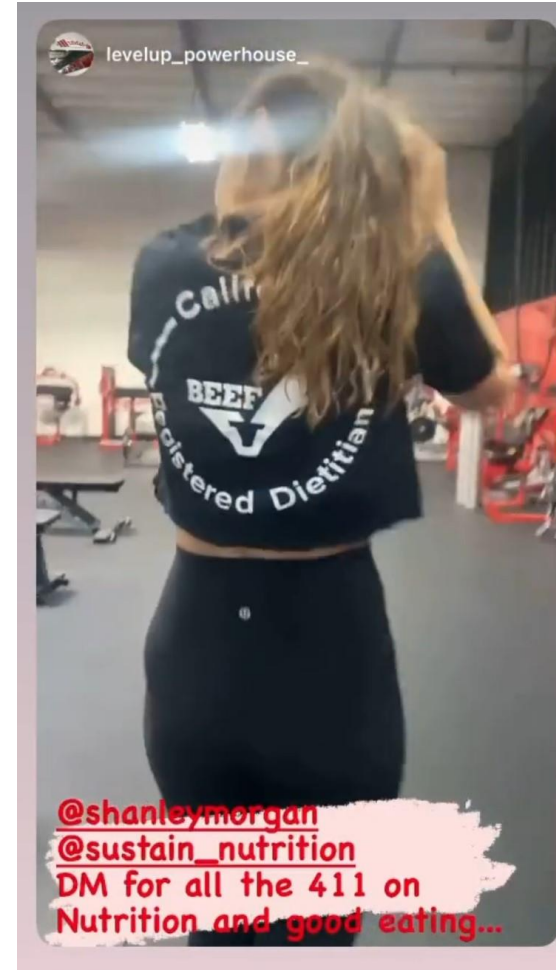
With Chef Jennifer Watson, MS, RDN



Learn about how international ingredients and mindful eating can be incorporated into the home—featuring easy summertime recipes

Team Beef

- Health Influencers and beef producers
- Educational opportunities
 - Reilly Beatty, MS, RD, CSSD
 - Shanley Schoehofer, RD, CLE
- Support American Diabetes Association





Focus on the Future



Nutrition Communication Training

with dietetic internships, academy district levels, and student nutrition clubs

Nutrition education and how does that look in today's nutrition landscape.

- ✓ Provide adequate knowledge and skills necessary for critical thinking when it comes to food systems.
- ✓ Create positive attitudes and understanding towards the beef industry
- ✓ Assist health professionals and interns with resources for continuing access to sound food and nutrition information

Nutrition Communication Training



THANK YOU!

