



# **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**

**5**

**Producer  
Engagement  
& Education**

**December 2021 Meeting**





**1**

**Retail & Foodservice  
Influencer Outreach & Marketing**





**Integrated  
Marketing  
Campaigns**

**Digital  
Engagement**

**Retail &  
Foodservice  
Marketing**

**{Virtual}  
Immersion  
Experiences**

**Content &  
Outreach**





# **{Virtual} 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: 39*

- 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: 129*

*Live Attendance: 31*







# {Virtual} Immersion Experiences

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

- **September 8**

- Today's Protein Consumer Revisited: Changing Behaviors of Retail & Foodservice Consumers**

- Danette Amstein, Principal at Midan Marketing*

- Registered: 170*

- Live Attendance: 33*

- **September 22**

- Sustainability: Animal Agriculture's Path to Climate Neutrality and Feeding the World**

- 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, Ph.D., Postdoctoral Fellow with the McClure Center for Public Policy at the University of Idaho*

- Registered: 173 Retail/Foodservice + 80 RDs = 253 total*

- Live Attendance: 62*

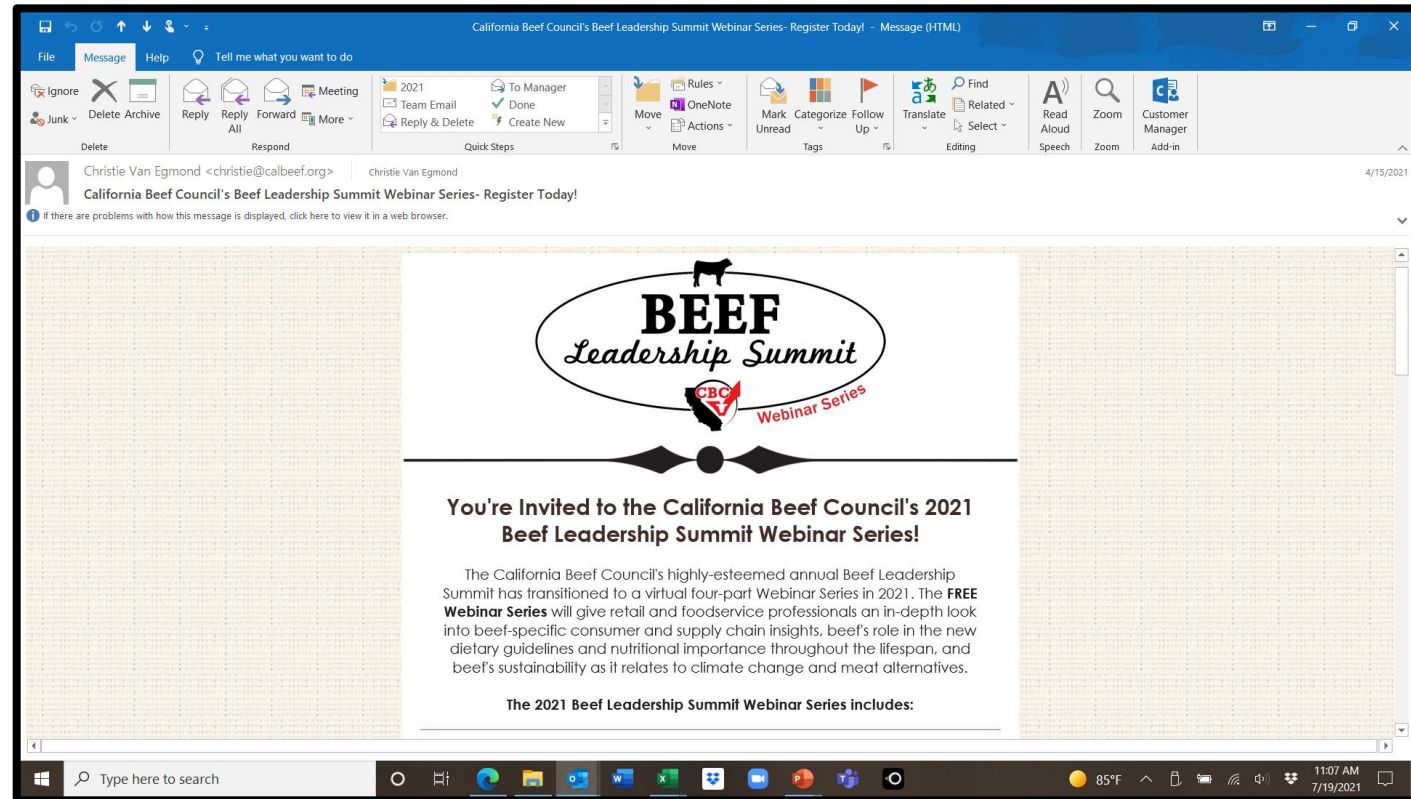






# {Virtual} Immersion Experience

- Constant Contact E-Blast to CBC's Retail & Foodservice Contact List
- BEEFoodservice Push Notification
- Industry Dive E-Blasts
  - Restaurant Dive- May 4 & Aug. 31
  - Grocery Dive- May 6 & Sept. 2







# Industry Dive Partnership

## Restaurant Dive- August 31

Restaurant Dive Email Blast				
<a href="#">[A] Register Today for the Beef Leadership Summit Webinar Series!</a>				
Dates:	8/31/21			
Total Clicks	402			
Unique Clicks	180			
Unique CTR	1.40%			
Total Sends	12,874			
Open Rate	16.18%		Averages over last 6 months	
			Total Clicks	400-450
			Unique Clicks	220-270
			Open Rate	16%
Restaurant Dive Email Blast				
<a href="#">[B] You're Invited to the 2021 Beef Leadership Summit Webinar Series!</a>				
Dates:	8/31/21			
Total Clicks	394			
Unique Clicks	198			
Unique CTR	1.55%			
Total Sends	12,801			
Open Rate	16.13%			

Register Today for the Beef Leadership Summit Webinar Series - Message (HTML)

Register Today for the Beef Leadership Summit Webinar Series!

If there are problems with how this message is displayed, click here to view it in a web browser.

The week's **RESTAURANT DIVE** brought to you by:

**YOU'RE INVITED TO A FREE WEBINAR SERIES!**

**BEEF Leadership Summit**

Wednesday, September 8 • 10:00-11:00 a.m. PT  
Wednesday, September 22 • 10:00-11:30 a.m. PT

The California Beef Council's highly-esteemed annual Beef Leadership Summit has transitioned to a virtual four-part Webinar Series 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.

The 2021 Beef Leadership Summit Webinar Series includes:

**September 8, 2021 • 10:00-11:00 a.m. PST**

**Today's Protein Consumer Revisited: Changing Behaviors of Retail and Foodservice Consumers**

**Danette Amstein**  
Principal  
Midan Marketing

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**Sustainability: Animal Agriculture's Path to Climate Neutrality and Feeding the World**

**Frank Mittlemeier, Ph.D.**  
Professor, Air Quality Cooperative  
Extension Specialist  
Department of Animal Science,  
University of CA-Davis

**Kimberly Stackhouse-Lawson, Ph.D.**  
Director of Colorado State University's  
Sustainable Livestock Systems  
Collaborative

**Samantha Worth, M.S.**  
Ph.D. Candidate in Mittlemeier Lab,  
CLEAR Center  
University of CA-Davis

We hope you can join us for these insightful presentations!

[Register Now!](#)

Did you miss the first two Webinars? You can view the recordings and download the presentation slides today!

[Consumer Beef Insights: Setting the Table with Beef Both at Home and Dining Out](#)

**Shawn Darcy**  
Senior Director, Market Research  
National Cattlemen's Beef Association

[Nutrition: What's the Beef with the New Dietary Guidelines and Eating Beef Throughout the Lifespan](#)

**Shelene McNeill, Ph.D.**  
Executive Director, Nutrition Science, Health and Wellness  
National Cattlemen's Beef Association

**CALIFORNIA BEEF COUNCIL**

Want to reach 21,000+ restaurant executives with your own message? Call Bob Zoske at 800-222-2222 or contact us directly at [advertising@restaurantdive.com](mailto:advertising@restaurantdive.com).

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# Industry Dive Partnership

## Grocery Dive- September 2

### Grocery Dive Email Blast

[\[A\] Register Today for the Beef Leadership Summit Webinar Series!](#)

Dates:	9/2/21
Total Clicks	735
Unique Clicks	362
Unique CTR	1.95%
Total Sends	18,537
Open Rate	18.89%

Averages over last 6 months

Total Clicks 800-850

Unique Clicks 300-350

Open Rate 20%

### Grocery Dive Email Blast

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

Dates:	9/2/21
Total Clicks	819
Unique Clicks	384
Unique CTR	2.05%
Total Sends	18,733
Open Rate	19.54%

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**CALIFORNIA BEEF COUNCIL**

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# Webinar Attendees

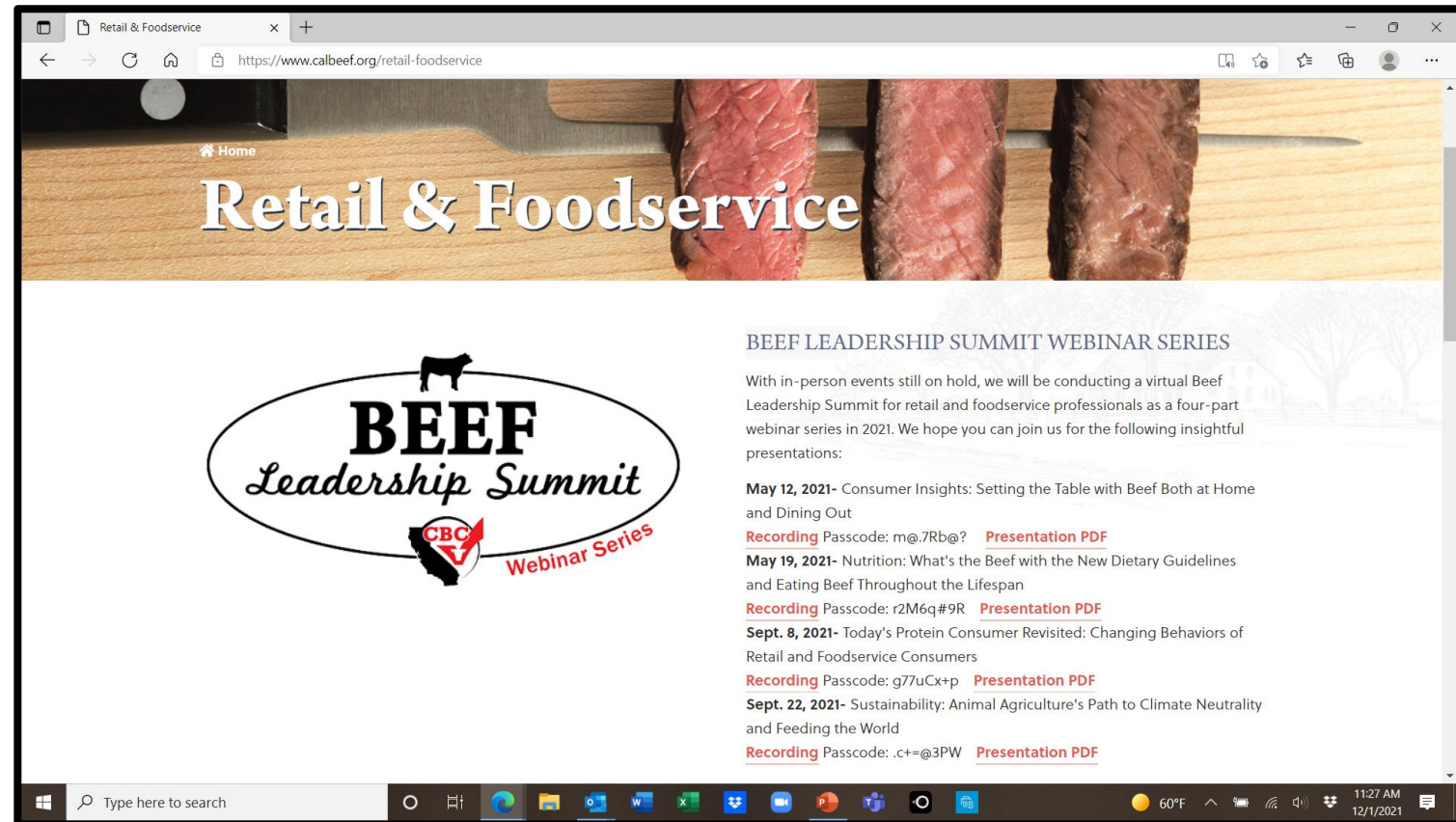
- **Attendees included contacts from notable companies:**
  - Costco Wholesale
  - The Save Mart Companies
  - Disney
  - JBS USA
  - Jack in the Box
  - Del Monte Meat Co.
  - FleishmanHillard
  - WinCo Foods
  - Sam's Club
  - Allen Brothers
  - Omaha Steaks
  - Cargill
  - Mintel
  - Inmar
  - Yum Brands
  - HEB
  - Newport Meat Company
  - Tyson
  - US Foods
  - UNFI
  - Nielsen IQ
  - Whole Foods





# Post-Webinar Follow-Up

- E-Blast to ALL Webinar Registrants
  - Webinar Recording
  - Downloadable Presentation PDF
  - Posted on Retail & Foodservice page of CalBeef.org







# Attendee Feedback

## May 12<sup>th</sup> Webinar

*"As a Marketing Manager for a small market / butcher shop, the presentation was really helpful in giving me a few new ideas on how to market beef (and our other animal proteins) to consumers."*

*"Great presenter. One of the best I've seen in ages."*

## May 19<sup>th</sup> Webinar

*"It was very accurate and nice overlook of beef benefits in a dietary plan, thank you!"*

*"Beef has a good story to tell on nutrition."*

## September 8<sup>th</sup> Webinar

*"I'm looking forward to sharing this with my team. Thank you!"*

*"I enjoyed Danette's presentation and learned a great deal."*





# Attendee Feedback

## September 22<sup>nd</sup> Webinar

*"Beef production can play a vital role in supporting human health, the environment and economy. Also, good to know that they've made so many positive steps already."*

*"Thank you for presenting this research. i look forward to the recording and being able to share with my colleagues."*

*"Thank you so much for this webinar! I really enjoyed learning every bit of information on this."*

*"Beef/cattle production does not contribute as highly to global warming as intensely as what has been recently thought."*

*"I learned a lot about methane and that it is fairly neutral in its production vs breakdown in our environment. I learned that meat alternatives tend to use more water for soy beans. Also, we need to be mindful of food waste, food deserts and how we can continue to use beef/cattle in a sustainable way."*

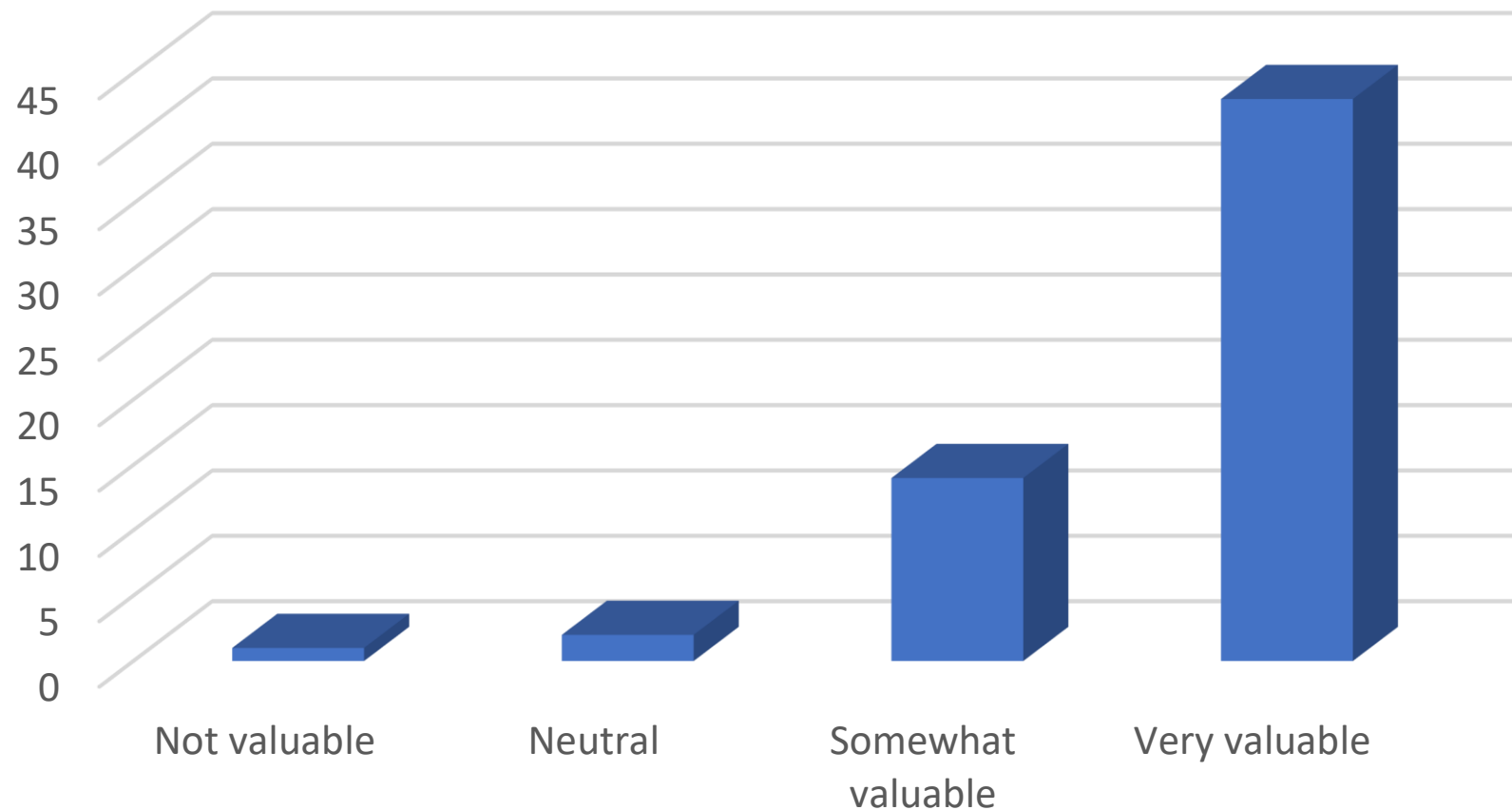
*"Excellent webinar. Excellent speakers. Thank you."*





# Post-Webinar Attendee Metrics

How valuable did you find the presentation?



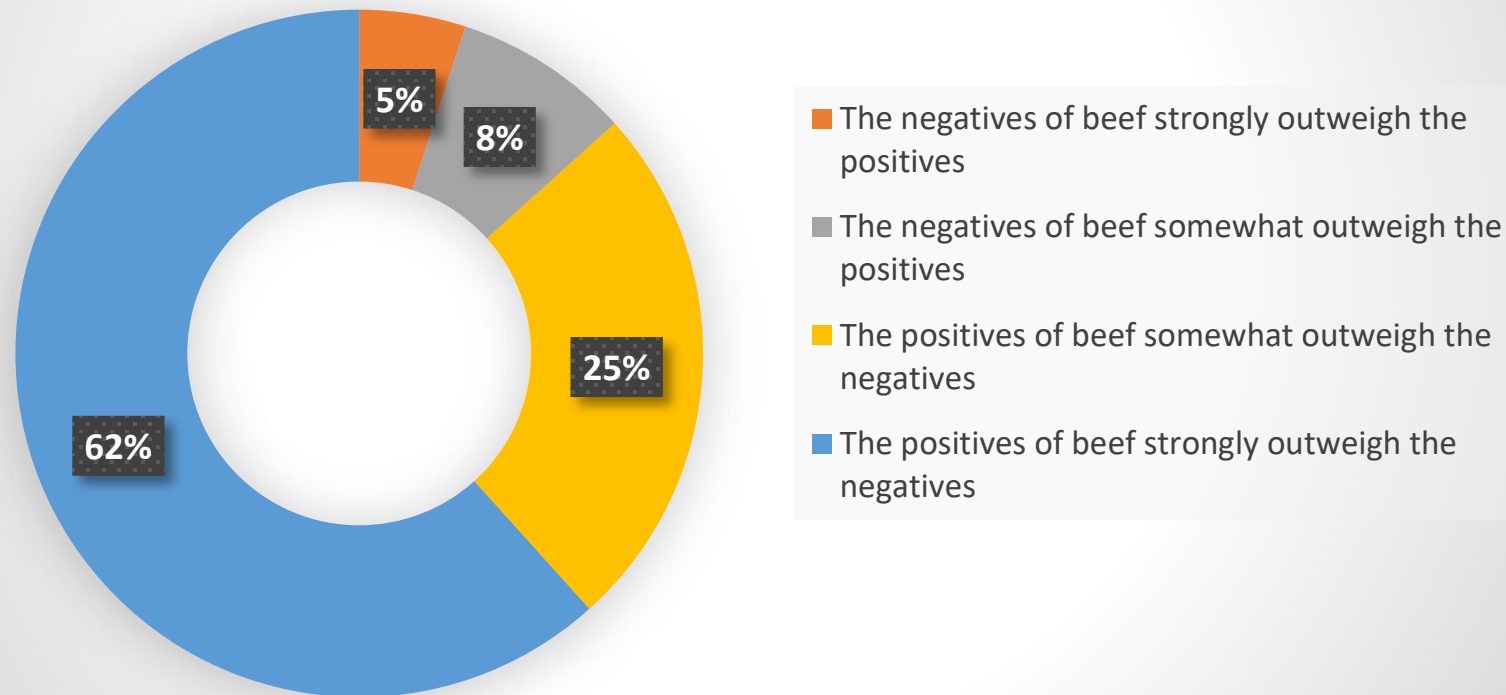
**\*60 webinar attendees  
completed surveys**





# Post-Webinar Attendee Metrics

Which of the following best describes your opinion about beef as a food choice in the retail and foodservice channels?





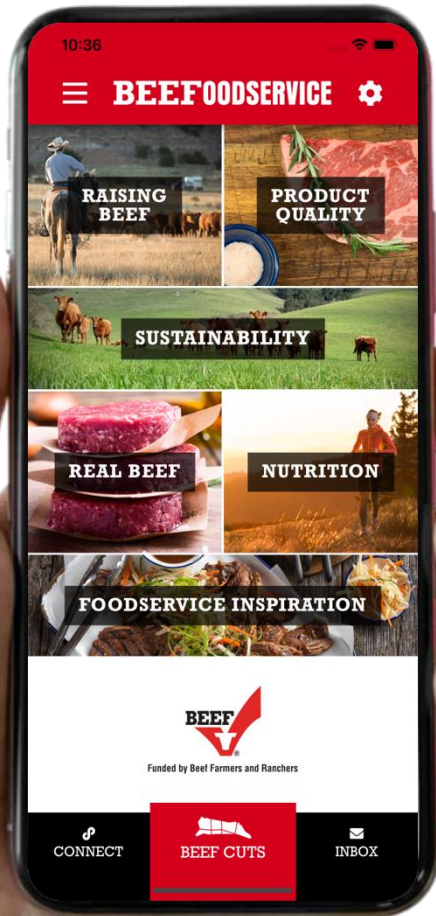


# Content & Outreach





# BEEFoodservice Mobile App





# BEEFoodservice App Downloads

- **1,216 App Downloads**
- **57% iOS (Apple) / 43% Android**
- **Push Notifications Sent:**
  - **Weekly Wholesale Price Update**
    - 11/26/2021: 675 sent, 23 clicked
  - **Beef News Now Newsletter**
    - 10/15/2021: 659 sent, 90 clicked







# Foodservice Distributor Outreach

- Sysco
- Chefs Warehouse
- Uni Pro (2022)



# California Chef “Thank You” Outreach

- EAT Y’ALL Partnership- Nov. 2021
- 30 CA Chef Care Packages
  - Short Ribs, Petite Tender, Sirloin Cap (2 of 3 for each chef)  
Beef Donated by Harris Ranch Beef Co.
  - BIWFD SWAG
- Social Media Chef Group
- CBC Social Media Extension
- Initiate and foster chef relationships for future immersion experiences







# Social Media Engagement

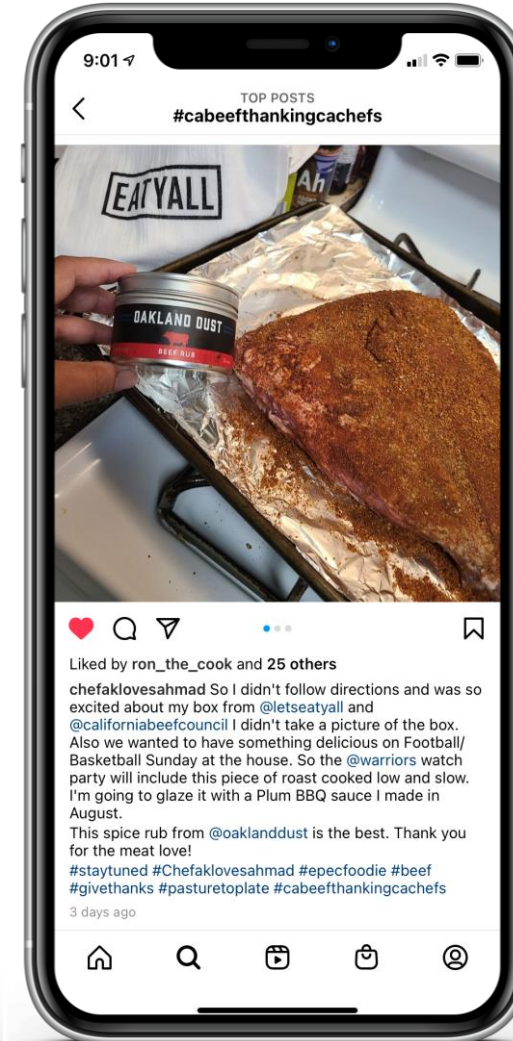
**Share your beef inspiration with us!**

Post your unboxing and your creative beef dishes on IG & FB, and use the following suggested hashtags and handles.

#beef  
#givethanks  
#pasturetoplate  
#beefitswhatsfordinner  
#cabeefthankingcachefs  
#farmersthankingfoodservice  
#ranchersthankingrestaurants

@californiabeeffcouncil







# “Farmers Thanking Foodservice” Press Release

The collage displays four screenshots of the press release being distributed on November 18, 2021:

- Perishable News.com:** The article is titled "California Beef Council Shows Their Appreciation to the State's Resilient Chef Community". It is categorized under "MEAT & POULTRY" and "RETAIL & FOODSERVICE". The text mentions a partnership with EATYALL and the distribution of care packages to 30 premier chefs.
- California Beef Council Newsroom:** The article is titled "Farmers Thanking Foodservice" and "California Beef Council Shows Their Appreciation to the State's Resilient Chef Community". It includes contact information for Annette Kassis, Director of Consumer & Brand Marketing.
- Morning AgClips:** The article is titled "Farmers thanking foodservice" and "California Beef Council shows appreciation to the state's resilient chef community". It is published on November 21, 2021.
- Another Newsroom:** This screenshot shows a similar version of the article, also titled "Farmers Thanking Foodservice".

At the bottom of the collage, a Windows taskbar is visible with the search bar and various application icons.

**Distributed:  
November 18, 2021**





# Metrics & Follow-Up

- Diverse mix of 30 CA chefs (both geo & business type)
- \$16.2 BB in combined buying power
- 50% of chefs surveyed prior to receiving care packages want to use MORE beef on their menus (avg. 30-40%)
- More chefs posting beef inspiration this month
- Continuous Instagram chef group interaction
- Individual chef follow-up this month from EATYALL, CBC follow-up Jan. 2022





# Digital Engagement





# Retail RD Digital Toolkit

EVERY BITE COUNTS!

## RETAIL RD TOOLKIT



## Shopper Guidance in the Beef Case

Grocery store tours help build trust with your shoppers and boost their confidence in selecting and purchasing food in the grocery store. The meat department portion of your store tour offers a chance to help your shoppers learn how to accurately select beef products to meet their personal nutritional needs, health goals, and personal preferences.

Here are some quick and easy beef sound bites to include in your tour.

- A 3-ounce serving of lean beef has about 170 calories on average and is a naturally rich source of 10 essential nutrients like protein, B-vitamins, iron, and zinc.
- Keep portion size in mind. A 3-ounce serving of lean beef is about the size of a deck of cards.
- Trim away any visible fat from cooked beef before serving.
- The iron in beef, which is more easily absorbed than iron from plant sources, can help prevent fatigue. The protein in beef contains the optimal mix of amino acids for building and repairing muscle.

### Helpful Shopping Tips

- The majority of beef cuts sold at the grocery store meet government guidelines for "lean" and include many popular favorites like sirloin steak, flank steak, tenderloin, and 93% ground beef. [Guide to lean beef cut selection.](#)
- A quick way to tell if a cut is lean is by looking for the word "round" or "loin," like *sirloin* or *eye round* roast.
- When shopping for ground beef, choose 90% lean or leaner.
  - ➔ You can also drain and rinse higher-fat ground beef options before cooking.<sup>21</sup>

## READING LABELS



### Beef Choice Nutrition

While you may see various statements that reflect different production practices or beef packages, cattle are raised responsibly, and beef is wholesome and nutritious. The U.S. Department of Agriculture (USDA) approves these labels for beef based on specific criteria.

Watch our short series of videos to learn more about beef labels and cuts commonly found in grocery stores and restaurants.



### Lean Ground Beef, Extra Lean Ground Beef

According to the USDA, lean is defined as containing no more than 10% fat. Any ground beef that has at least a 90% lean and no more than a 10% fat ratio is considered lean. The USDA defines Extra Lean as must contain less than 5 grams of total fat, 2 grams of saturated fat, and 95 milligrams of cholesterol.

## Promotional Ideas

### JANUARY

Slow Cooking Month, Soup Month

NATIONAL DAYS & HOLIDAYS

- 4th Spaghetti Day [Spaghetti Squash with Meat Sauce](#)
- 15th Bagel Day [Beef and Cream Cheese Bagelwich](#)
- 24th Peanut Butter Day [Beef Bites with Peanut Whiskey Sauce](#)



### IDEAS

- **Provide tips** to help consumers stick to their New Year's resolutions. Focus on meal prepping, batch cooking, stocking their kitchen and pantry with nutritious ingredients, quick and easy soups, and fix and forget meals with the slow cooker.
- **Host an in-store demonstration** to show shoppers how to make quick, easy, and nutritious on-the-go snacks that feature high-quality protein, like beef. Then, sample in-store and share the recipes with shoppers.
- **Host a grocery store tour** that inspires shoppers to give their pantry, refrigerator, and freezer a facelift with more nutritious staples, like whole grains, frozen fruits and vegetables, and lean cuts of beef.

### FEBRUARY

Heart-Health Month, Canned Food Month

NATIONAL DAYS & HOLIDAYS

- 14th Valentine's Day [Herbed Tenderloin Steak with Goat Cheese Topping](#)
- 20th Muffin Day [Beef Sausage & Egg Muffin Cups](#)
- 24th Chili Day [Beef Chili](#)

### IDEAS

- **Provide a heart-healthy shopping list** that features clean cuts of beef and easy heart-healthy swaps. Share on social media, in store, on the store website, or blog.
- **Host a heart-healthy store tour** sharing with shoppers what to look for when shopping. Share how to read nutrition labels, identify lean cuts of beef, and looking for the American Heart Association's heart-check certification.
- **Offer a "Simple Cooking that's Heart Healthy" recipe demonstration** that features lean beef and low-sodium food items. Try the American Heart Association certified [Beef Chili](#) and feature no salt added or low sodium canned beans.



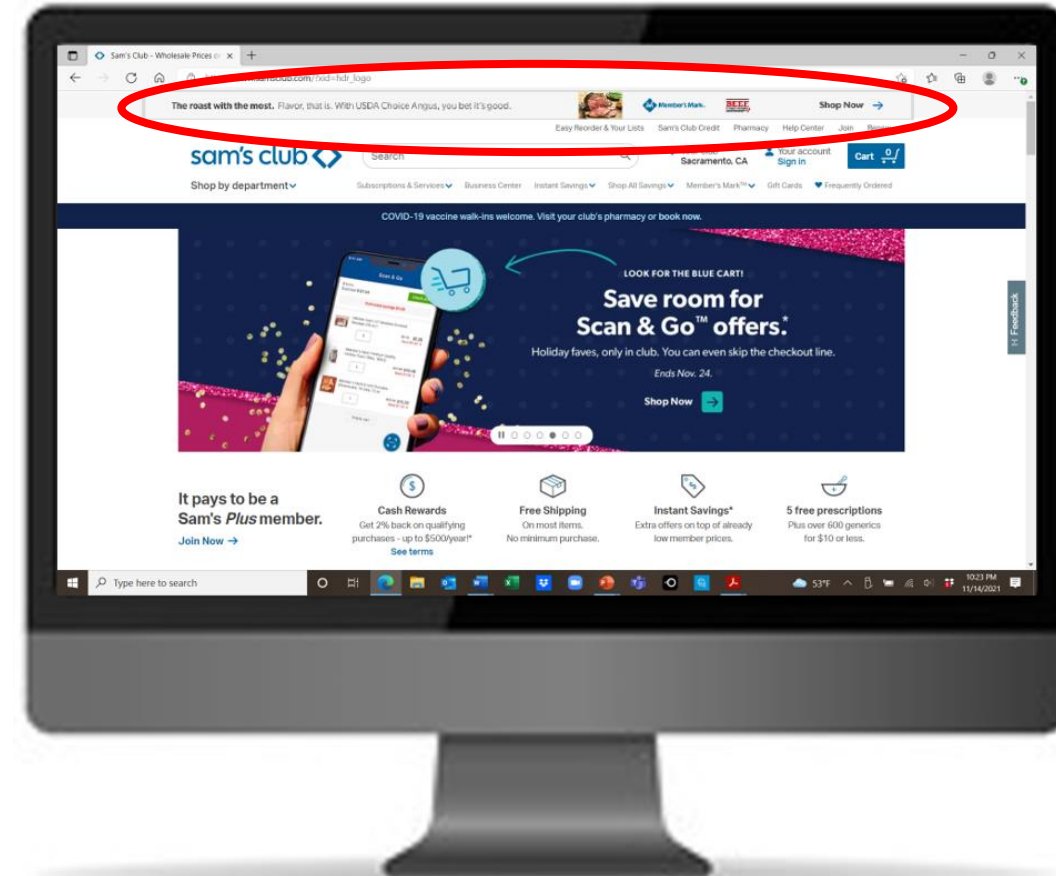
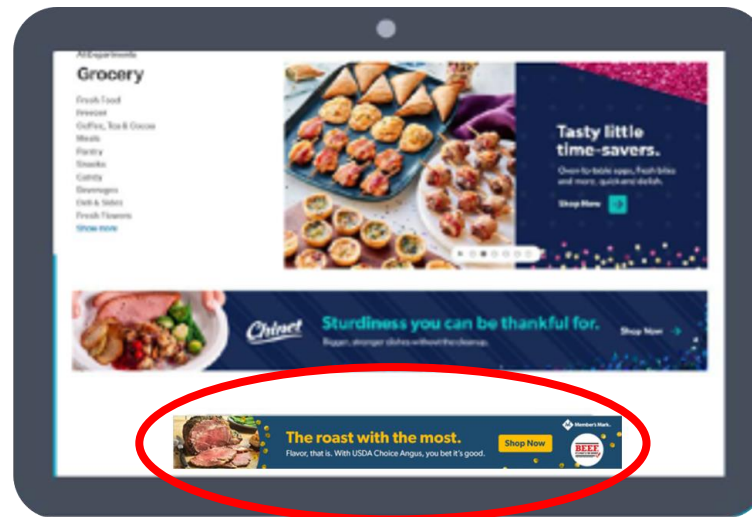
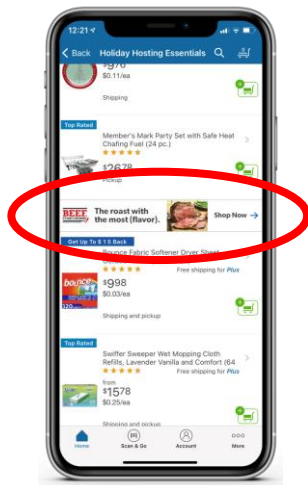


# Sam's Club- Holiday Campaign

- 11/3/2021 – 12/22/2021
- 29 CA stores
- CA is adding impressions:
  - + 2.85 MM on Run of Site creative
  - + 1.04 MM on Holiday Entertaining page

**BEEF**  
IT'S WHAT'S FOR DINNER®

sam's club 







# Sam's Club- Holiday Campaign

**BEEF**  
IT'S WHAT'S FOR DINNER®

sam's club 



**Member's Mark.**

**The roast with the most.**

Flavor, that is. With USDA Choice Angus, you bet it's good.

[Shop Now](#)



**Member's Mark.**

**The roast with the most.**

Flavor, that is. With USDA Choice Angus, you bet it's good.

[Shop Now](#)



**The roast with the most (flavor).**



[Shop Now](#) 



**The roast with the most.**

Flavor, that is. With USDA Choice Angus, you bet it's good.

[Shop Now](#)



The roast with the most. Flavor, that is. With USDA Choice Angus, you bet it's good.



**Member's Mark.**

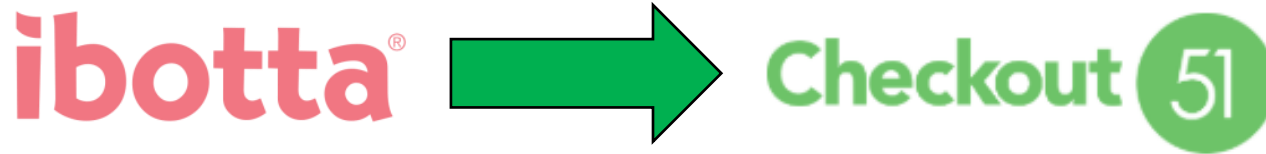


[Shop Now](#) 





# Digital Engagement Update



- Top 3 in mobile rebates
- Large chains, small chains, independents & meat markets inclusion
- Metrics



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





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 refrigerated display case filled with various packaged meats, including deli slices and roasts. The woman is holding a package of meat and looking at it, while the man and boy look on. A shopping cart with some items inside is in the foreground. The scene is brightly 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







# Sizzled In California

June 16 – July 27, 2021



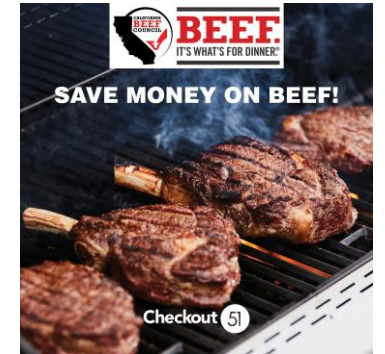
**Geo-targeting**



**Landing  
Page/Sweepstakes**



**Savings Offer**



**Video & Influencer  
Activation**



**Smart Audio  
Broadcast**







# Sizzled In California

June 16 – July 27, 2021  
Campaign Reach Recap

7 markets

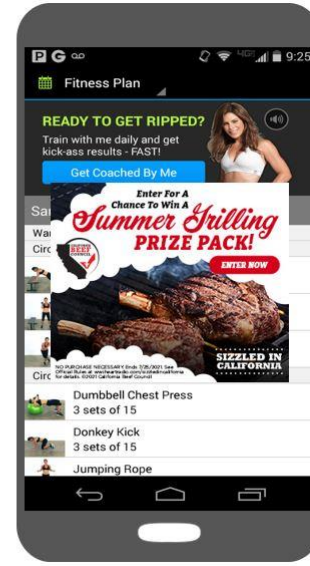
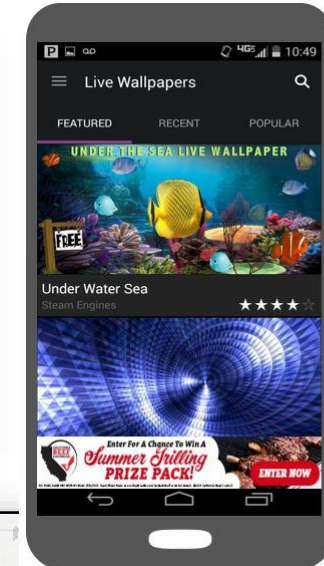
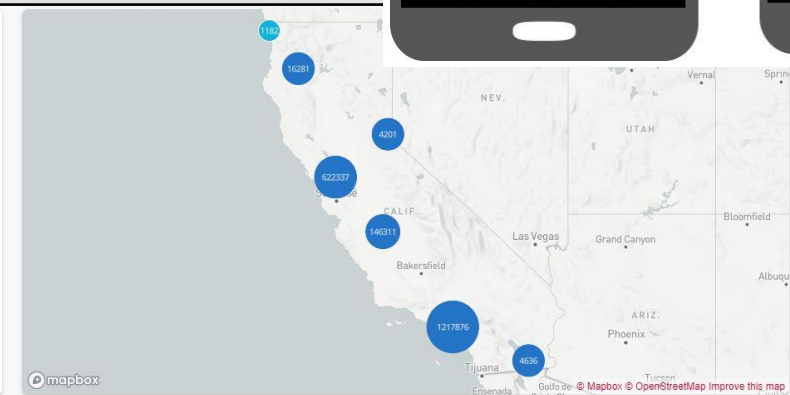
- Bakersfield
- Fresno
- Los Angeles
- Monterey-Salinas
- Sacramento
- San Diego
- San Francisco



Media Impressions Delivered:  
11,669,724



Location-Based Top Geographic Impressions & Clicks				
City	State	Impressions	Clicks	CTR
los angeles	ca	107,732	108	0.1%
sacramento	ca	79,475	51	0.06%
san diego	ca	74,340	52	0.07%
fresno	ca	67,663	54	0.08%
san jose	ca	47,152	30	0.06%







# 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.

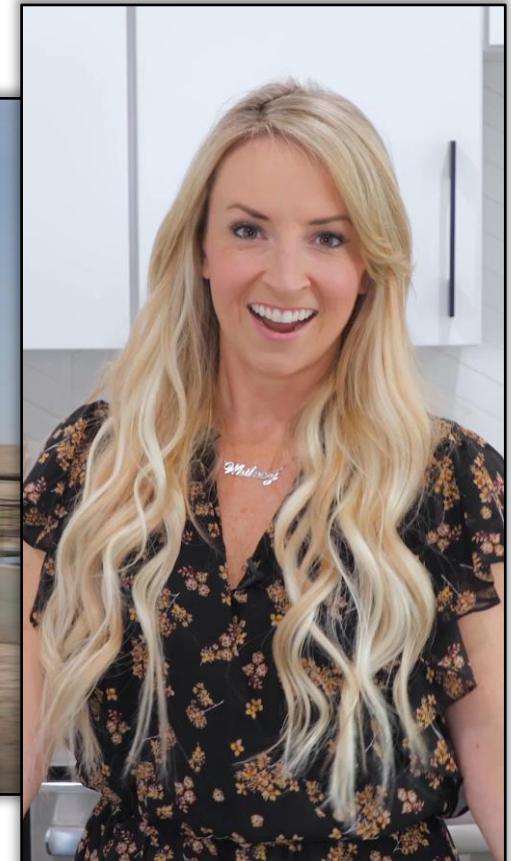






# Sizzled In California

## Video & Influencer Activation

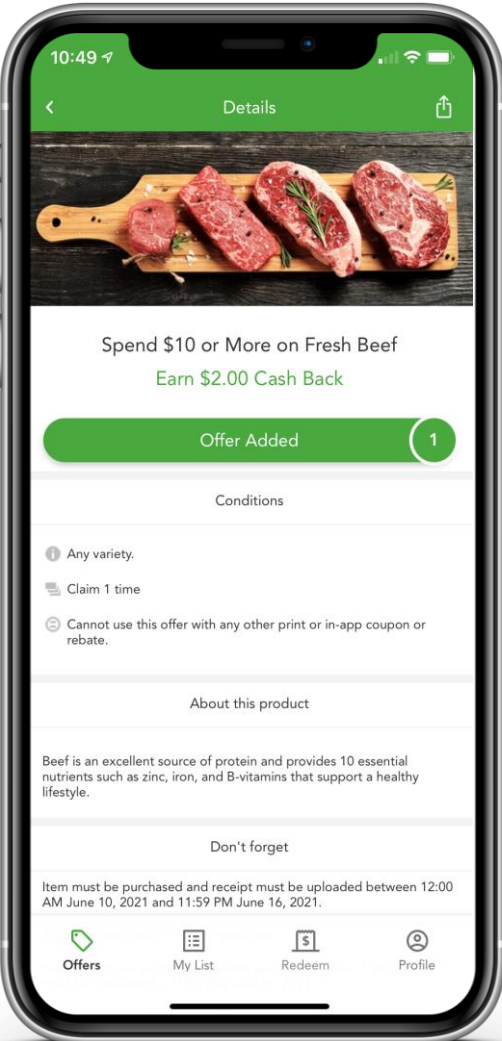






# Retail Execution- Checkout 51 Campaign Details

## Checkout 51

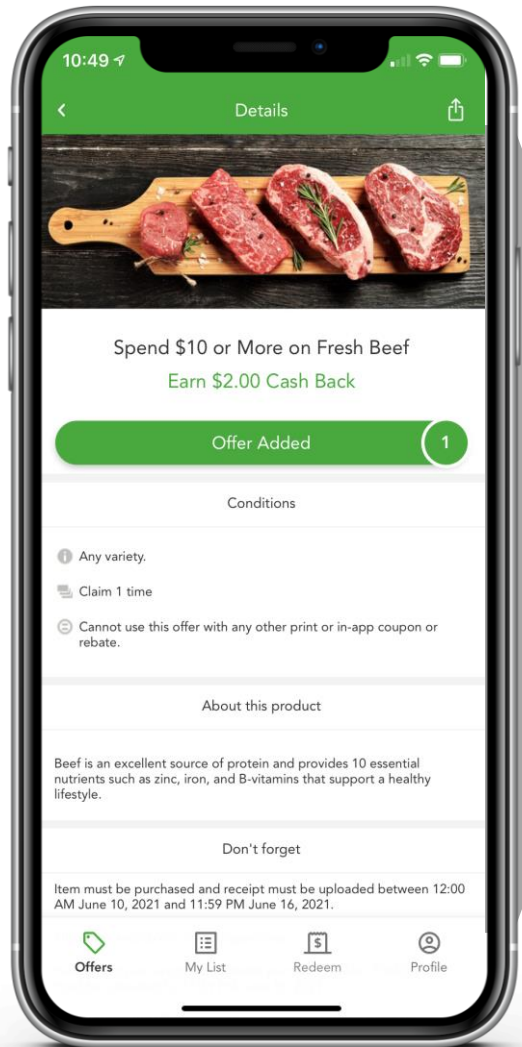






# Retail Execution- Checkout 51 Campaign Details

Checkout 51



Targeting

CA Only

Duration

6/10/2021 – 7/28/2021

Offer Value

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

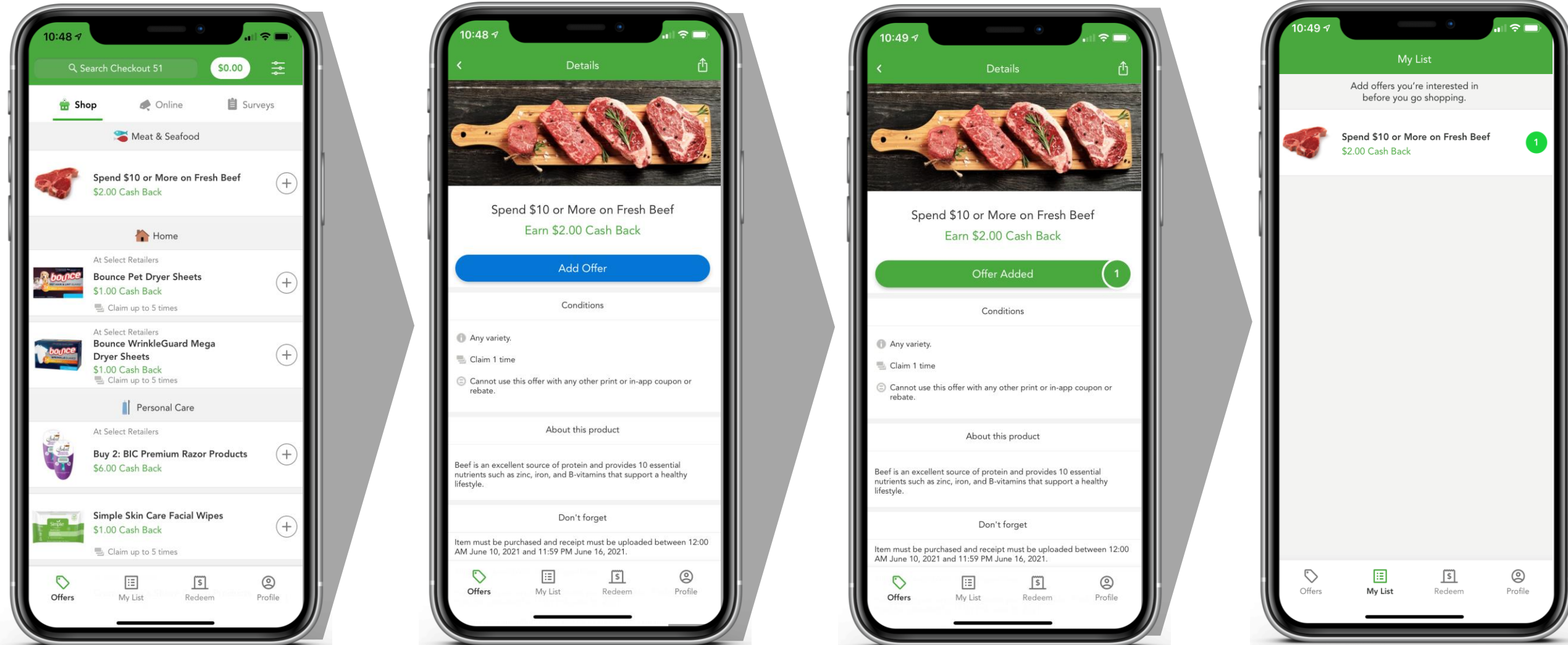
Scope of Valid Products

Beef Cuts offer is available on any beef cuts from the Rib, Loin, or Sirloin (1 lb. or larger) that would be used to prepare STEAK.





# Retail Execution- Checkout 51 Mobile App









# Retail Execution- Checkout 51 Online


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

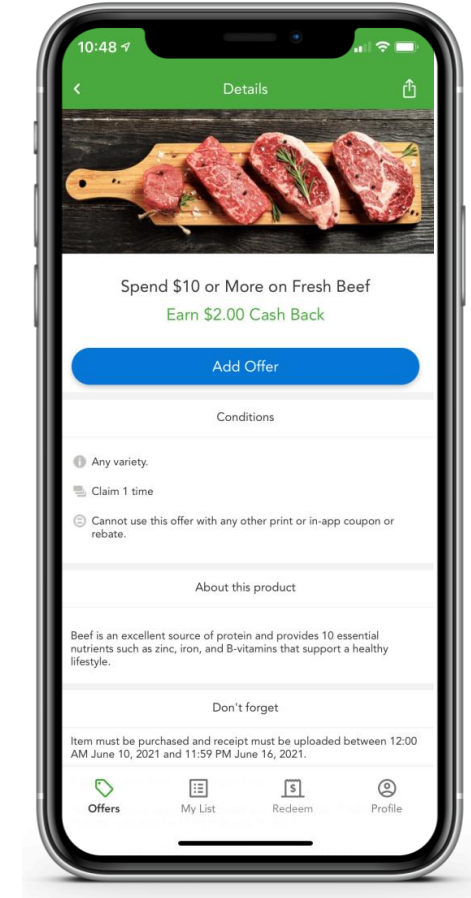
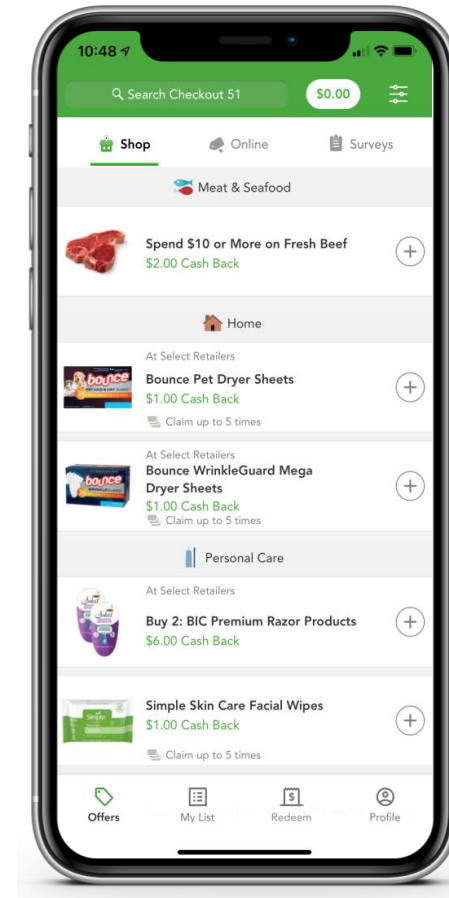




# Checkout 51 Campaign Performance

California Beef Council's campaign generated over 11K points of engagement, and 3,543 redemptions in 33 days.

Number of Days Live	33
Total Engagement	11,455
Total Redemptions	3,543
Revenue / \$ Spend	\$5.32

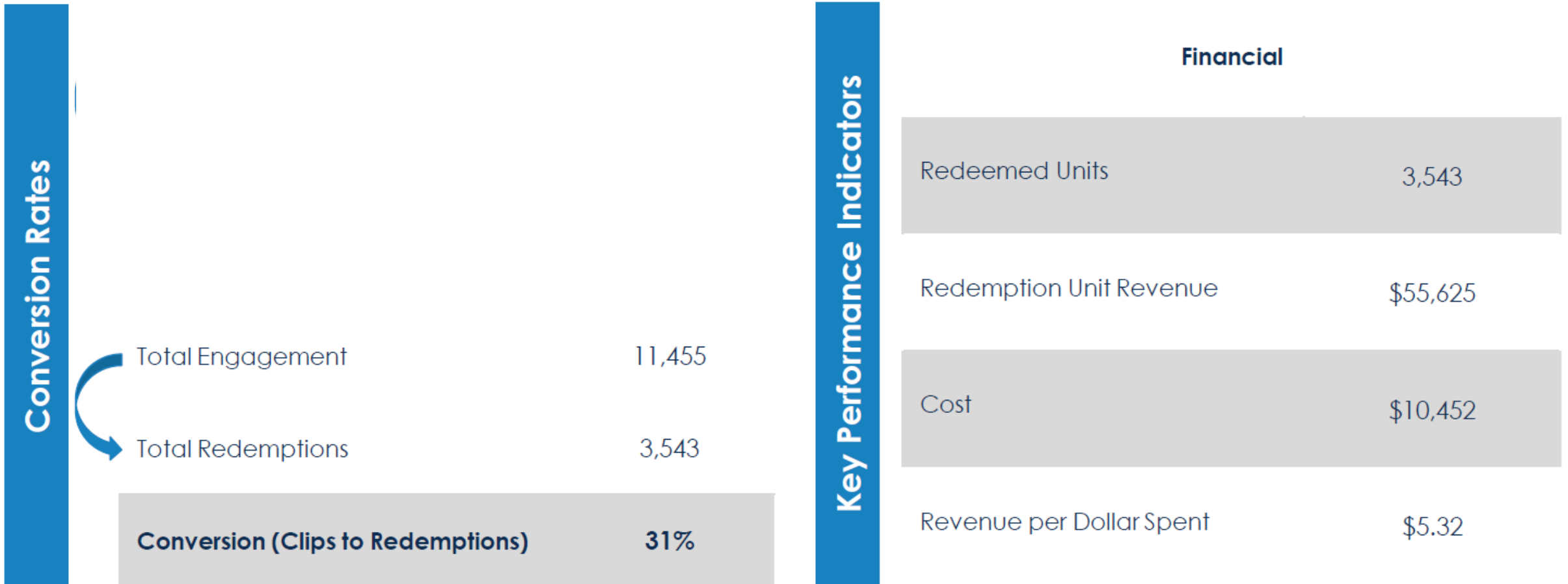






# Checkout 51 Campaign Performance

Conversion (clip to redemption) rate at 31% was well above Checkout 51 category norms (11%).







# Checkout 51 Campaign Performance

The offer appealed to the Healthy Eaters lifestyle with an index of 101 and 90% of redemptions were made by females with an average age of ~43.

## Saver Demos

		% Female		HH Size		# of Kids	
Checkout 51 Norms		87%		3.51		1.40	
Campaign		0.9		3.66		1.45	
Index		103		104		104	
		Average Age	18 - 24	25 - 34	35 - 44	45 - 54	55 +
Checkout 51 Norms	38.3	19.80%	30.00%	20.60%	20.60%	14.10%	
Campaign	43.7	1.30%	18.10%	38.00%	27.60%	15.00%	
Index	114	7	60	184	134	106	

## Lifestyles

		Index
Entertainers		84
Healthy Eaters		101
Cooks / Bakers		98
On-The-Go		80





# 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 %
2021-07-26	2,468	142	5.75%	104.13%
2021-07-19	13,113	692	5.28%	100.84%
2021-07-12	13,206	688	5.21%	83.35%
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	78,096	3,676	4.71%	104.13%

*CTR = 1%-3% benchmark*





# Retail Digital Engagement- inMarket

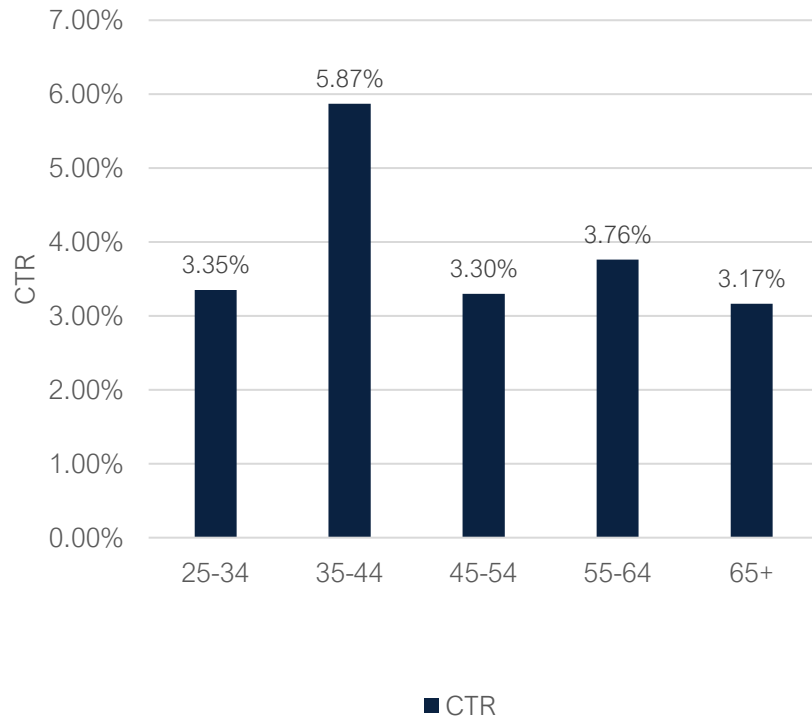
City	CTR
San Diego, CA	6.84%
Los Angeles, CA	6.41%
Long Beach, CA	5.96%
Oakland, CA	5.03%
Sacramento, CA	4.85%
Anaheim, CA	4.76%
Riverside, CA	4.44%
San Francisco, CA	3.38%
San Jose, CA	2.84%
Moreno Valley, CA	1.62%



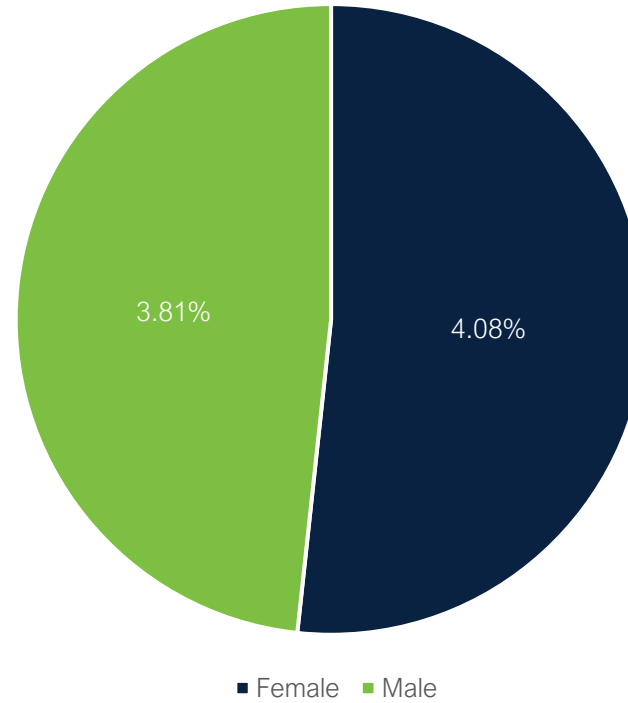


# Retail Digital Engagement- inMarket

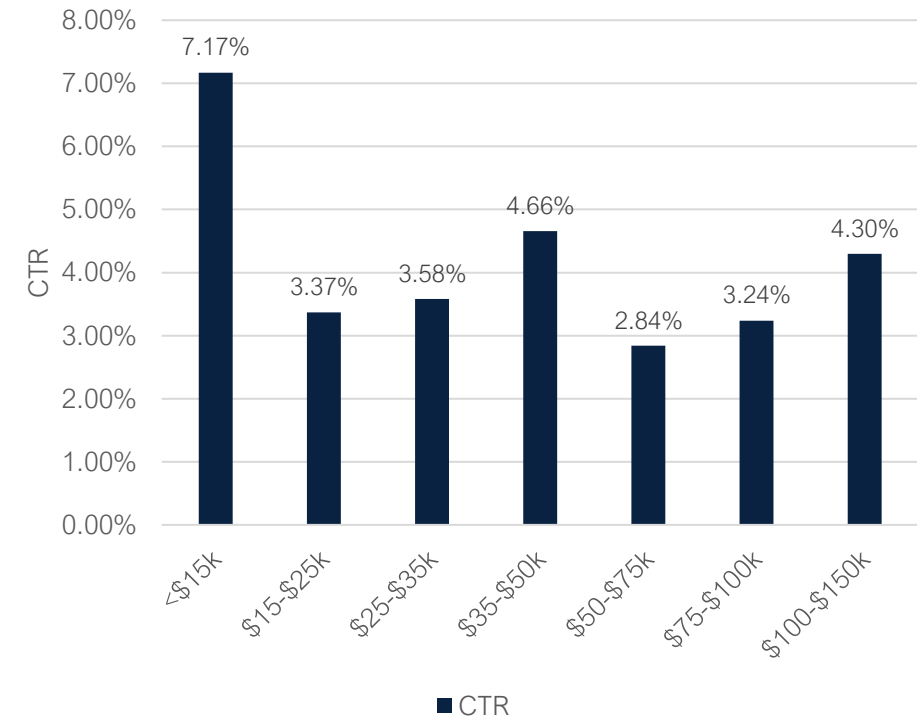
CTR by Age



CTR by Gender

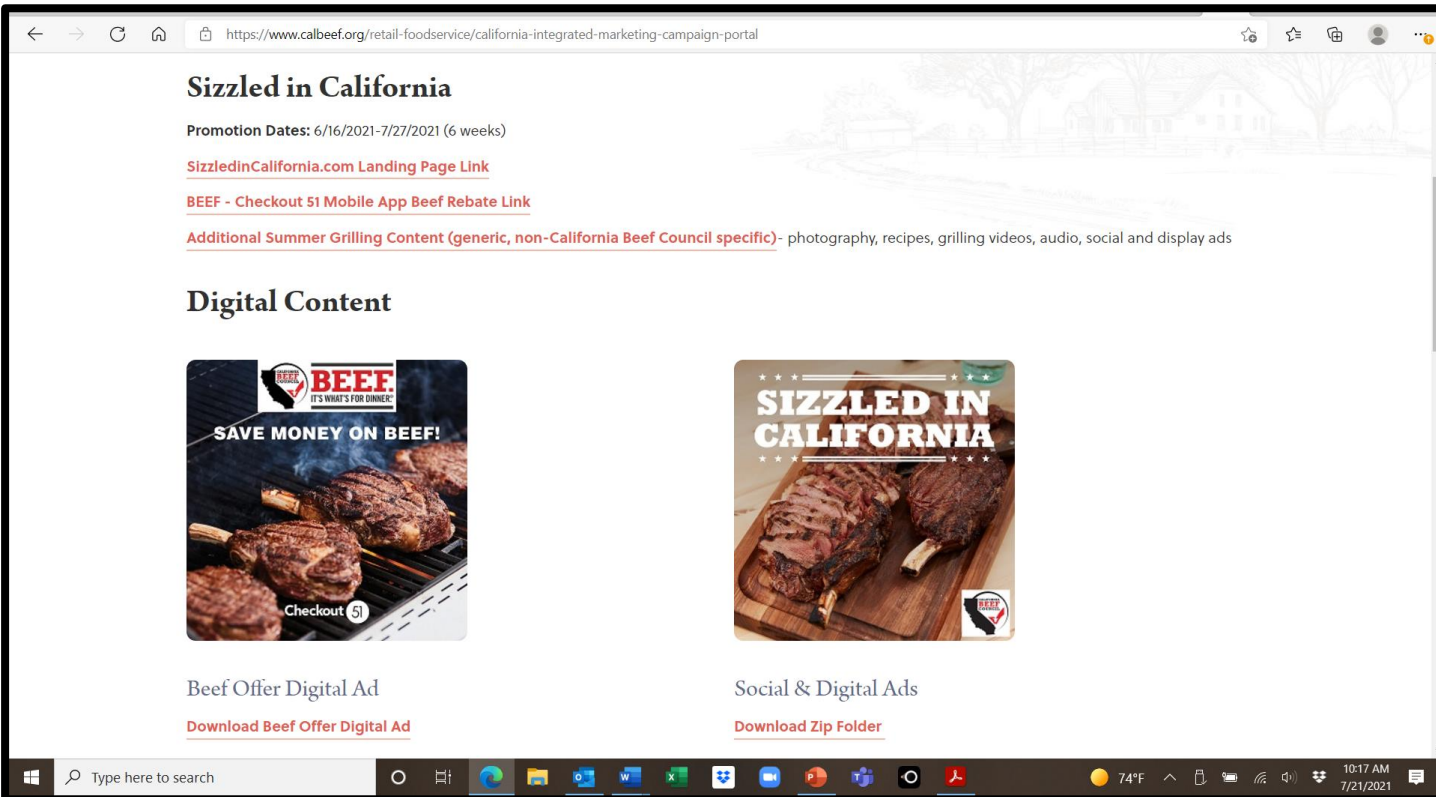


CTR by Income Level





# Retail Campaign Portal & Social Extension



facebook

- Posted July 1<sup>st</sup>
- 3 Reactions
- No comments
- 1 share





# Tailgating

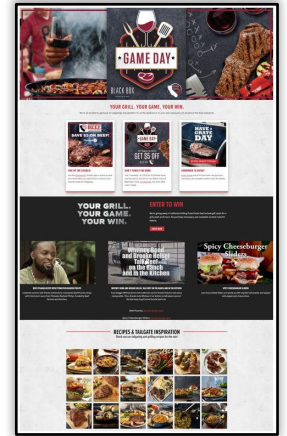
September 1 – October 12, 2021



Podcast



Geo-targeting



Landing Page



Smart Audio Broadcast

Streaming



Offers

Checkout 51



# Tailgating

**September 1 – October 12, 2021**

## Broadcast

- :30 sec. SmartAudio spots
- 35 stations across 7 markets over 6 weeks

*Bakersfield*

*Fresno*

*Los Angeles*

*Monterey-Salinas*

*Sacramento*

*San Diego*

*San Francisco*



	Ordered	Delivered
# of Spots	3,520	3,721
Impressions w/ Target Demo	9,600,000	9,645,400





# Tailgating

**September 1 – October 12, 2021**

## Streaming Audio & Podcast



Category	Campaign Impression Goal	Impressions Delivered	Impression % to Goal	Clicks	CTR	Store Visits
Streaming Audio	300,000	310,847	104%	N/A	N/A	N/A

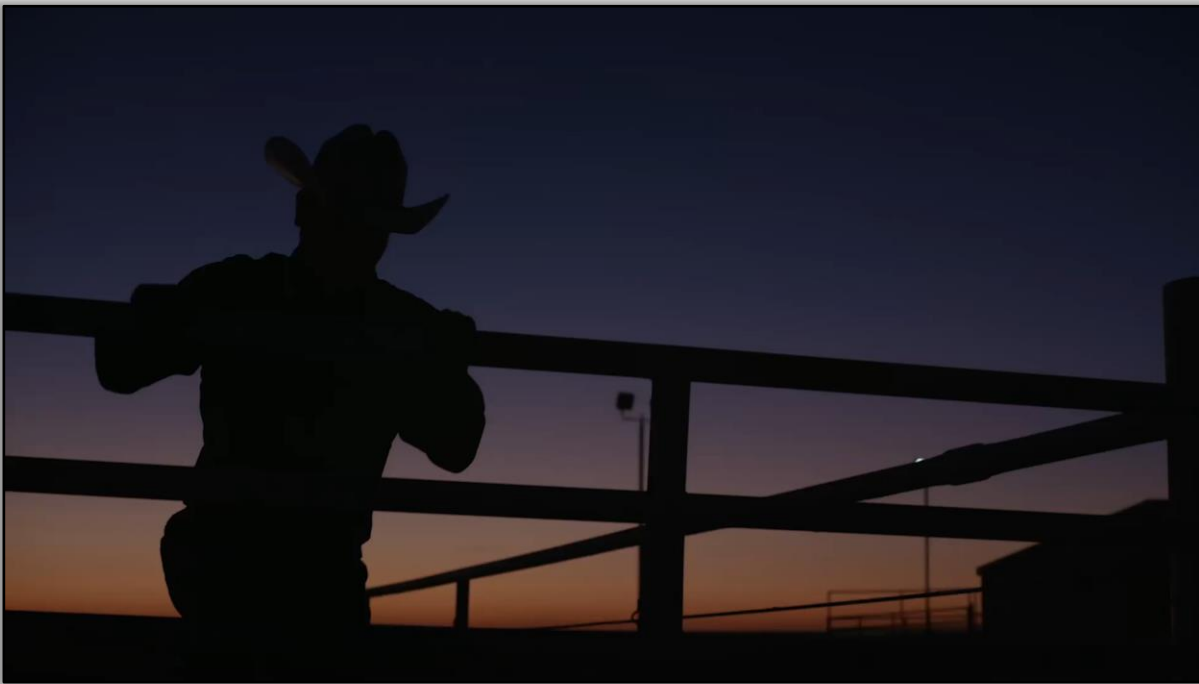
Category	Campaign Impression Goal	Impressions Delivered	Impression % to Goal	Clicks	CTR	Store Visits
Podcast	1,300,000	1,346,004	104%	N/A	N/A	N/A



# Tailgating

**September 1 – October 12, 2021**

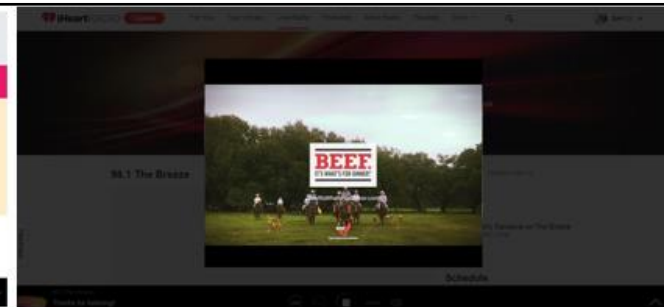
Display



Category	Campaign Impression Goal	Impressions Delivered	Impression % to Goal	Clicks	CTR	Store Visits
iHM Display	700,000	792,596	113%	1,358	0.17%	N/A
iHR Video Pre-roll	300,000	321,883	107%	3,732	1.16%	N/A



iHM Display



iHM Video Pre-Roll



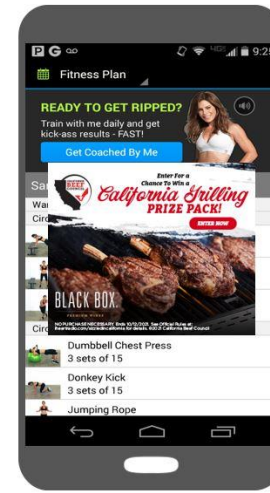
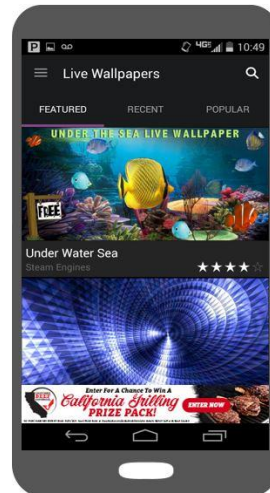
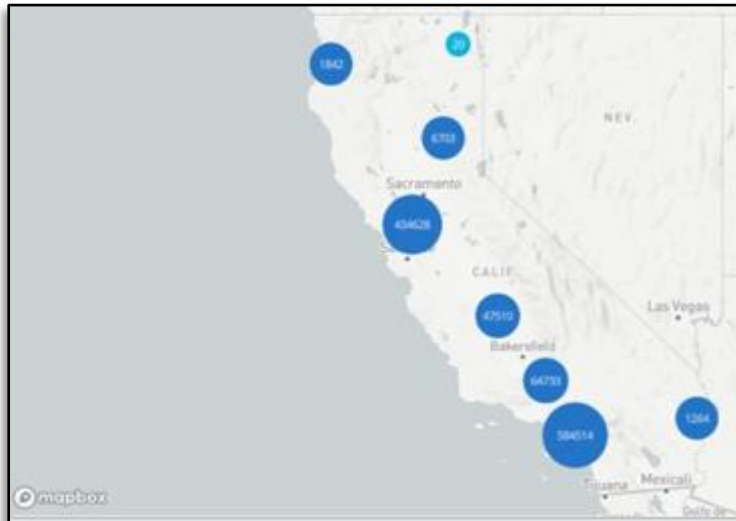


# Tailgating

**September 1 – October 12, 2021**

Mobile/Geo-fencing

Category	Campaign Impression Goal	Impressions Delivered	Impression % to Goal	Clicks	CTR	Store Visits
Location-based Display	1,100,000	1,141,214	104%	3,410	0.30%	66,182



Location Display  
and Video





# Tailgating

## September 1 – October 12, 2021

**Unique users:** 5,473

**Pageviews:** 10,005

**Pages per visits:** 1.2

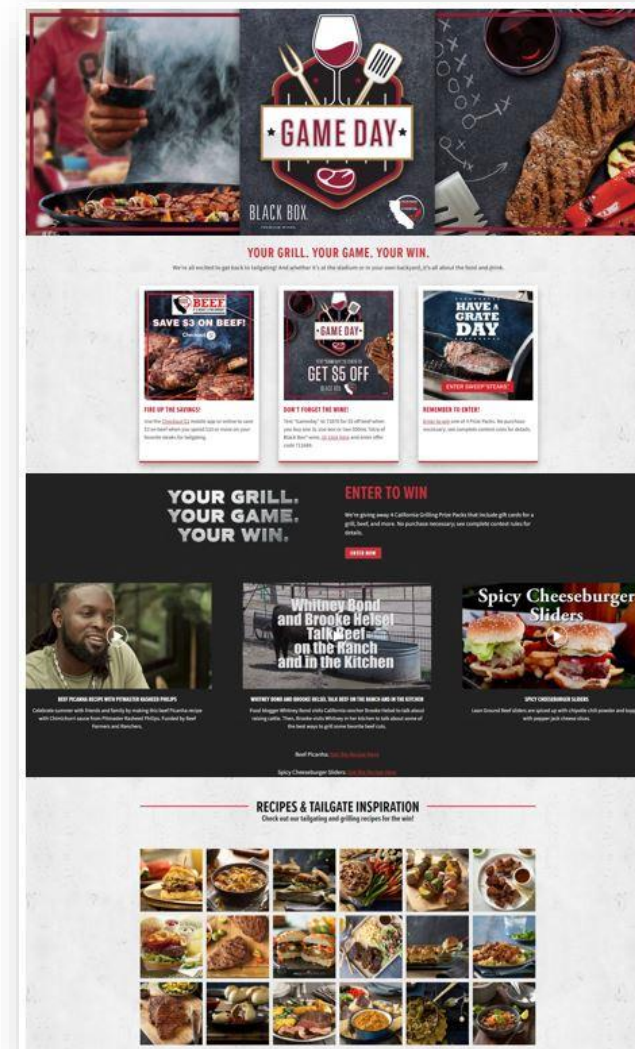
### Top 10 cities for Unique Users:

1. Los Angeles
2. San Francisco
3. Sacramento
4. San Diego
5. San Jose
6. Long Beach
7. Roseville
8. Riverside
9. Fresno
10. Oakland

### Radio Tracking:

- Mornings (6am – 10am) drive the most visits per ad followed by Midday (10am – 3pm)
- 7am is the hour when most visits from an ad occur. 6am in 2<sup>nd</sup> position
- KLAC – AM Los Angeles (Sports Radio) top performing station

### Landing Page & Sweepstakes







# Tailgating

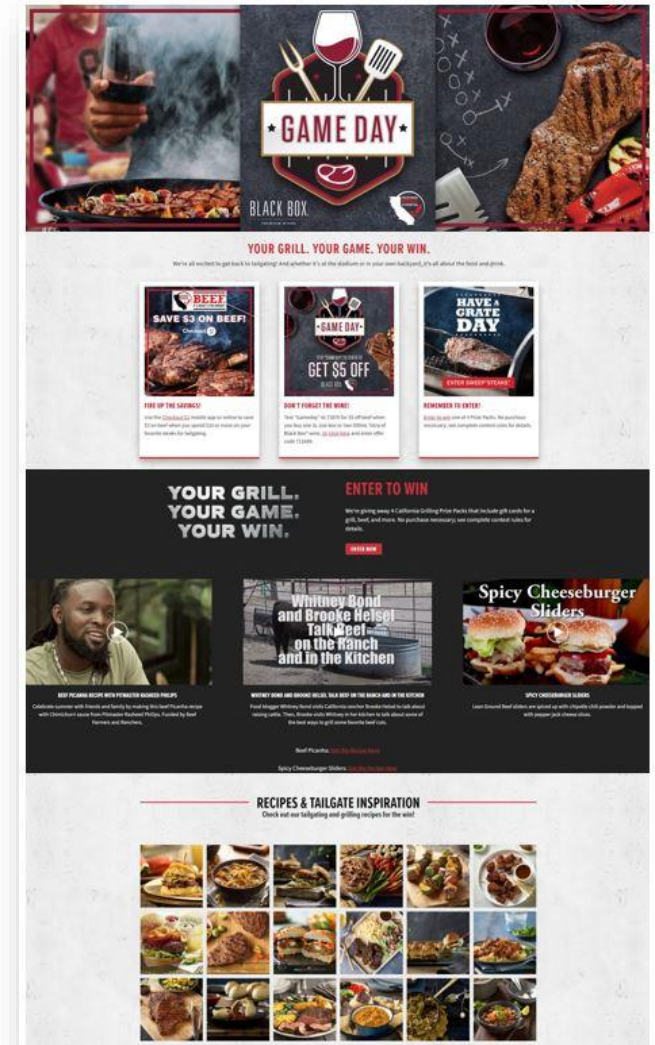
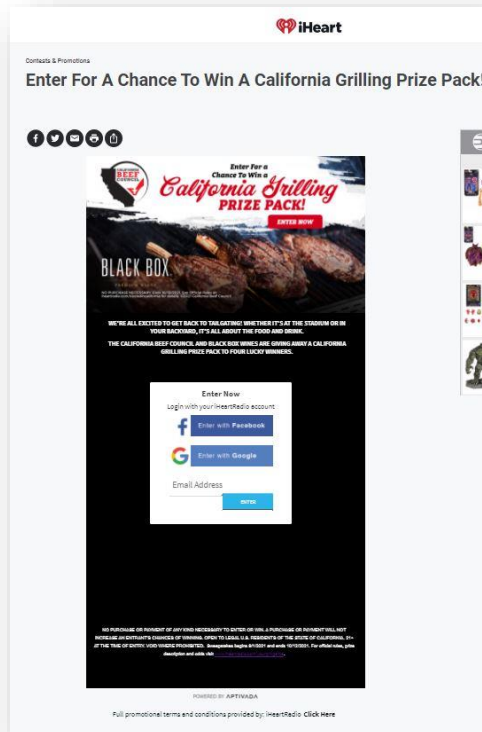
## September 1 – October 12, 2021

### Landing Page & Sweepstakes

65,008 entries from 8,175 unique people

#### Grand Prize Winners:

- Terry N.
- Heather F.
- Kristen P.
- James L.







# Tailgating

## September 1 – October 12, 2021

	Ordered	Delivered
# of Spots	3,520	3,721
Impressions w/ Target Demo	9,600,000	9,645,400

Category	Campaign Impression Goal	Impressions Delivered	Impression % to Goal	Clicks	CTR	Store Visits
Streaming Audio	300,000	310,847	104%	N/A	N/A	N/A
iHM Display	700,000	792,596	113%	1,358	0.17%	N/A
Podcast	1,300,000	1,346,004	104%	N/A	N/A	N/A
iHR Video Pre-roll	300,000	321,883	107%	3,732	1.16%	N/A
Location-based Display	1,100,000	1,141,214	104%	3,410	0.30%	66,182
<b>LIFETIME TOTAL</b>	<b>3,700,000</b>	<b>3,912,544</b>	<b>106%</b>	<b>8,500</b>	<b>0.38%</b>	<b>66,182</b>

Impressions Delivered:  
13,557,944

SmartAudio &  
Digital Summary

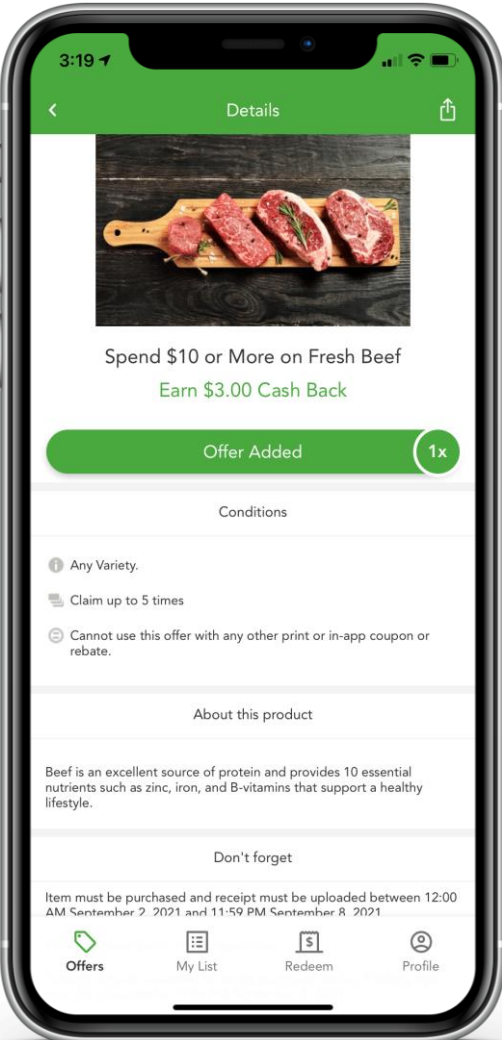






# Retail Execution- Checkout 51 Campaign Details

## Checkout 51

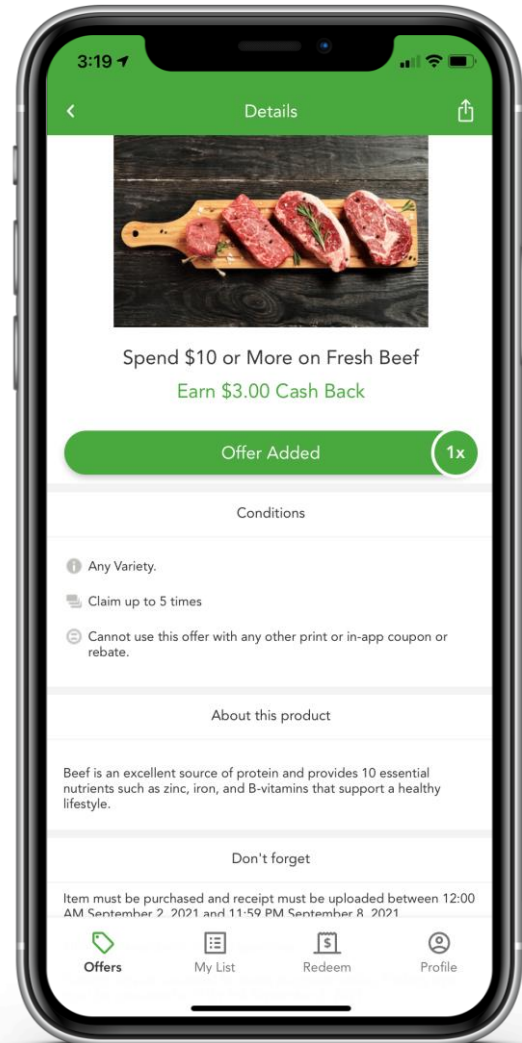






# Retail Execution- Checkout 51 Campaign Details

Checkout 51

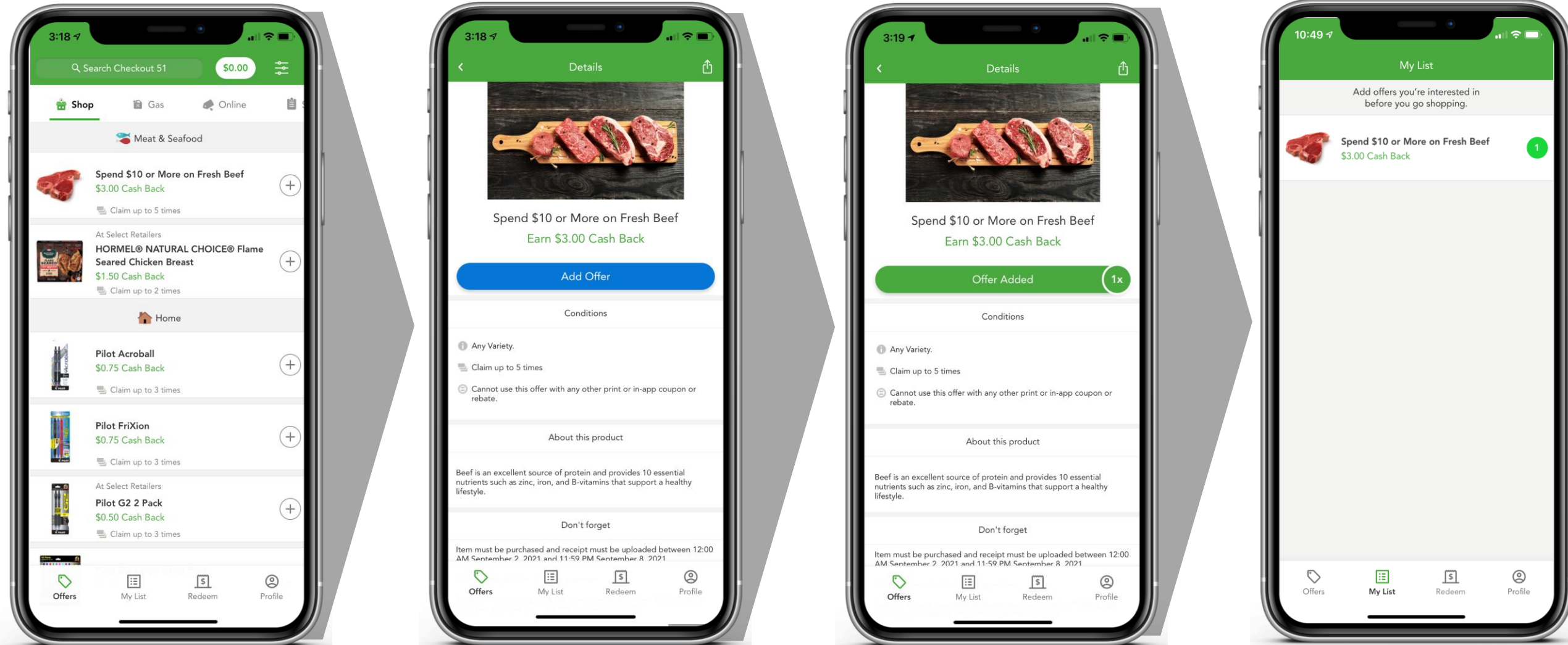


Targeting	CA Only
Duration	9/2/2021 – 10/13/2021
Offer Value	\$3.00 Cash Back on Spend \$10 or More
Scope of Valid Products	Beef Cuts offer is available on any beef cuts from the Rib, Loin, or Sirloin (1 lb. or larger) that would be used to prepare STEAK.





# Retail Execution- Checkout 51 Mobile App







# Retail Execution- Checkout 51 Online


Checkout 51

Spend \$10 or More on Fresh Beef  
**\$3.00 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

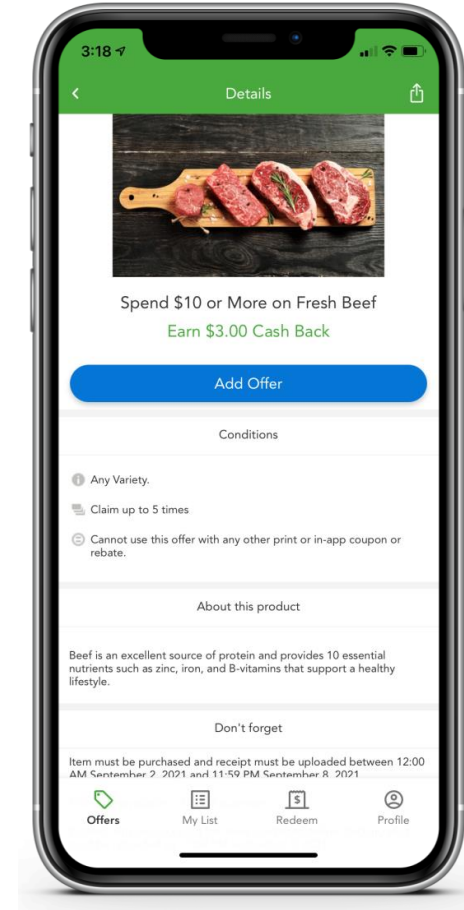
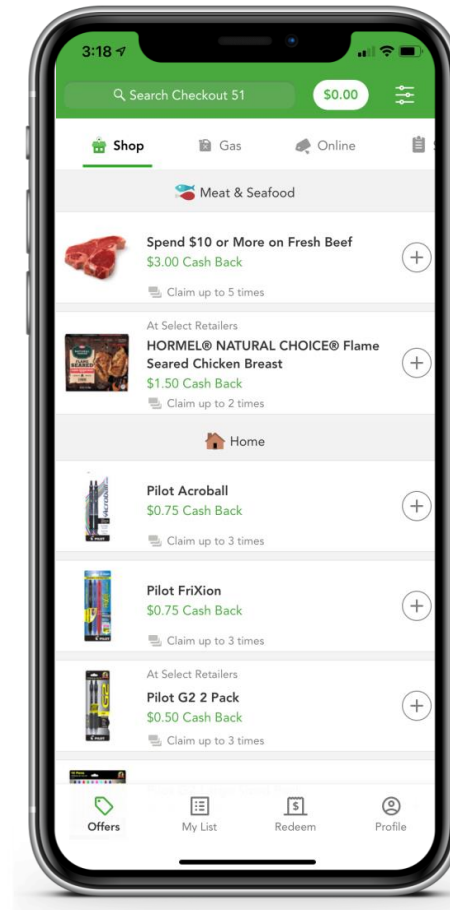




# Checkout 51 Campaign Performance

California Beef Council's Tailgating campaign generated over 16K points of engagement, and 9,351 redemptions in 36 days.

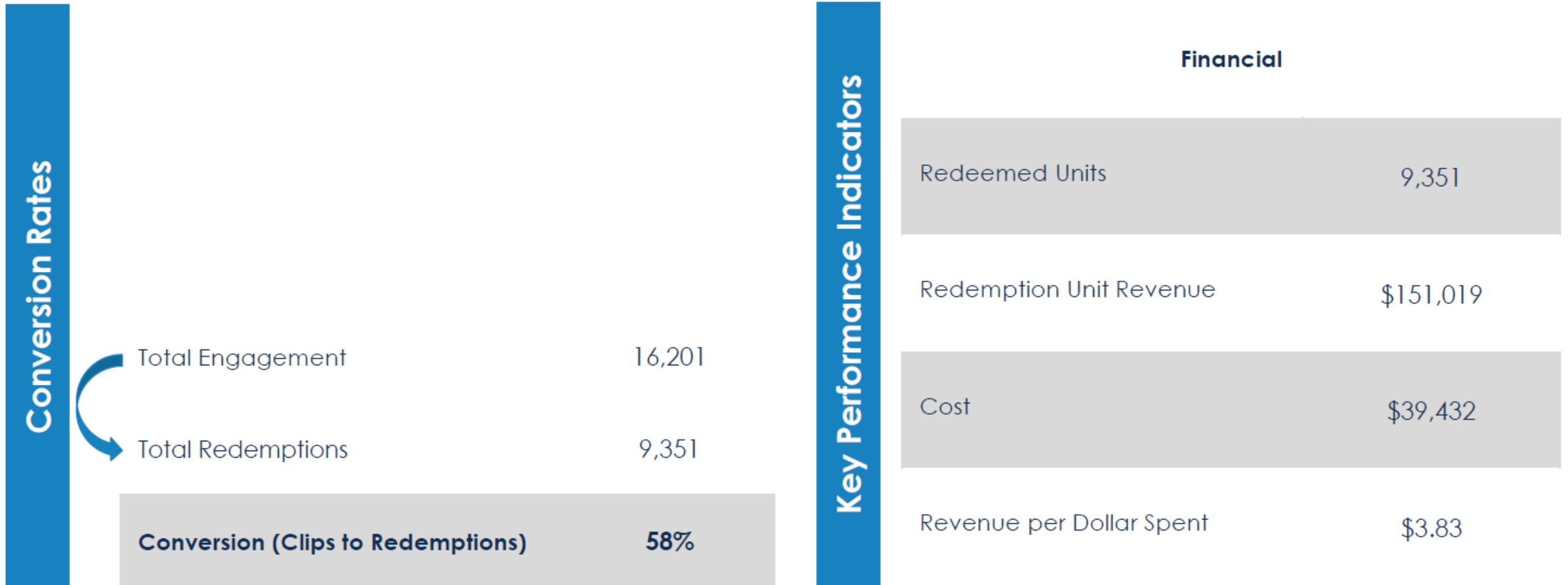
Number of Days Live	36
Total Engagement	16,201
Total Redemptions	9,351
Revenue / \$ Spend	\$3.83





# Checkout 51 Campaign Performance

Conversion (clip to redemption) rate at 58% was well above Checkout 51 category norms (11%).







# Checkout 51 Campaign Performance

The offer appealed to the Healthy Eaters lifestyle with an index of 101 and 90% of redemptions were made by females with an average age of ~43.

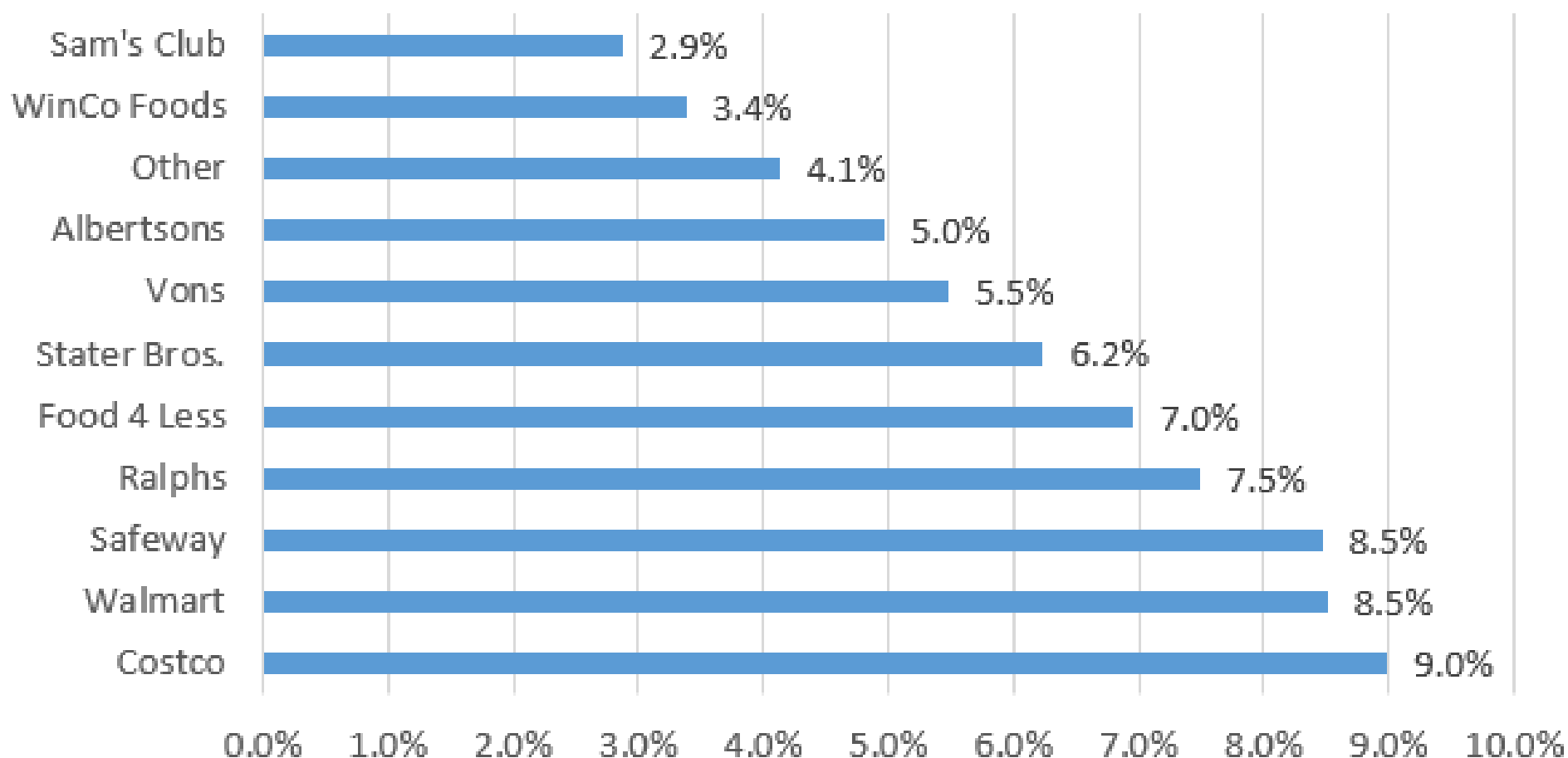
Saver Demos							
		% Female		HH Size		# of Kids	
	Checkout 51 Norms	87%		3.51		1.40	
	Campaign	89%		3.74		1.51	
	Index	102		107		108	
Lifestyles		Average Age	18 - 24	25 - 34	35 - 44	45 - 54	55 +
	Checkout 51 Norms	38.3	19.80%	30.00%	20.60%	20.60%	14.10%
	Campaign	43.6	1.40%	18.60%	37.80%	27.70%	14.40%
	Index	114	7	62	183	134	102

Index	
Entertainers	135
Healthy Eaters	143
Cooks / Bakers	133
On-The-Go	150



# Checkout 51 Campaign Performance

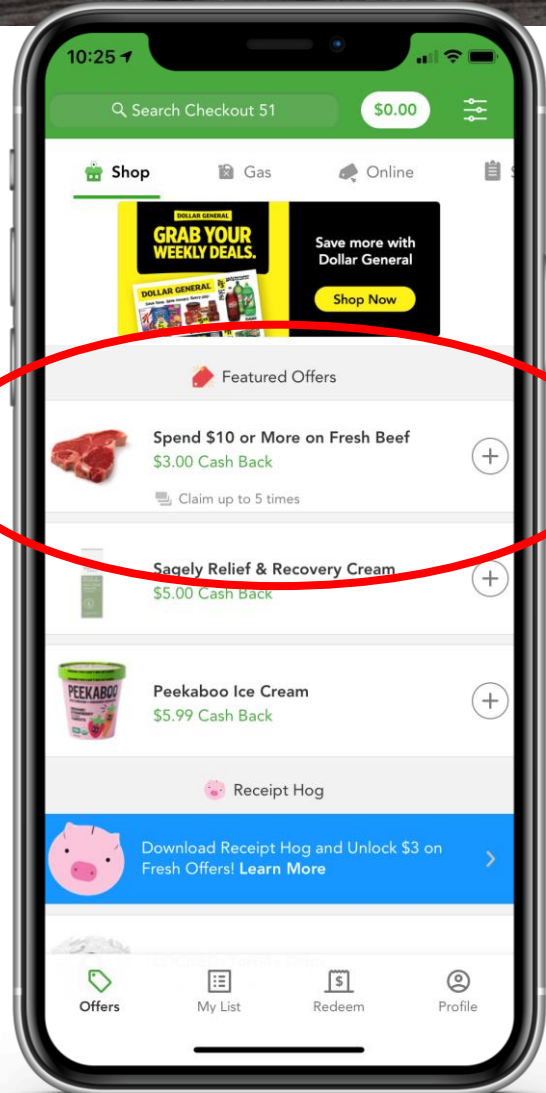
## Redemptions by Banners: C51







# Checkout 51 Campaign Performance- Featured Offer

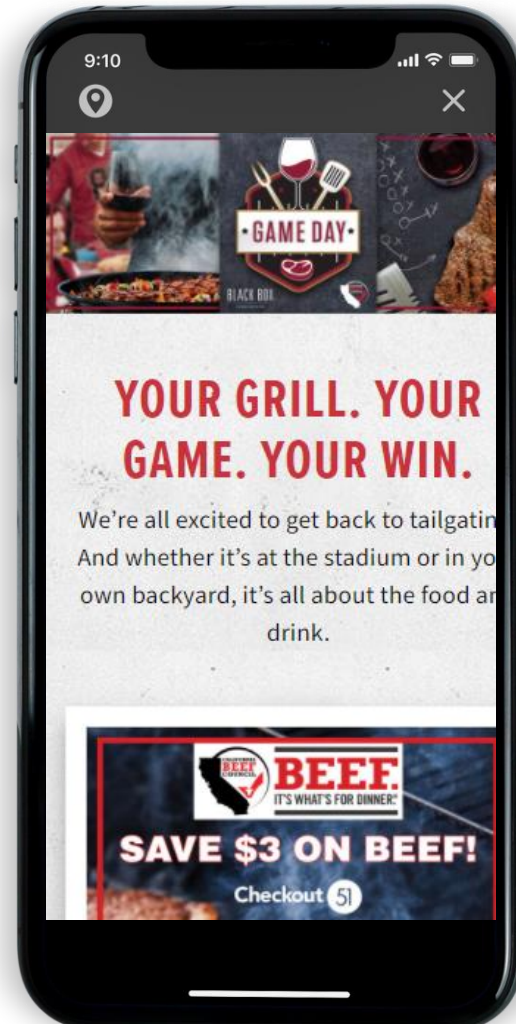


The Featured Placement on 9/9/21 generated an additional 157k impression for California Beef. Resulting in **38.6% higher engagement** and **29.7% more redemptions** Than the previous week.

	Sep 9
Featured Offer Placement Impressions	157,369
Engagements during Featured Offer Placement	3,792
Redemptions during Featured Offer Placement	2,136



# Retail Digital Engagement- 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

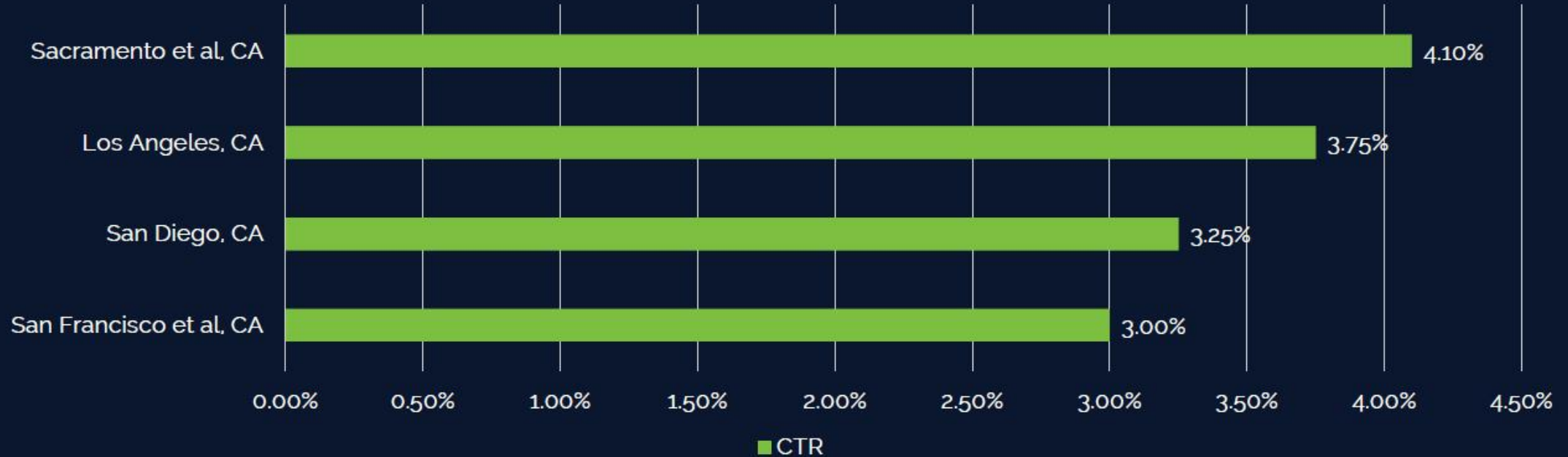
Week Start	Impressions	Clicks	CTR	Delivery %
2021-10-11	2,089	75	3.59%	104.15%
2021-10-04	12,247	333	2.72%	101.37%
2021-09-27	12,508	519	4.15%	85.04%
2021-09-20	12,794	566	4.42%	68.36%
2021-09-13	13,265	623	4.70%	51.30%
2021-09-06	15,511	392	2.53%	33.62%
2021-08-30	9,702	170	1.75%	12.94%
<b>Campaign Total</b>	<b>78,116</b>	<b>2,678</b>	<b>3.43%</b>	<b>104.15%</b>

*CTR = 1%-3% benchmark*



# Retail Digital Engagement- inMarket

DMA PERFORMANCE CTR VS. CTR BENCHMARK



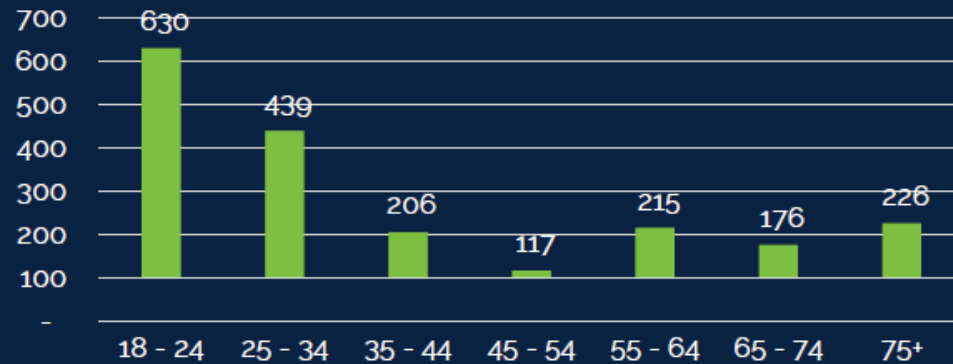




# Retail Digital Engagement- inMarket

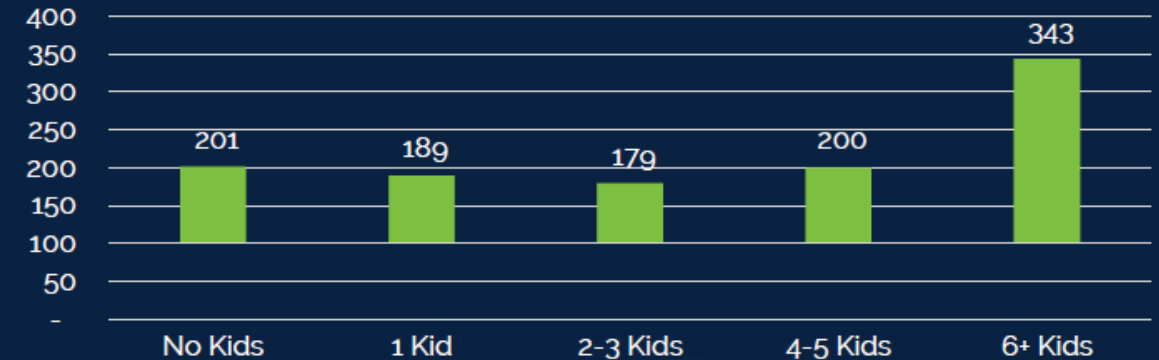
## AGE

Index to InMarket Benchmark



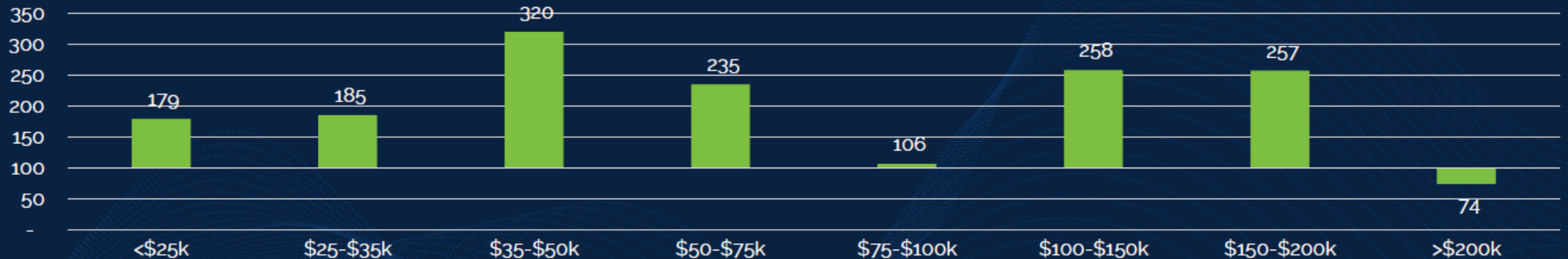
## KIDS IN HOUSEHOLD

Index to InMarket Benchmark



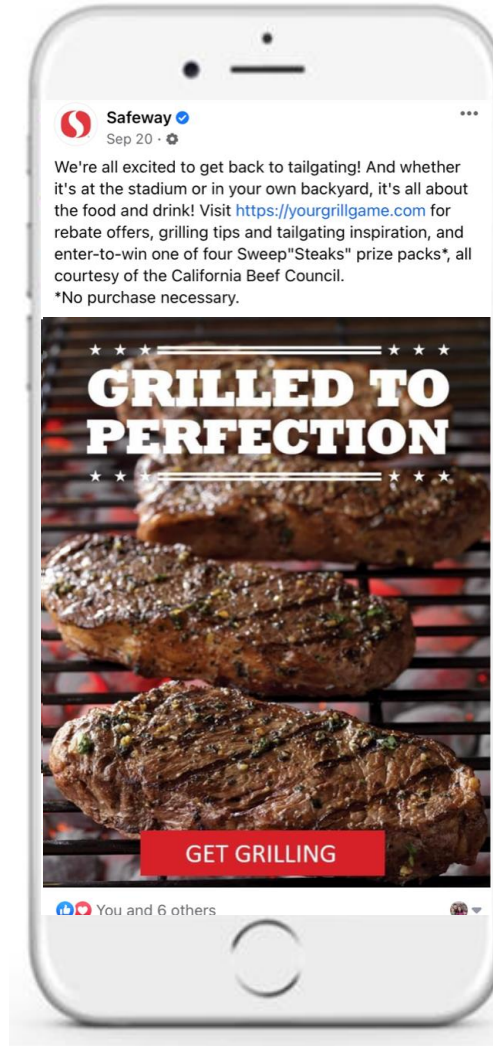
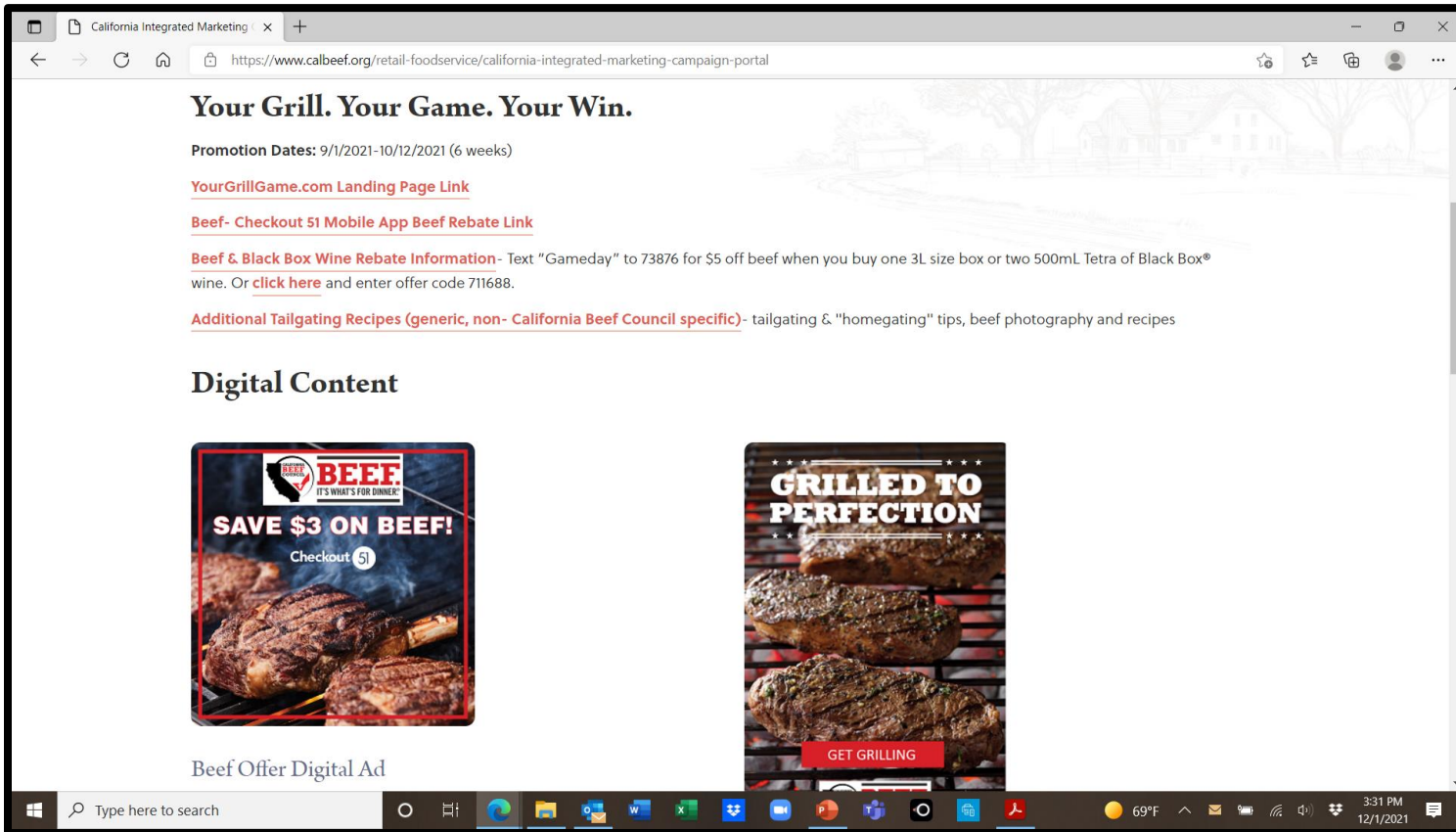
## HOUSEHOLD INCOME

Index to InMarket Benchmark





# Retail Campaign Portal & Social Extension



facebook

- Posted Sept. 20<sup>th</sup>
- 6 Reactions
- No comments or shares





# Holiday Roast

## November 18 – December 29, 2021

- Partnering with Hearst StoryStudio
- Targeting Adults 25-49
- Multi-market focus:

*Los Angeles*

*San Diego*

*San Jose*

*San Francisco*

*Sacramento*

*Oakland/Hayward*

*San Bernardino*

*Fresno*

*Bakersfield*

*Stockton/Modesto*

*Concord/Walnut Creek*

*Chico/Redding*

*Paso Robles/SLO/Santa Barbara*

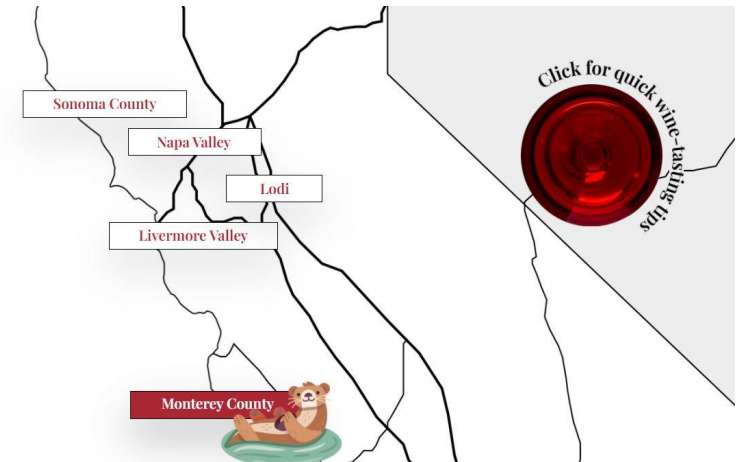
*Monterey/Salinas*

*Ventura*

## Tour of California Pairings

Swipe to explore

California is vast, boasting more microclimates than some countries. This is good news for food and wine aficionados, as it's the terroir that makes wines from a region unique. A tour of California reveals vivid, yet wildly different varieties, often located less than a hundred miles from one another. Explore each region and the grape it's known for, with a suggested food pairing to host your own "Tour of California" beef + wine tasting party.



**THE  
STORYSTUDIO**  
Empowering brands to tell their stories.

- 80,000+ guaranteed minimum viewer engagements
- 9 Million minimum viewer impressions

SFGATE

KCRA 3  
KCRA.com

Email [annette@calbeef.org](mailto:annette@calbeef.org) for the active story links



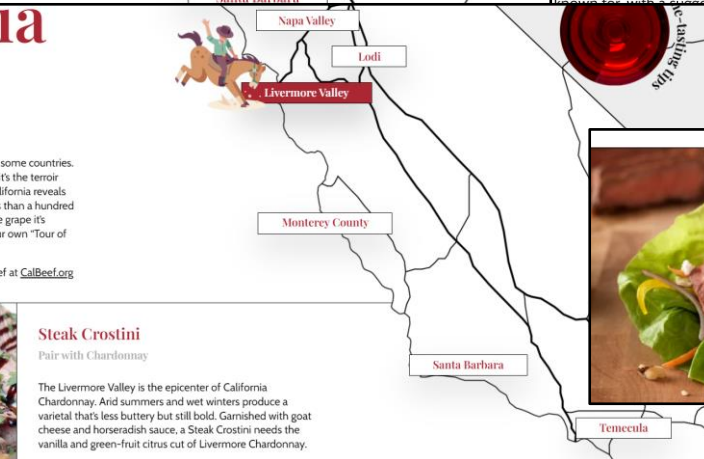
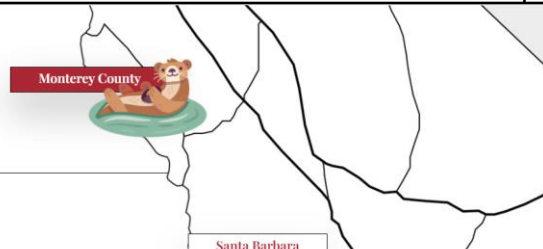
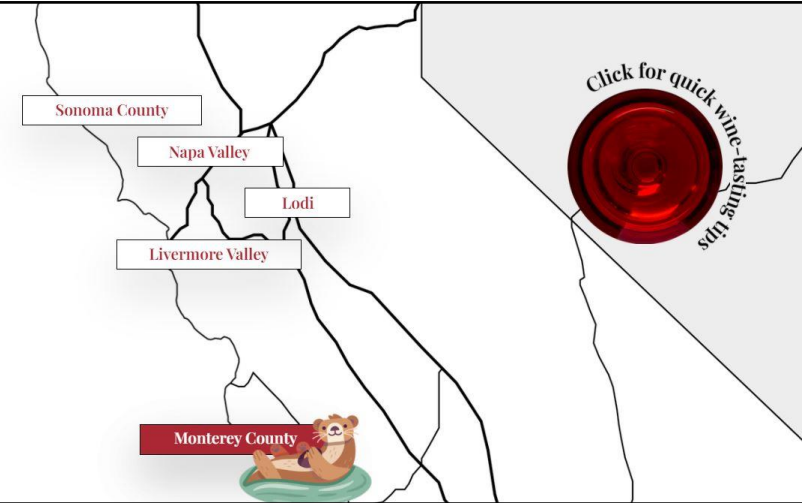
# Holiday Roast

## November 18 – December 29, 2021

### Tour of California Pairings

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Learn more ways to celebrate your holidays with beef at [CalBeef.org](https://calbeef.org)



#### Sous Vide Sliders

Pair with Merlot

### California Pairings

Swipe to explore

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#### Steak Crostini

Pair with Chardonnay

The Livermore Valley is the epicenter of California Chardonnay. Arid summers and wet winters produce a varietal that's less buttery but still bold. Garnished with goat cheese and horseradish sauce, a Steak Crostini needs the vanilla and green-fruit citrus cut of Livermore Chardonnay.

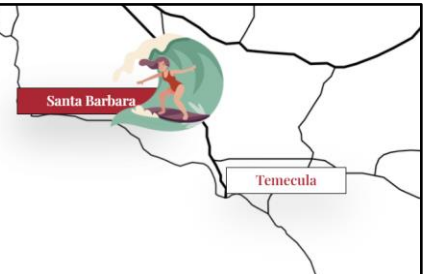


#### Inside-Out Grilled Steak Salad

Pair with Sauvignon Blanc

Like its beachy locale, Santa Barbara Sauvignon Blancs are relaxed, light, and fun. The Inside-Out Grilled Steak Salad — where cold lettuce wraps hug seasoned strip steak — is an ideal pairing for a wine that offers floral aromatics on the nose and tropical fruit on the palate.

[Get the Recipe](#)



Email [annette@calbeef.org](mailto:annette@calbeef.org) for the active story links





# Holiday Roast

November 18 – December 29, 2021



## Ingredients

Center Cut Beef Tenderloin Roast, Chain Removed Two Pounds  
Olive Oil 1 Teaspoon, Divided  
Salt 1/2 Teaspoon  
Pepper 1/2 Teaspoon, Divided  
Dijon Style Mustard 2 Tablespoons  
Mushrooms 1 1/2 Pounds  
Large Shallot 1



## Make Your

### SFGATE

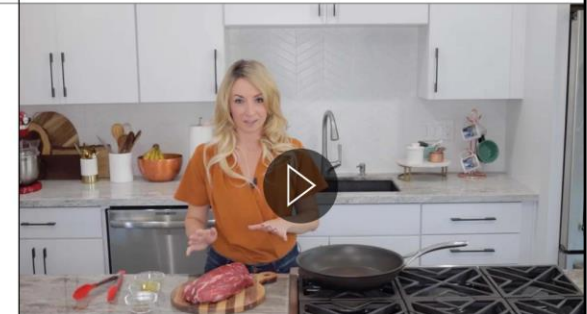
#### 1. Searing the Beef

Remove your puff pastry sheets from the freezer and let them defrost as you begin. Heat your stove and add olive oil. Season the beef with salt and pepper, covering all sides. Using tongs, hold the beef and sear all sides for at least two minutes. Once the beef is completely seared, turn off the heat and allow the beef to cool. You can let it cool in the fridge to speed up the process, but it's not necessary.

#### Making Beef Wellington

Preparing Beef Wellington can seem like a challenge, but anyone can make it! Professional food blogger Whitney Bond walks you through the process of preparing this classic recipe. Providing helpful hints, creative insight, and clear, concise instruction, this video will be an invaluable resource in making your showstopping holiday meal.

Watch the video



Email [annette@calbeef.org](mailto:annette@calbeef.org) for the active story links





# Holiday Roast

**November 18 – December 29, 2021**

How Many Guests?

☐ 1-4

☐ 5-10

☐ 10+

SFGATE

Newsletters

## Tapatio Hot Sauce™ Beef Tamales

Tapatio Hot Sauce™ is the secret weapon of this crowd-pleasing party dish: tamales with shredded beef and ancho peppers nestled in Tapatio-seasoned corn masa. The great thing about tamales is they can be prepared days before and then steamed from frozen, giving you less to worry about the day of your party.

[Get the Recipe](#)



again press Enter



**Quiz:  
Discover Your  
Perfect Holiday Meal**





Email [annette@calbeef.org](mailto:annette@calbeef.org) for the active story links





# Holiday Roast



## November 18 – December 29, 2021

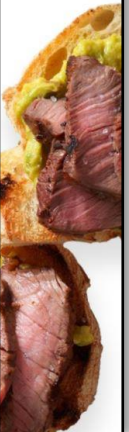




### Holiday Cooking Made Easy and Delicious

Holiday cooking doesn't have to be a hassle. Nor does it have to be unhealthy. This guide will introduce you to recipes that are fun, flavorful, and sure to have your guests wanting seconds (or thirds), many of which are certified by the American Heart Association®. Eliminate the stress of holiday cooking without sacrificing quality with these curated recommendations, powered by Chicory, the digital shopper platform that conveniently turns recipes into items in your shopping cart.

Learn more ways to celebrate your holidays with beef at [CalBeef.org](https://calbeef.org)





### Holiday Mini Beef Meatball Skewers with Cranberry Sauce

Skewers are a perfect finger-food for parties. As an American Heart Association®-certified dish, you can feel good about serving it to anyone. They're also scrumptious, with zucchini for balance and bell peppers for zip.

[Get the Recipe](#)

### Corned Beef and Pickle Dip

If you're looking for a quickly prepared appetizer to wow your holiday guests, Corned Beef and Pickle Dip is your go-to. Simply combine the ingredients and serve as a dip with vegetables and crackers.

[Get the Recipe](#)

### Flaky Beef-Stuffed Pinwheels

This convenient and delicious appetizer shows how pre-packaged ingredients can create something truly inspiring. Beef pot roast with gravy nestled in spirals of puff pastry and garnished with asiago and green onions make for a savory delight.

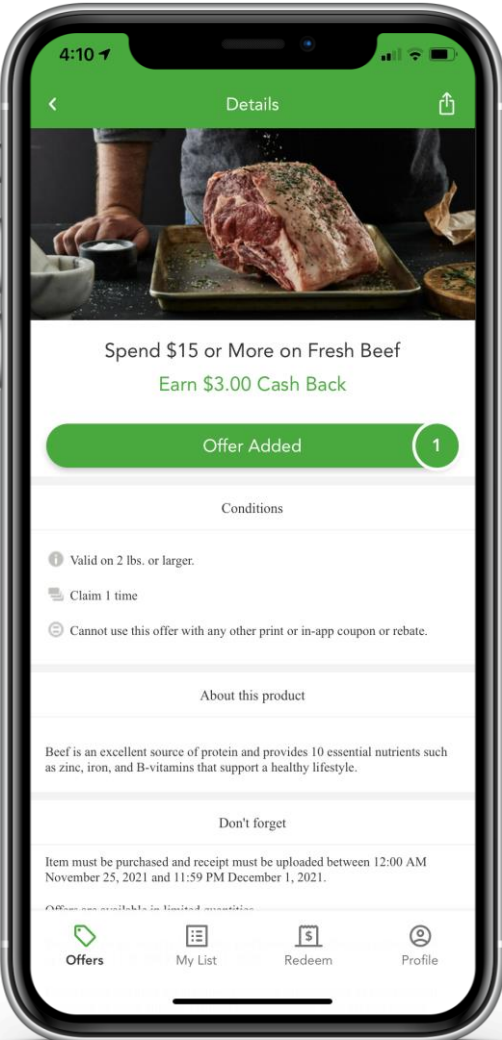
Email [annette@calbeef.org](mailto:annette@calbeef.org) for the active story links





# Retail Execution- Checkout 51 Campaign Details

## Checkout 51



**WinCo  
FOODS**  
An Employee Owned Company



**DOLLAR  
GENERAL**



**VONS**  
Ingredients for life.™

**SAFEWAY**  
Ingredients for life.™

**COSTCO**  
WHOLESALE

**FOOD 4 LESS**

**Foods Co.**



**Walmart**  
Save money. Live better.

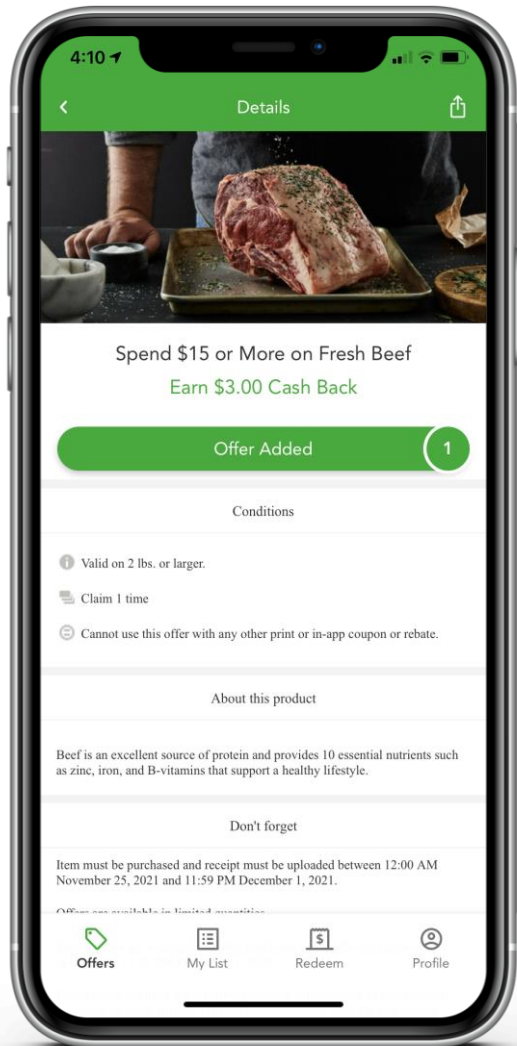






# Retail Execution- Checkout 51 Campaign Details

Checkout 51



Targeting

CA Only

Duration

11/18/2021 – 12/29/2021

Offer Value

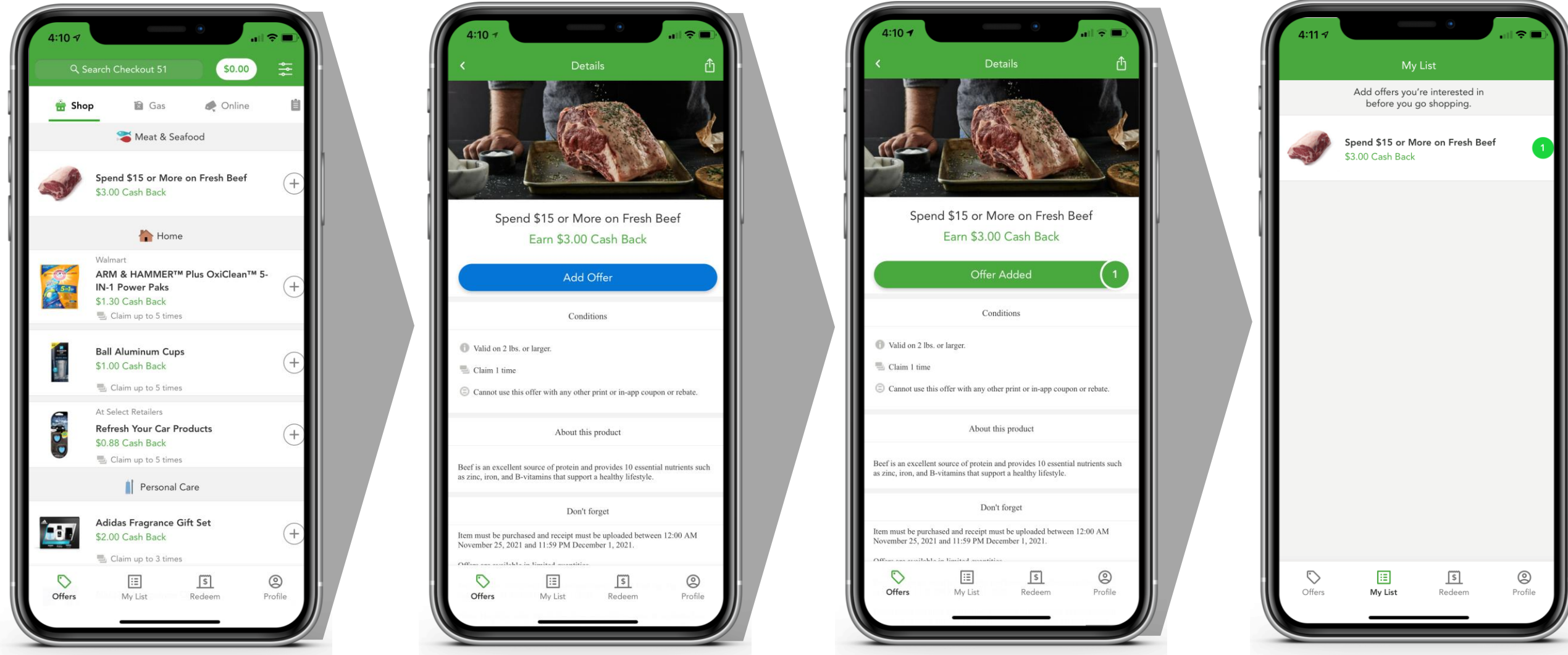
\$3.00 Cash Back on Spend \$15 or More

Scope of Valid Products

Beef Cuts offer is available on any beef roast (2 lb. or larger)



# Retail Execution- Checkout 51 Mobile App







# Retail Execution- Checkout 51 Online

The screenshot displays the Checkout 51 website interface. At the top, a green header bar contains the "Checkout 51" logo. Below this, the main content area features a large text block on the left that reads "Spend \$15 or More on Fresh Beef" followed by "\$3.00 Cash Back" in green. To the right of this text is a photograph of a large piece of fresh beef on a tray, framed by a yellow starburst graphic. Below the main text, there are three buttons for signing up: "Sign up with Facebook", "Sign up with Google", and "Sign up with Email". Further down, there is a line of text stating "By signing up you agree to the Terms and Privacy Policy." and a link for "Already a Checkout 51 member? Log in." At the bottom of the page, there is a section titled "All Categories". The browser's address bar shows the URL "https://www.checkout51.com/offer/Spend-%2415-or-More-on-Fresh-Beef--coupon61299". The Windows taskbar at the bottom of the screen shows various application icons and the system clock indicating 8:34 AM on 12/3/2021.

Spend \$15 or More on Fresh Beef  
**\$3.00 Cash Back**

Valid on 2 lbs. or larger.  
Only available to select members.  
Sign up to see your full list.

[Sign up with Facebook](#)  
[Sign up with Google](#)  
[Sign up with Email](#)

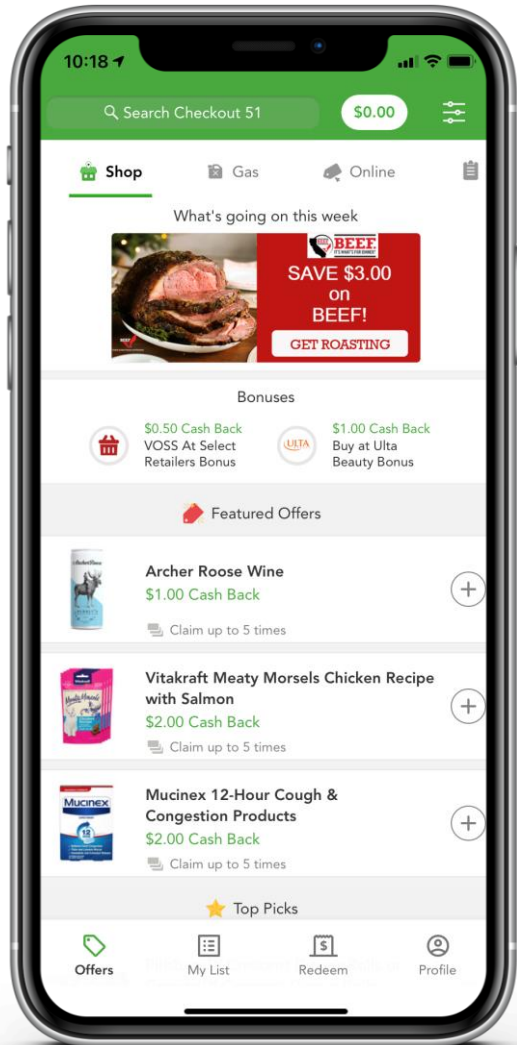
By signing up you agree to the [Terms](#) and [Privacy Policy](#).  
[Already a Checkout 51 member? Log in.](#)

All Categories

Checkout 51



# Retail Execution- Checkout 51 Holiday Feature



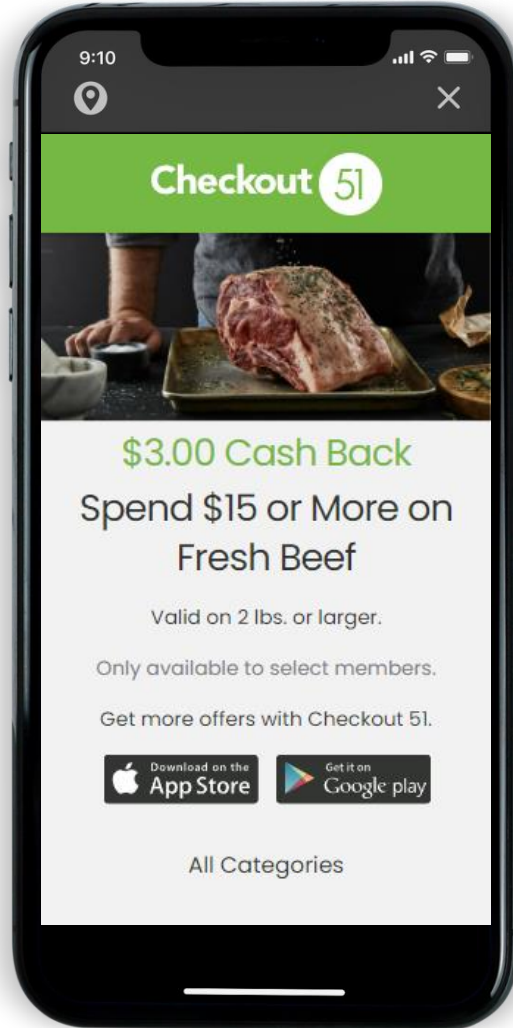
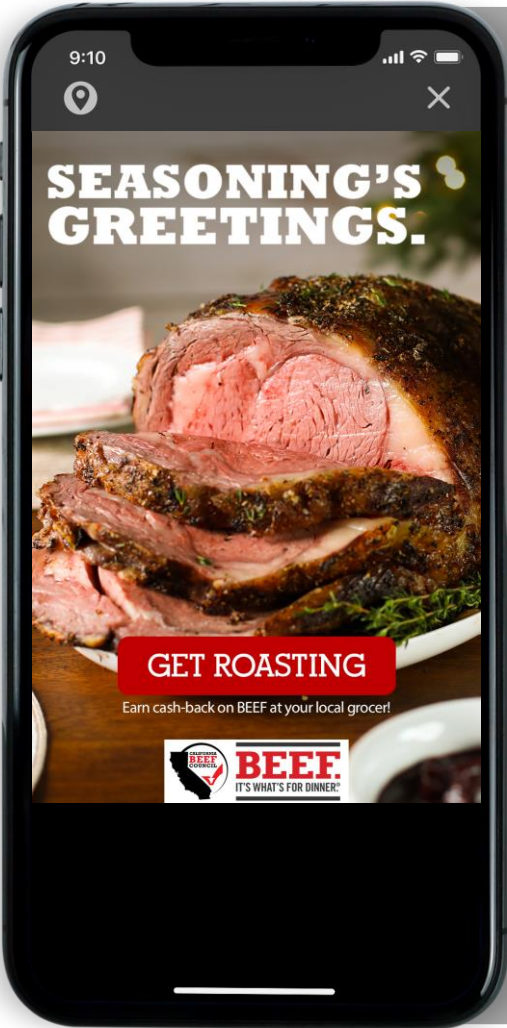
## BEEF - HOLIDAY EVENT

Home Screen Banner x 1	1,037,500 est. impressions	
Top of the List Offer Placement x 4		Value Add
Community Newsletter Placement	2,500,000 est. impressions	\$1K
Featured Offer	7,360,000 est. impressions	\$10K
Holiday Bonus	1,000 est. impressions	\$11K
	Added Value	\$22K





# Retail Digital Engagement- 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

93k+  
Impressions



# Retail Digital Engagement- inMarket



Campaign Weekly Totals				
Week Start	Impressions	Clicks	CTR	Delivery %
2021-11-29	2,371	83	3.50%	30.40%
2021-11-22	16,522	653	3.95%	27.86%
2021-11-15	9,481	239	2.52%	10.16%
Campaign Total	28,374	975	3.44%	30.40%

*CTR = 1%-3% benchmark*



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

**California Beef Council**  
Sponsored

Raising beef is a complex process, but throughout the entire journey, one thing remains constant—the shared commitment to raising cattle in a safe, humane and environmentally sustainable way by using the latest technology and resources. Learn more at <https://www.calbeef.org/nutrition/nutrition-2021/> See More




**Kiah Twisselman**  
Life Coach & Rancher

BEEFITSWHATSFORDINNER.COM  
Beef - It's What's For Dinner - Raising Beef Learn More

**California Beef Council**  
Sponsored


Beef is an excellent source of protein and supplies 10 essential nutrients including B-vitamins, zinc, and iron that support an active and healthy lifestyle. Learn more at <https://www.beefitswhatfordinner.com/nutrition>



BEEFITSWHATSFORDINNER.COM  
Beef - It's What's For Dinner - Nutrition Learn More

**California Beef Council**  
Sponsored

Beef is a complex process, but throughout the entire journey, remains constant—the shared commitment to raising cattle in a safe, humane and environmentally sustainable way by using the latest technology and resources. Learn more at <https://www.calbeef.org/nutrition/nutrition-2021/> See More




**Carlyn Peterson**  
PhD Student UC Davis - Animal Biology

ATS FORDINNER.COM  
What's For Dinner - Raising Beef Learn More

**California Beef Council**  
Sponsored

Beef is a complex process, but throughout the entire journey, remains constant—the shared commitment to raising cattle in a safe, humane and environmentally sustainable way by using the latest technology and resources. Learn more at <https://www.calbeef.org/nutrition/nutrition-2021/> See More



**ely done, beef.**  
**r carbon hoofprint**  
**ely leaves a trace.**

ATS FORDINNER.COM  
What's For Dinner - Raising Beef Learn More

**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 [#BalancedNutrition](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 [#Protein](https://www.calbeef.org/nutrition/nutrition-2021/#Protein) #Strength #Fitness

**Protein Benefits**

earch shows that consuming high-quality protein may help you achieve maintain a healthy weight and preserve and build muscle.<sup>1,2</sup>



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

**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**

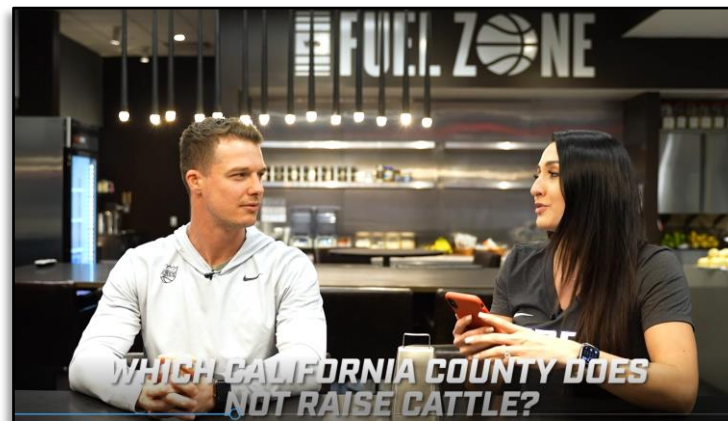




# Sacramento Kings Partnership



- Four custom content videos produced by the Kings and posted on Kings owned and operated social media
  - “Winning Recipe”
  - “Food for Fuel”
  - “Home Grown Trivia”
  - “Ask Zac” (Kings Strength/Conditioning Coach)







# **Media Relations & Issues Management**





# Media Relations & Issues Management

## Account statistics, All languages California Beef Council



1206

Total number of visits

884

Total unique visits

### Returning vs New



### Published cases

Date Published	Release Title
2021-11-18	Farmers Thanking Foodservice
2021-09-01	Entries Now Open for 2021 Walt Rodman Award
2021-08-13	California Rancher Named 2020 Beef Advocate
2021-07-07	On the Ranch and in the Kitchen
2021-04-27	California Beef Council's 2021 Beef Leadership
2021-04-05	California Beef Council, Camarena Tequila and

### Most viewed cases

- California Rancher Named 2020 Beef Advocate of the Year at 202
- California Beef Council Approves 2021 Work Plan, Appoints New
- California Beef Council, Camarena Tequila and Real California Mil
- CBC Dietetic Internship Nutrition Communication Training Brings
- Entries Now Open for 2021 Walt Rodman Award

01-01-2021 - 31-12-2021



HOME BAKERY DAIRY DELI FLORAL MEAT & POULTRY PRODUCE RETAIL & FOODSERVICE

HOME > MEAT & POULTRY > California Beef Council Shows Their Appreciation to the State's Resilient Chef Community

## California Beef Council Shows Their Appreciation to the State's Resilient Chef Community

California Beef Council Meat & Poultry, Retail & FoodService November 19, 2021



Rocklin, Calif.-In a month that's traditionally set aside for giving the California Beef Council (CBC) showed their thankfulness and appreciation for an industry that was hit hard by the COVID-19 pandemic-foodservice a partnership with EATYALL, a chef-focused company looking to bridge the gap between farmers, ranchers and chefs, the CBC shipped care packages to 30 premier chefs across California to show appreciation for their role in keeping beef as a centerpiece on their menus.

It's no secret that over the past nearly two years the foodservice industry has suffered greatly. The National Restaurant Association reported that more than 100,000 restaurant establishments closed their doors nationwide due to the lack of on-premise dining. However, the first half of 2021, Nielsen shows a positive story as beef volume sales at foodservice have elevated from 3.63B pounds of beef at the start of COVID-19, up to 4.12B pounds, nearing closer to the 2019 level of 4.30B pounds.

At a time when there's positive momentum in the foodservice channel heading into the holiday season, the industry seems to be no better time to help propel these chefs forward with a care package of thanks for their resilience from the men and women that produce beef.

The chefs receiving the BEEF care packages were encouraged to share the unboxing of their packages on social media, which contained two of three different beef cuts, including-Short Ribs, Petite Tenderloins, and Sirloin Cap (Coulotte)-and a Beef, It's What's For Dinner. hat, apron, and educational resources. Many chefs also posted



HOME EVENTS JOBS STORE ADVERTISE

FARMH COMMUNITY

/ CALIFORNIA / FARMERS THANKING FOODSERVICE

WHAT'S COOKING ...

0 COMMENTS

## Farmers thanking foodservice

California Beef Council shows appreciation to the state's resilient chef community

PUBLISHED ON NOVEMBER 21, 2021







# Media Relations & Issues Management

## Building a B-roll Library







# **Content Marketing & Social Media**





# Content Marketing

## Social Media, Website, Online Newsroom

NOVEMBER 18, 2021

### Farmers Thanking Foodservice

California Beef Council Shows Their Appreciation to the State's Resilient Chef Community

#beef  
#givethanks  
#pasturetoplate  
#cabeefthankingchefs

Rocklin, Calif.—In a month that's traditionally set aside for giving thanks, the California Beef Council (CBC) showed their thankfulness and appreciation for an industry that was hit hard by the COVID-19 pandemic—foodservice. In a partnership with EATYALL, a chef-focused company looking to bridge the gap between farmers, ranchers and chefs, the CBC shipped care packages to 30 premier chefs across California to show appreciation for their efforts in keeping beef as a centerpiece on their menus.

It's no secret that over the past nearly two years the foodservice industry suffered greatly. The National Restaurant Association reported that more than 100,000 restaurant establishments closed their doors nationwide due to the lack of on-premise dining. However, the first half of 2021, NielsenIQ data shows a positive story as beef volume sales at foodservice have elevated from 3.63B pounds of beef at the height of COVID-19... up to 4.12B pounds.

Contact

Annette Kassis  
Director, Consumer & Brand Marketing  
annette@calbeef.org  
916-925-2333

Newsroom

Share this

Farmers Thanking Foodservice

Tweets

Follow Us

@californiabeeffcouncil

MY FAVORITE LNKS

GET READY FOR THE HOLIDAYS!

### We Have A New Offer to Help Make Your Holidays Merry & Bright

There are many ways to **celebrate the holidays**, but food always seems to be a central focus. We have a new beef offer to help make your holidays "Merry and Bright!" For a limited time, save \$3 off your \$15 or more beef purchase by using the Checkout 51 mobile app, or at Checkout51.com online. Restrictions apply; see offer for details.

[Take me to the offer!](#)

POWER OF PROTEIN

### A Winning Recipe

Watch Chef Brian Mizner of the Sacramento Kings prepare one of his favorite beef meals that the Kings players love. These beef meatballs are nutritious...with an extra boost from quinoa and carrots...tasty, and easy to make!

[Get the Recipe!](#)

Sacramento Kings chef Meatball Recipe

BRIAN MIZNER

SCOTT FRESHOUR

California Beef Council

Published by Meltwater Engage · October 9 ·

Game Day Grilling, brought to you by the T-bone! Did you know the T-bone is really two cuts in one? Tenderloin and strip in one delicious package! If you're planning to grill for gameday, don't forget to visit [YourGrillGame.com](#) for money-saving offers, videos, recipes, sweepstakes and more. Recipe for this Rocky Mountain Grilled T-Bone with Charro-Style Beans from [BeefItsWhatsForDinner.com](#) is at <https://www.beefitswhatsfordinner.com/.../rocky-mountain...>

OFFER

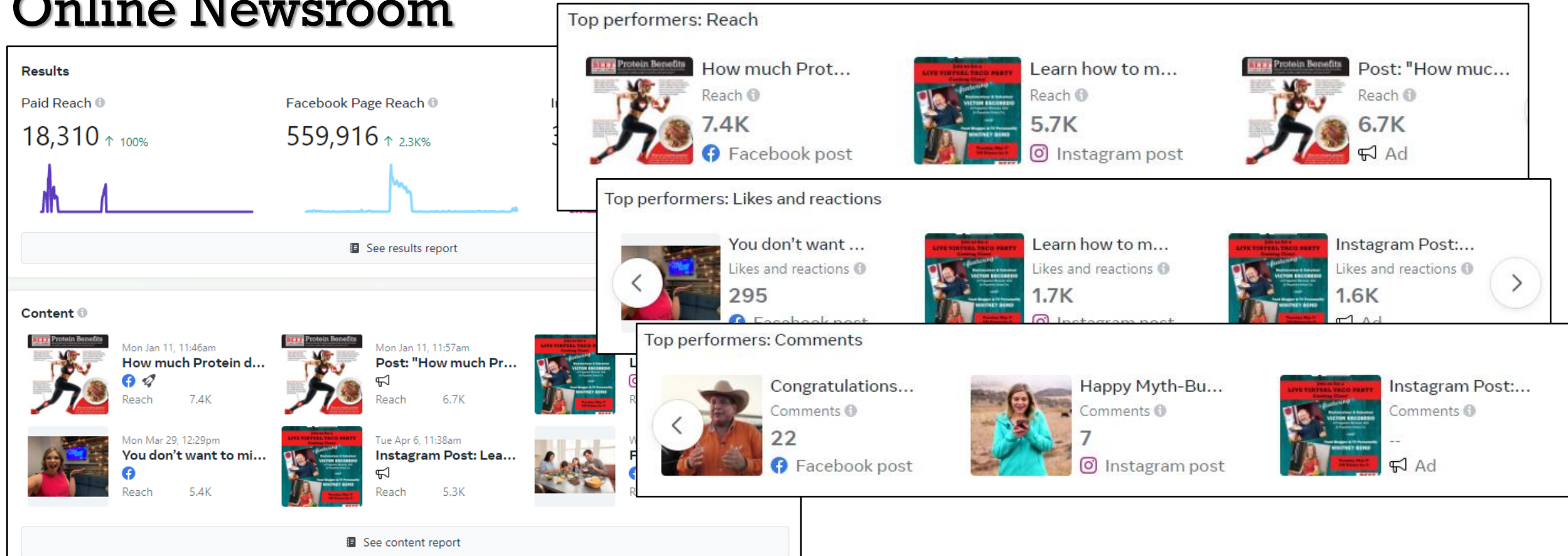
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# Content Marketing

## Social Media, Website, Online Newsroom

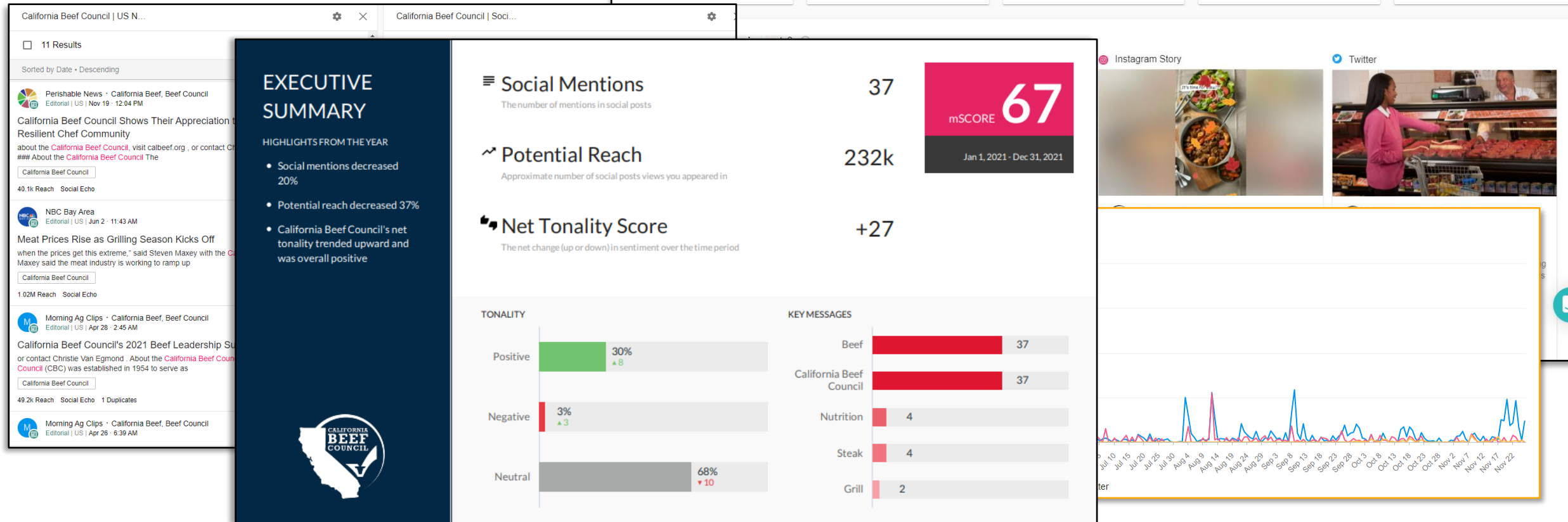




# Content Marketing

## Social Media, Website, Online Newsroom

Total fans ⓘ Compared to last year	Total posts ⓘ Compared to last year	Total impressions ⓘ Compared to last year	Total video views ⓘ Compared to last year	Total engagements ⓘ Compared to last year
23.4k 0%	420 ↑ 102%	3.38M ↑ 4669%	53.6k ↑ 1498%	10.1k ↑ 131%



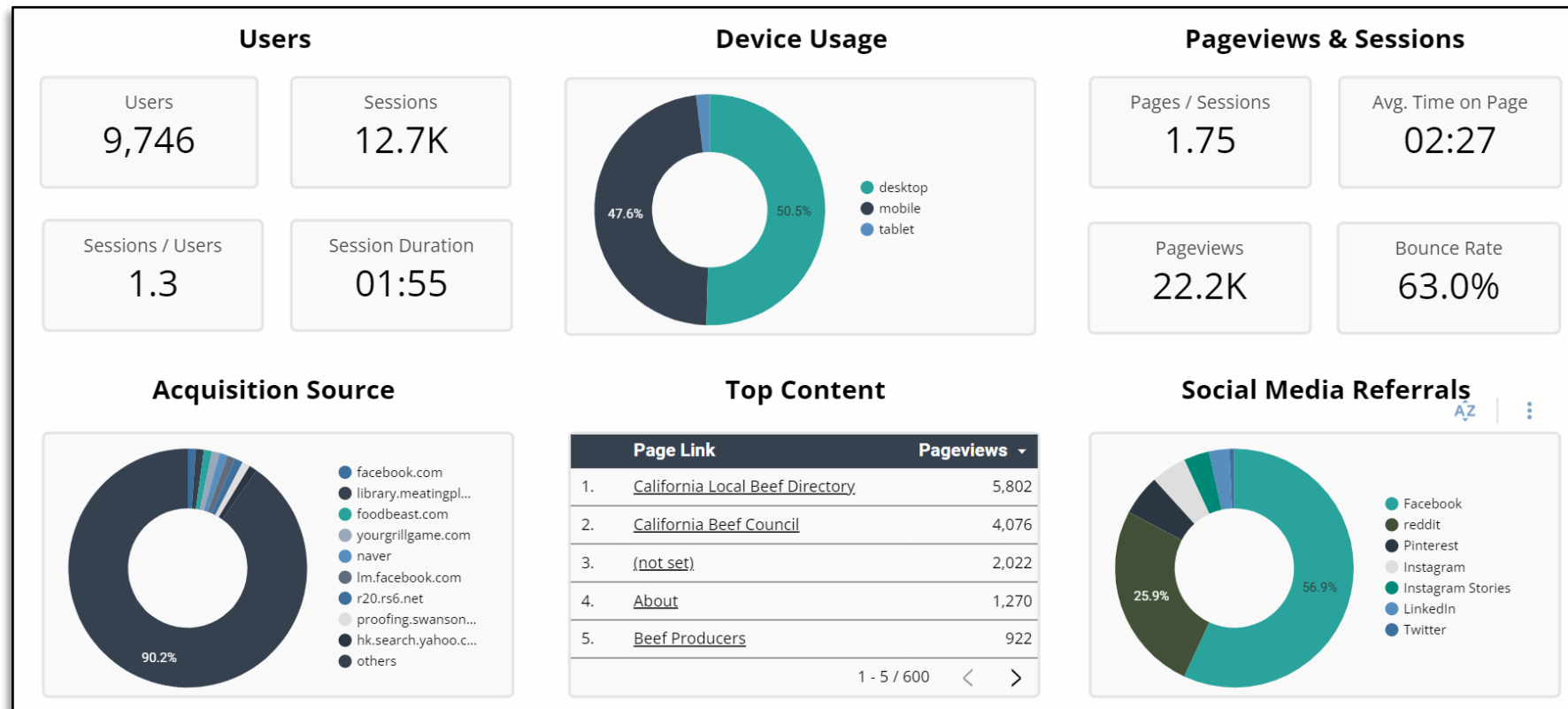




# Content Marketing

## Social Media, Website, Online Newsroom

- Our site traffic remains steady over a similar 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
  - Beef Board
  - Tomatowellness.com
  - Calvadafoods.com
  - NBA.com
  - YourGrillGame.com





# Content Marketing

## Social Media, Website, Online Newsroom



### Releases



NOVEMBER 18, 2021  
**Farmers Thanking Foodservice**

Rocklin, Calif.—In a month that's traditionally set aside for giving thanks, the California Beef Council (CBC) showed their thankfulness and appreciation for an industry that was hit hard by the COVID-19 pandemic—foodservice. In a partnership with ...



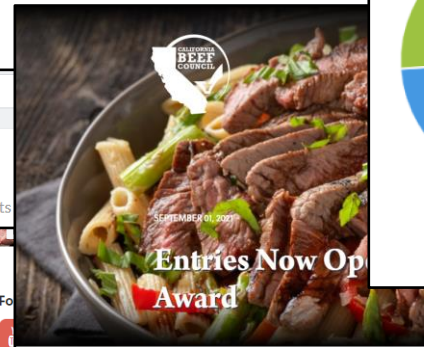
AUGUST 12, 2021  
**California Rancher Named 2020 Beef Advocate of the Year at 2021 Beef Industry Convention**

DENVER, August 11, 2021 – Kiah Wisselman Burchett has been selected as the 2020 Advocate of the Year for her work helping mainstream Americans appreciate the cattle industry and feel good about enjoying beef. This award, given by NCBA's Beef ...



APRIL 27, 2021  
**California Beef Council's 2021 Beef Leadership Summit Goes Virtual**

Rocklin, CA—The California Beef Council's (CBC) highly-esteemed annual Beef Leadership Summit has transitioned to a virtual four-part Webinar Series in 2021. The FREE Webinar Series will give retail and foodservice professionals an in-depth look ...



### Bits & Bites



SEPTEMBER 01, 2021  
**Entries Now Open for 2021 Walt Rodman Award**

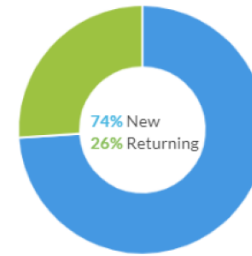
California CattleWomen county units are an important part of beef outreach and promotion. The innovative programs produced by these CattleWomen units often give the general public a chance to meet and talk to some of the ranchers who raise cattle in ...



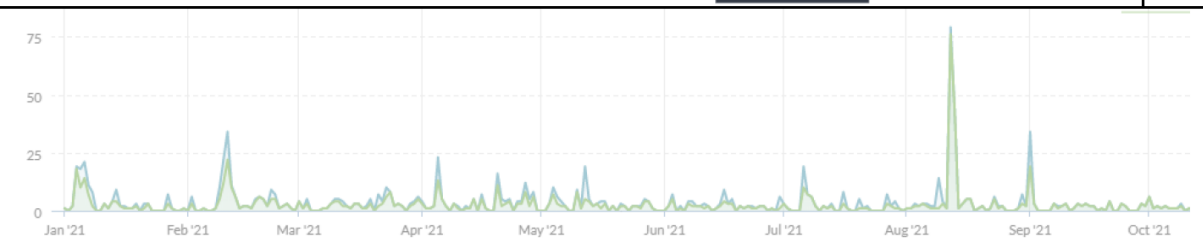
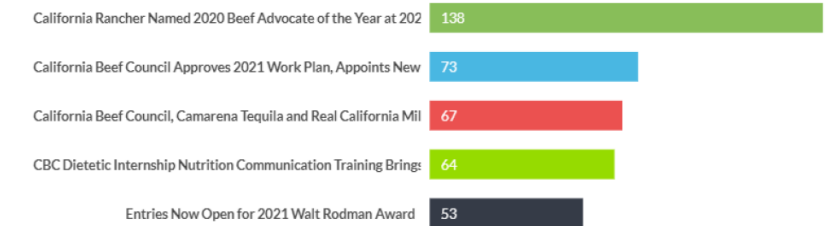
JULY 06, 2021  
**On the Ranch and in the Kitchen**

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 ...

### Returning vs New



### Most viewed cases



1202

Total number of visits

884

Total unique visits

### Published cases

Date Published	Release Title	Total Visits
2021-11-18	Farmers Thanking Foodservice	45
2021-09-01	Entries Now Open for 2021 Walt Rodman Award	53
2021-08-13	California Rancher Named 2020 Beef Advocate of the Year at 2021 Beef Industry Convention	138
2021-07-07	On the Ranch and in the Kitchen	38
2021-04-27	California Beef Council's 2021 Beef Leadership Summit Goes Virtual	44
2021-04-05	California Beef Council, Camarena Tequila and Real California Milk Launch "Tacos, Tequila, and Beef"	67



A detailed still-life composition of various fresh ingredients. In the center is a large, raw, red piece of meat. Surrounding it are numerous vegetables: a green bell pepper, a head of red radicchio, a bunch of spinach, several heads of broccoli, a green bell pepper, a head of lettuce, a cucumber, and a bunch of Brussels sprouts. There are also bowls of chickpeas, lentils, and seeds. A glass of water is on the left, and a wooden cutting board with almonds is at the bottom. The background is a neutral, light gray.

**4**

**Food and Nutrition Outreach**





**Connect,  
Education &  
Engage**

**Focus on the  
Future**

**Food & Nutrition  
Outreach**

**Establish as a**

**Trusted Resource**





# Summary First Half of Year

- Resources
  - Spanish handouts
  - Recipe cards
  - Toolkits
- Healthcare professionals Education
  - Nutrition influencers
  - Conference speakers
  - Webinars

**Consejos para comer para Crecimiento saludable del niño pequeño**

**¿QUÉ DEBE COMER MI NIÑO A ESTA EDAD?**

Los niños a esta edad deben comer una variedad de alimentos, incluyendo fuentes de proteínas, productos lácteos, frutas, verduras, granos y fuentes saludables de grasas. Durante la infancia, los niños pueden volverse exigentes, particularmente con frutas, verduras y alimentos proteicos. Muchos niños con el tiempo aceptarán estos alimentos si están en paciencia, positivo y si el efecto de ellos viene a veces. Sigue un patrón de alimentación diario similar al de los alimentos enumerados en la siguiente tabla para proveer las calorías, proteínas, vitaminas y minerales que su niño necesita para un crecimiento saludable.

GRUPO DE ALIMENTOS	UNA PORCIÓN	PORCIÓN CALORÍAS (POR DIA)
<b>Cereales</b>	Par de tazas	8 porciones por día ~200 Calorías
Par de tazas	1/4 a 1/2 taza	
Cereal: Avena, pasta (cocida)	1/4 taza	
Cereales (cocidos)	1/2 taza	
<b>Vegetales</b>	1 cucharadita de edad	3-5 Porciones por día ~75 Calorías
<b>Frutas</b>	Fruta (cocida o entera)	3-5 Porciones por día ~75 Calorías
Fruta (cocida)	1/4 de taza	
Fruta (cocida)	1/2 taza	
Jugo	de 1/4 a 1/2 taza (2-4oz)	
<b>Lácteos</b>	1/2 taza	3-5 Porciones por día ~300-450 Calorías
Lácteos	1/2 taza	
Queso	1/2 taza	
Yogur	1/2 taza	
<b>Proteína</b>	Carne de res, pavo, pollo, cerdo, pollo, salmón, atún	2 Porciones por día ~200 Calorías
Proteína	2 cucharadas	
Proteína	1/2 taza (o 1/4 taza)	
<b>Legumbres</b>	1 cucharadita de edad	2 Porciones por día ~200 Calorías
Legumbres (cocidas)	1/2 taza	
Legumbres	1/2 taza	
<b>Manteniendo la Saludable</b>	Manteniendo la salud, la proteína, la grasa	1 Porción por día ~100 Calorías

**¿QUÉ ESTÁ PASANDO CON MI HIJO FRECUENTE?**

Los niños de 1-3 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 más variable. Los niños a esta edad también comienzan a entender el poder del "no" y guardan productos 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 americana.

**¿QUÉ NUTRIENTES SON IMPORTANTES PARA LOS NIÑOS EN ESTA ETAPA?**

Todos los nutrientes siguen siendo importantes para el crecimiento y el desarrollo durante el 1 a 3 años de edad. 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 y la de un adulto, mientras que las necesidades de vitamina D son estables.

Fuente: Comité de Nutrición, Academia Estadounidense de Pediatría, disponible en [www.aap.org/pediatrics/nutrition](http://www.aap.org/pediatrics/nutrition)

elementnutrition.kids 34m

And key nutrients for growth & development, like iron & zinc, among others

@californiabeeffcouncil

Send message

**BEEF**  
IT'S WHAT'S FOR DINNER

**Beefy Sweet & Sloppy Joes**  
COOK TIME: 30 MINUTES | SERVINGS: 4

**INGREDIENTS**

- 1 pound Ground Beef (90% lean)
- 1 cup chopped yellow, green or red bell pepper
- 3/4 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**

- 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 1/2-inch crumbles and stirring occasionally.
- 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.
- 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 B<sub>6</sub> and B<sub>12</sub>, essential for growth and development in infants and children.<sup>1,2</sup>

<sup>1</sup> American Academy of Pediatrics, Pediatric Nutrition Handbook, 7th ed. Elk Grove, IL: American Academy of Pediatrics; 2004.  
<sup>2</sup> 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/ba/bhrcd/>

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 [BeefIt'sWhat'sForDinner.com](https://www.beeffitswhatsfordinner.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; 78 mg Cholesterol; 499 mg Sodium; 38 g Total Carbohydrate; 5.1 g Dietary Fiber; 30 g Protein; 4.6 mg Iron; 838 mg Potassium; 8.2 mg NE Nicotin; 0.6 mg Vitamin B<sub>6</sub>; 2.4 mcg Vitamin B<sub>12</sub>; 71 mg Zinc; 40 mcg Selenium; 94.6 mg Choline.

This recipe is an excellent source of Protein, Iron, Niacin, Vitamin B<sub>6</sub>, Vitamin B<sub>12</sub>, Zinc, and Selenium; and a good source of Dietary Fiber, Potassium, and Choline.

**341 CALORIES** **2.9g SAT FAT** **30g PROTEIN** **4.6 mg IRON** **71 mg ZINC**

**17 %\*** **15 %DV\*\*** **60 %DV** **25 %DV** **70 %DV**

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

**BEEF**  
IT'S WHAT'S FOR DINNER

Funded by Beef Farmers and Ranchers

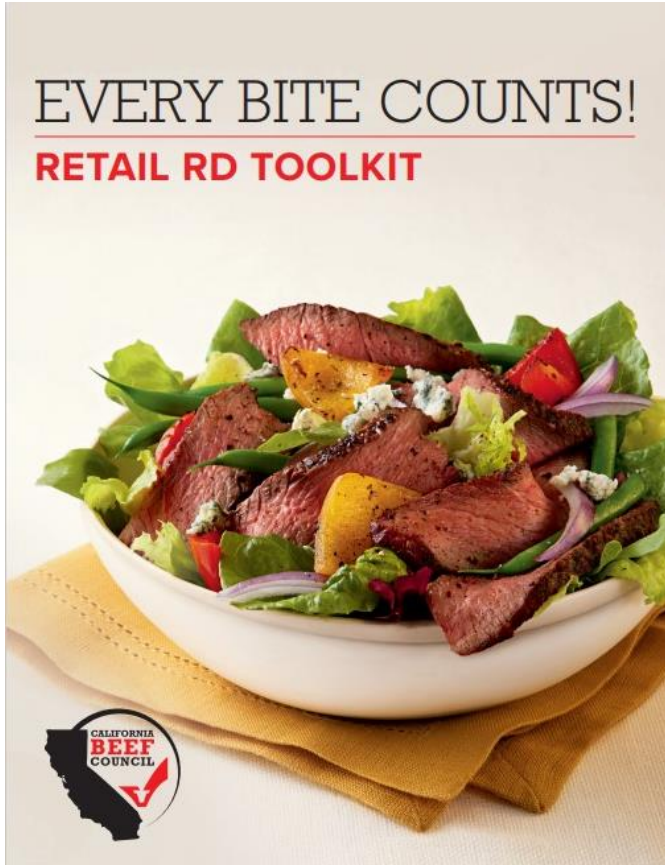




**Establish as a Trusted Resource**



# Retail RD Toolkit



- Promotional ideas
- Cooking demos guide
- Beef nutrition and sustainability facts

- 16% of dietitians, retail
- 85% of supermarkets have corporate RDs on staff
- 30% & growing have RDs in stores



# Early Years Toolkit



Partnered with **California Cattle Council** and **NCBA** to bring health professional throughout CA in-office education brochures and handouts.

Working with a point of influence company these toolkits were delivered to **400** pediatrician offices and childbirth centers.





# Early Years Toolkit

## Featuring:

- **Research Brief detailing beef as a complementary first food**
  - Intended for healthcare professionals to learn the science behind beef's powerful nutrition and evidence-based ways to safely introduce it as a first food
- **Making Every Bite Count with Nutrient Rich Beef**
  - Highlights the beneficial role of beef's nutrient in the early years and paired with simple infant and toddler feeding tips



- **Display Board**
- **Consumer Booklet**
- **Postcard**
- **Newsletter**
- **Email**





# Early Years Toolkit

## **Preliminary Highlights:**

- 91% are more likely to recommend beef as one of baby's first foods
- 82% agreed the educational materials provided were science-based
- 45% would like to receive information or education resources directly from their local beef council





**Connect, Educate, and Engage**





# Webinar



## **Engaged with key stakeholders in nutrition regarding sustainability and beef's important role within the food system**

- 89 registered nutrition professionals
- 86% were credentialed Registered Dietitians Nutritionist
- ~ 53% signed up for our Food and Nutrition Newsletter






# Quarterly Newsletter

## Engaging with key stakeholders in nutrition

- ~ 60% growth in audience
  - Majority being credentialed Registered Dietitians Nutritionist
- 32% open rate
- 33% click through

Happy National Nutrition Month!



**Nicely done, beef.**  
You're a superfood that's actually super tasty.

**BEEF**  
IT'S WHAT'S FOR DINNER

Beef is not only delicious but is a nutritional powerhouse, making it a great source of several essential nutrients. We've rounded up a few of our favorite things about beef to share with you as we celebrate National Nutrition Month!

Did you know we have an entire recipe collection certified by the American Heart Association? Check out these [Heart-Healthy recipes](#). Or try these delicious [Protein For Strength](#) recipes.

If there was a protein contest, beef would be crowned the king! A 3 oz. cooked serving of beef provides 50% of your Daily Value (25 grams) of this [important nutrient](#).

A wealth of research has linked protein to favorable lifestyle markers such as healthy body weight and/or weight loss, maintaining and building muscle, and overall diet satisfaction. When you're looking for ways to improve your health, manage your weight or satisfy your appetite, consider all that protein can do for you:

- Feeling hungry? People who eat a higher-protein diet (about 30% of daily calories from protein) feel more satisfied, which may help prevent overeating.
- Protein helps support strong, lean bodies. Eating at least 4 ounces of high-quality protein from foods like beef at each meal provides your body with energy to lead an active lifestyle.
- Protein may help cut the fat. Research has shown exercise is more effective for weight management when paired with a higher-protein diet, and beef provides the amino acids necessary for building and replenishing muscles.




# Team Beef

- Health influencers and beef producers
- Educational opportunities with Reilly Beatty, MS, RD, CSSD
  - Performance nutrition presentation
  - Healthy snacking video
  - Handouts
- Support American Diabetes Association, Tour de Cure



**TOUR**  
de **CURE**  
American Diabetes Association.  
Ride. Run. Walk. For Life.



### Beef & Sweet Potato Chili

**The Ingredients**

- 1 large sweet potato, diced into big chunks
- 1 can black beans
- 1 can kidney beans (light or dark red work)
- 1/2 green pepper, diced
- 1 1/2 oz can of diced tomatoes
- 1 cup frozen corn
- 16 oz ground beef
- 1/2 large white onion, chopped
- 1/2 cup chicken or vegetable broth
- 1 tsp cumin
- 1 tsp dried oregano
- 1 tbsp garlic powder
- 2 tsp chili powder
- Salt and pepper to taste
- \*optional but recommended spices

**The Directions**

1. Place all ingredients in the base of your slow cooker and stir to mix well. Cook on low for 8 hours.
2. Top with chopped tomatoes, plain Greek yogurt, cottage cheese, Mexican cheese, avocado or tortilla strips.

♥ This meal is an athlete favorite!

Serves 8

**NUTRITIONAL INFORMATION**

Calories	267
Fat (g)	4
Carbs (g)	38
Fiber (g)	5
Protein (g)	17





# Conference

## California School Nutrition Association (CSNA) Conference

CSNA mission is educating and empowering members to provide healthy meals to foster an environment where children achieve overall wellness and lifelong success.

- Partnered with California Cattle Council

### GOALS:

- Engage with key school nutrition professionals
  - Establish as a trusted resource and beef nutrition experts
  - Determine audience needs

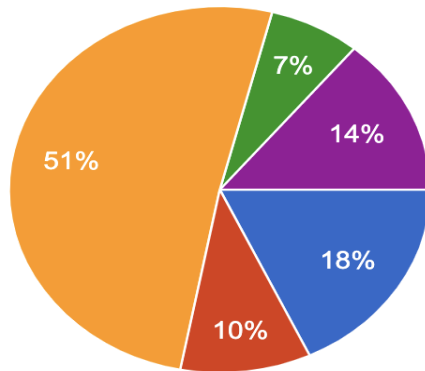




# Conference

## Highlights:

- Gained a current contact list of school foodservice professionals
  - 60 people signed up to receive newsletter
- Made several contacts within school districts and farms to potentially collaborate with
- Surveyed 20% of attendees on foodservice needs



- Handouts
- Presentations
- Cafeteria stuff
- Ag in the Classroom
- Menus







# **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

- Partnered with **Dairy Council of California**
- **California State University of Sacramento**

*Two-part event: educational day followed by a day long immersion experience*

Presentations included:

- Nutrition Trends: How Nutrition Leader Can Adapt in a Changing Environment
- Building a Strong Future: Optimizing Nutrition Education
- How to Effectively Communicate: Tips for Increasing Health Literacy and Improving Audience Engagement
- Sustainable Nutrition
- Effective Communication Worksheet, Skill Development







# Farm Immersion Experience

## O'Connell Ranch, Colusa

- 19 Nutrition professionals
  - 10 Dietetic interns
  - 4 Faculty from CSUS
  - 5 Alumni, dietetic program
- Joined by
  - University of California Cooperative Extension
  - California Rangeland Trust
  - Glenn and Colusa County Cattlewomen



The day covered topics on beef production, land management, animal welfare, environmental issues.

# **Farm Immersion Experience**





# Nutrition Communication Training

## Highlights:

- **Increase** in how prepared students felt in providing nutrition education
- **75%** feel beef can be a healthy choice
- **75%** feel very comfortable or somewhat comfortable recommending beef, based on the ways cattle are raised
- **100%** felt better equipped to answer questions about livestock in the food system



# Nutrition Communication Training

**After spending a day with a local farmers and ranchers do you feel you have a better understanding of livestock within the food system?**



- Yes! The farmers and ranchers did a great job explaining and describing the challenges they face. It gives me a better understanding of the food system.
- Meeting the ranchers was an extremely eye-opening and insightful experience. I learned so much about the industry and the challenges it faces.
- There was so much involved in cattle farming I was never aware of. I only had assumptions prior to this tour
- I had very little concept of what farms look like and what went into them. I definably got a good grasp of the basic things that go into it. Also, the struggles/challenges that come as well.
- I had previously assumed that the vast majority of beef was coming from large industrial corporations. Now, I understand much more about local and sustainable ranching.





5

**Producer Engagement &  
Education**



# ***Meet Makenzie Neves***





THANK YOU!





# Questions?

Thank you!

