The 1988 Checkoff Program

The National Beef Checkoff also includes a veal program. The veal marketing plan is structured similarly to the beef plan, including the four program areas: Promotion, Research, Education and Public Information. Activities for the 1988 veal program include:

**Promotion**: Foodservice magazine advertisements, Recipe cards for veal, Veal Meat Features videos and point of sale in supermarkets.

**Research**: Market research focusing on veal consumption and consumer usage and attitudes about veal.

**Education and Public Information**: Veal recipes, photographs sent regularly to newspaper food editors.
YOUR DOLLAR AT WORK

THE BEEF PRODUCER’S INVESTMENT IN BEEF PRODUCER PROFITS

California beef producers understand the value of the state’s $1 checkoff. Our state set the example for a national $1 checkoff by starting a state $1 checkoff in 1982.
In six years we’ve seen positive shifts in California consumers’ attitudes toward beef. The National Beef Checkoff, in effect since October, 1986, has, in over just one year, created a healthy impact on beef’s popularity and demand. A continued nationally-funded program is important to maintain our marketing strength and build a future for the beef industry in a competitive marketing environment.

Is $1 worth it? Is your $1 being well-spent? The answer to both questions is YES! Your dollar is reaching your potential customer. Fifty percent of your dollar is sent to the Beef Board for national programs. Half of that amount (25¢) is used for advertising. For every $1 sent to National, $3 is returned to California in consumer advertising alone — a return on investment which could never be matched if purchased on a statewide basis. The remaining 25¢ is used for major research studies and consumer information programs.

PRODUCER FUNDED, PRODUCER CONTROLLED

Your California Beef Council consists of 21 appointed representatives from the beef production and distribution chain. The National Beef Board has five members from California, ensuring a strong voice for our state. Together, your representatives determine how best to use industry funding both nationally and in California, to build demand for beef using the four strategies of Promotion, Research, Education and Public Information.

The 1988 California Beef Council budget is $3.5 million. Combined state and national investments for 1988 are over $575 million.

ATTEND The Beef Council Range Seminar

March 10 - March 12

San Francisco, California

For information on how to attend, call 1-800-REACH-09

YOUR MISSION

Our mission is to increase the opportunity for all segments of the beef industry to earn an adequate return on investment through market development programs (Promotion, Research, Education and Public Information) which will build demand for beef andveal products that satisfy consumers’ needs and wants.

BEEF TRANSFORMED

BEEF IMPROVED

BEEF GROWTH

BEEF PROMOTION

BEEF EDUCATION

BEEF CARE

BEEF DISCOVERY

CA BEEF COUNCIL - 1988

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Frank King..................F 503 725-3293
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Advisors
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John Haddor..................F 901 792-2531
Don Jackson..................F 209 847-4356
Martin Morris..................F 702 375-2664
Ray Pearce..................R 415 891-3311

Affiliation:
C — Cattleman
D — Dairyman
F — Feeder
P — Packers
* — Public Member
FB — Foodservice
R — Retailer

Results Check Progress

Producers in California and nationally provide the checkoff funds to make a beef program possible. In just one year at a $1 national level, your investment has yielded opportunities and progress which were never possible before. National ongoing research has shown that your checkoff $1 has made a significant difference in improving the market for beef.

Beef is Back! Pick up a newspaper or popular consumer magazine and when you see an article about beef it is generally favorable. Headlines like “Beef Makes a Comeback” or “The New Lean Beef” are all results of communicating the latest nutrition information (from USDA Handbook 8-13), changes in production and feeding and changes in fat trim at the supermarket, to editors and writers. The beef industry is respected as a reliable news source.

“Think the close of the TV beef commercials see a dinner table, then a plate of beef framed by vegetables and the message is unmistakable. Welcome back, America, to real food.”

San Francisco Chronicle, July 9, ’87

The California and National Beef Cook-Off events are larger in scope and publicity than ever, including a $15,000 national prize in 1988, and a food editor seminar at the event drawing press coverage year-round.

Consumer tests of the celebrity television advertising campaign just 6 months after the introduction, showed the highest advertising awareness for a commodity product in such a short time period. Further, in recall tests of the ads, consumers who had seen the ads had more favorable attitudes about beef— in fact, those who saw the ads had far more positive attitudes than non-viewers. Viewers agreed that beef is good tasting, a good source of nutrients and can be prepared quickly.

Despite reports that consumers are shunning beef, in-home consumption studies conducted by National Eating Trends show that nearly everyone in the United States and California eat beef. In California, 87% of the population eats beef at least 4 1/2 times every two weeks.

Retailers appreciate the information, meat science research, and promotional support which are provided by the beef industry to help them offer a quality product and better service to their customers. Meat features video tapes are available for most beef cuts as well as veal. In California, Meat Features will also be available in Spanish as an extra service to supermarkets in large Hispanic neighborhoods. The 1/4 fat trim program has become an industry standard with a further movement to no trim. An “all red” product in the meat case improves beef’s image as a nutritious, lean source of protein. Shoppers in California who want the beef cuts that are lowest in fat and calories can select the “Skinniest Six” cuts with the help of special point-of-sale identification of the leanest beef cuts.

Public relations, advertising to doctors, consumers and restaurants operators, food editorial placements, media relations, and events targeted to active and trendy lifestyle groups, are all helping to increase beef’s image as a food that fits a healthy lifestyle and as a food that consumers enjoy.

“Where’s the Beef? Positive Shift Seen In Attitude About Red Meat.”

Los Angeles Times, August 20, ‘87

At the close of the TV beef commercials we see a dinner table, then a plate of beef framed by vegetables and the message is unmistakable. Welcome back, America, to real food.”

Public Relations — 11.5¢
Research — 3.7¢
Education & Nutrition — 5.2¢
Promotion & Advertising — 63.9¢
Administration (Council) — 3.7¢
State Administration — 4.5¢