

Reaching Real People

BEEF

The 1988 Checkoff Program

CALIFORNIA BEEF COUNCIL

BEEF PUBLIC INFORMATION

California's unique population is targeted directly through CBC public relations programs.

Active lifestyle and health-oriented consumers are reached through:

- CBC-sponsored sports events.
- Advertisements in California magazines.
- Media contacts and advertising in sports publications.
- Low-calorie recipe releases and booklets.

Beef is positioned as a "new" trendy food in California through:

- Celebrity chef events and "light" recipes.
- KCBS Kitchens radio advertising with renowned food experts.
- Tie-in events and brochures with premium California wines.
- Advertisements in California magazines.

Hispanics, heavy beef users, who make up over 25% of California's population, are provided traditional beef usage ideas through:

- New bilingual supermarket signage and Meat Features videos.
- Radio advertising and on-air contests.
- TV and radio PSAs.

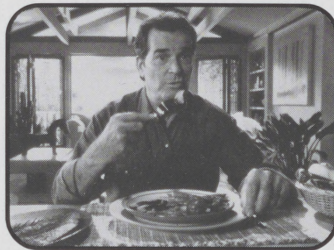
BEEF PROMOTION

Beef. Real Food For Real People.

The 1988 advertising will build on the successful celebrity advertising campaign, but watch and listen for "real people" spokespeople too. National advertising is scheduled for:

- Television — Prime-time, evening news, weekend sports, 1988 Winter Olympics.
- Radio — Network stations and twice a week on Paul Harvey.
- Consumer Magazines — *Better Homes & Gardens*, *National Geographic*, *Newsweek*, *Readers' Digest*, *Southern Living* and *U.S. News & World Report*.

James Garner
Spokesperson



Year-round point-of-sale in supermarkets promotes beef where consumers make their purchase decisions. Additional retail promotions include:

- Olympics — "Share In The Gold" consumer sweepstakes.
- Meat Month — February, 1988.
- Meat Features — Videos providing beef selection, preparation and nutritional tips.
- Nutri-Facts — Nutrition information by beef cut, and new "Skinniest Six" beef cuts displays.
- Cooperative promotions with retailers and commodity groups.

"Beef Serves You Light — Morning, Noon, and Night"

Foodservice operators learn to extend the popularity of beef in restaurants through:

- Foodservice magazine advertising and publicity.
- Recipe brochures and cut-specific cards.
- Conventions and seminars.
- Tie-in promotions with restaurant and hotel chains like Marriott.
- Recipe/brochure placements in upscale magazines monitor consumer interest. Over 700 requests for the "A Taste of Beef, A Sip of Wine" brochure resulted from one article in *California Magazine* and over 6,472 beef requests came in from *Gourmet Magazine's* Directory.



Food editors, news media, lifestyle/fitness editors have all gotten the message that "Beef Is Back" and that beef has changed. These editors pass the good news on to consumers through their publications:

- The California and National Beef Cook-Offs continue to return \$40 in cook-off publicity alone for every \$1 spent.
- Regional "Beef Is Back" seminars provide new story ideas for food editors.
- Cooperative commodity press kits like the Bounty of California offer California food editors beef articles and recipes.
- Recipe/photo releases, brochures and beef cooking tips are sent regularly to newspaper food editors throughout California, keeping beef recipe ideas in the food pages when consumers read for weekly supermarket specials.

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 chefs.
 - 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.



BEEF INDUSTRY INFORMATION

Producers and industry media are informed about California Beef Council programs and results, and beef checkoff funding through:

- CBC Update newsletters.
- Exhibits at industry trade shows.
- Press releases and radio interviews.
- Speaking engagements and seminars.
- Informational materials at auction markets, sale yards and other business locations.
- Printed and exhibit materials provided to CattleWomen for county fairs and local promotions.



BEEF EDUCATION

California's influential educators like doctors, dietitians and school teachers impact consumer attitudes about beef.

Reaching these groups with useful information is crucial to changing consumer misperceptions about beef. New programs for 1988 include:

- New advertising in healthcare magazines reaching doctors and dietitians with information for their patients on iron and lessons in eating.
- Dietitian's teaching aids include Nutri-Facts kits and Mealstyles, a new diet/recipe booklet, to teach consumers healthful eating habits by making smart food choices.
- *Sunset Magazine's* article on today's lean beef provides a highly credible resource to consumers. Sunset editors consulted the beef industry for its sources.
- California's new "Cowboys Then and Now" film and gameboard to teach the importance and history of the cowboy and the beef industry to students.



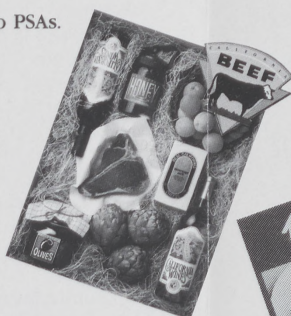
BEEF RESEARCH

Research is the building block for all funded programs, from the development through the evaluation phase. Industry research has three focuses:

- **Diet/Health** — To provide the facts to combat health professional and consumer misinformation. Studies include beef nutrient composition, role of minerals, effect of fat on cholesterol.
- **Product Development** — New product ideas and testing, fat trim, cutability and palatability studies all help provide value-added beef products to meet consumers' needs.
- **Market Research** — Ongoing studies track at-home and out-of-home beef usage and serving frequency. Consumer attitudes and behavior as a result of exposure to beef advertising is also tracked over time. Other research studies demographics, attitudes and lifestyles to identify new target groups like Hispanics, athletes and senior citizens. Marketing program testing and evaluation keep the beef program on track.



VEAL



BEEF

Your Dollar At Work

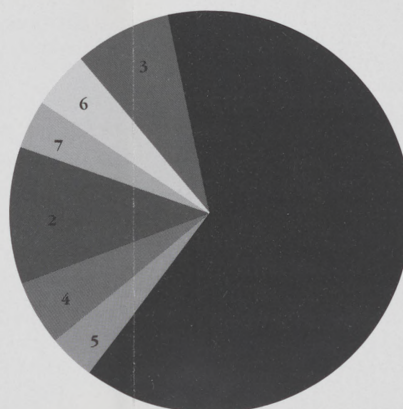
THE BEEF PRODUCER'S INVESTMENT IN BEEF PRODUCER PROFITS

California beef producers understand the value of the state \$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 consumer. 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.

CALIFORNIA BEEF COUNCIL 1988 BUDGET \$3,345,579

1. PROMOTION & BEEF BOARD CONTRIBUTION	63.9%
Television	
Consumer Magazines	
Radio	
Retail Merchandising	
Foodservice	
USMEF	
CBC/BIC Joint Programs	
2. PUBLIC INFORMATION	11.5%
Beef Cook-Off	
Food Editors	
Special Events	
Publicity	
Media Relations	
Fair Materials	
Newsletters	
3. RESERVE	7.8%
4. EDUCATION	5.2%
Nutrition	
Usage and Care of Beef	
Healthcare, Educator, and Consumer Programs	
5. RESEARCH	3.7%
Diet/Health	
Consumer Attitudes and Market Behavior	
New Product Development	
6. STATE ADMINISTRATION	4.3%
7. ADMINISTRATION (Council)	3.7%



OUR 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 and veal products that satisfy consumers' needs and wants.

Retailers appreciate the information, meat-science research, and promotional support they 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 restaurant 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

REACHING REAL PEOPLE

In 1988 when consumers watch, listen to, and read their favorite television and radio shows and magazines, they'll get the beef message loud and clear. TV viewers see the ads on all types of programs: Prime-time shows, evening news, weekend sports, and the 1988 Calgary Winter Olympic. Driving to and from work, or listening at work or at home, radio audiences will hear "beef" during news, cooking shows, and on the popular Paul Harvey show. Reach for a magazine, whether *Newsweek* or *National Geographic*, and learn about beef's nutritional benefits. All totaled, 96% of our target audience will be reached through beef advertising.

In California, your \$1 will help supplement the national media by zeroing in on California's unique and growing consumer segments. Sports enthusiasts, busy urban professionals, Hispanics and senior citizens will be targeted through additional California media and public relations to respond to California's developing trends. Nutrition, convenience, health and beef as "trendy" will be the focuses.

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.

“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!'”

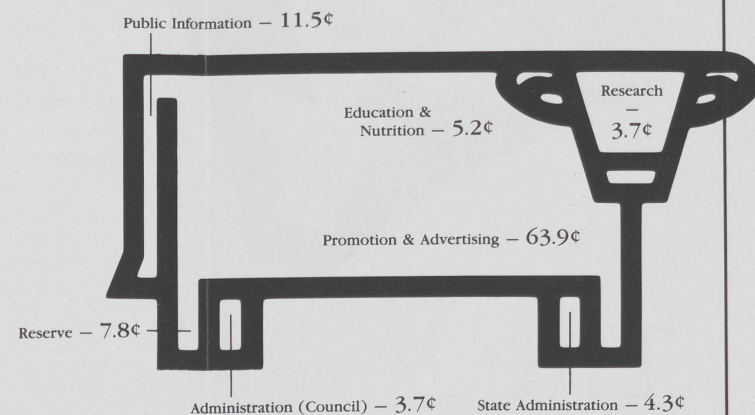
San Francisco Chronicle, July 5, '87

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 very 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 4½ times every two weeks.

“How Now to Sell a Cow? — The beef industry makes a leaner pitch.”
New York Times
November 29, '87



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 \$3.3 million. Combined state and national investments for 1988 are over \$73 million.

CBC MEMBERS — 1988

Executive Committee

I.T. "Curly" Thurber	Chairman	C	209 665-3516
Frank King	Vice Chairman	F	503 723-3293
Carver Bowen		C	805 536-8515
Jack Hunt		F	805 327-8481
Norman Lucas		D	209 634-5725
Maynard Troost		D	714 685-2722
Dave Wood		P	209 884-2435

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Laurena Johnson	C	209 626-4502
Frank King	F	503 723-3293
Norman Lucas	D	209 634-5725
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Don Jackson	F	209 847-4356
Martin Morris	F	702 273-2646
Ray Pearce	R	415 891-3311

Affiliation:

C — Cattleman
D — Dairyman
F — Feeder
P — Packer
* — Public Member
FS — Foodservice
R — Retailer

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