

CBC MEMBERS—1987

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Don Jackson CF 209/847-4356

Martin Morris CF 702/273-2646

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Affiliation

C—Cattleman *—Public Member

CF—Cattle Feeder FS—Foodservice

P—Packer R—Retailer

D—Dairyman



YOUR BEEF COUNCIL REACHES REAL PEOPLE

California producers paved the way for the new national \$1 beef checkoff. The Beef Promotion and Research Order (BPRO), passed as part of the 1985 Farm Bill, has brought the beef checkoff up to California's \$1 level, nationwide. For the past five years, the California Beef Council (CBC), working closely with the Beef Industry Council (BIC), has implemented successful marketing programs through funding from your checkoff dollars. California will benefit greatly from the expanded national budget: For every 50¢ contributed, California receives \$1 worth of promotion programs, including TV, radio, and magazine advertising and retail merchandising.

OUR MISSION

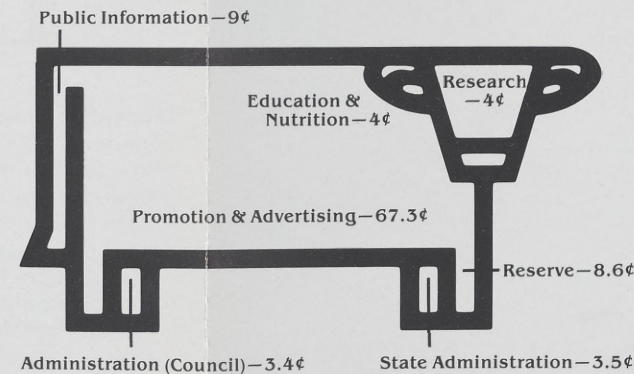
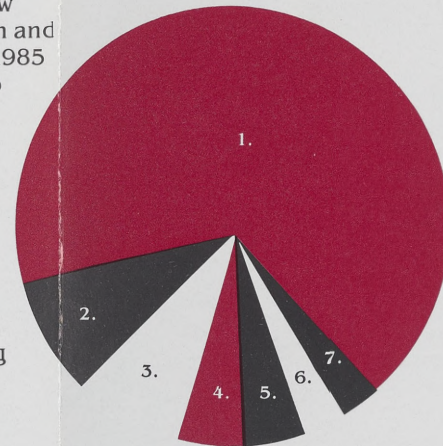
To increase the opportunity for all segments of the beef industry to earn an adequate return on investment through market development programs (Promotion, Research, Education, and Public Information) which build demand for beef products that satisfy consumer needs and wants.

BEEF FUNDING

Your California Beef Council consists of twenty-one appointed representatives from the beef production and distribution chain. As your representatives, they determine how best to use the industry funding to build demand for beef using the four strategies of promotion, research, education, and public information.

The 1987 California Beef Council budget is \$3 million. Combined state and national investments for 1987 are \$60 million. (At 3 1/3 times the \$18 million 1986 budget, this budget is the largest ever because of the BPRO.)

CALIFORNIA BEEF COUNCIL 1987 BUDGET \$3,036,223



1. PROMOTION & BEEF BOARD CONTRIBUTION 67.3%
Television
Consumer Magazines
Radio
Retail Merchandising
Foodservice
USMEF
CBC/BIC Joint Programs
2. PUBLIC INFORMATION 9%
Beef Cook-Off
Food Editors
Special Events
Publicity
Media Relations
Fair Materials
Newsletters
3. RESERVE 8.6%
4. EDUCATION 4.1%
Nutrition
Usage and Care of Beef
Healthcare, Educator,
and Consumer
Programs
5. RESEARCH 4.1%
Meat Science
Consumer Attitudes and
Market Behavior
New Product
Development
6. STATE ADMINISTRATION 3.5%
7. ADMINISTRATION 3.4%
(Council)

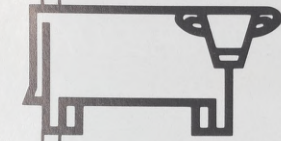
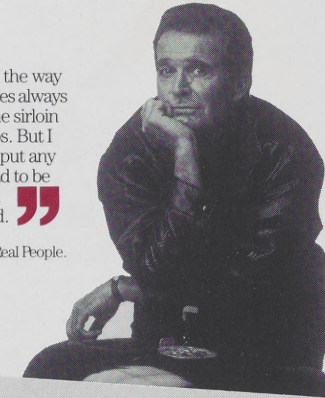
REACHING OUR TARGET

1987 will be a banner year for beef promotion programs. National funding makes a national media schedule possible, with prime-time television, network radio, and national consumer magazines reaching 97% of our target audience twenty-eight weeks out of the year.

In California, the CBC will target consumer segments and trends unique to this state. CBC/BIC-funded research and trend monitoring tell us there is a special advantage in reaching Hispanics, fitness enthusiasts, and senior citizens through CBC programs. Nutrition, convenience, and health will be emphasized with these segments.

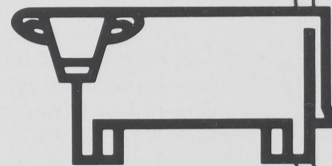
"I never liked the way the vegetables always fell off between the sirloin on my beef kabobs. But I fixed that. I don't put any vegetables on. Had to be some reason man invented the salad."

Beef. Real Food For Real People.



BEEF.

REAL FOOD FOR REAL PEOPLE.



Your Beef Checkoff \$1
Now Reaches More People in
More Ways Than Ever Before.

ENJOY BEEF. REAL FOOD FOR REAL PEOPLE.

In 1987, celebrities including James Garner and Cybill Shepherd will promote beef, reaching consumers throughout the United States on:

- Television: Prime-time, nationwide, for twenty-eight weeks.
- Radio: Network stations for twenty-four weeks.
- Consumer Magazines: Twelve popular magazines, seventy advertisements.



James Garner
"Kabob"

PROMOTION



- P.O.P. Merchandising: Year-round displays in every major supermarket chain. *Meat Nutri-Facts* displays tell beef's nutritional story, and the new *Meat Features* videos offer beef selection, storage, preparation, and nutrition tips.
- Commodity and retailer cooperative promotions.



"Beef Serves You Light—Morning, Noon, and Night." Foodservice operators learn to feature lean beef through:

- Foodservice magazine advertisements and publicity.
- Recipe booklets and cards.
- Foodservice conventions and seminars.
- Tie-in promotions with food-service chains.

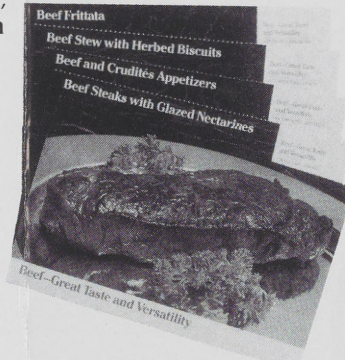
RESEARCH



NATIONAL EATING TRENDS
One of THE NPD GROUP of Marketing & Research Services
Management Summary Report
on
In-Home Consumption
of
Beef in California

Research studies funded in 1987 by CBC and BIC include:

- Investigation of potential new consumer segments.
- Updates on consumer attitudes and behavior.
- Walker Tracking of awareness of and response to beef industry promotion programs.
- Continued support of National Eating Trend (at-home) and CREST (away-from-home) beef usage and frequency studies.
- New product and market development to build beef demand.
- Diet and health issues.
- Evaluation of program results.



California education programs target healthcare professionals, educators, consumers, and other "influencers" with lesson plans, films, brochures, and seminars on:

- Nutrition and diet information for adults and children.
- Beef preparation, storage, and handling.
- Improving understanding of cattle industry and practices.



The CBC also reaches doctors, nutritionists, and dietitians through presentations and exhibits at healthcare conventions.

EDUCATION



California's unique consumer segments are targeted through CBC public relations programs.

Active-lifestyle, health-oriented consumers are reached through:

- Advertising, articles, and media contacts with fitness and health publications.
- CBC-sponsored sports events.
- Recipes and nutrition information for health clubs and groups.

Hispanics, the fastest-growing population in California and heavy beef users, are reached through:

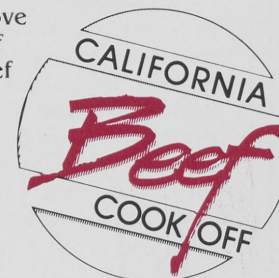
- Television PSA's, radio contests and advertisements, and recipe brochures.



PUBLIC INFORMATION

Innovative programs to improve consumer acceptance of beef and understanding of the beef industry include:

- The California Beef Cook-Off publicity.
- Newspaper food pages.
- Media contacts, appearances, and information resources.



CBC communicates information and programs to the industry through:

- Newsletters.
- Speaking engagements.
- Articles in industry publications.
- Exhibits at conventions and fairs.

RESULTS CHECK PROGRESS

Your checkoff support of CBC and Beef Board programs can help beef demand make a comeback and lead the way for new opportunities. The new national \$1 checkoff provides the beef industry with the level of funding for programs needed to make an impact on consumers.



Research monitoring specific projects shows encouraging results. A retail test of *Meat Features* in-store videos shows that through impactful merchandising, beef sales can be increased *without* price discounts. Based on consumer responses in the National Consumer Retail Beef Study, retailers and meat packers introduced the successful 1/4" Super Trim program. Incorporation of the new nutrition information in advertising and retail programs through *Meat Nutri-Facts* increased consumers' awareness of beef's nutritional story and improved their attitudes. The California and National Beef Cook-Off events are the single largest publicity-generating programs. A return of \$40 for each \$1 invested is gained in cook-off publicity.

The NET study which monitors household usage of beef showed that beef usage and frequency of serving is on the rise in California homes: Beef is now served in 87% of California homes, 4.6 times every two weeks. Inroads have been made with heart, cancer, and other medical associations so that more now recognize that lean beef fits into a healthy diet.

Public relations, advertising, food editorial, and media relations programs are all gaining exposure for beef as fitting today's active, health- and convenience-oriented lifestyle and creating greater understanding and acceptance of the value of beef.