

# BEEF

## YOUR BEEF CHECKOFF PROGRAM FISCAL YEAR 2007 IN REVIEW

No matter what business you are in, it is important to stop and annually review what you are getting done. The Beef Checkoff program is no exception and in this annual report you will find some of the highlights of what beef checkoff funded programs have accomplished in Fiscal Year 2007.

The audiences reached by checkoff funded programs continue to be as diverse as the population; from retailers to school nurses and from dietitians to beef producers. As you will read, your checkoff dollars are funding a variety of programs ranging from the development of five new convenience beef product concepts to a program designed to help parents learn how to enrich their family mealtimes.

The state and national partnership continues in implementing checkoff programs. In 2007, state beef councils voluntarily invested approximately \$10 million in the Federation of State Beef Councils. This investment multiplies the reach and impact of national programs funded by the Cattlemen's Beef Board and materials provided to state beef councils.

Thank you for your investment!

### RETAIL

Retail marketing executed another productive Summer Grilling Campaign in 2007. The outreach was a combination of promotional efforts that included development of point-of-sale materials, partnering on freestanding inserts, radio advertising and in-store merchandising. More than 22,000 point-of-sale pieces were distributed by 22 state beef councils. Additionally, 70 retailers partnered in 42 markets to broadcast radio spots on 68 stations nationwide. Reduced beef supply and the resulting higher retail prices again reinforced the strength of beef demand as dollar sales during the summer grilling months increased by 1.5 percent to \$5.3 billion over 2006.

### BEEF INNOVATIONS GROUP

Fiscal year 2007 was a BIG year for the checkoff-funded Beef Innovations Group. Major initiatives were completed and include creating five new convenience beef product concepts which are ready for commercialization;



launching a new and informative web site; creating new industry partnerships; and rolling out four new chuck roll cuts plus an innovative cooked chuck roll item. The new chuck roll cuts include the Denver Cut, America's Beef Roast, Delmonico Steak, Country-Style Beef Chuck Ribs, and a fully cooked Country-Style Beef Roast.

### VEAL

The Beef Checkoff-funded Veal Go To Market strategy reached a milestone in fiscal year 2007 with four casual dining chains representing more than 350 restaurants nationwide placing a new veal item on each of their menus. These four new veal items help create new consumer demand with a younger target audience. The checkoff-funded veal program yielded over \$1 million in Estimated Advertising Equivalency through an integrated veal public relations programs.

### CULINARY CENTER

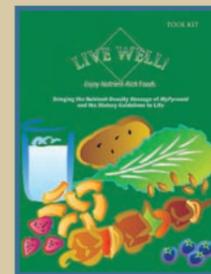
2007 brought exciting opportunities for the checkoff-funded Culinary Center. Beef U, a Foodservice Guide to Beef, was rolled out jointly with the Foodservice team. The center also focused on developing recipes and taking photography for the Beef Made Easy program, Food Communications, Veal and Foodservice. The Culinary Center also partnered with the Youth Education team in developing recipes for *Enriching Family Mealtimes*.

### SAFETY

The beef industry is being recognized by government agencies and consumer groups for effective safety systems and safe products. Much of this success is a result of checkoff-funded beef safety research that has developed interventions, fostered communication among all industry sectors and advanced the knowledge of foodborne pathogens and their prevalence in the beef chain.

### NUTRITION

The Beef Checkoff co-sponsored a scientific summit titled, *Protein Summit 2007: Exploring the Impact of High-Quality Protein on Health*. The Summit was an important scientific and influencer meeting that convened 65 researchers from around the world to engage in dialogue to "build the case for high-quality protein," such as lean beef. The results of the Summit will help foster ongoing efforts to help protect and promote the importance of protein.



Health Professional Education  
More than 30 checkoff-funded nutrition seminars were conducted across the country in 2007 for a variety of health professionals, including dietitians. More than 6,500 individuals attended these events, where the popular *Live Well* toolkit was utilized and distributed, as were a variety of printed materials about beef as part of a healthy diet.

### ISSUES MANAGEMENT

A public opinion survey in May 2007 found consumers rated beef highest of all proteins in terms of food safety. Another recent Issues Management survey found 95 percent of Americans support raising cattle for food. Issues Management's work in monitoring, analyzing and managing potentially damaging issues in food safety, nutrition, the environment and animal welfare has been integral to Beef Checkoff investments since the program began.

### PUBLIC RELATIONS

In fiscal year 2007, checkoff-funded public relations generated more than 5.4 billion impressions as a result of efforts related to food communications, nutrition, safety, media relations and crisis preparedness. The PR program continues to tell the beef production story and help share information about nutrient rich beef available through media relations, consumer outreach and web sites such as BeefFromPasturetoPlate.org, BeefItsWhatsForDinner.com and BeefNutrition.org.



### YOUTH EDUCATION

A growing body of research shows regular family mealtimes have a positive impact on all aspects of a child's development – physical, mental, behavioral, social and educational. To help reach parents with this important message, the Beef Checkoff has produced *Enriching Family Mealtimes*, a kit that provides school leaders, health professionals, and parent volunteers the tools needed to promote family mealtimes in their schools or youth organizations. Contents include "how-to" tips, advice, simple recipes, shopping lists, conversation starters plus many other resources.

### FOREIGN MARKETING

U.S. beef is back in nearly all international markets and due to trade requirements, many boneless beef items are in tight demand. USMEF (United States Meat Export Federation) has focused on marketing underutilized U.S. beef cuts to offer buyers in many markets alternative cuts at more affordable prices. Through July 2007, beef sales amounted to 425,394 metric tons (937.8 million pounds), worth more than \$1.4 billion.

### CBB COMMUNICATIONS

CBB communications outreach included production of the 2006 Beef Board Annual Report, as well as tracking activity at checkoff meetings via the Beef Board meeting blog, at www.beefboardmeeting.com. In addition, these producer communications efforts took a CBB presence to seven industry trade shows, and provided CBB members and other producers information and materials to help them tell the checkoff story to the country.

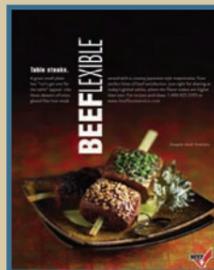
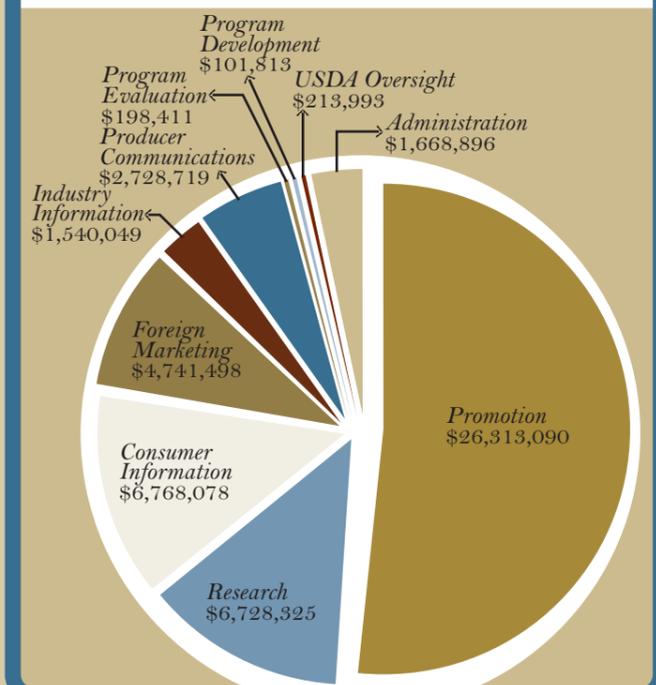


### NATIONAL BEEF COOKOFF®

The 27th National Beef Cook-Off was held in September 2007 with publicity running at record pace. The Food Network spent days filming the event and will air a second hour-long special devoted to the Cook-Off in mid-2008. In addition, nearly 2,000 stories reaching over 317 million consumers appeared about the Cook-Off in the past year—all of which reinforce the integral role beef plays in America's kitchen.

## CATTELMEN'S BEEF PROMOTION AND RESEARCH BOARD FISCAL YEAR 2007 EXPENDITURES

Does Not Include State Beef Council Investments



### FOODSERVICE

The BEEFflexible message continued to resonate with operators across all foodservice segments, where more than 8.66 billion pounds of beef were sold during fiscal year 2007. Volume data shows the Flat Iron and Petite Tender continue to outsell both the T-Bone and Porterhouse in this \$531 billion channel. The integrated foodservice marketing plan delivered 48.5 million trade media impressions in the channel, four major

showcase and product sampling events and five promotions with chain restaurants.

## HISPANIC MARKETING

Focusing on the growing Hispanic market for beef in the U.S., the NMBC visited El Mezquite market in Central Albuquerque at its September 2006 meeting. They received a tour of the prepared foods buffet section, a visit to the store's extensive meat market, and an educational program from Doug Beltz and Tom Bertelle of Zanio's Foods on value-added cuts of beef which are popular with Hispanic consumers.



## PRODUCER COMMUNICATIONS & INDUSTRY INFORMATION PROGRAMS

### GATE TO PLATE FORGES UNM CONNECTION

A new alliance between the NMBC and the University of New Mexico was spurred by the attendance of Joan Cok, Supervisor of The Story of New Mexico, a lecture and travel program of UNM's division of Continuing Education, at the 2006 Gate-to-Plate Tour. The Continuing Education 2006 fall catalog offered a tour of Luke's Dairy and Mountainair. A group of adult students traveled to NMBC director Luke Woelber's HAW Dairy in Belen to learn first hand how this business is operated.

### WOMEN IN AG LEADERSHIP MEETS IN ALBUQUERQUE

The sixth Women in Agricultural Leadership Conference, "Women Taking the Reins: Building Your Leadership Toolkit," was held in Albuquerque April 18-20, 2007. The NMBC sponsored the beef fajita lunch. Margie McKeen of the Hugh B. McKeen Ranch in Glenwood was honored with the Diamond in the Rough award for her contributions to the industry. The popular event brings New Mexico women from all aspects of agriculture together for education and networking.

### ANNUAL REPORT KEEPS PRODUCERS IN-TOUCH WITH BEEF CHECKOFF HIGHLIGHTS

The NMBC provides an annual report to inform producers how their checkoff dollars are invested to promote beef and the industry. The report is mailed directly to the homes of both dairy and beef producers, and it is published in beef industry magazines. Updates and inserts on the checkoff are published monthly. NMBC staff and directors, as well as national program staff, speak on the checkoff at local and statewide producer meetings.



### BEEF CHECKOFF CELEBRATES 20TH ANNIVERSARY

October 1, 2006 marked the 20th anniversary of the Beef Checkoff Program. The program was created to build beef demand through research, information and promotion and it continues to successfully achieve its goal as measured by trends in consumer demand for beef. Independent research has shown that for every dollar invested, the checkoff returns and estimated \$4.90 to beef producers. One of the Beef Checkoff's most recognizable programs includes the "Beef. It's What's for Dinner" campaign.

### JOHN L. HUSTON SPEAKS AT 20TH ANNIVERSARY LUNCH

The NMBC held its own celebration of the federal Beef Checkoff's 20th anniversary at the Joint Stockmen's Convention in Albuquerque in December,

2006 with an alumni lunch. There the pioneers of the checkoff had the opportunity to be recognized, renew their associations and celebrate the great results of all their hard work. John Huston, a 30-year veteran of beef promotion, gave a rousing talk to the luncheon attendees.



### NMBC A SPONSOR OF YOUNG FARMERS AND RANCHERS EVENT

Designed to assist young farmers and ranchers across New Mexico, the third Annual Farm Credit of New Mexico and New Mexico Farm Bureau Educational Institute was held July 26-28, 2006 in Albuquerque. The NMBC provided a steak dinner at Isotopes Stadium and the young farmers and ranchers enjoyed the game that followed.

## NMBC DIRECTORS

### FISCAL YEAR JULY 2006-JUNE 2007

**Tammy Ogilvie**, Chairman, Producer, Silver City, NM (505) 535-2975  
**Manuel Salazar**, Vice-Chairman, Producer, Española, NM (505) 638-5434  
**Chad Davis**, Secretary, Producer, Portales, NM (505) 276-8301  
**Bill Porter**, Feeder, Deming, NM (505) 546-2651  
**Luke Woelber**, Fluid Milk Producer, Belen, NM (505) 864-0881  
**Tom Spindle**, Feeder, Stanley, NM (505) 832-0926  
**Cliff Copeland**, Purebred Producer, Nara Visa, NM (505) 633-2800  
**Joe Clavel**, Producer, Roy, NM (505) 485-2591  
**Jim Bob Burnett**, Producer, Hope, NM (505) 484-3141

### EX-OFFICIO MEMBERS

**Jane Frost**, N.M. NCBA Representative, Producer, San Jon, NM (505) 357-2461  
**Pat Woods**, N.M. Beef Board Representative, Producer, Broadview, NM (505) 357-8594  
**Margie McKeen**, N.M. Beef Board Representative, Producer, Glenwood, NM (505) 539-2733

### NMBC STAFF

**Dina Chacón-Reitzel**, Executive Director  
**Becky Smith**, Administrative Assistant  
**Maureen Hendrick**, Part-time Program Assistant

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 Albuquerque, NM 87110  
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 Website: [www.nmbeef.com](http://www.nmbeef.com)

### NEW MEXICO BEEF COUNCIL Summary of Sources and Use of Funds July 1, 2006 thru June 30, 2007

INCOME:			
Checkoff and Interest:		\$ 1,184,251.00	100.00%
<b>Total Sources</b>		\$ 1,184,251.00	100.00%
EXPENDITURES:			
Cattlemen's Beef Promotion & Research Board	\$	591,011.00	49.90%
National Program Investments		36,486.00	3.08
Promotion Programs			
(Advertising, Media, Retail, Foodservice)		101,212.00	8.55
Consumer Information Programs			
(Health Educators, School Programs, Events)		154,212.00	13.02
Producer Communications & Industry Information		93,758.00	7.92
Collections		82,524.00	6.97
Administration Costs		56,445.00	4.77
Carryover Forward to Next Year		68,603.00	5.79
<b>Total Expenditures</b>	\$	1,184,251.00	100.00%

# BEEF

# NEW MEXICO BEEF COUNCIL FISCAL YEAR 2007



### LETTER FROM THE CHAIRMAN OF THE NEW MEXICO BEEF COUNCIL TAMMY OGILVIE, SILVER CITY, NEW MEXICO

Dear fellow producers and friends of the industry:

I hope this letter finds you and yours doing well and carrying on the strong traditions of our industry. The Beef Council directors and I know that even though cattle prices have held relatively well for all of us this past year, many of us continue to struggle with dry range conditions, predators and bureaucrats. It seems like some things never change!

In reality, change is happening all around us and that seems to be something we can't stop even though we may want to. The kids and grandkids grow up way too fast. The favorite dog, cow or horse gets slower sooner than you think they should and just where did those hundred thousand miles come from on that odometer! The world seems to move faster and faster these days making it harder to keep on keeping on! As beef producers, our ability to respond to change is vitally important. The Beef Checkoff is an important tool in helping us to maintain our competitive edge in the marketplace. In the coming months, you will be asked to provide input relating to proposed changes in the Beef Checkoff program. **Please respond** remembering what the program has achieved in terms of beef promotion, consumer education, product development and research over the past twenty years. Your input about Beef Checkoff dollars is very important!

Speaking of checkoff dollars, the directors who serve on your New Mexico Beef Council take them seriously and work hard to make sure they are spent wisely. It is our responsibility to "keep hold of the reins" and to report our activities to you. We are very fortunate here in New Mexico to have an effective and efficient staff of Dina Chacón-Reitzel, Executive Director and Becky Smith, Administrative Assistant to carry out the day to day work in implementing the annual operating plan. Hopefully this report will provide you some information about the state and national programs and the many ongoing activities of both.

All of us at the New Mexico Beef Council are doing our best to serve you well. We ask that you give us a call with any questions, concerns or ideas. Your feedback and continued support are greatly appreciated. Our contact information is on the back page. Don't hesitate to use it!

Honored to be of service to you,

*Tamara A. Ogilvie*

Tamara A. Ogilvie  
 NMBC Chairman, 2007-2008



## PROMOTION PROGRAMS



### BEEF BACKER AWARD HONORS NM COWBELLES

In honor of the 50th anniversary of the New Mexico CowBelles, the organization received the 2006 Beef Backer Award for countless contributions made

by individuals and the organization itself to the beef industry.

## CONSUMER INFORMATION PROGRAMS

### KID, KOWS AND MORE TEACHES THE VALUE OF BEEF TO STUDENTS AND EDUCATORS IN NEW MEXICO!

Over 10,000 students from 15 counties participated in Kids, Kows and More this year. A dramatic



increase over last year! They learned about the value of hard-working ranch families in New Mexico, and the fact that they are caretakers of their land, their livestock, the water and the State's wildlife. They also learned about beef quality and production issues. Through the Beef Checkoff dollars, NMBC is able to provide educational materials to the students and a free teaching kit and materials for their teachers.

### BEEF GOES TO THE FAIR

All who came through the New Mexico State Fair Exhibitions Hall in the Manuel Lujan Building in 2006 were greeted with a warm welcome from the New Mexico CowBelles at the brightly updated NMBC Beef Booth. There participants answered Beef Quiz questions on nutrition and safety, as they attempted to qualify for the daily drawing of \$50 of beef and the grand prize of a year's supply of beef. Alongside the Beef Booth, the daily beef demo, one of the fair's most popular displays, introduced the public to new beef products.

