



# BEEF COUNCIL bullhorn



## NEW MEXICO BEEF COUNCIL SUPPORTS NEW MEXICO DAIRY FUNDRAISER

The New Mexico Beef Council was pleased to sponsor the second annual "Dairy Nights and Can-Am Lights" fundraiser event put on by the United Dairy Women of New Mexico. Over the last 16 years, sponsors have helped raise more than \$1.3 million for children's homes in Portales and Clovis. The goal of this fundraiser is to raise enough funds to supply the children in these homes with the recommended three servings of dairy products a day for the coming year.

Sarah Fitzgerald and Belinda Lavender, NMBC Directors, along with their spouses, attended this event on behalf of the NMBC. They enjoyed a delicious barbeque dinner, dancing, and personally supported the fundraising efforts by purchasing raffle tickets for fabulous prizes, including a 2023 Can-Am Defender! ■



Sarah Fitzgerald and Belinda Lavender represented the NMBC at Dairy Nights and Can-Am Lights fundraiser.

## BEEF. IT'S WHAT'S FOR DINNER REMAINS POWERFUL BRAND

The National Cattleman's Beef Association (NCBA) conducted a Beef. It's What's For Dinner. (BIWFD) brand health assessment, which will be done annually to gauge the ongoing health and value of the beef industry's brand. This research measured awareness and impact of the BIWFD brand,

benchmarked against other brands, and provided a snapshot of the BIWFD brand today. The Beef. It's What's For Dinner. brand is recognized by 67% of consumers who eat beef at least weekly and is the center piece of the promotional efforts of NCBA, State Beef Councils, NEBPI and others. ■



Brand recognition drives consumer trust and loyalty, which pulls through purchase and demand. As we all work to make beef the top protein we must continue to protect and grow Beef. It's What's For Dinner. brand awareness across all generations.



Congratulations to Timberlin Henderson, winner of the 2024 Shiprock Marathon.

## FOUR CORNERS REGION SHINED AT THE 41ST ANNUAL SHIPROCK MARATHON

The New Mexico Beef Council was pleased to sponsor the Shiprock Marathon that took place on May 4th. More than 700 runners from across the Navajo Nation, the United States and even one participant from San Luis Potosi, Mexico enjoyed running the scenic route with stellar views of the iconic Shiprock Pinnacle. Runners competed in the half and full marathon. Timberlin Henderson (Fruitland, NM) won with a

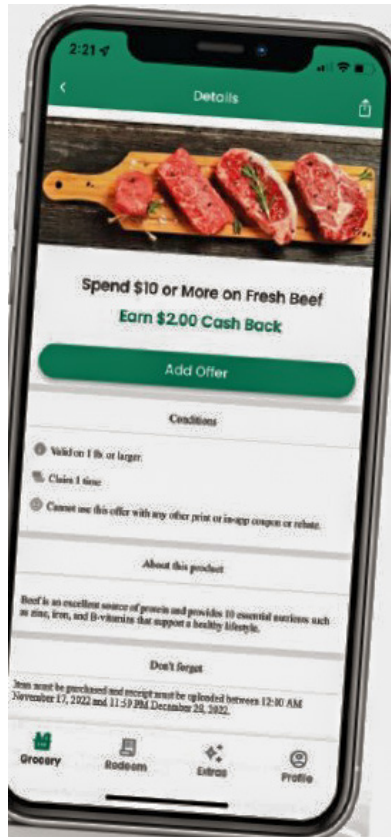
time of 2:44:22. He won this event back in 2022 and placed second in 2023. He described the race as a challenging yet rewarding experience, with the support of the local community and the stunning scenery of the Navajo Nation keeping him motivated. The NMBC continues to support this event as it empowers a healthy and active lifestyle for Navajo Nation youth. ■



To learn more visit [www.NMBeef.com](http://www.NMBeef.com)



# DRIVING BEEF SALES THROUGH E-COMMERCE



As consumers continue to turn to online ordering for their grocery shopping needs, the National Cattlemen’s Beef Association, a contractor of the Beef Checkoff, is partnering with national retailers and foodservice operators to encourage consumers to put more beef in their baskets and on their plates.

64% of consumers say they are ordering groceries online, with 44% of consumers including fresh beef in those grocery orders. When it comes to foodservice, online ordering has become overwhelmingly popular, with 80% of consumers saying they order meals online and 70% using online ordering for burgers.<sup>1</sup>

To ensure that beef’s positive message is reaching existing customers as well as new online buyers, NCBA and the Beef Checkoff partner with national grocery retailers for e-commerce efforts. Ads inspire consumers to purchase beef throughout the year. In addition, beef is front and center with consumers ordering meals online through e-commerce campaigns with restaurants, food delivery services and foodservice distributors.

Digital ads capture consumers’ attention through attractive beef photography showcasing seasonally relevant cuts and the Beef. It’s What’s For Dinner. logo. Retail ads

do not contain coupons but merely inspire consumers to add beef to their cart – either digitally or in-store. The ads are placed on the retailer’s website and app, as well as placed on popular lifestyle sites and occasionally a retailer’s social platforms such as Pinterest.

For foodservice campaigns, ads are created to highlight limited time beef offers. Beef Checkoff funds are utilized only for advertising, and any offers or discounts are 100% funded by the foodservice partner. The food delivery service and restaurant partners track sales data to show how beef sales increased over the course of the campaign.

One of the biggest advantages of e-commerce promotions is the ability to show actual sales and results. A recent “back to school” e-commerce campaign with a national mass merchandiser promoted beef through digital ads, both on the retailer’s website as well as popular consumer lifestyle sites that led back to the retailer’s beef landing page. The nearly two-month promotion resulted in \$11.6 million in incremental beef sales, 30.5 million ad impressions and a return on ad spend of \$49. That means that for every one Checkoff dollar spent on the campaign, \$49 was returned in incremental beef sales.

In addition, a December 2022 holiday e-commerce campaign

with a national mass merchandiser promoted beef through digital ads. The promotion resulted in \$4 million in incremental beef sales, 37.8 million ad impressions and a return on ad spend of \$13.45. Twelve state beef councils and the Northeast Beef Promotion Initiative provided additional funding to increase ad exposure within their states.

A foodservice promotion with Uber Eats and a national burger chain resulted in a 200% increase in burger orders the week of the promotion, and an impressive 10% increase in beef sales. A partnership with a broadline foodservice distributor served consumers and foodservice operators beef ads online during their ordering process, and the two-month campaign drove an increase of 32% in cases of beef sold.

E-Commerce promotions go beyond national campaigns. State beef councils also have the opportunity to partner with NCBA to increase digital ad placements within their states or in major media markets. More than 20 states have contributed funds to participate in retail e-commerce efforts over the past year.

Overall, e-commerce efforts continue to drive beef sales. Partnerships with national supermarket chains, mass merchandisers and club stores resulted in more than \$30 million in incremental beef sales in the past year. ■

<sup>1</sup> State of the Consumer Survey, August 2022

## UPCOMING EVENTS

### JUNE 2024

**May 13- June 14**  
US Dairy Consortium  
Clovis, NM

**June 9-11**  
NM CattleGrower’s Summer Meeting  
Ruidoso, NM

**June 9-14**  
Youth Ranch Management Camp  
CS Ranch, NM

**June 29**  
94Rock Backyard BEEF Grilling Competition  
Albuquerque, NM

**June 6-8**  
Dairy Producers of NM Meeting  
Ruidoso, NM

**June 10**  
New Mexico Beef Council Meeting  
Ruidoso, NM

**June 19**  
Chavez County BQA  
Roswell, NM

### JULY 2024

**July 8-11**  
NCBA Summer Business Meeting  
San Diego, CA

**July 16-19**  
NM Farm & Livestock Bureau Summer Meeting  
Mescalero, NM

### AUGUST 2024

**August 19** NMSU  
“Student Athletes Fuel For Success” Banquet  
Las Cruces, NM

**NEW MEXICO BEEF COUNCIL**  
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**2023-2024**  
**DIRECTORS**

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