

# BEEF COUNCIL bullhorn



## United We Steak

As part of the United We Steak campaign launch, a United We Steak ad appeared on a billboard in Times Square. At 23 stories tall and more than 7,300 square feet, it's one of the largest digital signs in the world. The United We Steak image appeared five times during morning and evening rush hours. United We Steak is the cornerstone of our summer grilling promotion and leverages the uniqueness of each state along with showcasing the importance of beef to each. The campaign comes to life at [UnitedWeSteak.com](http://UnitedWeSteak.com) with an interactive map of the United States made from 50 hand-cut state-shaped steaks. In addition to featuring individual beef recipes for each state, [UnitedWeSteak.com](http://UnitedWeSteak.com) features a beef producer from every state – see story on Tim Foote Cattle Company.

The state and U.S.-shaped steaks will also be featured in national advertisements including still images and videos that will be shared on digital and social media platforms including Facebook, Instagram, Twitter, LinkedIn and Pinterest. A new series of United We Steak videos will also be running on video platforms including YouTube and Connected TV, such as Hulu, in an effort to inspire Americans to grill up their favorite beef meal no matter where they live.

United We Steak will run from now through Labor Day to make sure that beef is the protein of choice for consumers during this grilling season.

In just one week the campaign reached more than 40 million consumers, the videos have received more than 15 million video views, and the website [UnitedWeSteak.com](http://UnitedWeSteak.com) has had more than 163,000 visits. All of this suggests that consumers love the new campaign. The reception has been so strong that additional videos and audio spots are being added into the advertising rotation. ■



United We Steak billboard in Times Square, NYC.



## Tim Foote Cattle Company featured in United We Steak

Garrett Foote just graduated from Texas Tech University and is currently attending Law School while also working on his family's ranch, Tim Foote Cattle Company in Texico, NM.

**Garrett:** We are a backgrounding ranch. That means we raise cattle from when they are weaned off of their mother's milk and we facilitate the transition from grass pasture to a grain diet.

**NMBC:** What makes your ranch unique (geographical, environmental, resources, etc.)?

**Garrett:** Our ranch is located 15 miles north of Texico, NM, which is on the eastern New Mexico border. This region's dry, mild environment is ideal for raising cattle. We graze cattle on wheat during the winter months and in the summer months they graze on grass. The grass and wheat grown in our area is very nutrient dense so it makes sense to use our local resources.

**N M B C :** What does your grain ration consist of?

**Garrett:** Our cattle eat what's in sea-

son! Everything that goes into their feed ration depends on the season, how much was grown and harvested, and the location of where it was grown. We raise our own crops to create the feed rations, but sometimes we also have to buy from neighbors. So, based on the season, our grain ration consists of dried distiller's grains, soybean hulls, cracked corn, whey, and supplements to keep the health and digestive system balanced as well as wheat, corn, or sorghum silage depending on what is available each season. The cattle may receive grain and other feeds, but only in small amounts. Grass and hay are their primary feed sources.

**NMBC:** How long do cattle typically stay on your ranch?

**Garrett:** Cattle will stay under our care for anywhere from 30 to 150 days. The amount of time that cattle remain with us depends on how much they weigh when we receive them. We typically receive cattle that weigh between 400 and 700 pounds and we keep them until they weigh 750 to 800 pounds.

**NMBC:** How do you keep animals safe and healthy?

**Garrett:** We work with our veterinarian and nutritionist to develop comprehensive animal care programs which help keep our cattle healthy. ■



# Consumers “Stocking Up” Leaves Shelves Empty

To say consumer behavior around food has shifted this spring due to COVID-19 would be an understatement. One of the most jarring examples of the changes is empty store shelves across the country, caused by consumers stocking up on food and supplies. While this dynamic was short-lived, the widespread magnitude was something many generations in the U.S had never faced before.

Not only are consumers cooking more, but they also have more food stocked up in their pantries and freezers than they typically would. About 60 percent of consumers are stocking up more now than they did before. Most consumers

have between one to four weeks of food at home. Another 20 percent have at least five weeks of meals, with very few indicating they have less than a week of food in their house. These general stocking up behaviors have remained steady since April and well over half of consumers agree that they will continue to stock up on groceries for the foreseeable future.

Consumers are not particular about the types of food that they’re stocking up on, other than plant-based proteins, which the majority of consumers claimed to not have in their home. In comparison, one-third of consumers have at least five meals of Ground Beef or chicken breast at home. At least 20 percent of consumers are also stocking up on beef roasts and steak, specifically Sirloin steaks, Strip steaks and Ribeye steaks.

With summer grilling season approaching, the appeal for stocking up on steak has grown 7 percent since mid-April. Over the same time period, chicken breast has seen an 8-10 percent decline in future stocking up behaviors. Couple

that with the fact that consumers plan to grill nearly seven times a month, and that consumers’ ideal grilling experience is all about beef and family, it all leads to a promising sign for beef this summer grilling season. ■



Before COVID-19 the meat case was full.

After COVID-19 the meat case is empty.



## How Well Do You Know the Beef Checkoff?

- Every dollar invested in the Checkoff returns \$11.91 in value to the rancher.
- The Checkoff Promotes U.S. beef domestically and in more than 80 countries.
- The Checkoff invests millions of dollars annually in product-enhancement and beef-safety research to maintain a high-quality, safe product.
- The Checkoff serves as a catalyst for introduction of new beef products – including more than 3,000 new products addressing consumer preferences for taste, convenience, nutrition and safety. ■

**BEEF**



When you see this logo, you know that the NMBC and the Checkoff are working hard on your behalf.

For more information about your beef checkoff investment visit [MyBeefCheckoff.com](http://MyBeefCheckoff.com)



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