

# BEEF COUNCIL bullhorn



## Beef. It's What's On Hallmark for the Holidays

The Checkoff-funded Beef. It's What's For Dinner. Holiday 2020 campaign took to the airways on the Hallmark TV channel last month. The campaign premiered a new 15-second commercial called the "Drool Log Holiday Movie" which ran from November 16th to December 26th with more than 50 showings. These spots aired across highly popular timeframes, including movie "premiere" showings, during the ever-popular Thanksgiving Day Marathon and the highly coveted "Countdown to Christmas" weekend spotlight. ■



## BEEF Partnership with American Heart Association

Starting December 1, the Beef Checkoff's partnership with the American Heart Association (AHA) Heart-Check Mark certified beef cuts became more streamlined. The Beef Board will only carry the master license for AHA logo usage on the popular 96/4 Extra Lean Ground Beef and will no longer fund the master licenses for the various select-grade beef sirloin and round cuts. The collection of 20 American Heart Association Certified Beef Recipes, currently found on BeefItsWhatsForDinner.com will remain unchanged and available for use. The select-grade beef sirloin and round



American Heart Association.

cuts continue to meet AHA standards, and the master licenses

to place the AHA logo on those items can be purchased by packers, suppliers and retailers if they choose to market them. ■

## ProStart Teaching Our High Schoolers

NMBC was pleased to participate in the annual ProStart Teacher Training initiated through the NM Restaurant Association Foundation. The program provided education presentations to 25+ teachers across the state through a Zoom webinar in November. NMBC sponsored a 30-minute video of Bridget Wasser, Executive Director of the Meat Science & Supply Chain Outreach, who fabricated a ribeye roast rib primal. A 15-minute video featuring three chefs who created beef dishes using conventional non-beef proteins, like Beef Cowlamari and Peking Beef was also presented.

All teachers registered in the ProStart program received a number of resources from NMBC including "The Beef Book", "Beef in the Culinary Classroom" and a poster of Beef Primal & Subprimal cut chart, which shows where the various primary cuts originate on a carcass.

ProStart is a national program that was picked up in New Mexico in 2019. This two-year program for high school students gives them an introduction into culinary arts and hospitality management. ■



## Roast and Toast

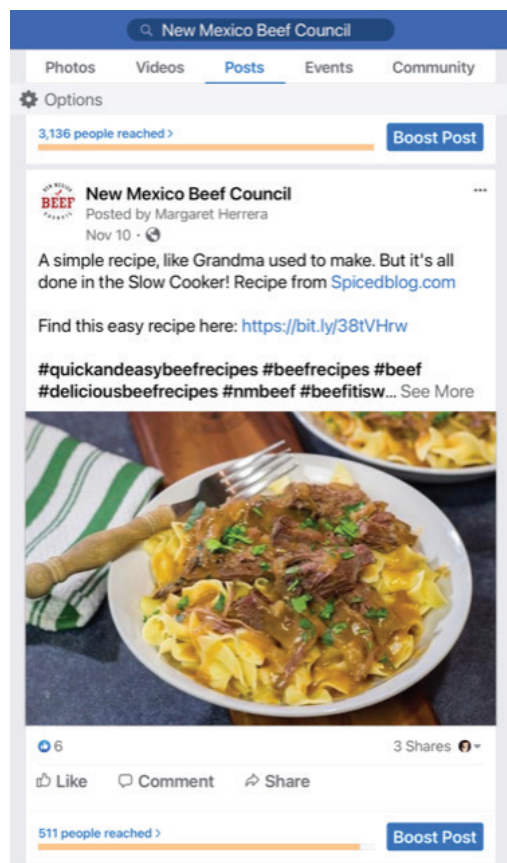
Beef. It's What's For Dinner. hosted a virtual "Roast and Toast" event for food influencers across the country last month. The event was hosted from the NCBA Culinary Center, funded by the Beef Checkoff. Event attendees learned how to make the perfect Prime Rib Roast from Celebrity Chef Jet Tila. Chef

Tila is internationally known for his culinary expertise, appears as co-host of *Iron Chef America*, and is a recurring judge on Food Network's *Cutthroat Kitchen*, *Chopped*, *Beat Bobby Flay*, and *Guy's Grocery Games*. During the event, top-tier influencers enjoyed beef charcuterie and a wine pairing, watched Chef Tila prepare his Prime Rib Roast, and chatted with him while he answered all their beef questions. Attendees shared their excitement about the event on social media and generated a consumer reach of nearly 1.5 million. ■



# Social & Digital Media Target Millennials & Young Families

**D**id you see this ad for a delicious mini beef meatball appetizer? This was one of five different recipes that we featured during December. NMBC targets young families and millennials with our digital and social ad campaigns. If you did see one of our ads, you may wonder how the NMBC ad ended up on your computer or smart phone. We program our ads to reach specific geographic targets, specific age and gender targets and specific affinity categories like “foodies”, “home & garden”, “family & relationships”, “meat & seafood” and “healthy living”. Our ads are designed to engage our consumers through visuals of delicious recipes. When a consumer clicks on our ad, they are redirected to NMBeef.com where that recipe can be found. Ads are delivered to all areas of the state. Here’s a sample of where the ads appear; the impressions show how many times our ad was seen by someone and the clicks indicate how many people have clicked on the ad and found our website. ■



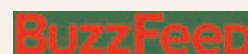
This sample post appeared on NMBC's Facebook Page and reached 511 people and “engaged” six people who liked our post and another three people shared the recipe to their page.

## Digital Reach for NMBC Campaign November 2020

City	Impressions	Clicks
Albuquerque	729,020	810
Las Cruces	50,659	80
Farmington	44,337	59
Hobbs	24,178	44
Clovis	18,506	26
Santa Fe	17,333	32
Rio Rancho	16,173	30
Los Lunas	15,588	22
Espanola	14,390	33
Roswell	12,046	9

## Buzzfeed Tasty's Partnership with BIWFD

**B**IWFD (Beef. It's What's For Dinner) partnered with BuzzFeed Tasty's Producer, Alvin Zhou for the holidays. The BuzzFeed Holiday Quiz went live on 12/15 and helped users find out which new beef dishes they should try for the holidays. Additionally, Alvin helped create a recipe video with his take on a Reverse Sear Prime Rib with Herb Butter. Lastly, BuzzFeed hosted a Q&A on their Instagram page with Alvin as he addressed his fans' beef related questions. ■



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



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