

BEEF COUNCIL bullhorn



Ranching in the time of Covid-19

If you're like me, you were busy with your spring cattle work on the ranch when the Coronavirus seemed to come out of nowhere and upend everything in our world. Fortunately we have excellent resources, provided by your contributions to the Checkoff, to help us navigate these uncharted territories. The New Mexico Beef Council works closely with the NMDA, USDA, Cattleman's Beef Board, and Beef Checkoff contractors like the National Cattlemen's Beef Association. All of these organizations are closely following daily developments and reporting back to me and the other Council members. Here are just a few actions that have been taken on your behalf in the past couple months:



- With the closure of dine-in restaurants, our national research has found that more consumers are searching for easy and quick recipes and food preparation online. NMBC responded to this trend by committing to additional digital advertising for the next three months that focus on quick and easy beef meal prep, like Cheeseburger Mac.
- NMBC has added a Coronavirus tab on its website, NMBeef.com, to keep producers and consumers informed on steps taken to insure the beef supply chain remains safe and uninterrupted.
- Our industry is working closely with Congress, USDA and many other regulatory agencies to remove possible barriers to beef production. Our presence in Washington, D.C., will help keep the supply chain full and create the necessary food security required by consumers through the entirety of this event. Consumer demand for beef remains strong, and producers across the industry remain

ready to provide the safe, delicious, high-quality protein that's required and desired around the globe.

■ Another checkoff-funded program is our Beef News Now e-newsletter that goes to more than 2,600 supply chain subscribers. These

subscribers are segmented into retail, foodservice, and nutrition-focused lists to help them understand that beef is the most valuable protein for their business. Several of these are sent each month providing information about market research, wholesale beef prices, and other information that helps showcase to our supply chain operators that beef is the most valuable protein.

- Additionally, for cooks who may not be as savvy, Beef It's What's For Dinner.com is promoting quick, easy meal prep through videos like Beef 101: Burger Bar and Skillet Cooking. We have also produced longer form video and entertaining spots like Cast Iron that can be found on social media, YouTube and other digital advertising platforms. As a result of NCBA's efforts, there has already been a 68 percent increase in organic search traffic back to BeefItsWhatsForDinner.com. Be sure to follow Beef It's What's For Dinner on social media, like, and share this content.

In closing, I want to remind everyone that we are all in this together and we'll pull through. I urge you to visit our website, NMBeef.com, to view all of our resources. Be well and God bless.

– Matt Ferguson
Chairman, New Mexico Beef Council

So Simple

The Coronavirus has exposed several interesting trends in consumer food prep. Many younger consumers are discovering their culinary skills as they experiment with meal planning and the challenge of what to do with leftovers. Check out BeefItsWhatsforDinner.com to see how we are positioning this excellent resource.

BEEF SO SIMPLE



Batch Basics help consumers learn how to make the most of meal planning and leftovers.



Quick and Easy Cheeseburger Mac digital ad is served up to New Mexicans

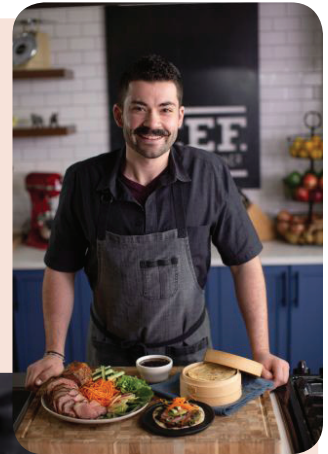
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- The Beef So Simple e-newsletter goes to more than 4,500 consumers and has an open rate, on average, of about 55 percent (compared to e-newsletters that on average have a 20 percent open rate). They are typically sent twice a month with content around trending and popular recipes to help inspire consumer confidence in cooking beef.
- *Beef. It's What's For Dinner.* is another Checkoff-funded program. BIWD is offering tips and ideas for batch cooking and leftovers to provide stress-free meal planning with a nutritious punch.
- As shelter-in-place situations become more widespread, the consumer marketing team flagged noticeable shifts in Google search trends, and resulting changes to online behaviors due to COVID-19.
 - Comfort foods like meatloaf, pasta and slow cooker recipes have seen increased Google searches in the past two months.
 - People have been searching for "Ground Beef Recipes" twice as much as normal.
 - Food and grocery delivery searches have had a 2.5x increase compared to normal.
 - "Immune Boosting Foods" searches have increased by almost 4 times, showing that some consumers want to find foods that can help keep them healthy.
 - There has been a large increase in searches for appliances like freezers and refrigerators for extra food storage. ■

Beef Substitutes

We have taken a twist on the Beef Substitutes debate with a series of tongue-in-cheek videos. Well known chefs are preparing innovative dishes that substitute beef for another protein in dishes like Peking Chuck with Top Chef finalist, Joe Sasto, a beef take on Peking Duck; and Cowlamari, prepared by Chicago Chef, Lamar Moore, as he replaces surf with turf. ■



(Top) Joe Sasto, Top Chef Finalist from California
(Above) Peking Chuck, recipe can be found on BeefItsWhatsForDinner.com



(Left) Lamar Moore, one of Chicago's favorite chefs
(Below) Cowlamari, recipe can be found on BeefItsWhatsForDinner.com



For more information about your beef checkoff investment visit MyBeefCheckoff.com



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