



# IOWA BEEF INDUSTRY COUNCIL 2025 MARKETING PLAN



**Iowa**

**BEEF INDUSTRY COUNCIL**

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**Iowa Beef Industry Council**  
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## **BACKGROUND**

The Iowa Beef Industry Council (IBIC) was created in 1970 by cattlemen as a marketing organization for the Iowa beef industry. Up to 21 board of directors guide the IBIC. Five are elected by producers at the IBIC annual meeting held at the same location as the Iowa Cattlemen Association's Leadership Summit. In addition, the board includes a livestock market representative, the Iowa Secretary of Agriculture, the Dean of the College of Agriculture at Iowa State University and two directors appointed by the Iowa Cattlemen's Association.

The State and National Checkoff Board of Directors for the Iowa Beef Industry Council consists of a 10-member executive committee made up of cattle producers from across the state. An additional maximum of 11 directors are appointed to serve one-year terms. The board may choose to appoint one or more of the five Federation Directors to serve as ex-officio voting members.

## **2024 BOARD OF DIRECTORS**

### **Executive Committee**

**Dan Hanrahan**, Chair, Cumming \*

**Jenni Birker**, Vice-Chair, Garrison \*

**Kent Musfeldt**, Secretary, Coon Rapids

**Corinne Rowe**, Treasurer, Dallas Center

**Scott Cherne**, At-Large, Guttenberg

**Grant Potadle**, Iowa Livestock Markets, Livestock Marketing Association

**Mike Naig**, Iowa Secretary of Agriculture, Iowa Department of Agriculture and Land Stewardship

**Dr. Daniel Robison**, Dean, College of Agriculture and Life Sciences, Iowa State University

**Shayne Wiese**, Iowa Cattlemen's Association, Manning

**Jim Christensen**, Iowa Cattlemen's Association, Linn Grove

### **Directors**

**Dean Black**, Somers \*

**Rebecca Dostal**, Traer

**Garret Englin**, Orange City

**Emily Fox**, Minburn

**Amy Glick**, Solon

**Lydia Grant**, Monticello

**Scott McGregor**, Nashua \*

**Janine Moore**, What Cheer \*

**Maggie Muller**, Griswold

**Kent Pruisman**, Rock Valley \*

**Don Swanson**, Ottumwa

**Ann Whitaker**, Ames

### **Cattlemen's Beef Promotion and Research Board Representatives**

**David Bruene**, Madrid

**Ross Havens**, Atlantic

**Mike Holden**, Scranton

**Hayley Moss**, Hull

*\* Federation of State Beef Councils – Director/Leadership Role*

## MARKETING PLAN

This marketing plan was created to follow the objectives of the Iowa Beef Industry Council's Strategic Plan and outline its plan of work for the coming year. These documents serve as a road map to best utilize available national and state checkoff dollars to accomplish the Iowa Beef Industry Council's (IBIC) goals.

The primary target audience for IBIC includes millennials ages 20-44, specifically parents.

IBIC is one of 44 state beef councils organized to collect the national beef checkoff initiated on Oct. 1, 1986.

The Iowa State Beef Checkoff program began on March 1, 2017, funded through an additional \$0.50-per-head assessment on cattle sold in Iowa and where a purchaser enters into a verbal or written agreement with a producer to accept delivery of Iowa origin cattle outside the state. The funds are managed in accordance with Iowa law by an executive committee of 10 members.

IBIC's income is generated from the \$1.00-per-head national and \$0.50-per-head Iowa State Beef Checkoff Programs. Fifty cents of each national checkoff dollar is sent directly to the Cattlemen's Beef Board. At the discretion of the IBIC board, a portion of the national beef checkoff funds are directed to the Federation of State Beef Councils and the U.S. Meat Export Federation (USMEF). In addition, a portion of state beef checkoff funds are invested in the USMEF.

### STRATEGIC PLAN OBJECTIVES

1	Identify and refine the key consumer and producer audiences for IBIC and ensure alignment of programs and services with these core audiences.
2	Enhance the recognition and perceived value of IBIC and promote beef as a healthy, sustainable food choice among stakeholders, consumers and the broader communities (including export markets).
3	Ensure IBIC and its stakeholders are prepared to effectively respond to and manage crises impacting the beef industry.
4	Utilize modern storytelling techniques and modernize the image of beef producers to engage and educate consumers with fact-based information about the beef industry.
5	Educate consumers on different beef cuts and provide affordable, efficient meal ideas for home cooking among target audiences.
6	Enhance the value of the beef checkoff program through focused research and improving producer sentiment.
7	Provide healthcare professionals and those within the health markets with accurate and up-to-date nutritional information about beef and seek to increase beef as a dietary recommendation.

## 2025 GOALS, TACTICS AND KEY PERFORMANCE INDICATORS (KPIs)

**OBJECTIVE 1: Identify and refine the key consumer and producer audiences for IBIC and ensure alignment of programs and services with these core audiences.**

Goals	Tactics	KPIs
<b>Identify and refine core audiences (1.1)</b>	<ol style="list-style-type: none"> <li>1. Fund annual consumer dashboard survey showcasing consumer perceptions toward beef, cattle production and beef demand.</li> <li>2. Work with Paulsen Marketing to conduct and evaluate producer survey</li> </ol>	<ul style="list-style-type: none"> <li>- Survey Results</li> <li>- Behavior Changes</li> </ul>
<b>Analyze, modify and enhance offerings to align with audience needs (1.2)</b>	<ol style="list-style-type: none"> <li>1. Develop interactive online dashboards and digital tools that provide data and insights related to audience research, program effectiveness and efficiency.</li> </ol>	<ul style="list-style-type: none"> <li>- Engagement Rates</li> <li>- Followers</li> <li>- Open Rate</li> <li>- Click Rate</li> <li>- Earned Media Mentions</li> </ul>
<b>Become more innovative with information sharing (1.3)</b>	<ol style="list-style-type: none"> <li>1. Maintain and optimize iabeef.org to maximize user experience and easily deliver beef information.</li> <li>2. Develop a podcast pilot to share state production research with producers.</li> <li>3. Distribute timely e-newsletters to producers and formulate a focused annual report for producers and consumers.</li> </ol>	<ul style="list-style-type: none"> <li>- Webpage Views</li> <li>- Engagements</li> <li>- File Downloads</li> <li>- Podcast Downloads</li> </ul>

**OBJECTIVE 2: Enhance the recognition and perceived value of IBIC and promote beef as a healthy, sustainable food choice among stakeholders, consumers and the broader communities (including export markets).**

Goals	Tactics	KPIs
<p><b>Produce and deliver new and unique annual marketing campaigns (2.1)</b></p>	<ol style="list-style-type: none"> <li>1. Coordinate an annual statewide marketing campaign that enhances national advertising initiatives through the promotion of beef, farmers and core aspects of agriculture processes that are key drivers to consumer perceptions.</li> <li>2. Position beef as the go-to-protein for taste, nutrition and performance with sports fans and athletes through Iowa sports properties partnerships.</li> <li>3. Launch an annual statewide marketing campaign that highlights Iowa's steakhouses to promote Iowa's beef and food service industry partnerships.</li> <li>4. Create content, manage and engage with Iowa Beef's social community.</li> </ol>	<ul style="list-style-type: none"> <li>- Total Video Views</li> <li>- Engagement Rates</li> <li>- Beef Jerky Distribution</li> <li>- Cost-Per-Click</li> <li>- Cost-Per-View</li> <li>- Content Creation</li> <li>- Email Sign-ups</li> <li>- Webpage Views</li> <li>- Event Attendance/Registration Count</li> <li>- Total Votes</li> <li>- Earned Media Mentions</li> <li>- Total Followers</li> </ul>
<p><b>Enhance influencer partnerships (2.2)</b></p>	<ol style="list-style-type: none"> <li>1. Collaborate with Hummingbirds and at least two Iowa food bloggers to share beef recipes, information and education.</li> <li>2. Leverage county cattlemen and youth beef team groups to serve as champions for Iowa's beef industry and the beef checkoff, especially through the use of county grants and other volunteer opportunities.</li> <li>3. Build upon Iowa Beef's involvement in the Iowa Cattlemen's Leadership Program (ICLP).</li> </ol>	<ul style="list-style-type: none"> <li>- Engagement Rates</li> <li>- Cost-Per-View</li> <li>- Content Creation</li> <li>- Followers</li> <li>- Grant Applications Provided</li> <li>- Total ICLP Applicants</li> <li>- ICLP Participants</li> <li>- Activation/Engagement</li> <li>- Post ICLP Participation Survey</li> </ul>

**OBJECTIVE 2 CONTINUED ...**

<b>Goals</b>	<b>Tactics</b>	<b>KPIs</b>
<b>Create innovative outreach to youth and young adults (2.3)</b>	<ol style="list-style-type: none"> <li>1. Share beef advocacy programming with young beef advocates through educational programs and speaking engagements to extend beef production messaging to their peers and communities.</li> <li>2. Host at least two Beef 101 training sessions for Iowa culinary students and instructors.</li> <li>3. Increase participation of Family and Consumer Science teacher grants by 5%.</li> <li>4. Enhance partnership and support of Iowa Ag Literacy Foundation to provide key programming to schools and youth outreach</li> </ol>	<ul style="list-style-type: none"> <li>- Pre/Post Event Survey Results</li> <li>- Presentations</li> <li>- Attendee Head Count</li> <li>- Grant Participants</li> </ul>
<b>Boost role with direct-to-consumer and e-commerce marketing (2.4)</b>	<ol style="list-style-type: none"> <li>1. Maintain and optimize Iowa's Local Beef Directory listing.</li> <li>2. Improve beef checkoff knowledge and interaction with producers listed on the Local Beef Directory.</li> </ol>	<ul style="list-style-type: none"> <li>- Website Page Views</li> <li>- Total Producer Listings</li> <li>- Emails Sent</li> <li>- Literature Provided</li> <li>- Collection Compliance</li> </ul>
<b>Collaborate with industry partners on efforts to increase exports (2.5)</b>	<ol style="list-style-type: none"> <li>1. Continue engaging in trade mission trip opportunities with USMEF and IEDA.</li> </ol>	<ul style="list-style-type: none"> <li>- Export Market Data</li> <li>- Demand Drivers</li> </ul>

**Objective 3: Ensure IBIC and its stakeholders are prepared to effectively respond to and manage crises impacting the beef industry.**

<b>Goals</b>	<b>Tactics</b>	<b>KPIs</b>
<b>Create robust crisis preparedness and readiness tools (3.1)</b>	<ol style="list-style-type: none"> <li>1. Complete the crisis management plan in cooperation with IBIC and ICA staff.</li> <li>2. Conduct a simulation exercise with staff.</li> </ol>	<ul style="list-style-type: none"> <li>- Staff Preparedness Confidence Level</li> </ul>

**Objective 4: Utilize modern storytelling techniques and modernize the image of beef producers to engage and educate consumers with fact-based information about the beef industry.**

Goals	Tactics	KPIs
<p><b>Feature farmers and highlight beef as a sustainable and nutritious food choice through digital content creation (4.1)</b></p>	<ol style="list-style-type: none"> <li>1. Produce high-quality videos and articles that promote Iowa beef, farmers and core aspects of agriculture processes that are key drivers to consumer perceptions.</li> <li>2. Create and disseminate content highlighting the beef strengths and farmers' commitment to sustainability.</li> <li>3. Leverage beef advocates to share information.</li> </ol>	<ul style="list-style-type: none"> <li>- Video Views</li> <li>- Cost-Per-Click</li> <li>- Cost-Per-View</li> <li>- Page Views</li> <li>- Subscribers</li> <li>- Click-Through Rate</li> <li>- Engagements</li> </ul>
<p><b>Use multimedia campaigns to amplify storytelling and the “faces” of beef production in Iowa (4.2)</b></p>	<ol style="list-style-type: none"> <li>1. Maintain and optimize an interactive webpage on iabeef.org highlighting Iowa farmer features.</li> <li>2. Collaborate with at least five industry partners to amplify storytelling efforts.</li> <li>3. Launch an annual multimedia marketing campaign highlighting modern day beef production practices and the diverse demographic of Iowa farmers.</li> </ol>	<ul style="list-style-type: none"> <li>- Page Views</li> <li>- Engagements</li> <li>- Average Cost-Per-View</li> <li>- Average View Rate of Videos</li> <li>- Impressions</li> <li>- Video Views</li> </ul>
<p><b>Promote animal welfare, safety, sustainability and land conservation (4.3)</b></p>	<ol style="list-style-type: none"> <li>1. Produce and share content on Iowa Beef socials highlighting the beef industry's commitment to these practices.</li> <li>2. Collaborate with industry partners to highlight Iowa producers being recognized for their stewardship efforts through various awards.</li> <li>3. Collaborate with third-party partners to address these hot button topics with consumer audiences.</li> </ol>	<ul style="list-style-type: none"> <li>- Engagements</li> <li>- Award Winners</li> </ul>

**Objective 5: Educate consumers on different beef cuts and provide affordable, efficient meal ideas for home cooking among target audiences.**

Goals	Tactics	KPIs
<p><b>Bring beef directly into consumers' homes (5.1)</b></p>	<ol style="list-style-type: none"> <li>1. Increase monthly consumer e-newsletter engagement by 5%.</li> <li>2. Build confidence in beef's menu power and value with foodservice professionals and consumers through annual culinary competitions and restaurant weeks.</li> <li>3. Produce and share content on Iowa Beef socials highlighting beef's versatility and strengths.</li> <li>4. Based on target audience segmentation, fund an annual in-state digital media buy on various platforms featuring new seasonal recipe videos.</li> </ol>	<ul style="list-style-type: none"> <li>- Earned Media Mentions</li> <li>- Total Votes</li> <li>- Restaurant Participation</li> <li>- Open Rate</li> <li>- Click Rate</li> <li>- Subscribers</li> <li>- Engagements</li> <li>- Average Cost-Per-View</li> <li>- Average View Rate of Videos</li> <li>- Impressions</li> <li>- Video Views</li> </ul>
<p><b>Teach consumers how to effectively cook with beef (5.2)</b></p>	<ol style="list-style-type: none"> <li>1. Develop QR codes for packaging labels with recipe ideas for at least three local direct-to-consumer producers.</li> <li>2. Conduct at least two cooking demonstrations at fairs/festivals to provide recipe ideas to consumers.</li> <li>3. Provide five new seasonal recipe videos to promote through digital media outlets and in-store retail TV monitors.</li> <li>4. Collaborate with Hummingbirds and at least two Iowa food bloggers to share beef recipes, information and education.</li> </ol>	<ul style="list-style-type: none"> <li>- Click Rate (QR codes)</li> <li>- Demonstration Attendance</li> <li>- Social Media Engagement</li> <li>- Video Views</li> <li>- Engagement Rates</li> <li>- Cost-Per-View</li> <li>- Content Creation</li> <li>- Followers</li> </ul>



**Objective 6: Enhance the value of the beef checkoff program through focused research and improving producer sentiment.**

Goals	Tactics	KPIs
<p><b>Advance timely research initiatives (6.1)</b></p>	<ol style="list-style-type: none"> <li>1. Engage producers, researchers and industry stakeholders on relevant topics to pursue research project funding.</li> <li>2. Continue work on aligning funding and research dollars with fiscal year timing to better track and utilize funding dollars.</li> </ol>	<ul style="list-style-type: none"> <li>- Timely RFP and Project Selections</li> <li>- Actual Dollars Spent vs. Carryover Funds</li> </ul>
<p><b>Communicate and share research results with producers (6.2)</b></p>	<ol style="list-style-type: none"> <li>1. Produce at minimum three state production research project communication projects including print, digital and/or audio/video.</li> <li>2. Interview at least three researchers on specific projects funded.</li> <li>3. Partner with media outlets for distribution.</li> <li>4. Enhance relationships with livestock market outlets and other points of checkoff collection – site visit to all markets on a three-year rotation at minimum.</li> </ol>	<ul style="list-style-type: none"> <li>- Literature Provided</li> <li>- Produced Audio/Video</li> <li>- Media Outlet/Listener Engagement</li> <li>- Downloads/Viewers</li> <li>- Auction Markets Visited</li> </ul>

**Objective 7: Provide healthcare professionals and those within the health markets with accurate and up-to-date nutritional information about beef and seek to increase beef as a dietary recommendation.**

Goals	Tactics	KPIs
<p><b>Strive to increase reach and penetration into healthcare professionals' market (7.1)</b></p>	<ol style="list-style-type: none"> <li>1. Provide healthcare professionals with printed and online nutrition resources to one new healthcare professional audience.</li> <li>2. Distribute 100 nutrition toolkits to healthcare professionals with patient nutrition resources and beef recipes.</li> <li>3. Advertise in at least three healthcare publications.</li> <li>4. Increase awareness of Build Your Base (BYB) sports nutrition program and resources to high school strength and conditioning coaches/AD.</li> <li>5. Expand participation in Build Your Base sports nutrition program to three new high schools.</li> </ol>	<ul style="list-style-type: none"> <li>- Toolkits Delivered to Iowa Healthcare Professionals, Pre/Post Survey</li> <li>- Ads in Publications/Newsletters</li> <li>- New Healthcare Professionals Reached</li> <li>- Advertising, Membership in AD, and Strength and Conditioning State Associations</li> <li>- Three High Schools Enrolling in Build Your Base Program.</li> <li>- Number of Beef Jerky Sticks Distributed to BYB Participants</li> </ul>
<p><b>Serve as a resource for expertise and ongoing education (7.2)</b></p>	<ol style="list-style-type: none"> <li>1. Host in-person nutrition workshops to two dietetic intern programs.</li> <li>2. Sponsor nutrition presentation to one healthcare professional audience.</li> <li>3. Develop exhibit resources and display for healthcare conference exhibits.</li> <li>4. Provide new beef nutrition research and resources with quarterly e-newsletter.</li> <li>5. Inform RDNs on BIWFD.com Nutrition Hub CPE opportunities.</li> <li>6. Provide two nutrition/recipe social media content concepts each month.</li> <li>7. Provide CPE webinar to retail dietitians.</li> </ol>	<ul style="list-style-type: none"> <li>- Dietetic Intern Pre/Post Survey</li> <li>- Sponsored Healthcare Conference Presentation and Exhibit Sponsorship</li> <li>- Four Quarterly Newsletters Sent</li> <li>- Distribution of NCBA Nutrition Hub Info to RDNs</li> <li>- Social Media Nutrition Posts</li> <li>- Webinar Attendance Pre/Post Survey</li> </ul>