

# Arizona Beef Council 2010-2011 Annual Report

## Education

Education efforts have grown to include new students. Programs have been developed to benefit high school and college Food and Consumer Science classes and Agriculture Education programs. Food safety, nutrition, cooking methods and cut fabrication have been highlighted topics.

The Beef 101 workshop at Arizona Cattlemen's Association's (ACA) summer convention focused on new beef value-added cuts made possible by checkoff-funded Muscle Profiling Research. Bridget Wasser, M.S., NCBA, carved the new steaks and roasts from the Chuck and Round.



Efforts to include beef in Arizona's culinary classes was the focus of Culinary Camp. Teachers had the opportunity to learn all about beef from

Dave Zino, Executive Chef NCBA and prepared beef recipes that they could utilize in their classrooms.

On behalf of the ABC, Dave Zino, Executive Chef NCBA also presented at the American Culinary Federation's Western Regional Conference. Chef Dave focused on beef flavor pairings, beef production practices and aging techniques.

Through continued support from the Marley Foundation, the ABC has maintained touch screen displays in Harmony Farm at the Phoenix Zoo,

allowing the zoo's 1.3 million visitors annually to learn about Arizona's cattle industry and beef nutrition. The beef cow and calf, on loan from V Bar V, are a real crowd pleaser. The ABC also participated in the annual *Boo! At the Zoo*, interacting with children and parents.

ABC assisted with Summer Ag Institute, a week-long continuing education seminar allowing teachers to gain first-hand experience with Arizona agriculture.

Ranch tours at the Carlink Ranch, the Mortimer's Ash Creek Ranch and the Prosser's Hay Lake Ranch allowed classroom and hands-on activities to meet so that students could see Arizona cattle ranching firsthand.

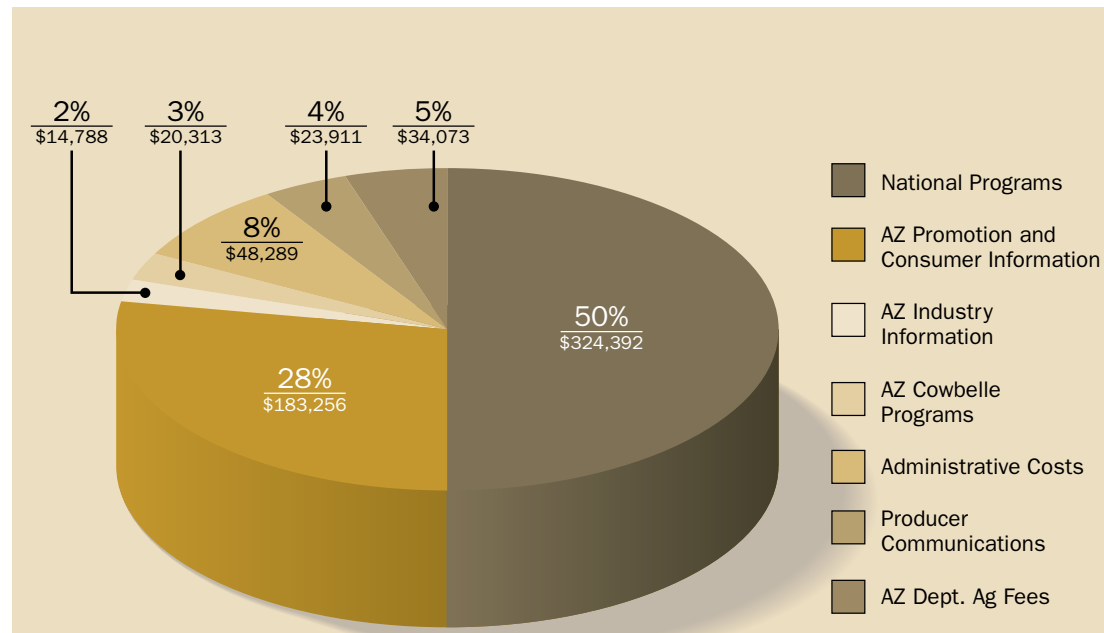


ABC staff attended industry events to distribute checkoff information at Cattleman's Weekend, Gila County Sale, Arizona Cattlemen's Convention, Cowpunchers, Yavapai Calf Sale and auction barns.

www.ArizonaBeef.com serves as a resource for consumers, ranchers, educators and retailers providing recipes, shopping and cooking tips, nutrition, and food safety information. The ABC also engages on Facebook and Twitter.

## Arizona Beef Council

Summary of Sources and Use of Funds July 1, 2010 through June 30, 2011



Dear Fellow Beef Producers:

Your Arizona Beef Council has been busy in FY 2011. With beef prices on the rise, demand increasing, our cowherds shrinking and the economy still skidding along, we continue to focus on educating consumers about the value, safety and positive health impacts of the beef we raise. We know Arizona's beef ranchers are working hard and we let consumers know that beef works hard for them.

Our focus on educating consumers, retailers and food service providers is the foundation for our statewide promotion programs. With diminished resources from fewer checkoff dollars – we continue to spend every penny in the most efficient manner. We invested \$20,000 of your beef checkoff into an expanded radio advertising campaign to strengthen interest in middle meats and America's love for beef, emphasizing the heart-healthy aspects of lean beef during national Heart Health Month. If you did not hear these ads, you can find them on [www.arizonabeef.com](http://www.arizonabeef.com).

Over the past year, the council continued to emphasize the importance of consumer and nutrition education. Through our excellent staff, Lauren Scheller, Director of Consumer Marketing and Public Relations, and Tiffany Hayes, Director of Consumer Education and Producer Communications, we continue to reach out to beef consumers at events where beef consumers congregate.

The beef council continued its strong partnership with the Arizona State Cowbelles by providing financial support to important activities such as *Phoenix Cooks!*, the Beef Ambassador program and the National Beef Cookoff. We've joined forces at events all across our state to deliver our positive message about beef. The Cowbelles are our secret weapon!

I thank you, my fellow beef ranchers, board members and Arizona Cowbelles for your commitment to the beef council and its mission and for volunteering your time, wisdom and knowledge in promoting this wonderful product we raise – beef!

Linda Brake  
Arizona Beef Council Chairman  
Fiscal Year 2011

## Advertising and Promotion

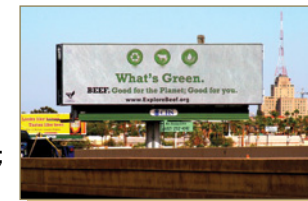
The latest consumer advertising utilized the "Profiles" campaign, showcasing lean beef and the power of protein. Advertisements were placed in *Prescott Woman Magazine* and the *Arizona Cattlelog*.



To commemorate Arizona's 5 Cs, Arizona Beef Council (ABC) sponsored and built a float for the 2011 Fiesta Bowl parade. With help from the Arizona Cattle Growers' Association and Buckeye Union High School FFA, humble materials quickly transformed into an idyllic representation of cattle in Arizona. ABC staff and FFA students walked with the float, distributing 5,000 beef sticks.

The "I Heart Beef" promotional campaign ran throughout February with radio ads airing across Arizona, highlighting America's love for beef. In addition, point of sale materials were distributed to retailers, emphasizing the heart-healthy aspects of lean beef.

To celebrate Earth Day, ABC utilized social media, letters to the editor, newspaper ads and high-impact digital billboards to share that beef is "Good for the planet; Good for you."



The ABC promoted beef over the airwaves on *Culinary Confessions*, Phoenix's longest continually running food and restaurant radio show. Our two 13-week schedules consisted of daily "beef" commercials, in-studio interviews and live remotes at local restaurants.



In collaboration with the Arizona State Cowbelles, the ABC sponsored a steak feed for the 700 soldiers and families of the 86th Signal Battalion who had recently returned from a 13-month tour of duty in Afghanistan.

The ABC dished up 1,100 servings of Beef 'California Roll' Salad at *Phoenix Cooks!*, Arizona's premier culinary event. In addition, Dave Zino, Executive Chef National Cattlemen's Beef Association (NCBA) taught beef classes to two sold-out audiences.



The ABC distributed Holiday Roast "Celebrate with Beef" recipe cards and window clings to Arizona retailers.

