

MISSOURI

BEEF®

INDUSTRY COUNCIL

**Missouri Beef Industry Council
2020 Marketing Plan**

MARKETING PLAN

This is an overview of the marketing plan selected for the Fiscal Year 2020. The ideas listed are not limited but will be enhanced throughout the year. The marketing plan follows the Missouri Beef Industry Council Strategic Planning Summary 2017-2020 that was adopted by the Missouri Beef Industry Council Board of Directors.

STRATEGY: PROMOTE AND STRENGTHEN BEEF'S VALUE PROPOSITION

Connect and Communicate Directly with Consumers

- *Digital Marketing*
 - Focus digital efforts on millennial consumers, but also take advantage of opportunities to reach other demographics.
 - Utilize resources from national to implement and enhance national campaigns in Missouri on MBIC social platforms and digital assets.
 - Boost content on social platforms to reach and engage more consumers when appropriate.
 - Develop and implement a social media calendar.
 - Partner with local media agencies to develop Missouri specific content for digital and educational purposes.
 - Utilize Missouri content developed in FY19 and FY20 on digital platforms.
 - Partner with digital platforms to disseminate beef messages and reach target market.
 - Partner with other SBC's and industry organizations to extend marketing efforts in Missouri and regionally.
 - Develop in house IGTV and Facebook videos focusing on cuts of beef, marbling, grades and other topics consumers don't feel as comfortable with when looking for cuts of beef in the store or at a restaurant.
 - Develop IGTV videos in house focusing on a "day in the life of" a producer/farmer/rancher, a dietitian, a chef, a retailer, a processor, etc.
- *Website*
 - Maintain and update mobeef.org as needed, with the focus on millennial consumers.
 - Utilize the services of Cosmic Sauce to develop content for the "Raising Beef" section of mobeef.org. This content includes video assets that will be utilized by the MBIC on social platforms including Facebook, Instagram.
 - Maintain and update "Cattlemen's Corner" on a monthly basis, updating staff calendar, Checkoff Chat, newsletters, press releases, tv segments, etc. so producers can stay up to date with the Missouri Checkoff.
 - Utilize the services of Cosmic Sauce to run a Facebook and Instagram campaign to reach more consumers in the target market via social channels.
- *Traditional Marketing*
 - Partner with KSDK, a St. Louis NBC affiliate, to develop and air beef educational segments monthly. The segments will feature staff and contain seasonal beef content when appropriate.
 - Partner with KY3, a Springfield NBC affiliate, to develop and air beef educational segments weekly for 52 weeks and develop extended beef educational segments to air 6 times throughout the year.
 - Partner with Alpha Media Group to disseminate 3-minute-long, weekly Checkoff Chats to 6 radio stations within the Alpha Media Group across Missouri.
 - Partner with Cattlemen's News to run at least one producer Checkoff ad every month within the publication.

- Partner with Cattlemen’s Advocate to run at least one producer Checkoff ad every month within the publication.
- Partner with Beef Cattlemen to run at least one producer Checkoff ad every month within the publication, as well as the Your Beef Checkoff article every month within the publication.

Revolutionize Beef Marketing and Merchandising

- *Retail/Foodservice*
 - Stand ready to take advantage of opportunities that might present themselves throughout the fiscal year.
 - Provide point of sale materials for retailers.
 - Host educational events for chefs promoting beef marketing and merchandising.
 - Foster relationships with retail, foodservice and culinary professionals throughout the state.
 - Partner with the Missouri Grocers Association to attend the Missouri Grocers Association conference and host a reception to reach grocers from across the state.
 - Partner with Dierbergs to host and attend cooking demonstrations across the St. Louis Dierbergs locations.
 - Partner with KUNA Foodservice to disseminate beef messaging and work together to host trainings for KUNA Foodservice territory managers.

Research and Communicate Beef’s Nutritional Benefits

- *Nutrition Influencer Outreach*
 - Continue to build relationships with dietitians, physicians, nurse practitioners, and fitness professionals through educational opportunities at conferences, meetings, and immersion experiences.
 - Utilize nutrition research funded by the beef checkoff to drive nutrition messaging. (Ex. Smart Start, BOLD, BeefWISE, Mediterranean Diet, etc.).
 - Support MOAND and other health and nutrition professional organizations to encourage partnerships and build credibility among health professionals.
 - Explore opportunities to host immersion experiences, not limited to but, including farm tours, pre-conference seminars, panel discussions, etc. and implement throughout the fiscal year.
 - Partner with the American Heart Association in Columbia, Jefferson City, and Springfield to promote beef as part of a heart-healthy lifestyle and provide educational opportunities through the sponsorship of Go Red Luncheons, Better U, Go Red Challenge, and Circle of Red.
 - Develop relationships with future influencers by hosting and supporting dietetic intern training programs.
 - Partner with the American Culinary Federation to attend meetings and to disseminate beef messaging.
- *Health Professional Outreach*
 - Partner with Heartland Foundation/Mosaic Life Care to provide a speaker series focusing on nutrition and health.
 - Continue to grow Cox and Mercy Hospitals relationships in Springfield.
 - Continue to grow relationships with undergraduate programs including but not limited to nursing programs.
- *Dietitian Outreach*
 - Continue to host Dietetic Intern Tours for local college and university dietetic intern programs to educate dietetic students about beef and its nutrition.

- Partner with the Missouri Association of Nutrition and Dietetics (MOAND) to attend annual conferences across the state and to use the platform to educate those attending and continuing to build relationships with collegiate student dietetic associations to further promote and educate about beef at the collegiate level.
- *Other Influencer Outreach*
 - Continue to reach our target audience by contracting with bloggers to elevate beef’s messaging and to create content to be shared across social channels and provide consumers with beef recipes and beef messaging from their respective platforms.
 - Provide beef content and facts to influencers for blog posts and social media outreach.
 - Serve as an expert resource for all things beef for influencers.
 - Explore opportunities to connect influencers to the beef industry through immersion events and tours.

Measure and Improve our Sustainability

- Share sustainability research and facts with consumers and encourage producers to share their sustainability story.

STRATEGY: GROW CONSUMER TRUST IN BEEF & BEEF PRODUCTION

Protect Beef’s Image

- *Education*
 - Saint Louis Science Center (SLSC)
 - Provide monetary support for educational resources and materials for GROW.
 - Share the beef story with more than one million urban and suburban visitors annually through interactive displays and educational materials coordinated through the St. Louis Science Center.
 - Partner with the SLSC for events such as, but not limited to, Science Uncorked, Cattle Chat, etc. to connect with urban consumers.
 - Utilize partnership with the SLSC to reach students in St. Louis area schools with beef curriculum and learning opportunities.
 - Ag Education on the Move (AEOTM)/ National Ag Education Initiative (NAEI)
 - Continue to partner with Missouri Farmer’s Care to support the Ag Education on the Move program.
 - Provide resources and information, as needed, to enhance the beef curriculum.
 - Participate in professional development events hosted by AEOTM.
 - Cooperate with multiple states to replicate the AEOTM program outside Missouri (NAEI).
 - Beef in the Classroom (BITC)
 - Educate youth in Missouri on beef nutrition and production practices.
 - Develop relationships with educators around the state of Missouri to utilize beef education grants and materials in the classroom.
 - Increase participation in Beef in the Classroom by 12 new schools.
 - Work with various statewide programs that place emphasis on Agriculture lessons in the classroom to teach Missouri youth where their food comes from.
 - Utilize online ag education tools and resources related to the beef industry provided through American Farm Bureau and funded by the beef checkoff to assist with education efforts in Missouri.
 - Host professional development sessions with FACS and culinary teachers in Missouri.

- Coordinate a pasture to plate tour for FACS and culinary teachers that includes opportunity for professional development.
 - Collaborate with FACS and culinary teachers to develop an updated pasture to plate lesson plan.
 - Provide teacher toolkits to current BITC teachers.
 - MoBeef MoKids MoFit Program (MBKF)
 - Assist contract Program Director with materials (i.e. posters, banners, rack cards, fliers, etc.) to support MBKF.
 - Support the Program Director in identifying and following up with MBKF schools.
 - Support the Program Director in disseminating information about MBKF across website, social media and email.
 - Provide link to mobeeffkids.com on mobeeff.org to direct producers, schools, and other contributors to more information.
 - Share posts and other content from MBKF social media to further promote program.
- *Engage Beef Advocates*
 - Team Beef
 - Limit Team Beef Missouri up to 100 members.
 - Utilize the Masters of Beef Advocacy program to educate Team Beef Missouri members.
 - Utilize Team Beef members as ambassadors around the state of Missouri to educate consumers and future consumers about the benefits of eating beef and production practices.
 - Hold Team Beef Missouri trainings, both live and webinar format, to maintain a unified team and encourage further education.
 - Utilize Social Media channels to follow and highlight members on their marathon journeys.
 - Recognize the top male and top female in the 25 mile, 50 mile and 100 mile groups for the Mile Club for FY20.
 - Partner with Bass Pro, Go! St. Louis and Hospital Hill Run to promote beef at health and fitness events and educate consumers about the power of protein and the importance of beef in an active and healthy lifestyle.
 - Continue to update the Team Beef Missouri Squad Locker store.
 - Masters of Beef Advocates (MBA)
 - Update the Masters of Beef Advocacy Missouri database.
 - Contact and develop rapport with current MBA graduates.
 - Further develop ideas for implementing the MBA in Missouri through FFA, 4-H, Team Beef, and various producer channels.
 - Partner with Missouri FFA to implement MBA in high school agriculture education programs utilizing the lessons plans developed for MBA.
 - Identify key spokespeople for different regions of the state.

Producer Communication and Education

- *Educate producers about the beef checkoff program*
 - Attend events that involve members of the Agriculture Industry (expos, symposiums, grazing conferences, livestock auctions, etc.).
 - Produce a weekly 3-minute, radio spot that will be distributed to Agriculture media stations in Missouri about where the beef checkoff dollars are going.
 - Educate producers on the Beef Quality Assurance Program.
 - Board members and staff visit 24 livestock auctions and sale barns around the state of Missouri.

- Send a monthly update through the CBB e-newsletter with industry information to keep producers informed of the checkoff.
- Support producer organizations through the Beef Grant program, to tell the beef story through various community events including, but not limited to, local run/walks, cooking demonstrations, youth education field days, etc.
- Provide sponsorship and educational materials for events such as youth leadership training and the Junior Livestock Show.
- Provide sponsorship for the 2020 Missouri Cattle Industry Convention and collaborate with the Missouri Cattlemen's Association to implement producer education opportunities at the convention.

STRATEGY: PROTECT AND ENHANCE THE BUSINESS CLIMATE FOR BEEF

Develop Crisis Management Plan

- Support NCBA's Crisis Management Plan.

Ensure Beef's Inclusion in the Dietary Recommendations

- Opportunities may present themselves on a national level through CBB committees. The MBIC is represented on those committees.

Research and Innovate New Production Technologies

- Opportunities may present themselves on a national level through CBB committees. The MBIC is represented on those committees.

STRATEGY: DRIVE GROWTH IN BEEF EXPORTS

Animal I.D. Traceability Systems

- Opportunities may present themselves to educate producers and consumers about industry requirements and marketing opportunities for cattle with traceability.