



Marketing Plan Fiscal Year 2023

MARKETING PLAN

This is an overview of the marketing plan selected for the Fiscal Year 2023. The ideas listed are not limited but will be enhanced throughout the year. The marketing plan supports the Missouri Beef Industry Council (MBIC) Strategic Planning Summary 2021-2025 approved by the Missouri Beef Industry Council Board of Directors.

STRATEGY: PROMOTE AND STRENGTHEN BEEF'S VALUE PROPOSITION

Section 1

- **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 monthly.
 - Partner with other SBC's and industry organizations to extend marketing efforts in Missouri and regionally.
 - Website
 - Maintain and update mobeef.org as needed, with the focus on millennial consumers.
 - Restructure mobeef.org to be more user friendly and navigable for resources in addition to recipes and nutrition information.
 - Maintain and update "Cattlemen's Corner" on a monthly basis, updating staff calendar, newsletters, press releases, television segments, etc. so producers can stay up to date with the Missouri Checkoff.
 - Traditional Marketing
 - Partner with KY3, a Springfield NBC affiliate, to develop and air beef educational segments weekly for 52 weeks. (Beef Bites)
 - Partner with Chiefs Radio Network, an affiliate of Audacy Media, to develop and air promotions during the NFL season, including interview segments to provide board member involvement and exposure.
 - Partner with KMIZ, a Columbia ABC affiliate, to develop and air promotions for a holiday contests to gather new email addresses for MBIC newsletters and updates.
 - Partner with KEZK, an Audacy Media affiliate, to develop and air promotions for holiday radio endorsements and website takeovers.
 - Partner with the Cattlemen's Advocate to run at least one producer Checkoff ad every month within the publication.
 - Partner with the Missouri 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
 - Foster relationships with retail, foodservice and culinary professionals throughout the state.
 - Partner with Missouri Association of Meat Processors to connect with their network of members and consumers directly, including running a Checkoff update in their newsletter each month.
 - Partner with the Missouri Grocers Association to attend the Missouri Grocers Association conference and participate on a commodity panel.
 - Partner with the Missouri Grocers Association on summer outreach efforts.
 - Partner with Foodservice distribution companies to disseminate beef messaging and work together to host trainings for territory managers.
- **Research and Communicate Beef's Nutritional Benefits**

- Nutrition Influencer Outreach
 - 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.
 - Support MOAND and other health and nutrition professional organizations to encourage partnerships and build credibility among health professionals.
 - Explore opportunities to host immersion experiences, but not limited to, including farm tours, pre-conference seminars, panel discussions, etc. and implement throughout the fiscal year
 - Develop relationships with future influencers by hosting and supporting dietetic intern training programs.
 - Develop relationships with culinary education programs (high school and collegiate) to offer beef education resources.

- Health Professional Outreach
 - Continue to grow relationships with undergraduate programs, including but not limited to nursing programs.
 - Continue to grow Cox and Mercy Hospitals relationships in Springfield.

- Dietitian Outreach
 - Partner with MOAND to host regional conferences across the state and to use the platform to educate those attending, focusing on beef education and nutrition.
 - Continue building relationships with collegiate student dietetic associations to further promote and educate about beef at the collegiate level.
 - Continue to build relationships with dietetic associations to further promote and educate about beef.

- Other Influencer Outreach
 - 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.
 - Continue to partner with the Bass Pro Fitness Series to reinforce their support of beef in a healthy lifestyle and to continue reaching athletes and professionals in that space.
 - Partner with bloggers/spokespeople to create content to be shared across social channels and provide consumers with beef recipes and beef messaging.
 - Develop a campaign around beef and beer, wine, etc. pairings, spotlighting Missouri restaurants and beef as a flavorful and versatile protein.
 - Partner with Missouri Wine for Roast and Roast holiday series
 - Partner with other commodities when possible to promote beef to influencer groups and consumer audiences.

- **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

Section 2

- **Protect Beef's Image**
 - Education
 - Ag Education on the Move/National Ag Education Initiative
 - 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.
- *Beef in the Classroom*
 - 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
 - Spread information regarding Beef in the Classroom opportunities to continue to expand the program.
 - 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
 - Collaborate with FACS and culinary teachers to develop an updated pasture to plate lesson plan
 - Provide teacher toolkits to current Beef in the Classroom teachers
- *MO Beef Kids Program*
 - Continue to partner with the Foundation for Food and Farm Connections in support of the MO Beef Kids (MOBK) program.
 - Support the Program Director in disseminating information about MOBK 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 MOBK social media to further promote program.
- ***Engage Beef Advocates***
 - *Masters of Beef Advocates*
 - 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 and various producer channels
 - Add Missouri MBA grads to the Missouri MBA Facebook group and encourage advocacy in the state

Producer Communication and Education

- ***Educate producers about the beef checkoff program***
 - Attend 10 events that involve members of the Agriculture Industry (expos, symposiums, grazing conferences, etc.)
 - Develop programming for BQA in Missouri that provides additional benefit and continued education opportunities for producers across the state.
 - Staff and board members will visit 24 livestock auctions and sale barns around the state of Missouri representing the Checkoff.
 - 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, in an effort 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 through education grants for events.
 - Provide sponsorship for the 2023 Missouri Cattle Industry Convention and collaborate with the Missouri Cattlemen's Association to implement producer education opportunities at the convention.

- Share with producer's ways to sign up for updates, including written forms in person and digital forms found on the mobeef.org website.
 - Staff and board members attend a minimum of 12 local cattlemen meetings updating on Checkoff efforts.
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STRATEGY: PROTECT AND ENHANCE THE BUSINESS CLIMATE FOR BEEF

Section 3

- **Develop Crisis Management Plan**
 - Support NCBA's Crisis Management Plan.
 - Identify a state task force for crisis management.
 - **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.
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STRATEGY: DRIVE GROWTH IN BEEF EXPORTS

Section 4

- ***Adopt Animal I.D. Traceability Systems***
 - Opportunities may present themselves on a national level through CBB committees. The MBIC has representation on those committees.