

Marketing Plan Fiscal Year 2027

MARKETING PLAN
This is an overview of the marketing plan selected for the Fiscal Year 2027. 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 2024-2028 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*
    - Activate High-Value Partnerships: Expand organic outreach by partnering with trusted media partners to expand our echo chamber and reach consumers digitally (especially within urban areas). Examples include partnerships with Chiefs Radio Network, KRCG13, etc.
    - Expand Storytelling Content: Consumers connect and engage in content at a higher level when they can connect messaging to meaningful moments in their lives. Increase video and audio storytelling through the development of pasture-to-plate videos, recipe creatives, nutritional content, etc.
    - The more consumers trust beef, the more likely they are to choose beef as their top choice protein. Elevate efforts to connect with millennial and Gen Z consumers through an expansion of digital marketing efforts. Communication channels include (but are not limited to) Connected TV (Netflix/Hulu), Spotify, Podcasts, YouTube, Social Platforms, etc.
    - Thought Leader Outreach and Engagement: Partner with beef producer and nutritional influencers to expand MBIC beef messaging. Will leverage assets created for Missouri-specific beef recipes.
    - Partnership Expansion: Partner with industry organizations and other SBC's to extend marketing efforts in Missouri and regionally.
    - Repurpose previous creative assets developed during FY25 and FY26 as applicable.

  - *Website*
    - Maintain and update mobeef.org as needed.
    - Rotate featured recipe groups based on seasonality.
    - Highlight assets developed through partnerships on website (KRCG13 "Making the Cut"; Influencer Content; etc.)
    - Update "Newsroom" with articles, press releases, and other media relating to work staff are coordinating.
    - Maintain and update "Cattlemen's Corner" on a monthly basis, updating "Upcoming Events" calendar, newsletters, press releases, television segments, etc. so producers can stay up to date with the Missouri Checkoff.

  - *Traditional Marketing*
    - Partner with organizations based in urban areas to expand total reach outside of normal channels, with an emphasis on in-person contact.
    - 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 KRCG13, a Jefferson City CBS affiliate, to develop and air promotions for "on the farm" interview segments, email marketing, digital advertising, and

geofencing campaigns that effectively target consumers in multiple population-dense regions of the state.
    - Partner with Cattlemen's News to run at least one producer Checkoff ad every month within the publication. In addition, publish Missouri-specific content in "The Drive" each quarter.
    - 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.
    - Partner with Learfield to air segments featuring a wide array of seasonal topics including tailgating, holiday entertaining, and summer grilling.
    - Partner with Missouri Life Magazine to create articles featuring different industry segments, highlighting producers across the state and culminating in a series that truly covers the industry from pasture to plate.

- ***Revolutionize Beef Marketing and Merchandising***
    - *Retail/Foodservice*
        - Foster relationships with retail, foodservice and culinary professionals throughout the state.
        - Partner with MO ProStart to connect with instructors and students in the culinary space by participating in activities throughout the year and providing educational resources for use in their coursework.
        - Develop and promote the Lake of the Ozarks Beef Trail, highlighting various restaurants in the area for visitors to find and enjoy during the summer months.
        - Partner with Missouri Association of Meat Processors to expand resources available to local meat processors and at local meat counters.
        - 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*
        - Continue to build relationships with dietitians, physicians, nurse practitioners, and fitness professionals through educational opportunities at conferences, meetings, and immersion experiences.
        - Partner with the Bass Pro Fitness Series to reach their participants as well as their core ambassadors to distribute nutrition information and recipe tips to fuel their race training all year long.
        - Utilize nutrition research funded by the beef checkoff to drive nutrition messaging.
        - 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.

    - *Dietitian Outreach*
        - Continue building relationships with collegiate student dietetic associations to further promote and educate about beef at the collegiate level.

- Partner with other SBC's to host Nutrition Adventure, bringing dietitians from across the US together to learn more about beef nutrition, how it is raised, and what it takes to get food to their plates.
- Partner with Missouri Academy of Nutrition and Dietetics to provide hands-on, in-person educational sessions to distribute both nutrition information and cooking tips.
- Leverage relationship with Missouri Academy of Nutrition and Dietetics to incentivize dietetic interns and students in dietetic programs to use beef in their educational workshops.
- Continue to build relationships with multiple dietetic associations to further promote and educate about beef.

- *Other Influencer Outreach*
  - Serve as an expert resource for all things beef for influencers.
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  - Provide beef content and facts to influencers for blog posts and social media outreach.
  - Work with a food and lifestyle influencer to highlight how beef makes the journey from pasture to plate, featuring local restaurants and the producers they source from.
  - Explore opportunities to connect influencers to the beef industry through immersion events and tours.
  - Partner with Bloggers/Spokespeople to create content to be shared across social channels and provide consumers with beef recipes and beef messaging.
  - 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.
  - Develop sustainability microlearning and digital content to distribute on socials, website, and through Beef in the Classroom program.

STRATEGY: GROW CONSUMER TRUST IN BEEF & BEEF PRODUCTION Section 2

Protect Beef's Image

- *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 other 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.
  - 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.

- Collaborate with FACS and culinary teachers to develop and implement an updated pasture to plate lesson plan alongside their cooking education curriculum.

- *MoBeefKids Program*
  - Continue to partner with the Foundation for Food and Farm Connections (FFFC) in support of the MO Beef Kids (MBK) program.
  - Support the Program Director in disseminating information about MOBK across website, social media and email.
  - Appoint an MBIC board member to sit on the FFFC board
  - Provide link to mobeefkids.com on mobeef.org to direct producers, schools, and other contributors to more information.

- ***Engage Beef Advocates***
  - *Masters of Beef Advocacy*
    - 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, Team Beef, and various producer channels.
    - Add Missouri MBA grads to the Missouri MBA Facebook group and encourage advocacy in the state.

Producer Communication and Education

- ***Beef Quality Assurance***
  - Expand BQA footprint in the state of Missouri through a partnership with the University of Missouri-Extension.
  - Partner with Missouri Cattlemen's Association and the University of Missouri Meat Science Lab to host a Stockmanship & Stewardship event
  - Host a minimum of 10 trainings, with at least one in each of the University of Missouri Extension regions, in fiscal year 2027.
  - Partner with Missouri Vet Med Association to host a "Train the Trainer" event to better service local communities hoping to host small, local BQA trainings.

- ***Educate producers about the beef checkoff program***
  - Attend 5 events that involve members of the Agriculture Industry (expos, symposiums, grazing conferences, etc.)
  - Staff will visit 10 livestock auctions and sale barns around the state of Missouri representing the Checkoff.
  - Staff attend a minimum of 15 local producer meetings updating on Checkoff efforts.
  - Send quarterly updates via The Drive with industry information to keep producers informed of the checkoff and where the investment is being utilized in Missouri.
  - 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.
  - Co-host the 2027 Missouri Cattle Industry Convention and collaborate with the Missouri Cattlemen's Association to implement producer education opportunities at the convention.
  - Share with producers ways to sign up for updates, including written forms in person and digital forms found on the www.mobeef.org website.

STRATEGY: PROTECT AND ENHANCE THE BUSINESS CLIMATE FOR BEEF Section 3

- ***Develop Crisis Management Plan***
  - Support NCBA's Crisis Management Plan.
  - Work with 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 and Federation committees. The MBIC is represented on those committees.

- ***Research and Innovate New Production Technologies***
  - Pursue opportunities in Missouri through university and industry partnerships.
  - Partner with the University of Missouri to conduct research in Missouri's grasslands to pursue further scientifically backed information when communicating with consumers on the work being done for sustainability within the agriculture industry. Sustainability remains one of Missouri consumer's top considerations when selecting protein options.
  - Opportunities may present themselves on a national level through CBB and Federation committees. The MBIC is represented on those committees.

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.