

Why Don't I See More Beef Checkoff Ads?

Kristin Larson, Montana Beef Council President, Co-Chair Investor Relations Working Group



Checkoff-funded consumer market research shows us that the key generation for beef marketing – millennials – practically *live* on their computer devices. They tell us that they get virtually all of their information online, then use that information to draw conclusions and make important decisions about agriculture and the food they eat. Being a busy mother of four, I can relate, and I rely heavily on technology in my daily life.

Millennials use social-media sites like Facebook, Twitter, Pinterest and Instagram to get beef recipes and information about beef and the beef industry, the [research](#) shows. In addition, they share their thoughts about beef and beef production through these platforms. And they look online for

what their fellow consumers are saying about beef, then look online elsewhere to see if the information is scientifically sound. Perhaps, most important for beef producers, they look to social media for quick and convenient recipe ideas to feed their families and help them thrive.

While challenging, all of these interests translate to tremendous opportunities for the [Beef Checkoff Program](#), because millennials are a growing influence with growing families, who will make beef-buying decisions for the next 40-plus years. In short, the checkoff is constantly adjusting its beef promotion and education programs to fit the millennial bill and keep beef on their grocery lists.

When it comes to advertising and marketing our product, we are not targeting each other. We are targeting those who purchase or make purchasing decisions in consumer households. So as a beef checkoff investor, we are not going to see checkoff-funded advertising and marketing as often as consumers do. We are investing checkoff dollars into the future and into our consumer, and unless you are one that gets all of your information online and from food-media platforms, you probably will not see checkoff advertising often.

The advertising is there and is happening. And the checkoff's producer-communications program works hard to keep checkoff investors informed about how their dollars are being invested – and the results of those investments. That's why you'll find information about the checkoff in most places you look for information about the beef community, including through this agriculture news website, MyBeefCheckoff.com, My Beef Checkoff Facebook page, and Twitter and YouTube channels.

To get a clear "first-person" view of what the checkoff is doing to reach consumers through its multifaceted digital marketing and advertising programs, check out some of the effective ways that the checkoff's marketing programs are [engaging consumers](#) into the beef community today.

The bottom line is clear: Based on what millennials say is important to them, the Beef Checkoff Program is working diligently to make real, meaningful connections with these consumers to share the positive, science-based [story about all things beef](#). It's behind the checkoff's "Beef. It's What's for Dinner." 'Above All Else' campaign that reaches this target audience in an authentic, genuine way – not only through communication channels they use most – but also through hands-on opportunities for millennial influencers – all toward building genuine advocates for beef. With millennials, knowledge plus experience equals believing.

The future of the beef community depends heavily on this next generation of beef eaters, and our checkoff is seeing to it that they have the information they need to increase their confidence in us and our end product to make sure that beef remains on their grocery list and menu for generations to come!