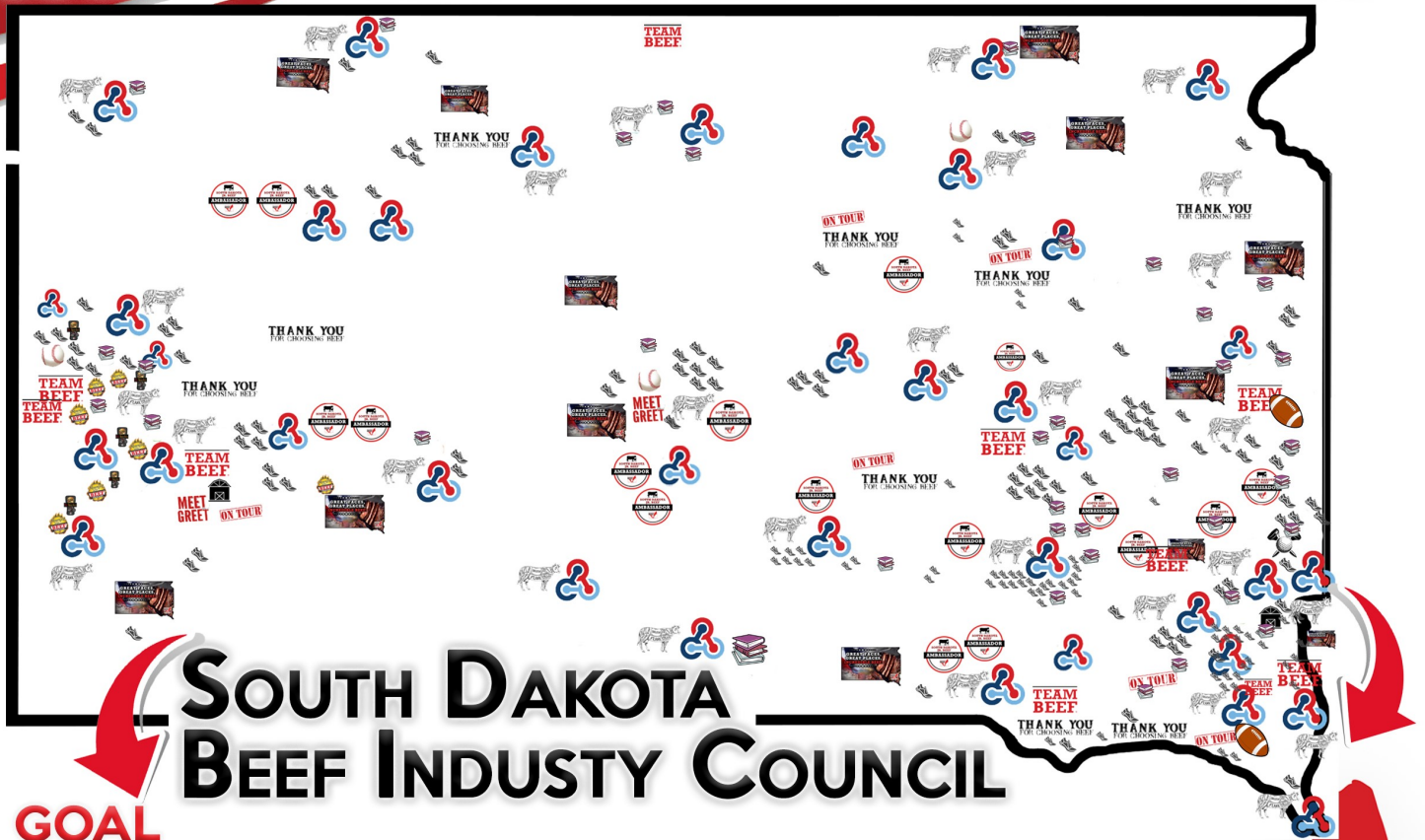


WHAT DOES YOUR DOLLAR DO?



SOUTH DAKOTA BEEF INDUSTRY COUNCIL

GOAL

Seek and engage in opportunities to expand beef's value and increase beef demand.

ROLE

Instill consumer confidence in our product by supplying them with accurate information in which to make their decision every time they walk through the doors of a retail location.

MANAGEMENT

Issues Management provided by the checkoff continues to be a shield of protection for the industry to keep the beef story accurate and the product anchored to the consumers plate.



WORKING 365
DAYS A YEAR INVESTING IN
THE FUTURE OF BEEF

Leveraging dollars to engage with consumers in highly populated areas continues to be a focus. State to state partnerships offer opportunity to expand the SD checkoff footprint to consumers in the Northeast region of the United States.

Why is this important? When looking at cattle to consumer ratio comparisons, cattle outnumber consumers by over 4 to 1 in South Dakota. This reverses in New York as consumers outnumber cattle by nearly 20 to 1.

EDUCATION RESEARCH PROMOTION



CHECKOFF PROGRAM HIGHLIGHTS...

TEAM BEEF



Members receive nutrition information and become beef advocates by promoting beef in an active, healthful lifestyle.

- Approximately 200 runners and cyclists participate in this program
- Ten suggested events
- Athletes receive red Team Beef SD jerseys to be worn both in and outside of the state

JUSTIN WARNER- SD TEAM BEEF CHEF

Celebrity Chef Justin Warner continues to be a valuable beef influencer as he uses his experiences to create a trusted relationship with the consumer in building beef demand.

- Meet and Greets
- Holiday recipe videos
- Ranch tours, beef demos and events
- Multiple TV and media appearances



BEEF EDUCATION & OUTREACH



ON TOUR

Outreach efforts continue to build relationships, and provide education and evidenced based information to food and nutrition experts, educators and health influencers.

- School Ag Day events reaching thousands of SD youth across the state
- FACS, ProStart and Ag beef programs in 54 SD School Districts
- Build Your Base with Beef Program
- Black Hills Stock Show
- Jr. Beef Ambassador program featuring over 19 ambassadors from across the state

BUILD YOUR BASE WITH BEEF



This comprehensive sports nutrition program is designed to improve healthy lifestyle practices utilizing beef as the protein of choice for families through a collaborative partnership with Sanford Sports Science Institute.

- 35 school districts & communities in high school pilot program
 - Direct impact to 1,500 high school athletes and their families
 - Indirectly impacts thousands of community members, opposing schools and retail centers
- Two South Dakota Division I Universities
 - Direct impact to nearly 1,000 athletes
 - Indirectly impacts coaches and thousands of other students

SANFORD INTERNATIONAL



Beef continued as the official protein at the Sanford International Senior PGA Tour of Champions

- Reaching approximately 80,000 consumers
- Signature Burger featured at food venues
- S.D. Youth Beef Caddies
- Multiple Media Outreach & Coverage
- "The Ranch" Beef destination location and Beef Expo Tent Education Zone

GREAT FACES, GREAT PLACES, INCREDIBLE BEEF CAMPAIGN



Incorporated SD beef farm and ranch families into regional retail and consumer campaigns; localizing beef's taste, flavor, and place at the table thanking consumers for choosing beef.

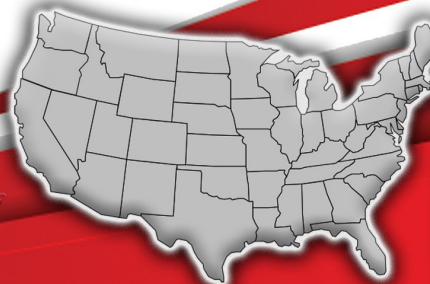
- Ranch & Restaurant Tours
- Social Media Campaigns
- TV Commercials & Interviews
- Over 60 Retail Partnerships across the state
- Restaurant and Beef Producers Highlight Stories
- Product Promotions

STURGIS RALLY



The Sturgis Rally offers beef the opportunity to reach nearly a half million consumers through the following:

- Official Meat of the Sturgis Rally
- Beef Throw Down Contest and destination location tour
- Team Beef SD Celebrity Chef, Justin Warner
- Mayors ride with over 200 riders
- VIP Event offered the opportunity to share the beef story with rally influencers
- Nicely Done Beef! billboard continues to promote beef on Interstate 90, a prime tourist roadway



The Build Your Base with Beef program is expanding in 2020 as it crosses state borders to create a nutritional impact on athletes and their families across the country.

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