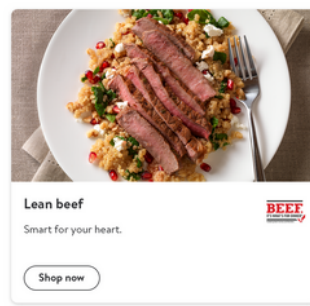




# WISCONSIN BEEF COUNCIL

Driving demand for beef.



## WHAT YOUR DOLLAR DID IN 2024

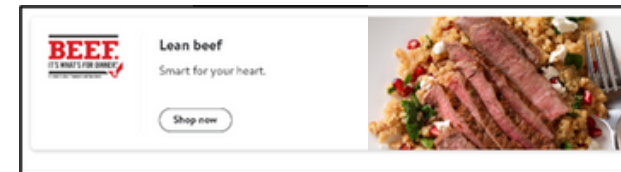
### BEST BURGER CONTEST

This year we hosted the inaugural Wisconsin Best Burger contest. We opened nominations for one month, and had nearly 5,000 entries submitted. After selecting the Elite 8, those with the most nominations, we sent out three secret judges to evaluate each burger. In all, we had a potential editorial reach of over **113 million across TV, social, print and radio**, with an advertising value equivalence of **\$1.1 million!** The winner of the contest, Pickle's Bar and Grill in Hazelhurst, experienced a **530% increase in weekly burger sales** from April 1 to June 1. They have hired an additional sous chef and are opening an hour early to help decrease wait times at the restaurant.



### INFLUENCER EVENTS & FARM TOURS

This year we worked with Chef Jeff Igel with Fox Valley Technical College to host a Beef & BBQ event at Riveredge Farms near Chilton. The day included a farm tour as well as a tasting and cooking demonstration. We gained great social media traction and established lasting relationships with this group of website bloggers and social media content creators.



We had over **15 participants** along with some media partners and a former WBC Board Member. Total online presence from all participants was over **48,000 followers**, and many of them shared the experience throughout the day on their social media stories. We were also featured in a few reels and static posts that were created after the event, which lead to more positive publicity.

## Today's Beef Consumer

Source: State of the Consumer Survey, NCBA (a contractor of the beef checkoff)

This year we also were invited to be a part of a farm tour with Aldi's sustainability team. This spring we took two college groups, **Milwaukee Area Tech College** and **Waukesha County Tech College** on tours of Broedlow Farms and Country Meat Cutters. There were **over 45 students** on the tour.

72% of consumers eat beef at least once a week.



### ECOMMERCE CAMPAIGN

Checkoff dollars were invested into an ecommerce campaign focused on February Heart Health Month and March Nutrition Month. Ads were placed on the retailers online store as well as placed on popular consumer sites (called offsite ads – placed on influencer sites, cooking sites, lifestyle sites, etc.)

71% of consumers consider how food was raised or grown when making purchasing decisions. Animal Welfare is the most reported concern and farmers/ranchers and veterinarians are viewed as the most credible source of information when it comes to US beef practices.



Wisconsin had **1,438,142 impressions**, which totaled **\$914,646 of traceable beef sales**. (Meaning those were the dollars spent by those who saw the ads and purchased beef within 14 days). For each **\$1** we spent in advertising **\$91.46** worth of beef was purchased.

More than 80% of consumers plan to eat more or maintain their beef consumption levels. Consumers who plan to eat more are motivated by the taste, those who plan to eat less report it being due to price sensitivity and health concerns.



### EXPORT MARKET DEMAND

The Wisconsin Beef Council has been investing Beef Checkoff dollars into growing demand for beef in foreign markets for several years. This year we were able to **extend efforts** and investments with the **U.S. Meat Export Federation** through grant funding provided by the Wisconsin Department of Agriculture, Trade and Consumer Protection's 'Ag Export Initiative.' Two beef producers, and WBC board members, along with 13 other beef industry members from across the US traveled to **Japan** and **South Korea** to present on the Wisconsin beef industry and products available for export, as well as explore market conditions. The January-August 2024 beef export value average was **\$414.88 per head**, up 5% over last year. Since the initial Wisconsin Beef Council export focus increased on Japan, **three companies have started sourcing WI beef**.

Consumers who order meals online to go are choosing beef 76% of the time, including beef tacos, enchiladas, and burritos 65% of the time and beef steak 50% of the time.



When it comes to a "pleasurable eating experience" and "great tasting" consumers rank beef more than 20 points higher than other animal proteins.

