

## ARIZONA ADVERTISING

The Arizona Beef Council utilized the newest print and radio ads to excite consumers about the power of protein in the land of lean beef.



• One approach the ABC has taken is getting on the airwaves. Thanks in part to a federation fund grant, ABC created a partnership with Radio Disney, one of the largest outlets to our desired consumers—families with children. The focus of the commercials was eating healthy, growing strong and making beef the lean protein choice, in addition to tips for finding quick and easy meals for parents. The commercials were custom made by Disney writers; using the information the ABC provided, they designed enthusiastic kid friendly ads.

• Utilizing the new print advertisements, “Beefscapes” was seen in addition to national placement in *Latino Perspectives*, *Fitness Plus Magazine* and the *Arizona Cattlelog*.



• In addition ABC regularly participates on the longest running culinary show in the Valley of the Sun, *Culinary Confessions*. As one of the most popular food talk shows in the state it provides listeners the opportunity to call in and ask any questions they may have about beef.

The ABC had six in-studio interviews as well as two live remotes in addition to the “Beef It’s What’s For Dinner” commercials that played daily on the show.

## ARIZONA PROMOTION & RETAIL PROGRAM

At every event and interaction with consumers the Arizona Beef Council educates that calorie for calorie and dollar for dollar beef is the protein of choice.



• For the third year in a row ABC participated in Phoenix Cooks! the culinary event of the year. Samples of delicious beef, recipes and nutritional information were given to over 2,000 attendees. A food forum room with Chef Dave Zino, Executive Director of the Beef Culinary Center, was well received as he taught beef recipes and cooking methods for participants.

• The ABC web site [www.arizonabeef.org](http://www.arizonabeef.org) is growing in popularity every year. New recipes and tips for shopping, cooking, nutrition and food safety are added weekly. It serves as a strong resource for consumers, educators, retailers and producers.

• In order to ensure producers are familiar with checkoff spending and success ABC attends several industry events. Although most are traditionally “producer” events we also make impressions with many consumers at those events. They include the Arizona Cattle Grower’s Convention, Arizona National Livestock Show, Cattlemen’s Weekend, Arizona Dairy Day, Arizona Cowpuncher’s Memorial Rodeo Weekend and Yavapai Cattle Growers Calf Sale.

• The ABC worked with retailers in the state to help increase the amount of beef purchased in stores. With the assistance of federation funding, ABC established a partnership with Bashas’ in distributing coupons to customers to increase beef sales. The program was a success and customers who were not frequent buyers of beef used the coupons and made beef their protein of choice. Point of sale materials and other tools were made available to retailers especially in promotion of summer grilling and holiday roasting.

## ARIZONA BEEF COUNCIL BOARD OF DIRECTORS

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**Arizona Beef**  
Raised by Families for Families

# Arizona Beef Council Fiscal Year 2008

## DEAR FELLOW PRODUCERS:

Your Arizona Beef Council (ABC) had a busy and exciting year promoting our product – Beef! The underpinnings of our economy began rattling over the last 12 months and this caused consumer changes in purchases and changes in production. Consumer spending on beef began a move from food service to retail as budgets shrank and economic concerns came to the forefront. Arizona had a slight reduction in the total number of cattle produced and sold. The ABC’s focus on promoting beef to retailers, food service and consumers provided the foundation for our statewide promotion programs.

The Arizona Beef Council has been through some extremely rigorous reviews over this past year and we are happy to report to you that we came through with flying colors. The ABC has been through an extensive government financial audit for FY 2008, a review by the Arizona Department of Administration, a Beef Board procedural audit and the Legislature’s Sunset Review Process where our Arizona Beef Council was given another 10 years to accomplish our mission – enhance the value and sale of beef. This result only affirms the accountability and professionalism of our Arizona Beef Council.

Over the past year the Council transitioned two new employees into our primary promotion roles. Former Arizona and National Beef Ambassador Anna Groseta now performs our Public Relations and Marketing efforts, Carrie Robbs is now conducting all of our consumer and nutritional education efforts. Former ABC staff, Shauna Hobson was extremely helpful and complimentary in assisting us with this transition. We continue to reach out to beef consumers through Retail, Nutritional Events, Classroom Education, Radio Disney youth programs and a presence at many events where consumers congregate.

The Council is continuing its strong partnership with the Arizona State Cowbelles by providing financial support of many important activities such as the Phoenix Cooks!, the Beef Ambassador program, as well as joining forces at events like the Arizona State Fair and many County Fairs to deliver our positive message about beef.

In closing I’d like to thank my fellow beef producers, Board members and the Arizona Cowbelles for their commitment to the Arizona Beef Council and its mission by volunteering their time, wisdom and knowledge of the industry.

Norman J. Hinz  
Arizona Beef Council Chairman  
Fiscal Year 2008

## ARIZONA EDUCATION PROGRAM

The Arizona Beef Council makes children and consumers their number one priority.

• Throughout the year ABC partnered at a variety of events to help educate consumers, teachers, dieticians and more. The ABC played an active role at Arizona Ag Day, one day a year dedicated to teaching thousands of consumers where their food comes from and how vibrant Arizona Agriculture is. We also assisted with Summer Agricultural Institute, a week long continuing education seminar for teachers around the state to gain first hand experience and knowledge of Arizona Agriculture while providing them with classroom materials and offering presentations and tours. ABC had educational booths at various events such as the Arizona Dietetics Convention, Women’s Day of Health, Maricopa Stagecoach Days, Glendale Sahuaro Ranch Days, Friday on the Farm and Arizona National Livestock Show.



• ABC treated every event as one to educate consumers and increase consumer confidence in beef. Specifically the ABC made a concentrated effort to visit schools and provide presentations to students from pre-school to high school covering topics

such as nutrition, preparation, food safety, tools of the cowboy, Arizona Cattle History and cattle byproducts. Students received handouts that they took home to share with their parents, so the presentations had a reach beyond the classroom. In addition to school presentations, ABC also provided teachers and health professionals with free educational toolkits and resources to further educate students and consumers about beef.



• Another avenue to reach students is the ranch tour program where classroom teaching and hands on activity meet—making for a well rounded learning experience. ABC participated in a Ranch Field Day at Carlink Ranch near San Manuel and taught over 90 4th graders about cattle byproducts. For the third year in a row ABC hosted 30 Danish Agriculture students at the Backus Ranch, educating them on Arizona ranching. In addition 75 4th graders from Fort Mojave Elementary had a day of learning at the Cavalliere Ranch near Yucca. For the 2nd year ABC hosted 115 fourth graders from the Glendale School District at “Beef Day 2008” at Glendale Sahuaro Ranch—students learned about the 5 C’s of Arizona, tools of the cowboy, how to rope, cattle byproducts, how horses are shod and how to brand.