

# UNITED WE STEAK:

## Beef is on the grill this summer



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*By Kylie Blanchard for the N.D. Beef Commission*

This summer, *Beef. It's What's For Dinner.*, funded by the Beef Checkoff and managed by the National Cattlemen's Beef Association (NCBA), is encouraging families across the country to unite in their love of beef. A multi-pronged summer grilling campaign rolled out in late May and runs through Labor Day, with a variety of key promotions to make sure consumers see timely and relevant content that inspires them to make their own grilled beef meals.

The United We Steak campaign is just one of the promotions highlighted this summer and is an example of how the North Dakota Beef Commission (NDBC) partners with the national beef checkoff program in order to extend the reach of the producer's checkoff contribution.

### United We Steak

The United We Steak campaign encourages Americans to unite around a shared love of beef on the grill. Whether it means enjoying a grilled beef meal at home or with family and friends, the campaign promotes the summer rally cry "United We Steak."

The centerpiece of the campaign is 50 hand-carved state-shaped steaks, featured in a variety of *Beef. It's What's For Dinner.* content, including still photographs and a new series of videos served to consumers on social media platforms, as well as through Connected TV and YouTube advertising. The campaign drives users to *BeefItsWhatsForDinner.com* or *UnitedWeSteak.com*, where they find an interactive map of all 50 state-shaped steaks. Each state has a state profile page, complete with state-themed beef recipes, a "meet your state

beef producer" section and other fun and informative facts about the state. NDBC's profile page features Washburn, N.D., producer and NDBC past chairman Clark Price.

A new series of radio ads were released and shared nationally, as well as locally through state beef council efforts. More online influencer activations help consumers learn how to best grill beef at home and earned media stories were pitched both nationally and locally to ensure beef has positive and prime media coverage.

"The United We Steak campaign and the summer beef promotions are valuable to the NDBC's efforts to promote the high-quality and nutritious beef produced by our farmers and ranchers in North Dakota and throughout the United States," says Nancy Jo Bateman, NDBC executive director. "These promotions are great reminders to consumers that the summer grilling season is brought to them by our dedicated beef farmers and ranchers."

### Beef Consumption

Beef has long been the number one grilling protein of choice among consumers. Today, 96 percent of consumers eat beef, and more than 70 percent of consumers consume beef at least weekly or more, according to the Consumer Beef Tracker managed by the NCBA, a contractor of the Beef Checkoff. Research conducted by the NCBA shows one-third of consumers plan to grill more this summer than in the past, pointing to a prime opportunity to remind consumers beef is a protein they should put on the grill.

"North Dakota's beef producers work day and night to ensure their families, and families around the country, continue to have access to beef," says Bateman. "These summer campaigns help the beef industry to continuously ensure beef is the top protein."

Follow *Beef. It's What's For Dinner.* on Facebook, Instagram, Twitter, YouTube, LinkedIn, Pinterest and visit *BeefItsWhatsForDinner.com* for continuously updated content. Visit the NDBC website at *www.ndbeef.org*, as well as on Facebook and Instagram @ndbeef, for additional resources and delicious beef recipes for summertime grilling.

