



## Checking in on the Checkoff

July 3, 2008

### **This week: WHAT HAS THE CHECKOFF'S *PRODUCER COMMUNICATIONS* PROGRAM AREA DONE FOR ME LATELY?**

*PRODUCER COMMUNICATIONS means expenditures to communicate about checkoff programs – in the areas of promotion, research, consumer information, industry information and foreign marketing – to producers who pay for them. This includes production of a Beef Board Annual Report and other program updates to producers, trade media press releases, participation in agricultural trade shows, and management of a semi-annual producer attitude survey.*

**Ten, Nine, Eight, Seven** – CBB is counting down to July 15, the scheduled launch of its new Web site at [MyBeefCheckoff.com](http://MyBeefCheckoff.com). The new site is designed to be the *one* place to go to find out how national beef checkoff dollars are invested and the results of those investments. The site is interactive, well organized and very user-friendly. An overview of the site will be presented to CBB members during the CBB Update Session (Thursday, July 17, 9:30 a.m., Plaza Ballroom F) at the 2008 Cattle Industry Summer Conference at the Denver Sheraton Hotel. Following that meeting, at about noon, CBB staff will remain on hand to demonstrate interactivity to Board members wishing to learn how to use the site and again during the Joint Producer Communications Committee meeting on Friday, July 18. If you have any questions, contact Lynn Heinze, [lheinze@beefboard.org](mailto:lheinze@beefboard.org) – and remember to check back at the site for the full version after July 15.

**On the Road with LMA** – Producer attitude surveys consistently have found that four out of five producers sell cattle at livestock auctions throughout the country. And for many producers, this is the only time they come into contact with the beef checkoff – when the dollar is deducted. To give producers an opportunity to learn more about their checkoff, CBB has entered a year-long partnership with the Livestock Marketing Association (LMA) to tell producers about the new Web site, MyBeefCheckoff.com, through LMA Web sites and on the back window of the truck driven by new World Champion Auctioneer, Matt Lowery of Burwell, Neb. To see a mock-up of the auctioneer truck, go to <http://www.beefboard.org/uDocs/auctioneertruckmock-up.pdf>.

**Blogging Summer Conference** – If you've been to a cattle industry winter or summer meeting before, you know that there is no shortage of activity at any given time, and inevitably several of the meetings you want to attend are going on at the same time. If you serve on a committee, you need to attend that meeting, but you want to know what's going on at others, too. That's where the Beef Board meeting blog comes in. Posted on

the blog, you'll find agendas to checkoff meetings coming up at the 2008 Cattle Industry Summer Conference, and when the conference gets under way, the blog will provide access to reports, pictures and interviews to keep you in the loop about the checkoff goings-on convention-wide. In addition, it provides transparency to the checkoff process for producers who pay into it, and it allows producers who have access to the Internet but cannot attend the conference to experience it day-by-day, as well, and to offer comments or questions about anything happening at the meeting. To get started, go to [www.beefboardmeeting.com](http://www.beefboardmeeting.com).

**Gearing Up** – Speaking of busy, the media room is expected to be bustling this year at summer conference with 27 key editors and broadcasters pre-registered and more inevitably registering on-site. During the conference, CBB officers Dave Bateman, Lucinda Williams and Dan Dierschke, as well as CBB members Richard Nielson, Tom Jones and Manuel Rodrigues will be taking part in “This Week in Agribusiness” interviews, a weekly summary of the news of agriculture, with an emphasis on ag markets and weather that airs each weekend on RFD-TV. Other media activities include gathering audio and news release information, media availabilities with key trade editors and the joint dairy/beef session. To keep up on checkoff press releases during convention, visit the following link on the Beef Board meeting blog July 15-19: [http://beefboardmeeting.com/?page\\_id=97](http://beefboardmeeting.com/?page_id=97).

**A New Look** – In testing now are new concepts for producer communications advertising designed to help producers better understand how their checkoff operates and how their dollars are invested. Panels of beef and dairy producers are going online to give their opinions about these new concepts and how well they communicate about the checkoff. This research is part of an ongoing effort to review the entire producer communications program to make sure producers can learn about their program as efficiently and effectively as possible. Results of this research will be reported out during the Joint Producer Communications Committee meeting in Denver on July 18. To review current producer communications ads, go to <http://www.beefboard.org/chePaidMedia.aspx>.

**Giving us Attitude** – Aspen Research is completing the summer producer attitude survey. This independent research of a random, national sample of beef and dairy producers is designed to help decision-makers better understand what producers know and expect from their beef checkoff. Results of this survey also will be reported during the Joint Producer Communications Committee meeting. For results about the last producer attitude survey, go to <http://www.beefboard.org/NEWSCheckoffCheck-UpReceivesCleanBillOfHealth34256.aspx>.

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*\*If you would like to be added or deleted from the distribution list for “Checking in on the Checkoff,” please send a quick note to Diane at [dhenderson@beefboard.org](mailto:dhenderson@beefboard.org).*