

Study Gets to the Meat of Marketing Beef



By Scooter Pursley for the North Dakota Beef Commission

It doesn't take a study to bring beef eaters to the table.

But a study can help to find what really keeps beef lovers coming back for more, and how the industry can entice others to make beef part of their tasty and healthy daily diets.

A recent study conducted by the National Cattlemen's Beef Association determined what consumer attributes drive consumption, preference and value for meat proteins. This information is now helping to shape consumer campaigns and spread a positive message about the benefits of beef. "Understanding the consumer is essential to being able to target beef messaging, which will continue to drive demand for our product," North Dakota Beef Commission vice chair Gloria Payne said.



Gloria Payne,
NDBC Board
Member

Collecting the Data

In the study, Consumer Demand Drivers were based on self-reported consumer data collected through the Consumer Beef Tracker. The assessment determined what components were driving consumption, preference of one protein over another and the value of a protein.

Five primary drivers were discovered: the eating experience; convenience and versatility; price; how and where the product was grown; and nutritional value.

While there are several beef-substitute proteins, beef remains king of protein quality. Research by the University of Illinois and Colorado State University show soy- and pea-based burger products list similar amounts of protein to beef burgers. But when considering protein quality, beef burgers are

considered "excellent" sources of protein. The study concludes "only high-quality protein provides all the essential amino acids required for growth, development and maintenance of body tissues such as muscle in quantities that meet the requirement."

In addition to the obvious benefits, sustainability efforts made by beef producers through the Beef Checkoff are addressing climate issues and improving the image of cattle production in general. The study indicated that, nationwide, 69% of respondents had a positive perception of beef but only 31% had a positive perception of beef production.



Winter Warm-Ups

Cold nights don't stand a chance with these comforting beef favorites.

Funded by Beef Farmers & Ranchers



Consumer Campaigns

A Rethink the Ranch social media campaign between late September and late November garnered 70.2 million impressions, 14.5 million video views, 91,000 clicks, 21,000 social engagements and 7.21 million audio ad listens.

"Investing Checkoff dollars into consumer research has given the "Beef. It's What's for Dinner." brand the ability to specialize and reach consumers in ways and places they are," Payne said.

Current campaigns feature the holiday eating experience, which featured recipes and resulted in 230,000 page views and social posts from Hallmark and "Beef. It's What's for Dinner.," in addition to a Hanukkah series, a roasting video series and top recipes of 2021.

Upcoming campaigns will emphasize the importance of introducing beef to the diet as early as six months of age and how to effectively and safely feed babies beef. Sixty-six percent of infant-focused pediatricians recognize the importance of iron, zinc and choline that beef provides to infants' diets.