



Consumer Insights & Virtual Engagement

Exploring changes in consumer
behavior and how the Beef Checkoff is
adapting

Steak Marsala

**BEEF
LOVING
TE★ANS**

TEXAS BEEF COUNCIL



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Smoked Brisket

Consumer Insights



Checkoff-funded Consumer Research

Checkoff-Funded Research

Digital Analytics

2020 COVID Dashboard

Google Analytics

COVID Snapshot Survey
April-May 2020

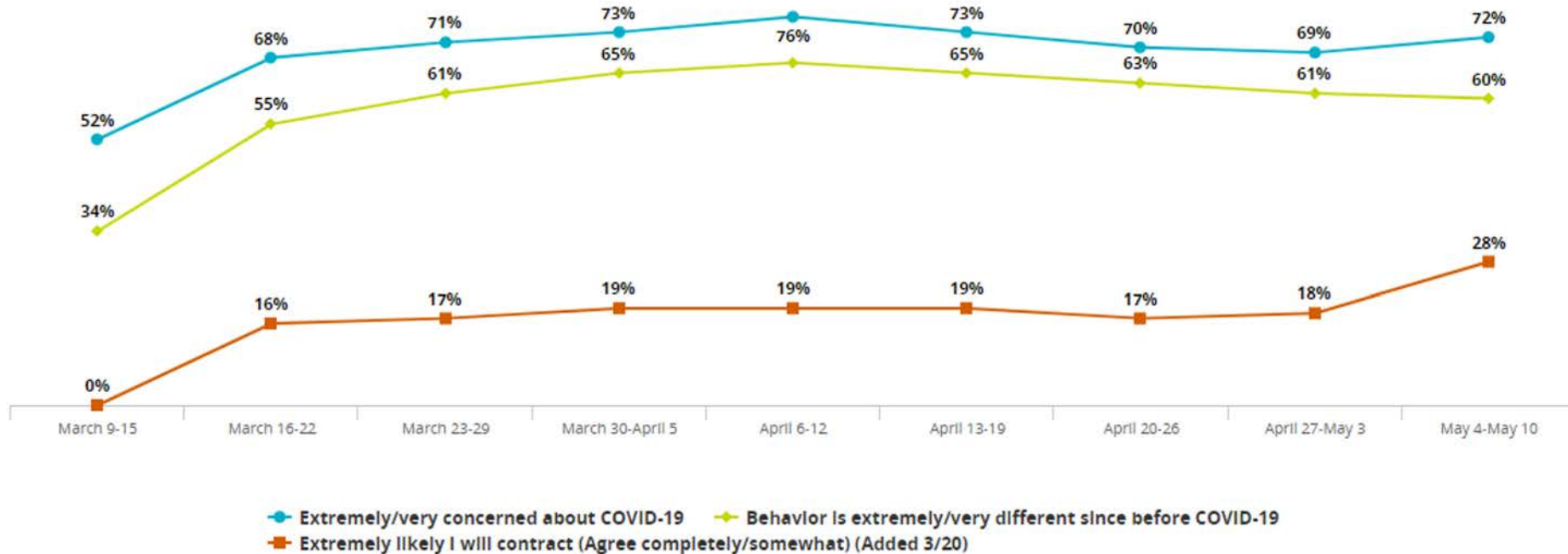
Hulu Insights

Beef Behavior and
COVID Report April 2020

Consumer Beef Tracker

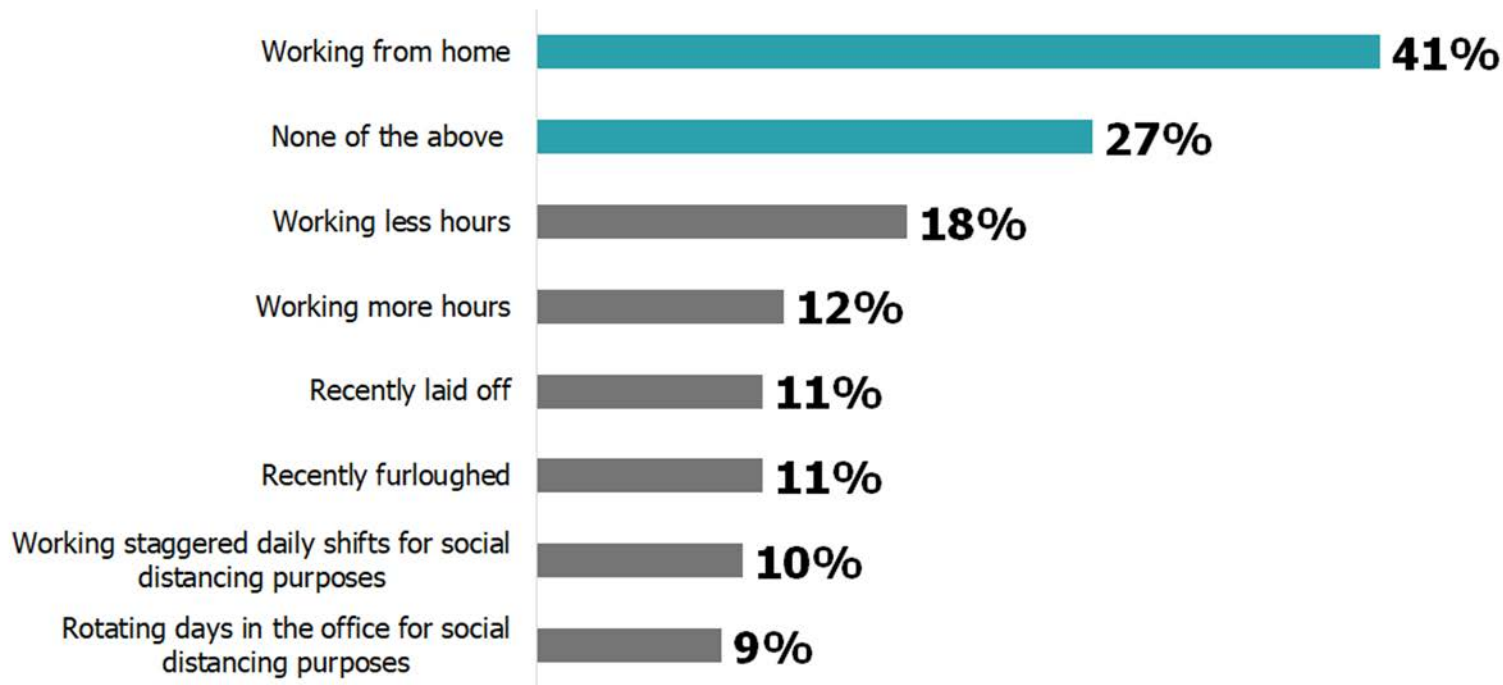


Directions COVID Dashboard - Concern



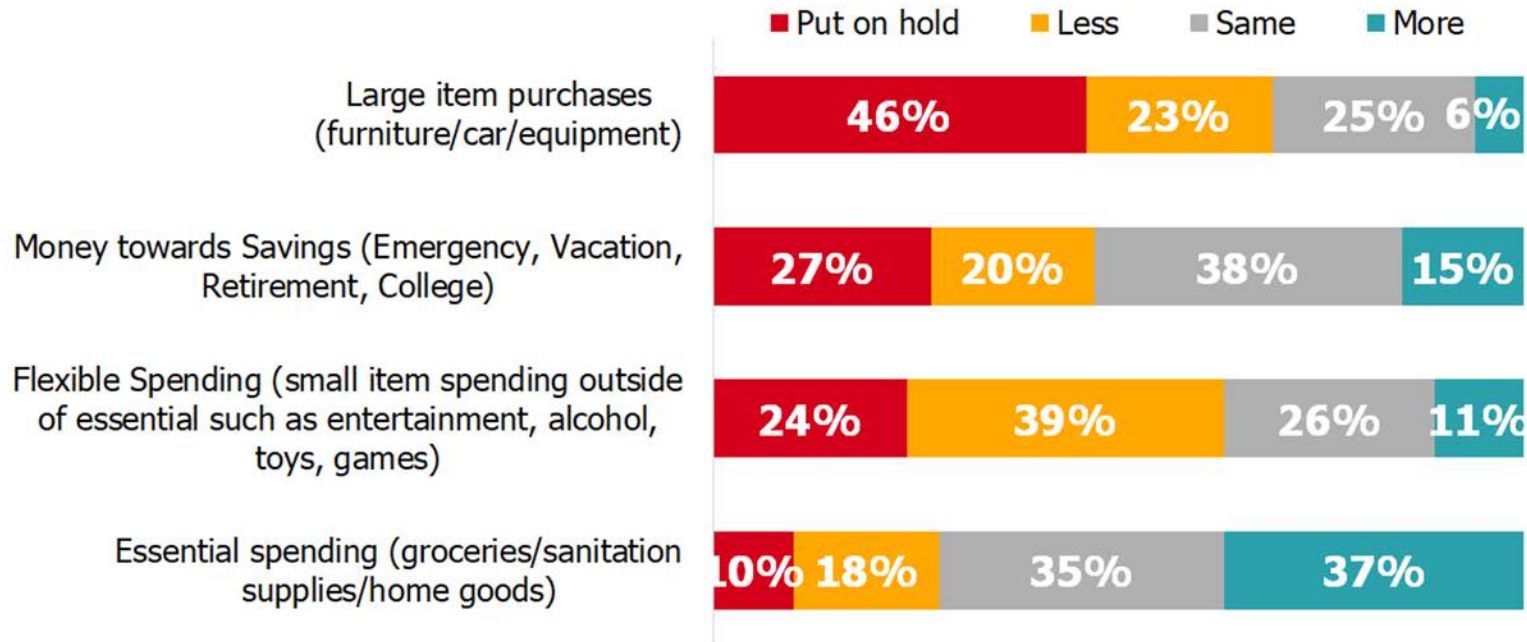
COVID-19: Current Circumstances

While many are working from home, most of these other circumstances do not apply to a significant portion of consumers



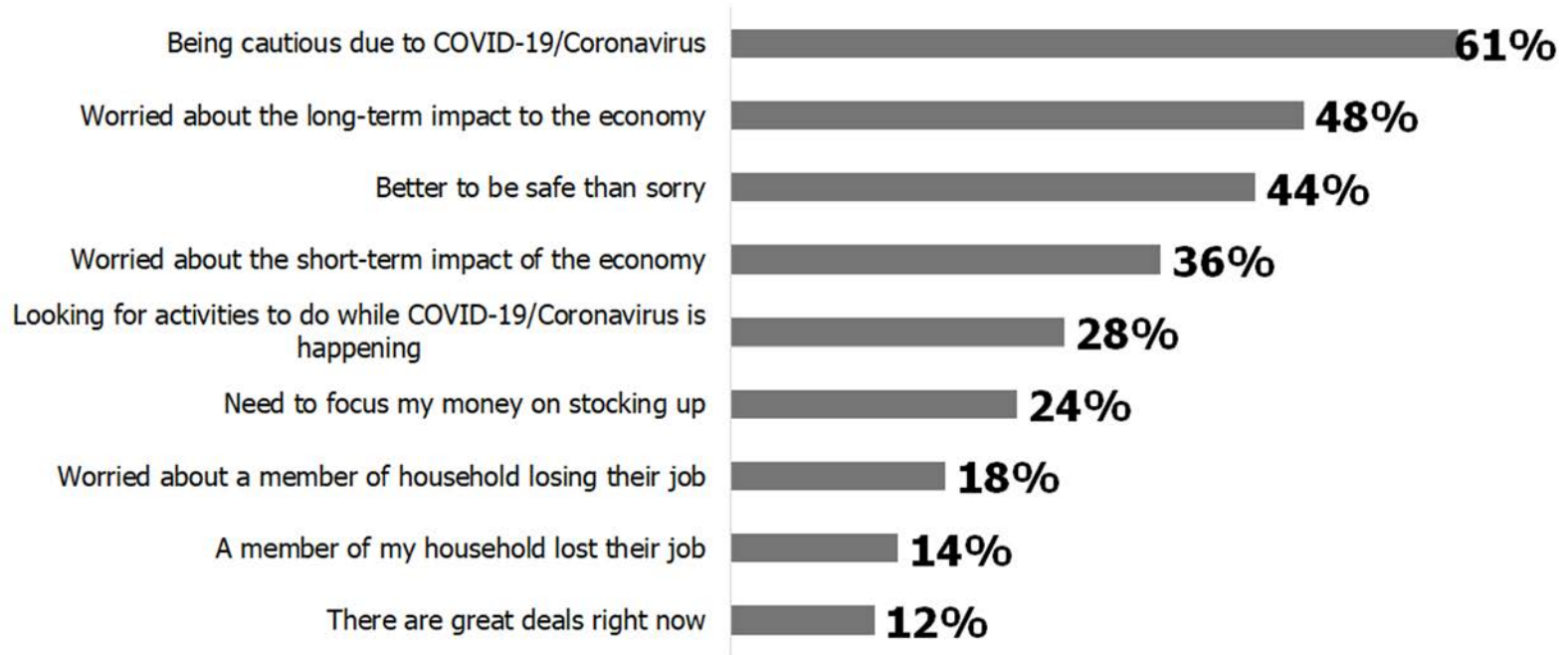
COVID-19: Detailed Spending Changes

Large item purchases are being put on hold, flexible spending has declined, and essential spending has increased the most



COVID-19: Why Spending Has Changed

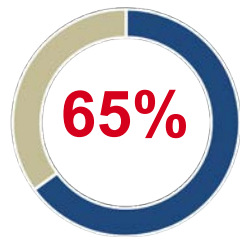
Not surprising, consumers are being more cautious with their money as a result of COVID-19 and are worried about the economy



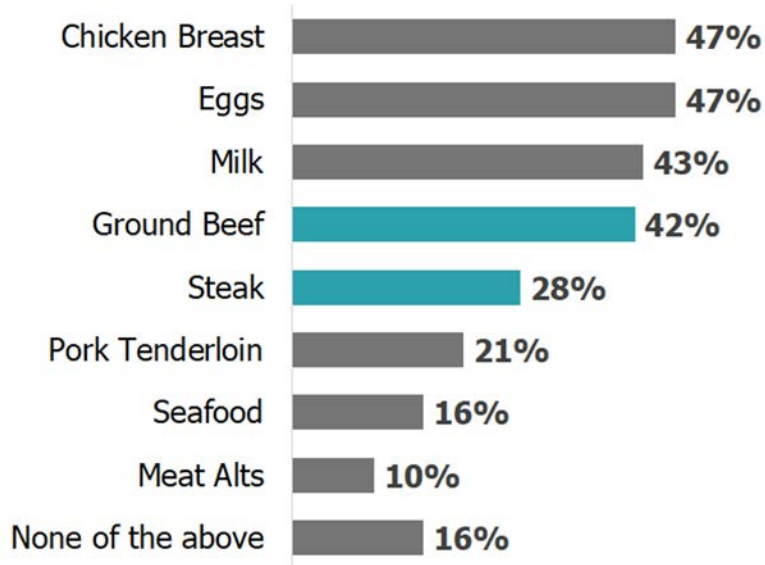
COVID Snapshot

About 2/3 of consumers show **concern for future food shortages**, noting staples as the items they are most concerned about

Overall Concern for Food Shortages

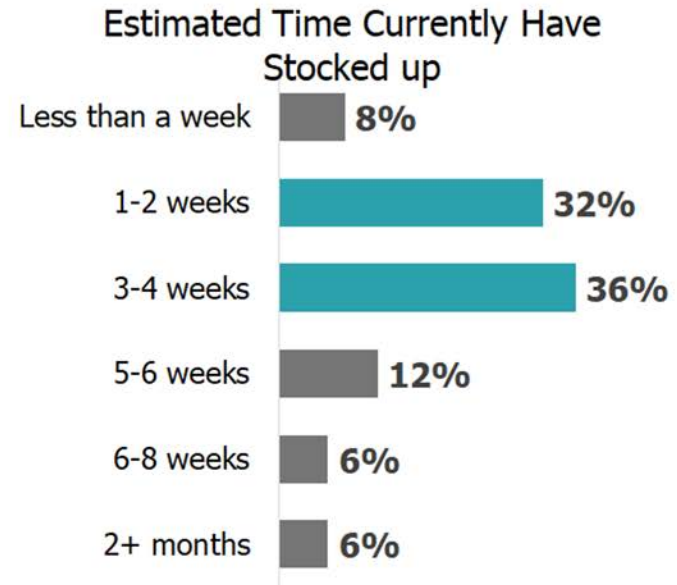
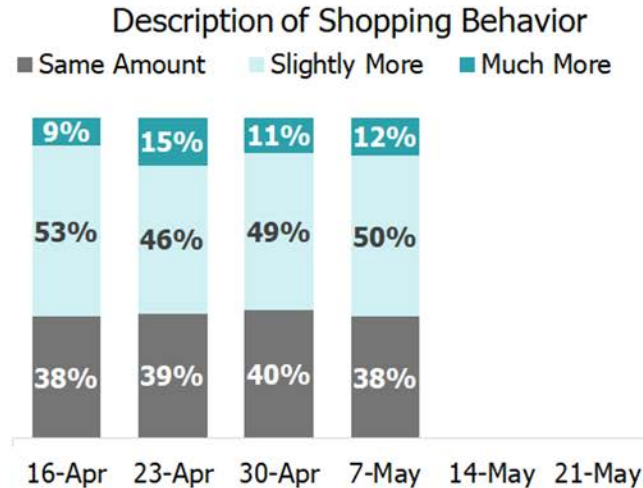


Concerned



Stocking Up Dynamics

Most consumers have at least a week of food on hand, but few with more than 3-4 weeks worth



Which of the following best describes your shopping behavior during the current COVID-19/Coronavirus environment. If you were to estimate the amount of time you could eat adequate substantial meals from your current stock of food in your pantry, fridge, freezer, deep freezer, extra storage, how long would it last for you and your family?

Verbatims Mentions of Concerns/Fears

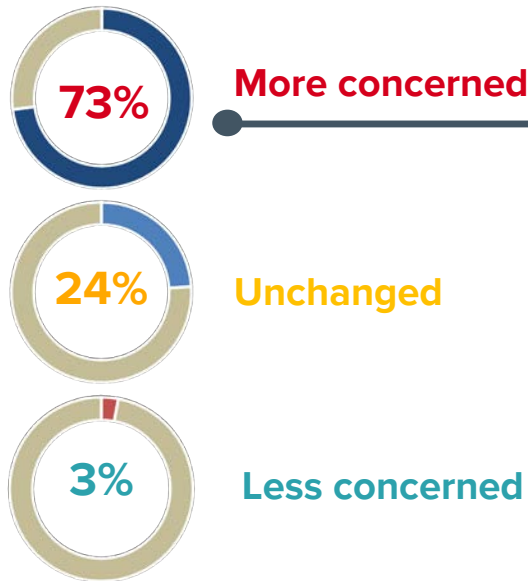
While many consumers have no concerns, the number of those worried about packing plant closures or contamination has increased

Consumers mentioning....	Week 1 (4/10-16)	Week 2 (4/17-23)	Week 3 (4/24-4/30)	Week 4 (5/1-5/7)
No concerns/fears	43%	38%	41%	38%
Are afraid of things being out of stock	15%	15%	16%	20%
Economy/Prices going up	11%	10%	7%	7%
Food handling/Contamination going out	7%	9%	8%	6%
Food supply/animals getting	4%	3%	3%	4%
Packing plant closure/exposure	2%	7%	6%	4%
Having seen things out of stock	2%	1%	1%	0%
Farmers/Ranchers running low or struggling	0%	1%	0%	0%

Food Safety: Impact of COVID-19

The majority of consumers are more concerned about food safety as a result of COVID-19, with half of those being significantly more concerned

As a result of COVID-19, consumers are....



36%

are significantly more concerned about food safety, compared to **37%** who are somewhat more concerned



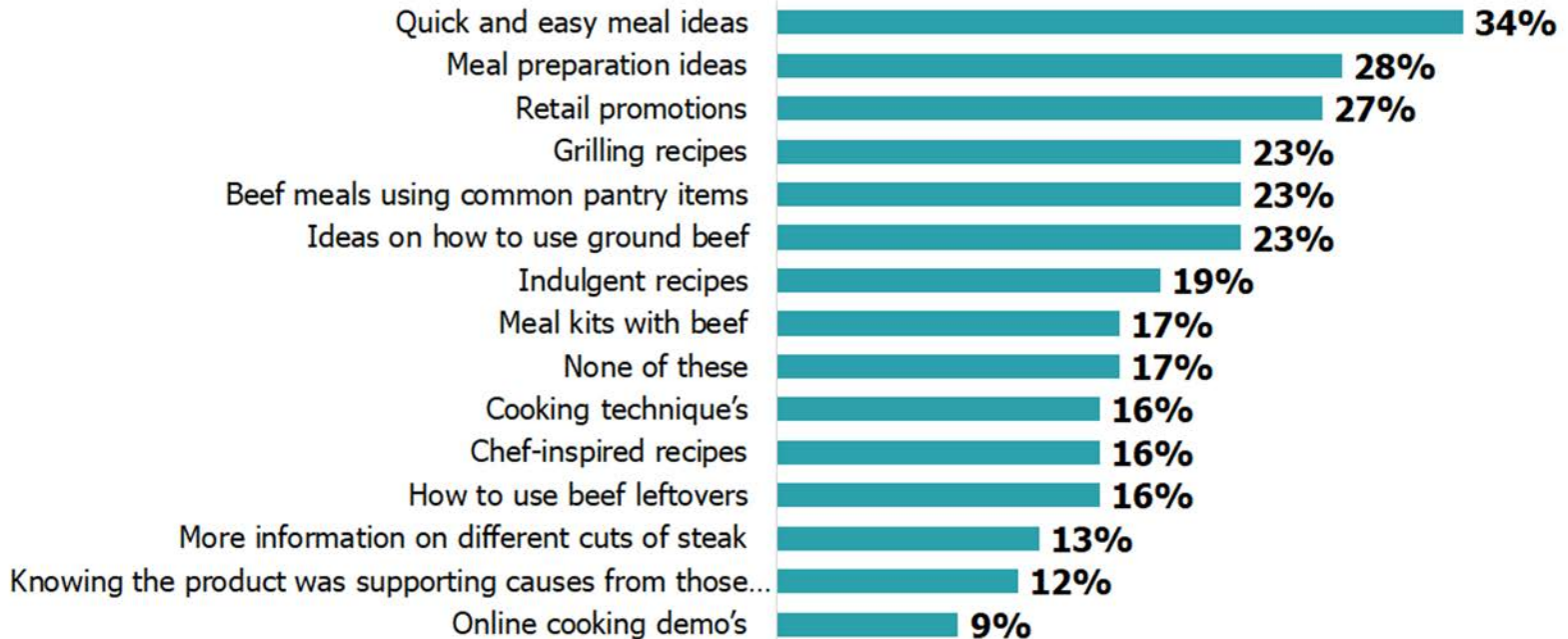
Beef Loving Texans Spaghetti & Meatballs

COVID's Impact on Beef



Incentives To BUY Beef

Similarly, in order to buy beef in the future people are also looking for convenient meal ideas and retail promotions



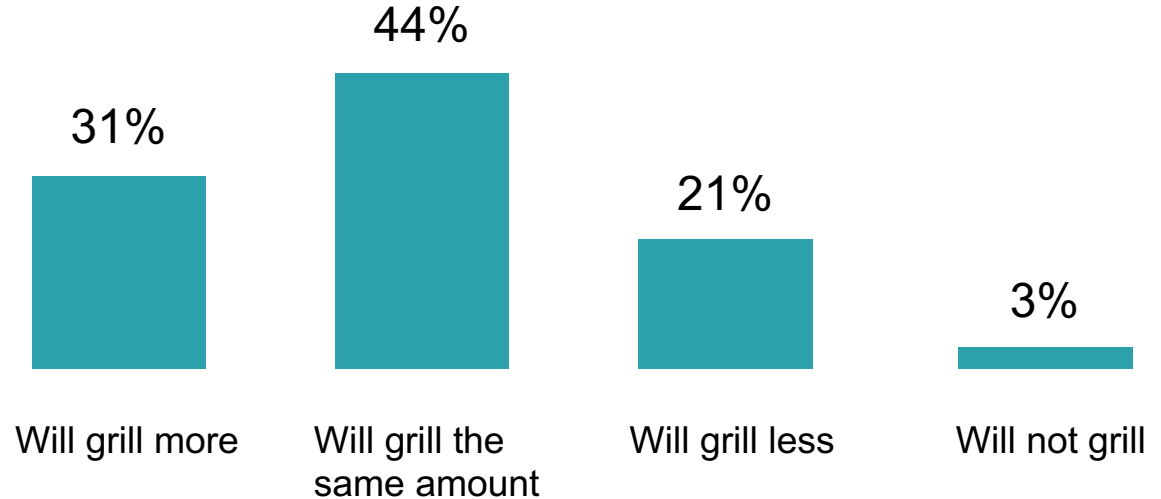
Outside of price, what would encourage you to continue to buy beef as COVID-19/Coronavirus continues? Please select all that apply.

Frequency of Grilling

Consumers are grilling once a week or more and three-quarters plan to grill the same amount or more this year

6.75

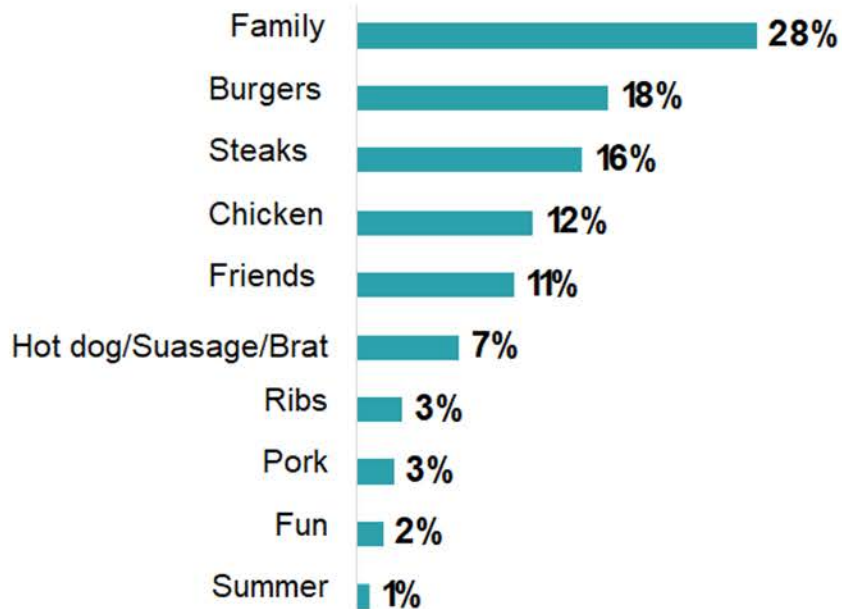
Average times per month
consumers are grilling



The Ideal Grilling Experience

Consumers ideal grilling experience is definitely centered around getting together with friends and family, but burgers and steaks are the most mentioned protein

Verbatim Mentions



It would be at a park and my family would be there and we'd make hot dogs and ribs.

Private outdoors. All our favorite food. Friends and family.

Just me and my family making hamburgers with cheese and chips.

I would grill steak, sausage, fries, and my family would be there with me and we would have a great time.

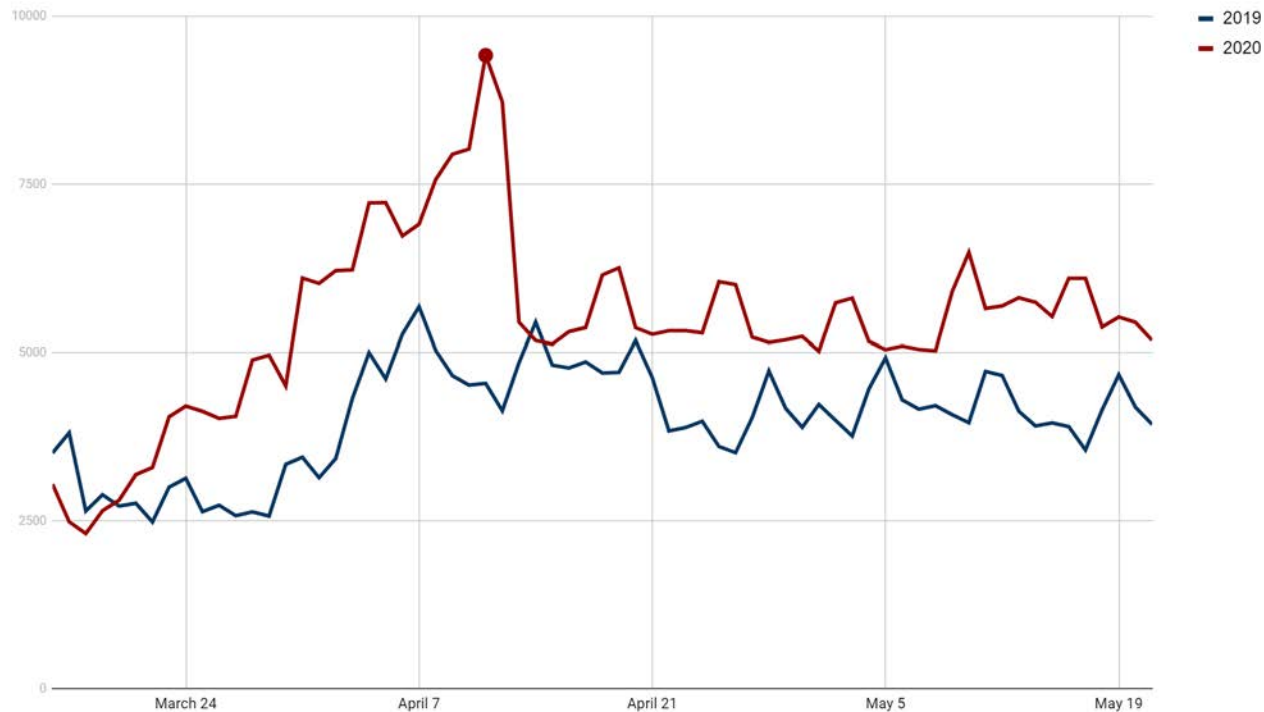
We generally grill hotdogs and burgers. Occasionally a steak. My old man does it. I never trust myself around fire. We would be in the back yard.

Note: Question asked prior to any beef specific questions

In as much detail as possible can you explain what your ideal grilling experience looks like? What would your household make? Who is there? Where would it be?

BLT COVID Organic Traffic Results

BeefLovingTexans.com Daily Active User Trends - March 16-May 21 - 2019 vs 2020



Trending Recipes



BLT Organic Recipe Trends

Taco Shepherd's Pie	+2,396%
Home Style Pot Roast	+6,867%
Everyday Barbacoa	+261%
Smoked Brisket	+141%


Google Search Recipe Trends

Birria Tacos	+130%
Filet Mignon	+90%

BEEF LOVING TEXANS

BBQ QUEST

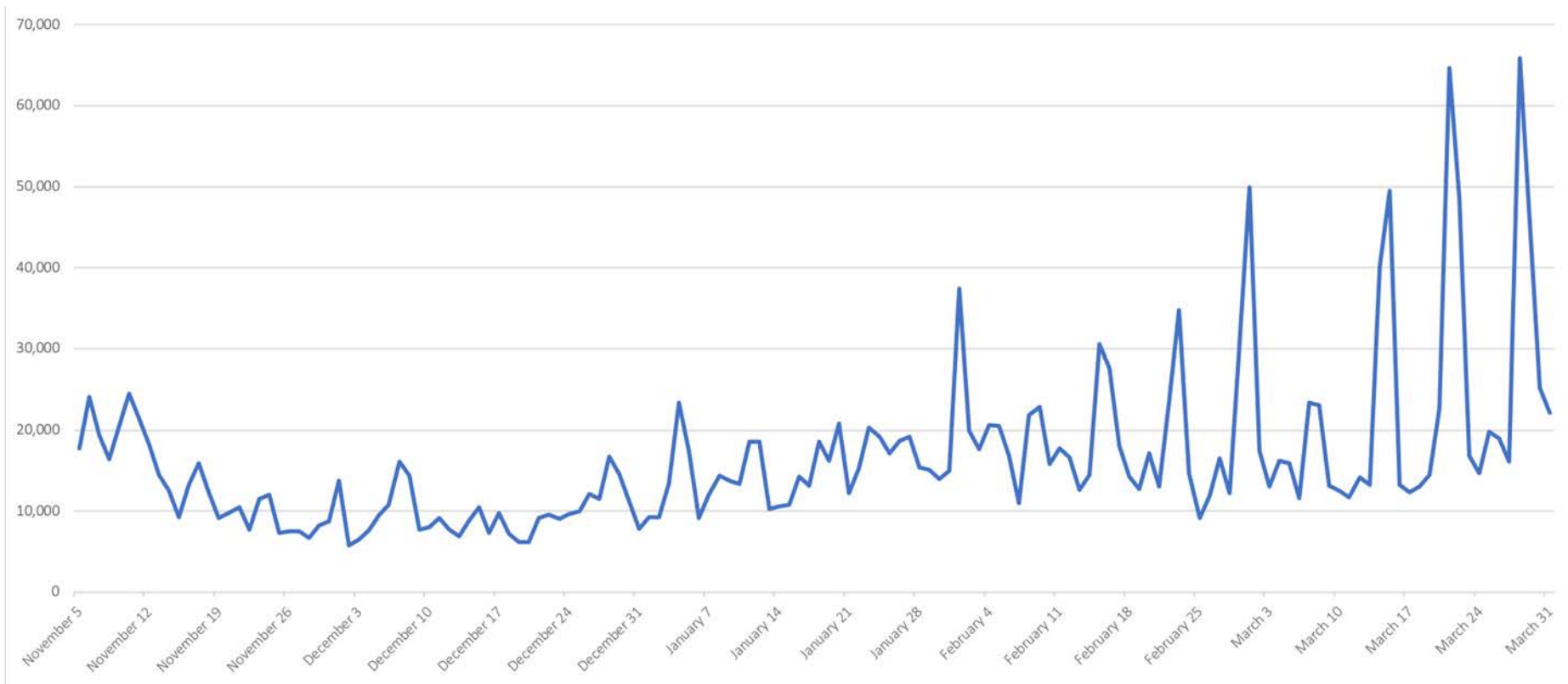




BEEF LOVING TEXANS

BBQ QUEST

Hulu: Watched Time (minutes)



CONSUMER MARKETING

Social Media



Texas Beef Team



Content



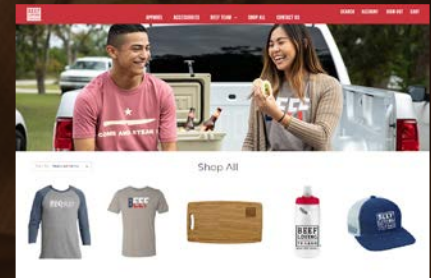
Paid Advertising



Earned Media



Beef Loving Texans Store





Virtual Education



THE RAW TRUTH
ABOUT BEEF



Production Immersion Tours



PROGRAM FLOW



PRIMARY AUDIENCE



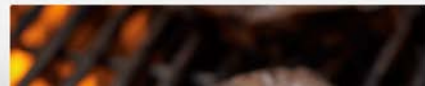
SECONDARY





THE TEXAS BEEF COUNCIL PRESENTS

THE RAW TRUTH
ABOUT **BEEF**



COVID-19 PIVOT

Pivoted educator toolkit to online learning resource for secondary and post-secondary agriculture and culinary instructors

- Secondary teachers: 97
 - Agriculture: 95
 - Culinary: 5
 - Texas: 39
 - States: 19
- Post-secondary: 6
- Total teachers: 105
- Total Typeform student responses: 443
- Student platform registration: 115



TEACHER REACTIONS

“My students are completing the Finish Up activity today and I wanted to tell you what a positive experience this has been for my students and me! I have read great reflections from my students, but so many times they have written that they were surprised how caring the people who produce beef are. Because so many of my kids are not from any ag background, they only know what they are exposed to about animal agriculture. The Raw Truth About Beef made so many of them see what the beef industry is actually like. The interactive experience online has been so good also. During these two weeks that I have used this material, I have had a big jump in completion of assignments and student interaction with me! I wish that I could find more animal agriculture experiences online like this one.”

- High School Agriculture Teacher in New Jersey

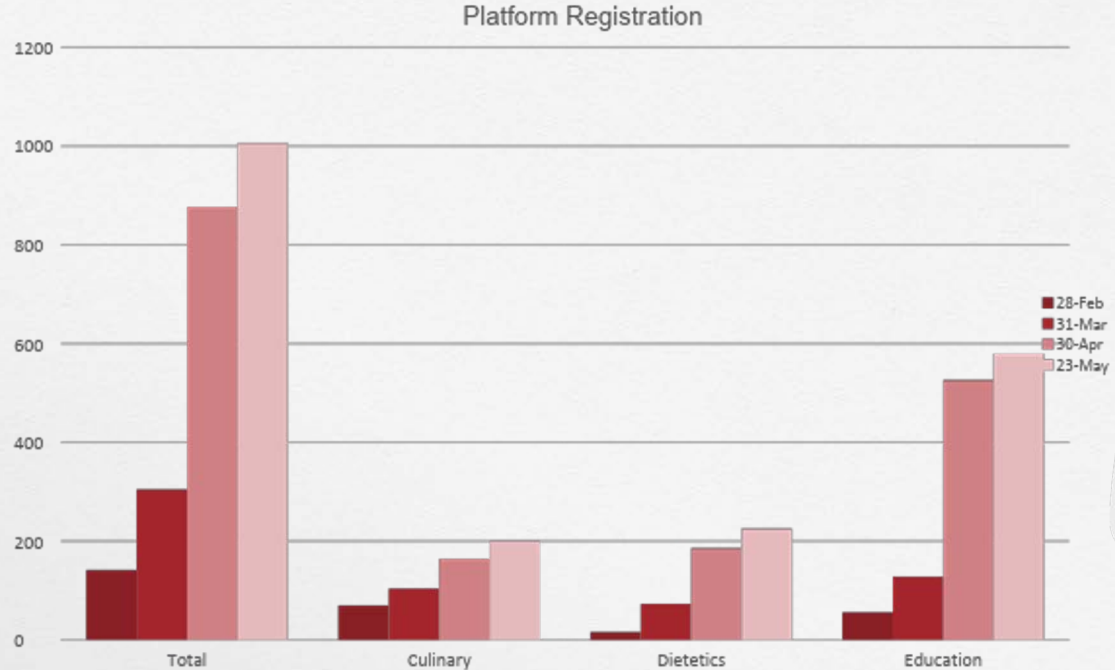
DIETITIAN REACTIONS

"As a dietitian in corporate wellness, sharing strong messages about food rooted in evidence-based practice is integral to making an impact with my clients. The Raw Truth About Beef Program shared insight that brought me even closer to beef than before. I value the great deal of integrity, care, and unwavering dedication by our Texas farmers and ranchers. We're so lucky to have a bountiful, nutritious food supply that includes delicious lean beef."

- Sarah Ryan MS, RDN, LD

PLATFORM REGISTRATION

- Education has taken off since mid-March
- Planning additional targeted outreach to chefs and dietitians



Additional Content

- Retention planning is critical:
 - Start automated email campaign reminding users to come back and complete
 - Continue adding assets (Meat case video, webinars, etc.) and push messages regarding CEUs
 - Increase data analytic capability: Identify assets people aren't completing to gain additional insights



NEXT STEPS



Webinar series with
industry experts in
production



Apply for expanded CEU
credit



Improve data collection
system/platform updates



Continue to expand into
dietetic internship
programs



Plan for Fall 2020
educator rollout

HLSR Custom Links

Raw Truth About Beef

<https://rawtruthaboutbeef.com/organization/?id=5EDA5FB74C32C>

Beef Loving Texans Store

shop.beeflovingtexans.com

Code **Rodeo2020** for \$5 off any shirt or hat



Thank You



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