

3/31/2020

2020 IBBA Promotion Committee Minutes & Notes – Meeting # 1

Phone Conference Call: (Note, it was difficult getting on call for some due to high ‘traffic)

Attendees: Lisa Neal, Bill Davis, Kurt Trammell, Shiloh Hall, Wade Fisher Joe Fuller and IBBA Staff Lori Edwards and Dr. Darrell Wilkes. **Absent Members:** Chris Sankey, Andrew Scamardo, Sarah Greene

Fuller opened the meeting and welcomed the committee and had each member give a brief background about them and their operations. One of the real pluses on the committee is that all the members on the committee have both commercial and purebred cattle and that fact will prove valuable going forward with the many key initiatives that this committee will tackle. Fuller then talked about the Long-Range Committee Plan and that this committee should be looking to first develop a market proposition and then look at vetting 3-4 agricultural advertising agencies to develop and execute on a plan.

Lori Edwards reviewed the 2020 Promotion budget and what was in place from last year’s committee. About \$42,000 of the \$99,000 Promotion budget has been spent, including promotional spends on the NCBA convention, Digital & Social Media, Print Media ads. The current ad campaign, “Any Country is Brangus Country” was placed across the country in spring issues of cattle publications. A change in the budget vs. prior years is the addition in the promotion budget the trade shows and convention costs (which should be part of a comprehensive promotion program).

Dr. Wilkes then spoke about the overall budget and that the Promotion budget not only has less dollars than years past, the trade shows are included as a cost. A good discussion was had about getting regional associations to help pay some or all of the cost of booth and registration fees of regional/state cattlemen association convention. The Texas Southwest Cattle Raisers Convention was postponed and we have the ability to participate or back out of the \$1,000 booth fee OR try to get Texas Brangus Breeders to Coop the cost. Joe Fuller will ask TBBA if they wish to participate.

Next was a discussion of the key initiatives of the Long- Range Planning Committee meeting and that led to introducing the Target 75 Project which this committee is charged with executing. The Target 75 project is a “in house” market research study. The committee and staff (including a possible outside consultant part time) will develop key questions to ask about Brangus cattle (be thinking of those questions) and then develop a list of 75 Key Influencers (be thinking about who you have key relationships with) across the beef industry. Goal here is to develop our target message and develop a long- term promotion plan for 3-5 years to build long term Brangus demand.

Next committee members were asked for ideas/input:

- Kurt Trammel – “Need to prove and promote the carcass end of our product”
- Lisa Neal – “Get Juniors involved more with Social Media...consistent message
- Shiloh – “Need to keep in mind regional needs – we will need to promote across the breed – Ultrablacks,” Brangus, Red Brangus.
- Committee members then talked about ways to cost share ... Have regional associations or breeders cooperatively participate in an ad and explore ways to set a plan in place.

No Action was taken, Fuller asked members to think about key beef industry contacts that they had and asked for questions to ask these key beef cattle industry stakeholders. Step one is to execute Project 75.