

**Nebraska**  
BEEF QUALITY ASSURANCE  
bqa.unl.edu

## What's Your "BEEF"? Time To Tell Our Story!

**Rob Eirich**  
Nebraska Director of BQA &  
Extension Beef Educator

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## 98% of U.S. Consumers Have No Connection With Production Agriculture

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## Today's US Consumers Have More Food Choices Than Ever Before!

Grain-Fed Choice  
Antibiotics  
Pesticides  
No-Antibiotics  
Chemicals  
Carcinogens  
Beef  
Biotechnology  
Foodborne Illness  
Non-Hormone  
Grass-Fed  
Allergens  
Select  
Prime

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## Factors Influencing Consumer Food Choices

Factors Influencing Food Choices (n=1208)

Factor	Very Important	Important	Somewhat Important
GLUTEN FREE	4%	2%	11%
ORGANIC	4%	11%	22%
ALLERGEN FREE	2%	12%	23%
NON GMO	4%	12%	16%
ANTIBIOTIC FREE	1%	2%	22%
HUMANELY RAISED	1%	2%	24%
LOCALLY GROWN	1%	3%	25%
EASY PREPARATION	1%	3%	32%
PRODUCED IN USA	1%	3%	32%
PURE/NO ADDITIVES	1%	3%	32%
NUTRITIONAL VALUE	4%	4%	33%
COST	4%	4%	33%
TASTE	4%	4%	33%

1. Taste (95%)  
2. Cost (84%)  
3. Nutritional Value (83%)

2016 Nebraska Annual Social Indicators Survey, University of Nebraska-Lincoln Bureau of Sociological Research

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## Factors Influencing Consumer Food Choices

Same factors dominate in 2017  
Taste, price, healthfulness are top factors; brand was added this year

Drivers of Food/Beverage Purchases

55%  
Of respondents rate convenience as a top driver.  
However, not many rate it as top factor for healthfulness and brand.

2017 FOOD & HEALTH SURVEY

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## Concerns About Their Food Supply

Food Safety Concerns (n=1208)

Concern	Very Concerned	Concerned	Somewhat Concerned
ALLERGENS	11%	14%	22%
BIOTECHNOLOGY	17%	19%	22%
ANTIBIOTIC RESISTANCE	19%	21%	23%
FOOD ADDITIVES	21%	24%	30%
PESTICIDES/POISON	41%	30%	17%
CARCINOGENS	47%	27%	16%
CHEMICALS IN FOOD	48%	28%	16%
FOODBORNE ILLNESS	53%	26%	14%

1. Foodborne Illness (79%)  
2. Chemicals in Food (76%)  
3. Carcinogens (74%)  
4. Pesticides (71%)

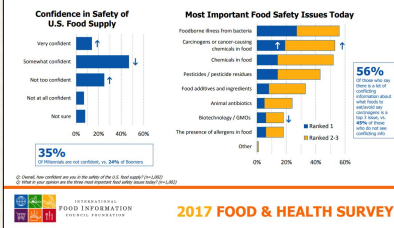
2016 Nebraska Annual Social Indicators Survey, University of Nebraska-Lincoln Bureau of Sociological Research

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## Concerns About Their Food Supply

### Confidence in food supply down slightly

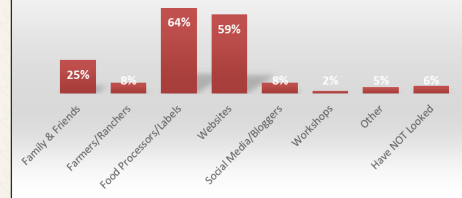
Foodborne illness remains top safety concern, but concern about carcinogens on the rise



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## Where Consumers Get Food Information

### Where Consumers Get Food Information (n=1208)



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## Where Consumers Get Food Information

### Healthcare professionals are top source

Friends and family are also heavily relied upon, even more than dietitians



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## Take Home On Consumers!

- Taste and Eating Satisfaction is top influencer
- Consumers want the best value on price
- Nutritional Value and Healthfulness are important
- Consumers are concerned with Food Safety
- Consumers are confused by marketing labels on food
- Consumers find most food information online
- Labels continue to be read for food information
- Consumers also get food information Family and Friends



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## What Does It Mean To US?



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## How Can We Be Involved?

- Communication
- Transparency

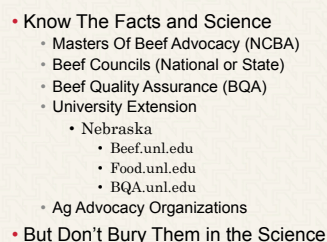


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## Where Are We Comfortable?



## How Do We Communicate Our Beef Story?



## How Do We Communicate Our Beef Story?

- **Build Trust By Having Open Discussions**
  - Start with the Common Ground or Interests
  - Listen and Stay Calm
  - Honest/Transparent
  - Talk About Why You Do What You Do
    - Don't Bury Them in the Science

A close-up photograph of the word "TRUST" spelled out in large, three-dimensional wooden block letters. The letters are arranged horizontally on a light-colored, textured wooden surface. Each letter is mounted on a dark, rectangular wooden plaque. The letters themselves are made of a lighter wood, showing natural grain and some staining. The 'T' and 'U' are a warm, golden-brown color, while the 'R' and 'S' have a more reddish-brown hue. The 'T' and 'U' also show some darker staining, particularly on the vertical strokes. The overall aesthetic is rustic and handcrafted.

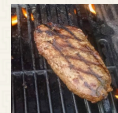
## How Do We Communicate Our Beef Story?

- Tell YOUR Beef Story
  - Talk About YOUR Operation
  - Tell Why It Is Important To YOUR Family
  - Tell Why You Do It That Way
  - Talk About Feeding Their Family and Your Family
  - Don't Put Down Each Other In Our Beef Community
    - There Is Room For All Of Us!



## How Do We Communicate Our Beef Story?

- Know The Facts and Science
- Don't Bury Them in the Science
- Find Common Ground or Interest
- Build Trust By Having Open Discussions
- Tell YOUR Beef Story



## The Beef Story Challenge (The Multiplier)

- 2 Beef Story Conversations Per Month
- 24 Beef Story Conversations Per Year
- Encourage Each Consumer Tells 2 Other Consumers Per Month
- Total Conversations = 6,142
- Average Attendance at the RBCS = 800

**4,913,600**



## It's Time To Tell Your Beef Story!



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