

Beef Its What's For Dinner 300

Tomahawks, It's What's for Winners at Daytona!

In February, I had the opportunity to take Checkoff Committee Members: Kent Robertson, Don Pemberton, and Allison Nissley to spend the weekend volunteering at Daytona International Speedway for the Beef It's What's For Dinner 300 Xfinity Race!

This consumer outreach promotion is led by the National Cattlemen's Beef Association, a contractor of the Beef Checkoff, with immense support from multiple participating State Beef Councils. Austin Hill was the back-to-back winner of the 2023 *Beef. It's What's For Dinner.*® 300, the 42nd annual NASCAR Xfinity Series season opening race, one day before the iconic DAYTONA 500. For the second year in a row, Austin Hill drove into victory lane where he was greeted by a buckle and a Tomahawk Steak to close out a week that showcased all things beef and agriculture to race fans young and old.

Along with the race sponsorship, we also had a booth in the fan experience zone that was a huge hit. There were long lines all day to spin the beef cuts wheel for a prize, sample brisket sliders, and learn to rope a calf! These were great ways to get fans excited about trying new cuts of beef and interacting with farmers and ranchers to increase their trust in our product. Another piece to the activation was highlighting fans on the infield that were grilling beef by handing out signs that read "Grilling Beef Here", that were proudly displayed at nearly every camp sight.

For race fans not able to join the tailgate in person, a satellite media tour took the tailgate to them. Just two days before the race, award winning chef Ryan Clark, Tucson's Iron Chef for three consecutive years and Executive Chef for the AAA 4-Diamond and Forbes 4-Star Hotel Casino Del Sol, was live from the track for interviews with TV and radio stations across the country. Chef Clark shared two of his favorite race day recipes – a Beef, Beer & Cheese Dip and BBQ Beef Sliders – both perfect for tailgating, or homegating.

Finally, the *Beef. It's What's For Dinner.* brand was also showcased nationwide through various advertising efforts before and during the race. In addition to signage on the racetrack, funding from several State Beef Councils allowed for commercials showcasing beef to a national audience on FS1 during the race. Ads were also featured on various digital platforms and billboards could be seen in the Daytona International Airport and along the highway approaching the speedway.

After attending the event in person each one of the committee members that attended agreed that this national promotion was time and money well spent and was effective in increasing the demand for beef!

