



BEEF COUNTS

Idaho's Beef Industry United Against Hunger

The Beef Counts program, the first of its kind in the nation, converts donated funds to protein-rich beef products for distribution to Idahoans who are in need.

IMPACT REPORT

2019 PROGRAM



A Unique Partnership Working to Solve Hunger

The Beef Counts program is the result of a partnership between The Idaho Foodbank, Idaho's largest distributor of free emergency food, and members of the Idaho beef industry including **Idaho Cattle Association, Idaho CattleWomen Council, Idaho Beef Council** and **Agri Beef Company**. Since its inception in 2010, the program has distributed more than 1.53 million 3 oz. servings of beef through The Idaho Foodbank's statewide network of community partners.



Solving Hunger in Idaho

2019 CALENDAR YEAR

\$91,975	Total of all cash donations in 2019
222,939	3 oz. beef servings donated in 2019
1,538,647	3 oz. beef servings donated since 2010

2019 Program Highlights

Beef Night on the Ice with the Idaho Steelheads:	raised \$ 5,222.00
Albertsons' Beef Counts campaign during Idaho Beef Month:	raised \$13,156.08
Ale to the Beef partnership with AgriBeef, Cordova Coolers and Payette Brewing:	raised \$ 3,704.58
Boise Hawks, Idaho Falls Chukars & Cordova Cooler partnership:	raised \$ 1,505.00
Race for the Steaks:	raised \$ 5,390.00



Converting Support to Food

The *Beef Counts* program takes donated funds and through a dollar match from the Agri Beef Company, purchases hamburger or roasts. These beef products are then distributed by The Idaho Foodbank to their community partners that include food pantries, senior centers, feeding sites and shelters. In rural areas of Idaho where the need is greatest, but often there is no local food partner, The Idaho Foodbank distributes food through a mobile pantry.

For the 1 in 8 Idahoans who faces hunger every day, the Beef Counts program provides a high-quality product that is protein-rich making it an important part of a well-balanced diet.



Helping Our Idaho Neighbors in Need

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“In the communities we live in, the ranchers and cattlemen are the first ones to step up and help when there’s an issue. They’re the first ones to give food to people who are hungry. *Beef Counts* is just the next step in that.”

- Derek Bedke, Performix Nutrition

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“My kids are really looking forward to having this for dinner. Thank you for helping us.”

- Mother, Mobile Pantry

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The Idaho Foodbank is an independent, donor-supported, nonprofit organization founded in 1984, and is the largest distributor of free food assistance in Idaho. From warehouses in Boise, Lewiston and Pocatello, the Foodbank has distributed more than 170 million pounds of food to Idaho families through a network of more than 400 community-based partners. These include schools, food pantries, feeding sites, shelters, and senior centers. The Foodbank also operates direct-service programs that promote healthy families and communities through good nutrition.



For additional information about the *Beef Counts* program, visit our website: idahofoodbank.org/beef-counts

Southwestern Idaho Administrative Offices
3562 South TK Ave.
Boise, ID 83705
(208) 336-9643

Eastern Idaho
555 South 1st. Ave.
Pocatello, ID 83204
(208) 233-8811

North Central Idaho
3331 10th St.
Lewiston, ID 83501
(208) 746-2288



Recognized as a Four Star Charity for 9 consecutive years.