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# BEEF COUNTS

Idaho's Beef Industry United Against Hunger

IMPACT REPORT

2018 PROGRAM



*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.*



## 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 1.2 million 3-oz servings of beef through The Idaho Foodbank's statewide network of community partners.

## Solving Hunger in Idaho

2018 CALENDAR YEAR

**\$100,574**

Total of all beef and cash donations in 2018

**40,391**

3-oz. food donations in 2018

**1,206,236**

3-oz. food donations since 2010

## Beef Night on the Ice

Annual event to increase public awareness of Beef Counts and generate donations for The Idaho Foodbank.



## Industry Partners:

Kegs 4 Kause Supports Beef Counts  
Payette Brewing Co.  
733 Pioneer St, Boise  
5-10 p.m. Monday, July 8, 2019

Half of proceeds from beer sales in the Payette Brewing Tap Room are donated to the Beef Counts program.





## 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](http://idahofoodbank.org/beef-counts)

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