

Snake River Farms Steak Donation & Distribution

2020

THE CHALLENGE

Snake River Farms saw the challenges facing many communities during the COVID-19 pandemic and sought a way to help needy families in multiple cities by donating 200,000 America Wagyu Steaks worth over \$8 million.

WHY S360

Strategies 360's full-service, multi-state model was key to making this endeavor successful. Thanks to offices in San Francisco, Los Angeles and Seattle as well as relationships with key organizations in New York, we helped facilitate the donation and distribution while promoting it through multiple traditional and social media channels.

WHAT WE DID

Our leaders in San Francisco, Los Angeles & Seattle helped the Snake River Farms team successfully identify partners in each city to help with the delivery of the steaks as well as the outlets that would receive and distribute the donations. Our teams also leveraged strong relationships with elected leaders to not only get their support, but also quotes and mentions during news conferences. The pandemic created its own challenges with getting media coverage, but by coordinating with our partners to create our own visuals & content, we were able to engage our news media relationships for coverage in print, digital and TV in every market.

WHY IT WORKED

Families in need in San Francisco, Los Angeles & Seattle each received over \$8 million worth of donated steaks through area food banks thanks to the coordination of these teams. The effort also garnered local and national media attention. With a combination of wires, press releases and individual outreach, S360 helped garner 148 media hits and nearly 135 million impressions.

Fox News

Newsweek

San Francisco TV

SF Chronicle

Seattle TV

News Wire

The media ad equivalency of the entire PR campaign to date is \$2.34 Million.

SCOPE AND SERVICES

- Strategic Communications
- Government Relations
- Media Relations
- Digital Marketing



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Snake River Farms / Agri Beef Co. Meat & Poultry April 22, 2020



BOISE, Idaho — Snake River Farms, a brand owned by Agri Beef Co., a family owned company headquartered in Boise, Idaho for over fifty years, has donated steaks in value of \$8 million to medical workers on the front-line of COVID-19, displaced restaurant workers and affected communities. The donations are taking place in cities hard-hit by novel coronavirus including New York City, Seattle, Los Angeles and San Francisco with approximately 200,000 steaks being distributed to recipients in these cities.

U.S.

IDAHO COMPANY DONATES WAGYU BEEF STEAKS WORTH \$2 MILLION TO SAN FRANCISCO FOOD BANKS AMID CORONAVIRUS PANDEMIC

BY LYDIA SMITH ON 4/30/20 AT 11:22 AM EDT

SHARE

U.S. CORONAVIRUS SAN FRANCISCO HOMELESS FOOD BANKS

An Idaho beef company has donated 35,000 Wagyu steaks worth around \$2 million to several non-profits and food banks in San Francisco.

Snake River Farms, which focuses on raising its animals humanely, normally sells its high-end beef to restaurants, but with those closed due to the coronavirus pandemic, it will donate the meat instead.

Last week, the family-owned farm announced it would send \$8 million worth of its wagyu to cities around the U.S. to fee hospital workers, laid-off restaurant staff and other communities affected by the COVID-19 crisis.

