







Northeast Beef Promotion Initiative

FY2010 Public Relations



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Strategy & Objectives

-  Complement national nutrition strategies & objectives
-  Project beef's image as a premium protein
-  Integrate retail or foodservice partnerships to leverage existing events and drive beef sales
-  Continue to develop and nurture relationships with nutrition influencer groups in the northeast
-  Increase positive beef impressions from 5 million to 8 million during the fiscal year, per Beef Board audit recommendation
-  Develop benchmarks for cost per impression (CPI); goal is .07 - .10 cents per impression.



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Tactic 1A - Events

-  Participate in 3-4 targeted nutrition/health events; contract with a public relations professional to extend grassroots events in northeast metropolitan markets by incorporating a media plan. Continue to engage partners in all programs.
-  For 2009-10:
 - Boston Marathon
 - Food & Wine Festival, National Harbor
 - DC Metropolitan Cooking & Entertaining Show
 - Creating or identifying a fourth event, as budgets allow



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Tactic 1B: Nutrition Influencers

-  In partnership with the checkoff nutrition seminar program, host exhibit & speaker at the following meetings:
-  Protein webinar – March 23 (dietitians & fitness)
-  Massachusetts – March 26
-  Rhode Island – May 11
-  New Jersey – May 14
-  Delaware – May 21
-  Connecticut (completed) – October 26



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Wrap-Up of 2008-09 Fiscal Year



