

Program Update

Joint Issues Management Subcommittee

Presented by The National Cattlemen's Beef Association
July 17, 2009



Finding a Proactive, Holistic Beef Production Message



Holistic Message Works

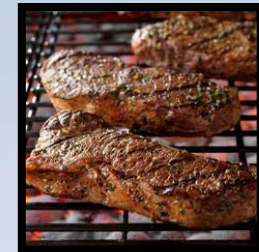
Respondents already approach food choices holistically:



Healthy Environment



Well Cared for Cows



Delicious & Nutritious Beef



Adjusting the Balance



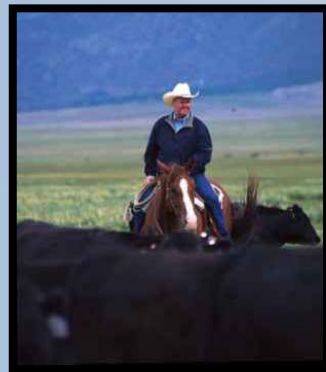
Good News

Hardworking,
Real People

Consumer
Trust &
Confidence



Pictures Worth 1,000 Words



Protect and Defend Online



Addressing Beef Issues Online

- Online Advocacy Network
 - Broad range of expertise and background
 - Trained to respond to misinformation and share the good news story about beef production
 - Industry blogs facilitate online conversation about beef
 - Recently upgraded to new blog platform



ExploreBeef.org Educates

- BeefFromPastureToPlate.org
 - Averages 5,300 unique sessions per month
 - Consumers visit the site to learn about beef production, environment and animal welfare
 - Downloadable fact sheets offer additional information
 - “Choices of Beef” and “Environment” among the most popular
- ExploreBeef.org visually presents beef information, tells producer stories



BQA Consumer Awareness Program



Videos of National BQA Award Winners



- Videos optimized online highlighting 2009 National BQA Award Winners
 - Anne Burkholder, Nebraska
 - Jim Docheff, Colorado

www.YouTube.com/BeefPasturetoPlate



NGA Farmer Goes To Market



- National Grocers' Association event
 - Bridging the gap between the producer and the consumer (grocer)



Cattle Care Outreach: State Toolkit

- 5 modules for state partners
 - Best practices documents and tools to help cattle farmers/ranchers tell their animal care story

Conducting a State BQA Award Contest

Creating a Video that Tells Your Cattle Care Story

Hosting a Farm/Ranch Tour To Showcase Animal Care

Using Existing Opportunities to Promote Animal Welfare

Engaging More Beef Producers to Tell Their Cattle Care Story

