

FY 2010 Committee Focus

Committee/ Program Area	Priority Focus (Committee Votes)		
Advertising	Own Protein	Healthy Lifestyle	
Foodservice	Convenience		
Retail	Convenience	Healthy Lifestyle	Own Protein
New Product & Culinary	Convenience	Own Protein	
Beef Safety Research	E. coli and Sal.	Emerging Health Threats	Science Info.
Product Enhancement	Convenience	Science Info.	Healthy Lifestyle
Nutrition Research	Healthy Lifestyle	Nutrition Guidance	
Consumer PR	Convenience	Env. Practices	Nutrition Guidance
Nutrition Influencers	Own Protein	Nutrition Guidance	Healthy Lifestyle
Beef Quality Assurance	Production Practices	Env. Practices	Emerging Health Threats
Issues Management	Env. Practices	Science Info.	Healthy Lifestyle
Foreign Markets	International Education		

FY 2010 Planning Priorities

Planning Priorities	ABBREVIATIONS
Make mealtime for Americans easier by being convenient, a terrific value and great tasting.	CONVENIENCE
Be a part of government and health organizations' nutrition guidance.	NUTRITION GUIDELINES
Aggressively share environmental practices and animal welfare efforts.	ENVIRONMENTAL PRACTICES
Own protein in the minds of consumers.	OWN PROTEIN
Provide thought leaders with science-based industry information.	SCIENCE-BASED INFORMATION
Take proactive steps to protect public health from emerging threats.	EMERGING HEALTH THREATS
Educate targeted decision makers about attributes that differentiate U.S. beef from international competitors.	INTERNATIONAL EDUCATION
Directly associate with a healthy lifestyle.	HEALTHY LIFESTYLES
Protect consumers from <i>E. coli</i> and <i>Salmonella</i> .	E. COLI AND SALMONELLA
Responsibly employ economically viable practices without negatively impacting beef quality or safety.	PRODUCTION PRACTICES

NOVEMBER



Strategy Teams and SBCs

Situation Assessment

JANUARY



Producer Leadership

Develop Priorities

JANUARY



Joint Retail Committee

**Provide Input and
Identify Priorities**

APRIL



Retail Marketing Staff

Plan Development

MAY



Producer Leadership

Finalize Plan and Budget

JUNE



Retail Marketing Staff

Develop AR

JULY



Joint Retail Committee

**Review and
Recommend AR**

SEPTEMBER



Operating Committee

Approve AR

BEEF



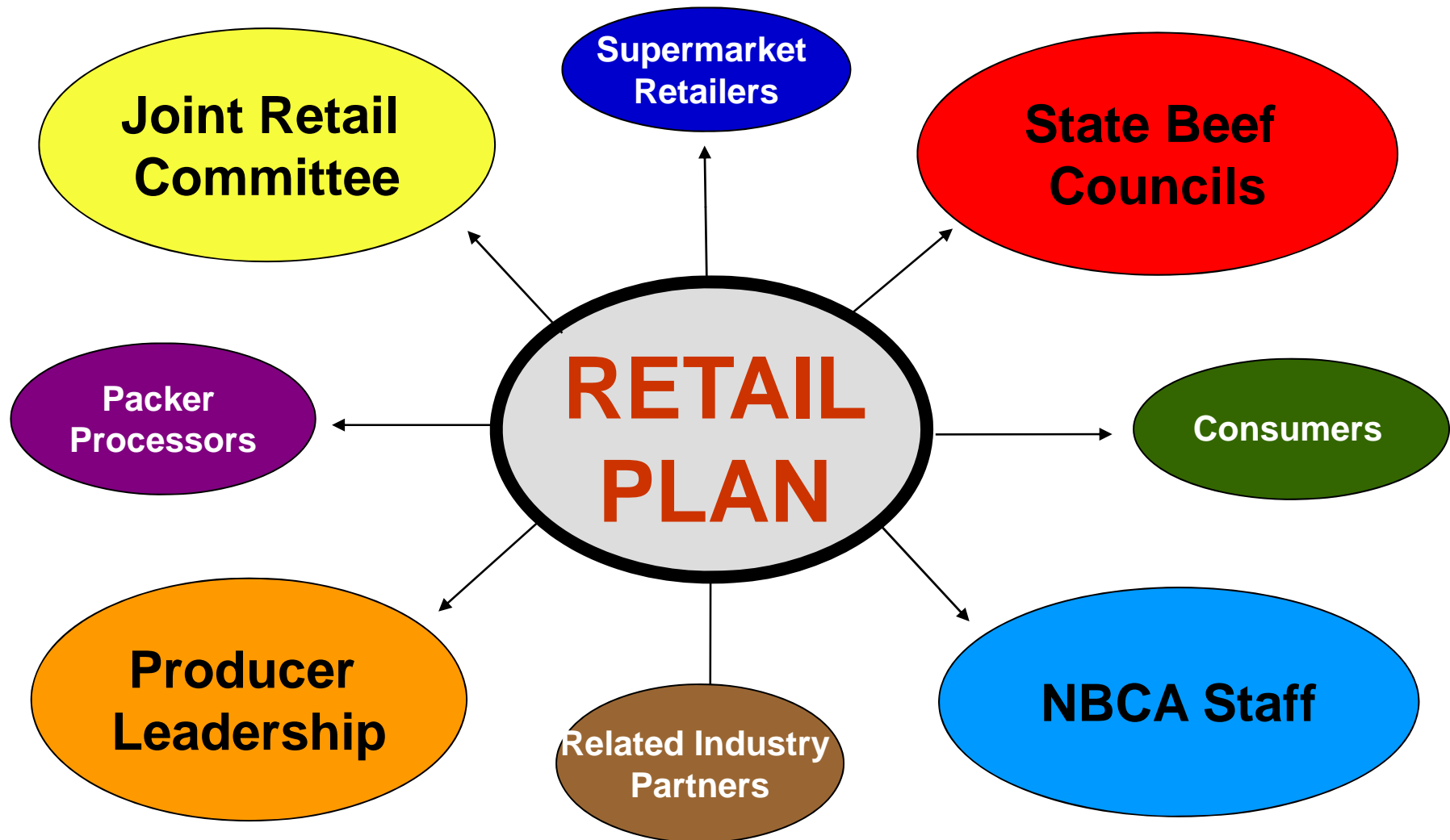
Funded by The Beef Checkoff

**FY 2010
Authorization Request
Presentation**

July 17, 2009

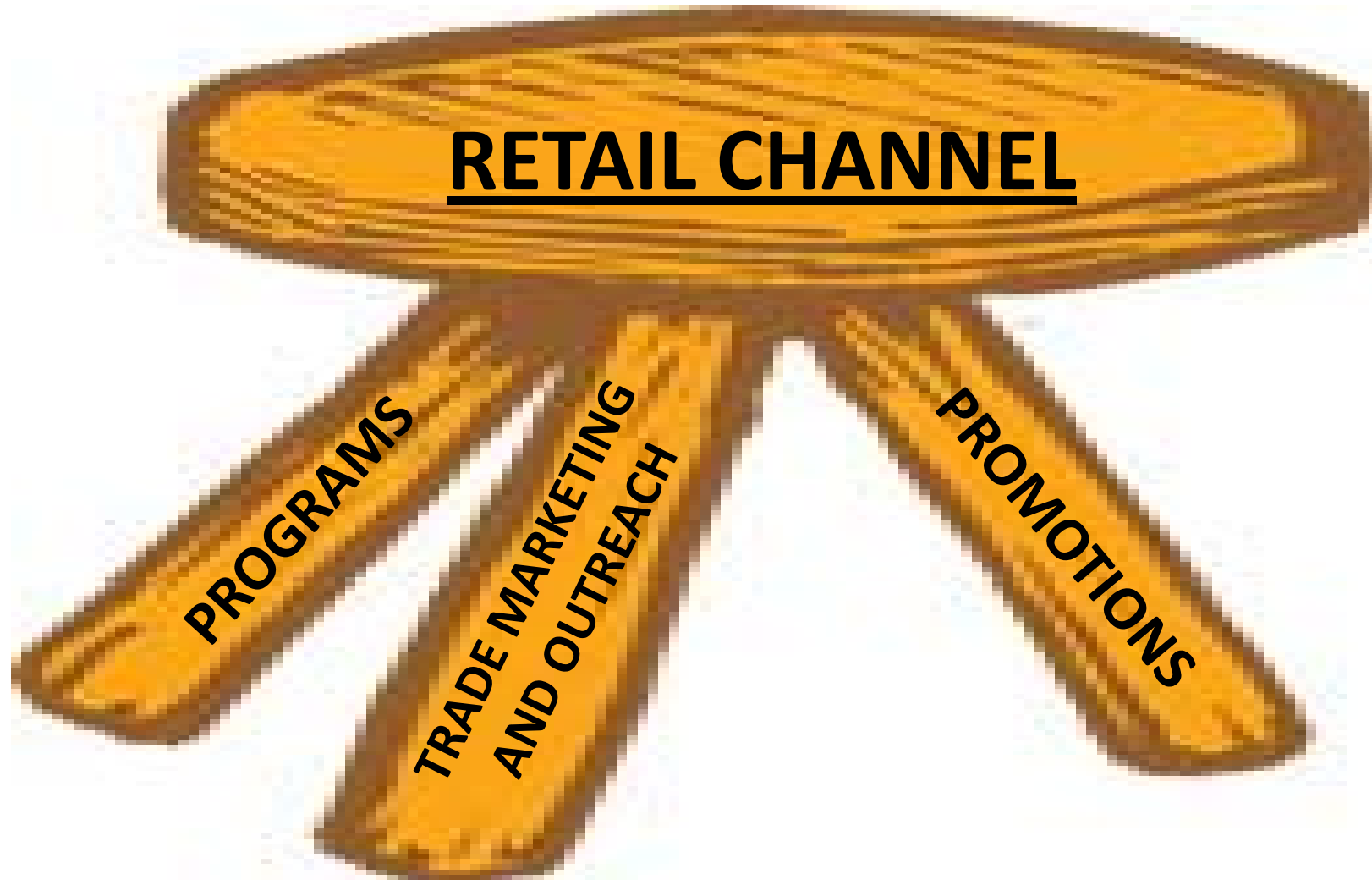


Industry Input





Three Legged Stool





Tactic 1A

National Beef Promotions and Partnerships



- FY 2009 - \$1,150,000 = \$900,000 + \$250,000
- Amended - \$767,678 = \$738,730 + \$28,948 - ↓ - \$382,322
- FY 2010 - \$767,678 - ↓ - \$382,322

Major changes from FY 2009

1. Combined *Trade Industry Partnerships* into this tactic because of budget cuts.
 - a. FY 2009 started at \$250,000 → Amended to \$28,948
2. Reduced number of account specific promotions from 10 → 4.
 - a. Promotions will focus on beef Checkoff funded programs and promotions
3. Increase incremental merchandising aids from 3MM → 50MM.
 - a. Provided partnerships can be obtained (see below)

Potential partners for next year

- | | | |
|-------------------|-----------------------|-------------------|
| 1. Milk PEP (new) | 4. Snyders of Hanover | 7. Hormel |
| 2. Kraft | 5. Sirius/XM (new) | 8. Anheuser Busch |
| 3. Sutter Homes | 6. Mrs. Dash | |



Tactic 1B

Retail Channel Partner Outreach



- FY 2009 - \$250,000 = \$200,000 + \$50,000
- Amended - \$235,000 = \$200,000 + \$35,000 - ↓ - \$15,000
- FY 2010 - \$235,000 - ↓ - \$15,000

Major changes from FY 2009

1. Combined Retailer Outreach and State Beef Council Outreach tactics into one tactic.
 - a. This tactic also includes outreach to our Packer partners
2. No planned participation in the National Grocers Association annual convention.
3. Added another category to the Retail Beef Backer Awards.
 - a. At the request of the State Beef Councils
4. Reduce number of BIKE meetings from 8 → 4.



Tactic 1C

Trade Marketing and Communications



- FY 2009 - \$750,000
- Amended - \$750,000
- FY 2010 - \$750,000

Major changes from FY 2009

1. Funding in the tactic remained stable due to the fact that this tactic's budget is as low as it can go without eliminating valuable elements necessary to monitoring the channel and communicating to partners.
2. Last year, negotiations resulted in no increase to the purchase and analysis of the Freshlook and Promodata information.
 - a. It is our goal to maintain current rates in this fiscal year
3. This year we will conduct the NMCS if research funding is available.
4. Increased emphasis will be placed on highlighting the new and improved beefretail.org website in the channel.
 - a. Two webinars will be conducted for retailers and packers
 - b. Trade media will be engaged to promote the website



Tactic 1D

Retail Education and Meat Case Programs



- FY 2009 - \$855,000
- Amended - \$855,000
- FY 2010 - \$855,000

Major changes from FY 2009

1. Funding in the tactic remained the same due to the fact that this year so many of the programs that address the current economic situation (specifically middle meats) are funded in this tactic.
2. Two additional webinars will be conducted for industry partners to share retail marketing initiatives to address economic issues.
3. This year will focus on getting more retailers to implement new programs such as RPM, SAS, BAM and BBB.
4. There will also be a focus on extending the work started on the MCII.