

AUTHORIZATION REQUEST FOR FY 2012

AR Title: NATIONAL BEEF COOK-OFF®

Name of Contractor: American National CattleWomen, Inc.

CBB Budget Component: Consumer Information

I. OVERVIEW

A. AR Description: This AR is aligned with the beef industry long range plan core strategy to improve the domestic consumer preference for beef. The FY2012 National Beef Cook-Off plan contemporizes beef and positions beef as a quick, simple and healthy everyday meal. Program objectives will target consumers who love beef and love to cook, persuading, influencing and motivating them to purchase and cook beef meals more often. Program strategies (areas of focus) will link beef in the minds of these consumers to convenient preparation, healthy recipes and versatility through cooking. Program promotion and public relations activities will showcase consumers' preference for beef with the 2011 National Beef Cook-Off winning recipes. Program executions will be conducted online, at metropolitan cooking events, with retailers, through direct mail, with assistance from cattlemen volunteers and using social media. This AR also addresses strategic planning for the 2013 program.

B. Costs Requested from this AR:

Source of Funding	Total	Direct Costs	ANCW Implementation*
Beef Board/BPOC	\$243,875	\$166,862	\$77,013
Federation of SBCs (FSBCs)	\$41,125	\$28,138	\$ 12,987
Other Sources (<i>describe</i>)*	\$15,000	\$15,000	\$0
Total Funds Requested	\$285,000	\$195,000	\$90,000

*Private Donations. NCBA estimated Implementation for this AR is \$11,669; see NCBA implementation by Tactic in Table IV.

NCBA implementation for this and other CI ARs requested in AR CI-06-2012.

C. Start date: 10/1/2011

Completion date: 12/31/2012

II. PLANNING INFORMATION FOR THIS AR

A. Long Range Plan Core Strategies/Strategic Initiatives Addressed by This AR:

- **Improve Domestic Consumer Preference for Beef**
 - Create stronger relationships and more consistent communication with meal-time decision makers.
 - Identify and capitalize on growth opportunities with targeted market segments.

- **NCBA Initiatives Addressed by This AR:**
 - Contemporize beef to capitalize on consumers' diverse needs.
 - Establish beef as an everyday part of a healthy diet.

B. Committee That Reviewed This AR: The ANCW Executive Committee, National Beef Cook-Off Committee & Joint Information Committee

C. Committee Recommendations for This AR: The Joint Public Relations Subcommittee recommends to the Operating Committee that this AR be approved for funding in FY2012.

III. PROGRAM INFORMATION FOR THIS AR

A. Strategy 1: Product - Link beef in the minds of consumers to convenient preparation, healthy recipes and versatility through cooking.

Strategy 1 Proposed Cost: \$285,000

Specific Tactic Information: Promotion, Public Relations and Strategic Planning

Program executions will be conducted online, at metropolitan cooking events, with retailers, through direct mail, with assistance from cattlemen volunteers and using social media.

Tactic 1A: Promotion and Public Relations

The objective of this effort is to persuade, influence and motivate consumers to purchase and cook beef more often. Executions will support direct and indirect promotion executions with consumers, showcasing the 2011 National Beef Cook-Off winning recipes.

Website and Social Media Engagement

Influence consumers; interact with them on the www.beefcookoff.org website and through social media. Provide website visitors the ability to search for recipes more easily. Affect website visitor's attitudes, providing them a scorecard to report on their experiences with the winning recipes. Offer visitors content that is pertinent to their needs through newsletter or email. Provide online support to consumers via website communication, social media posts and comments to positively persuade attitudes and behaviors towards cooking with beef. Increase consumer engagement through blog outreach, Facebook and Twitter postings. Continue to attract and build credibility with key mom and food bloggers.

Metropolitan Cooking Event Outreach

Create interactive experiences at metropolitan cooking shows that change the way consumers think about cooking with beef and motivate them to try one of the winning recipes at home following the event. Increase consumers' capacity to prepare quick, healthy beef recipes providing them the experience of watching demos and recipe sampling.

Retail Promotion

Trigger a decision making process facilitating consumers' ability to purchase beef and other recipe ingredients for an easy beef meal at retail providing them a recipe sampling experience, and point of sale support.

Direct Promotion

Influence consumers to try the National Beef Cook-Off winning recipes through distribution of brochures and other direct promotion execution.

CattleWomen Volunteer Outreach

Motivate healthy eating behavior with consumers. Craft experiences that change the way consumers feel about cooking with beef and their belief that beef is a convenient, healthy and versatile everyday meal.

Cattlemen volunteers will interact with consumers at cooking shows and retail demos to gain positive perceptions as a trustworthy source for expertise and knowledge in cooking with beef.

- **Measurable objectives:**

- Measure and establish a benchmark to determine website credibility perceptions from online users. Include trustworthiness, knowledge and information attributes of website communication and winning recipes to bring about attitude change and the ability to positively influence online visitors in the future.
- Continue to attract and build Cook-Off Facebook friends and Twitter followers, doubling FY2011 end of year numbers. Increase consumer engagement by 15% through blog outreach, Facebook and Twitter postings.
- Measure consumers' perceived aptitude and interest to prepare quick and healthy winning beef recipes following their attending recipe demos and engagement with cattlemen volunteers at two cooking shows. Conduct post event outreach survey with show participants to track actual reported behavior of preparing winning beef recipes within 2 months following shows.
- Achieve one online and two retail promotions that reward and motivate consumers to purchase beef for the purpose of preparing a winning recipe. Track beef purchases from online promotion through a sweepstakes offer incentive. Track beef purchases from retail promotions through retailer sales report. Measure the power of persuasion from cattlemen volunteers to increase beef sales at retail demo promotion and compare to sales at retail locations where cattlemen were not present. Secure a partnership for retail promotion.
- Conduct one direct consumer promotion. Include and track a beef purchase incentive that ties in with the winning recipes. Secure a beef partnership for this promotion.

- **Proposed cost:** \$235,000 (\$160,000 Direct Costs; \$75,000 Implementation)

Tactic 1B: Strategic Planning

The National Beef Cook-Off program requests approval for beef checkoff funding at the FY2012 Joint Operating Committee meeting to cover costs associated only with strategic planning for a 2013 Cook-Off campaign. Strategic planning mid-year FY2012 allows sufficient time to begin execution first quarter of FY2013, contingent upon approval of a FY2013 AR. This is not a request to approve or fund a FY2013 National Beef Cook-Off program. No contracts would be signed for a 2013 Cook-Off until beef checkoff funding approval is received at the FY2013 Joint Operating Committee meeting.

Strategic Planning

Review the program’s competitive, social, economic and technical environment. Develop strategies, objectives, action plan and method to evaluate program to support the FY2013 industry’s planning priorities and achieve success in FY2013. Work with PR agency to develop plan.

- **Measurable objectives:**
 - Provide a campaign marketing plan that lays out the purpose of the program, how audiences and sponsors benefit, and how the program will operate. Include situational analysis, linkage to beef industry long range plan, objectives, strategies, execution tactics, responsibilities, timeline and methods to monitor and evaluate.

- **Proposed cost:** \$50,000 (\$35,000 Direct Costs; \$15,000 Implementation)

IV. DETAILED BUDGET SUMMARY

Strategy and Tactic	Program Manager	Completion Date	Total Est. FY 2012 Budget	Total Direct Cost	Direct Cost by FS			Est. ANCW Impl.	Est. NCBA Impl.
					CBB/BPOC	FSBCs	Other		
Promotion & PR	S. Hill	12/31/2012	\$244,724	\$160,000	\$136,912	\$23,088	\$15,000	\$75,000	\$ 9,724
Strategic Planning	S. Hill	12/31/2012	\$51,945	\$35,000	\$29,950	\$5,050		\$15,000	\$ 1,945
Product Total			\$296,669	\$195,000	\$166,862	\$28,138		\$90,000	\$11,669
AR Totals			\$296,669	\$195,000	\$166,862	\$28,138	\$0	\$ 90,000	\$11,669

V. SUPPLEMENTAL INFORMATION

A. Will all of the work detailed in this AR be completed by the end of the fiscal year? If not, please provide an explanation. Yes.

B. Changes from FY 2011 Approved AR:

- The program will be in an “off year” during 2012, executing promotion and publicity activities and showcasing the 2011 National Beef Cook-Off winning recipes. The program will also be planning for the 2013 Cook-Off campaign in keeping with the two-year program cycle.

C. Subcontractor information:

- **Name of proposed subcontractors:**
 - Ketchum Public Relations
 - Metropolitan Cooking& Entertaining Show
 - Fabulous Food Show
 - National Cattlemen’s Beef Association for IT support and design support
 - Consultants/contractors for promotion and public relations based on expertise
- **Will all work with subcontractors be competitively bid? If not, why not?**
 - Ketchum Public Relations was selected in 2000 as the principal agency to work on the Cook-Off program. The contract was competitively bid. Ketchum has proven success as a global leader in food, brand marketing, message delivery and presentation, media relations, events, and the online environment that provide strategic public relations and marketing communications.

D. Identify any relationships between this AR and projects previously funded by the Operating Committee:

The National Beef Cook-Off collaborates with State Beef Councils and American National CattleWomen, Inc. volunteers for program executions. The Cook-Off is integrated and extends, but does not duplicate target audience or strategic executions currently being managed by NCBA and MICA. Beef producers and the beef checkoff should clearly understand the value this program brings in return for the investment requested by the American National CattleWomen, Inc.

E. Summary of Prior Year AR Budgets and Expenses:

Strategy	FY 2011 Approved Budgets			FY 2011 Actual Expenses (NCBA's as of 5/31/11)		
	CBB/BPOC	FSBCs	Total	CBB/BPOC	FSBCs	Total
Product	\$ 427,000	\$ 63,000	\$ 490,000	\$ 68,412	\$ 10,096	\$ 78,508
AR Totals	\$ 427,000	\$ 63,000	\$ 490,000	\$ 68,412	\$ 10,096	\$ 78,508

F. Historical Summary of Budgets and Expenses:

	Total Approved Budgets			Total Actual Expenses		
	FY 2010	FY 2009	FY 2008	FY 2010	FY 2009	FY 2008
Product	\$ 284,476	\$ 575,392	\$ 325,000	\$ 283,284	\$ 576,842	\$ 325,000
AR Totals	\$ 284,476	\$ 575,392	\$ 325,000	\$ 283,284	\$ 576,842	\$ 325,000