

Joint Issues Management Subcommittee

Beef Issues and Reputation Management Program Update February 2012

The Beef Checkoff-funded Issues Management program has two goals: 1) protect consumer confidence by leading unified and effective industry responses to critical issues; and 2) pave the way for demand-driving programs by strengthening the reputation of the beef industry and its farming and ranching members.

Protecting Consumer Confidence

Consumer research shows people are interested in what cattle eat. To explain the rations and rumen in a way that is engaging, Cow Chow, a new interactive game was developed along with video footage shot by the cows themselves. Players will discover answers to their questions about what cattle eat through video and facts, which they then can share via Facebook and Twitter. Visit ExploreBeef.org/CowChow to play Cow Chow.

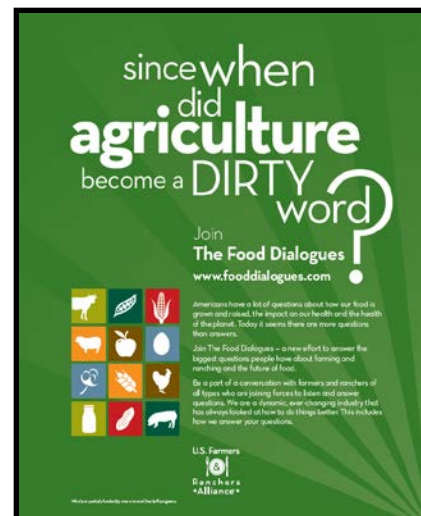
Beef Issues Management participates in the cross-species Foot-and-Mouth Disease (FMD) communicators group (along with fellow communicators from the pork, dairy and sheep industries) in order to coordinate crisis planning and preparedness. Since October 2011, four presentations to influential audiences have shared those plans and resources, including the new FootAndMouthDiseaseInfo.org website, with hundreds of attendees.

Strengthening the Reputation of the Beef Industry

In October 2011, more than 200 influencers and students participated in a panel discussion brought together by the checkoff's Issues Management team and the monthly magazine, *The Atlantic*, about how to raise the healthiest food, including beef, to feed a growing population with limited resources. The "Feeding Future Generations: Supporting Sustainable Global Food Production" panel took place in Washington, D.C. and featured experts such as Steve Foglesong, Illinois cattle rancher, and Suzie Friedman, from the Environmental Defense Fund. Watch the video of the discussion or read the event summary at Explorebeef.org.

The beef industry has joined more than 50 other agriculture groups in supporting the U.S. Farmers and Ranchers Alliance (USFRA), which seeks to rebuild trust in the way we raise food. In September 2011, the beef issues management team helped USFRA host The Food Dialogues to spark a conversation about how food is raised between influencers and farmers and ranchers. FoodDialogues.com has hosted more than 76,700 unique visitors since launch, the corresponding Facebook page has received more than 9,000 likes and the impressions of #FoodD have exceeded 29.5 million.

In November 2011, USFRA partnered with Discovery Communications to create short video discussions between consumers and farmers and ranchers, including California cattle rancher, Jeff Fowle. These videos, which aired on the Discovery Channel and affiliate stations and still are viewable at the Food Dialogues website, were expected



to reach more than 78 million people.