

Joint Committee Update-Telling the Beef Story

February 2012

The **National Beef Ambassador Program** (NBAP) continues to build strong future beef industry leaders and reaches thousands of consumers and youth with beef advocacy efforts:

- More than **6,000** students and **138,000** consumers were impacted by beef ambassadors in 20 different states in 2011.
- The national team completed **five** consumer beef promotion events in major metropolitan areas in the **Northeast** including events in Boston, Philadelphia, Washington DC, Syracuse, and Harrisburg, resulting in more than **100,000** personal consumer impressions and **1.5 million+** media impressions.
- Social media reach via Twitter, Facebook, YouTube and the NBAP blog was a high point of the year! Friends and Follower goals were greatly exceeded, proven by the more than **4,000** people who are now exposed to the daily posts and the official NBAP YouTube channel views goal was exceeded by 100%, with more than a **1,000** views.
- **29** youth ambassadors competed in the 2012 NBAP contest.



The inaugural season of the **National Beef Speakers Bureau** (NBSB) also marked exciting beef promotion and education results:

- **1175** CattleWomen were trained to share the modern beef production story with consumers and youth.
- More than **4,400** Americans were personally impacted by NBSB efforts and pre and post survey data indicates attitudes toward beef were positively shifted as a result of the interactions with the credible CattleWomen speakers.
- A strong relationship was established with the Junior League organization, which supports a “**Kids in the Kitchen**” program designed to promote healthy diets. With this partner, a special event featuring beef was hosted for middle school youth at a Boys and Girls Club in Sacramento and spring events are being planned in Colorado Springs, Kansas City, and Northern California.



The **Youth Telling the Beef Story** strategy included hosting a Beef Promotion Prepared Speaking contest, held in conjunction with the Arizona FFA Mid-Winter Career Development event. Contestants prepared and delivered five-seven minute speeches on current beef industry issues and the top four scorers received cash prizes, with the winner walking away with \$1,000 and a trip to the Annual Cattle Conference in Nashville.

