

**Cattlemen's Beef Board Evaluation Program
History of External Evaluations and Associated Projects**

| <u>Year</u> | <u>Project Evaluated</u> | <u>Contractor or Project Manager</u> |
|-------------|--|--------------------------------------|
| 1992 | APROPOS, in-store market research | BIC |
| 1993 | Beef Industry Information System | NCA |
| 1993 | Veal Strategic and Tactical Marketing Plan | BIC |
| 1993 | Veal Issues Management, Veal Public Relations and Veal QA | AVA |
| 1993 | Instrument Grading | BIC |
| 1994 | Mexico | USMEF |
| 1994 | Beef Quality Assurance | NCA |
| 1995 | New Product Development--Foodservice | BIC |
| 1995 | Foodservice Partnerships--Wendy's | BIC |
| 1996 | None/industry merger | |
| 1996 | Evaluation funded the Beef Demand Study Group | |
| 1997 | USMEF Overseas Operations | USMEF |
| 1997 | Non-dairy Beef Carcass Quality/Preventative Pathogen and Residue Avoidance Model | NMPF |
| 1997 | National Non-fed Dairy Beef Residue Response Project | NMPF |
| 1998 | New Product Development | NCBA |
| 1998 | Issues Management | NCBA |
| 1999 | Producer Communications | NCBA |
| 1999 | National Beef Cook-Off | ANCW |
| 1999 | Demand Determinant Study I | Kansas State University |
| 2000 | Consumer Advertising | NCBA |
| 2000 | Market Research | NCBA |
| 2000 | Post Harvest Research | NCBA |
| 2001 | Retail Marketing | NCBA |
| 2001 | Veal Marketing | NCBA |
| 2001 | National Beef Ambassador Program | NCBA |
| 2001 | Youth Education | NCBA |
| 2002 | Checkoff-funded Websites | NCBA |
| 2002 | Council for Women's Nutrition Solutions (CWINS) | NCBA |
| 2002 | Mark of Quality | NCBA |
| 2002 | AR 09-2002 Packaging Research Tactics | NCBA |

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| 2003 | Beef Quality Assurance | NCBA |
| 2003 | Foodservice | NCBA |
| 2003 | USMEF, Planning and Evaluation | NCBA |
| 2003 | Food Communications and Culinary Center | NCBA |
| 2004 | New Product Development | NCBA |
| 2004 | Beefmobile | NLPA |
| 2004 | Checkoff Program Evaluation | CBB |
| 2004 | Ron Ward Econometric Model & Analysis | |
| 2005 | Beef Quality Assurance White Papers | NCBA |
| 2005 | Key Account Managers, Retail Marketing | NCBA |
| 2005 | Consumer Advertising | NCBA |
| 2005 | Public Relations | NCBA |
| 2006 | Market Research | NCBA |
| 2006 | Fund the Beef Demand Study Group II | |
| 2007 | Demand Determinant Study II | |
| 2007 | Planning process--The Hale Group | |
| 2007 | The World Cancer Report | NCBA |
| 2008 | Web Site Audit (21 checkoff-funded sites) | NCBA |
| 2009 | NE & Northern VA Retail Marketing | MICA |
| 2009 | NE & Northern VA Foodservice Marketing | MICA |
| 2009 | NE & Northern VA Public Relations | MICA |
| 2009 | Ron Ward Econometric Model & Analysis | |
| 2010 | National Beef Cookoff | ANCW |
| 2010 | Producer Communications | CBB |
| 2011 | National Beef Ambassador | ANCW |
| 2011 | Nutrition Influencers | NCBA |