

September 2011 Operating Committee Report

National Beef Ambassador Program (NBAP)

During the spring and summer of 2011, the NBAP continued to post positive program trends. Youth spokespersons at both the state and national levels engaged in more than 450 hours of beef education and promotion events, including classroom presentations, media interviews and consumer promotions. These efforts, coupled with late summer and fall advocacy events position the program well for reaching the measurable objectives of completing 60 presentations in classrooms, and reaching 20,000 consumers through in-state promotions.

Most recently, the NBAP team traveled to the New York State Fair in Syracuse, where they worked in partnership with the New York Beef Industry Council to demonstrate and sample delicious, nutritious, and convenient beef meals for hundreds of meal-time decision makers on the “Beef It’s What’s for Dinner Culinary Stage.” Next, the team will assist the Northeastern Beef Promotion Initiative at the Philadelphia Rock and Roll ½ Marathon Expo, which will complete the measurable objective of attending five consumer promotions in the Northeast.

Social media advocacy has been another strong area of focus for the NBAP. A Six-part “Myth Busters” blog series was executed this summer, Twitter and Facebook interactions continued to increase, and the Official NBAP YouTube channel views have grown, putting the measurable objective of realizing 500 video views easily within reach by year end.

The 2012 NBAP team will be selected in a few short weeks during the national contest to be held in Wooster, Ohio, September 30-October 2, 2011.

Telling the Beef Story Program

During the second part of the year, the National Beef Speakers Bureau (NBSB) delivered powerful beef story messages, impacting more than 1,300 meal-time decision makers and youth to date. Pre and Post surveys which measure the audiences’ attitudinal shifts about modern beef production indicate the NBSB’s efforts are positively influencing perceptions about beef consumption, and the industry’s efforts to protect the environment and care for our animals. Additionally, 362 CattleWomen have been trained to tell the Beef Story at local CattleWomen meetings across the USA, and more than 150 volunteer hours have been donated by NBSB CattleWomen.

A partnership with a key women’s organization, the Sacramento Junior League, has been made and a fall 2011 “Kids in the Kitchen” event is currently being planned. Youth from Northern California will engage in interactive beef nutrition workshops to compliment their mission of empowering youth to make

healthy lifestyle choices. Several other state Junior League groups have expressed interested in creating partnerships for their local events as well.

In an effort to complete measurable objectives for the Youth Beef Story tactics, the Boys and Girls Club of Santa Monica California recently partnered with the NBSB to deliver a Beef Story program during their "Food Week" events. During the event 50 middle-school aged students learned about modern beef production and the journalism club interviewed our speaker for a feature story in their club's paper.

Additionally, a special youth Beef Speaker contest has been planned for December 2, 2011 in Mesa, AZ. State FFA students will have the opportunity to compete in a prepared speech contest, focusing on a beef industry topic, for a chance to win cash prizes and a chance to attend the Annual Cattle Industry Conference in Nashville.