

## **AUTHORIZATION REQUEST FOR FY 2012**

**AR Title: NUTRITION INFLUENCER PROGRAM**

**Name of Contractor: National Cattlemen's Beef Association**

**CBB Budget Component: Consumer Information**

### **I. OVERVIEW**

**A. AR Description:** This Authorization Request for Nutrition Influencers motivates the country's leading health professionals who write, blog, educate, speak publicly and report to media to choose and recommend beef to Americans. The goal of this program is to help motivate health professionals to recommend beef because they recognize Americans need to eat beef and can eat beef every day to beef up life and be strong. It will help provide nutrition influencers with the reasons to believe in beef's contribution to improving health.

According to the International Food Information Council's Food & Health Survey "Consumer Attitudes Toward Food Safety, Nutrition & Health" (2010), nearly half of Americans say they are trying to consume more protein and more than three-quarters of Americans reportedly change the types of food and/or food components to improve the healthfulness of their diet. However, another survey (Porter Novelli Styles, 2010) found that the percentage of Americans who try to avoid red meat when choosing foods significantly increased from 6.8% in 2008 to 16.9% in 2010. This dichotomy illustrates that Americans want to eat more protein, but do not consider red meat a nutritious or healthful option; therefore the checkoff must reverse this damaging trend.

The Nutrition Influencer Program communicates "reasons to believe" that beef is an everyday food by proving that beef contributes to health and wellness and helps nutrition professionals experience beef in a healthy diet and lifestyle. Ultimately, nutrition influencers—such as registered dietitians and health educators—have the power to withhold—or give—consumers "permission" to enjoy beef every day. These checkoff-funded efforts uses the robust body of beef nutrition science to showcase the health benefits of beef and profile the many popular lean beef cuts available, while reinforcing the caloric advantage to recommending beef as a protein choice.

The program foundation leverages consumer market research insights and is adjusting based on guidance provided by the Nutrition Influencer Evaluation Report currently being conducted. Materials and other resources will be shared with State Beef Councils to extend the programs at the local level.

**B. Costs Requested from this AR\*: \$923,000**

Source of Funding	Total Costs	Direct Costs	Implementation**
Beef Board/BPOC	\$789,811	\$789,811	
Federation of SBCs (FSBCs)	\$133,189	\$133,189	
Other Sources ( <i>describe</i> )			
<b>Total Funds Requested</b>	<b>\$923,000</b>	<b>\$923,000</b>	

\* Only Direct Costs are being requested in this AR.

Total estimated Implementation for this AR is \$462,483; implementation by Tactic in Table IV.

\*\* Implementation for this and other CONSUMER INFORMATION ARs requested in AR CI-06-2012.

**C. Start date: 10/1/2011**

**Completion date: 9/30/2012**

**II. PLANNING INFORMATION FOR THIS AR****A. Long Range Plan Core Strategies/Strategic Initiatives Addressed by This AR:**

- **Improve domestic consumer preference for beef.**
  - Educate, enable and engage key influencers and opinion leaders (e.g., dietitians, celebrity chefs, nutritionists, etc.) in communicating the positive health and nutrition benefits of beef
- **NCBA Initiatives Addressed by This AR:**
  - Beef as an Everyday Meal

**B. Committee That Reviewed This AR:** Joint Nutrition and Health Committee

**C. Committee Recommendations for This AR:** The Joint Nutrition and Health Committee recommends this AR to the Operating Committee for funding in FY 2012.

**III. PROGRAM INFORMATION FOR THIS AR**

**A. Strategy 1: Nutrition** – Strengthen beef’s position as a healthful food and as a premier nutritional protein so consumers and influencers feel good about the beef they love.

**Strategy 1 Proposed Direct Cost:** \$923,000

**Specific Tactic Information:****Tactic 1A: Nutrition Influencer Program**

The goal of this tactic is to help motivate health professionals to choose and recommend beef to consumers as an everyday protein for optimal nutrition and health.

### EDUCATIONAL OUTREACH

This tactic delivers beef nutrition education, research, resources and expertise to the country's most influential nutrition leaders and health professionals. The tactic uses fact sheets, meal plans, interactive tools, in-person meetings, beef's grassroots speakers bureau ("Nutrition Seminar Program"), state and national association meetings, national conferences and webinar technology to reach health professionals, such as registered dietitians, health educators and nutrition bloggers and writers.

The site map and design for BeefNutrition.org was recently re-launched in FY2010. To be considered the most comprehensive online beef nutrition resource for health professionals, the site content will be updated to help leverage the latest scientific research. The program will track site traffic to BeefNutrition.org and continue to provide real-time access to beef nutrition expertise through the twitter handle, @BeefRD.

Three major areas of emphasis on this program will be to educate health professionals on (1) how and why beef helps meet the 2010 Dietary Guidelines especially with regard to the caloric advantage of choosing beef over other proteins, (2) nutrition research and what it means for recommending beef, including the Beef in an Optimal Lean Diet (BOLD) study and (3) beef's essential nutrients and the accessibility/popularity of lean beef cuts through opportunities like mandatory meat nutrition labeling.

### PROVIDING BEEF NUTRITION EXPERTISE

This nutrition influencer program has built the reputation for delivering sound, credible nutrition resources to health professionals. Additionally, another major element of this program is to help establish and motivate health professionals as advocates for beef nutrition. Influencers become involved in beef advocacy when they have an opportunity to obtain answers to their questions and believe that the beef industry is centered on the same public health measures that matter to them and their followers. This program facilitates industry interaction with nutrition influencers and identifies opportunities to mobilize these important "message multipliers," those top-tier nutrition professionals who—through their influence—motivate the nutrition community to disseminate health messages. We will also continue to seek out and collaborate with coalition organizations, such as the Dietary Guidelines Alliance Coalition, to provide guiding nutrition information.

This program will coordinate closely with Nutrition Research and Issues Management to increase responsiveness when beef nutrition issues arise, while strengthening information sharing and strategic alignment with state beef councils.

- **Measurable objectives:**
  - Increase awareness of the latest beef nutrition science and tools among health professionals by extending at least four research studies during FY12.

- Educate, foster relationships and motivate dietitians to recommend beef to their patients, clients, readers and followers. This will be conducted using two primary methods:
  - Face-to-face engagement with at least 3,000 dietitian leaders at the annual 2012 American Dietetic Association (ADA) Food & Nutrition Conference & Expo (FNCE). Additionally, we will gather quantitative feedback through an on-site survey to assess understanding and attitudes associated with beef nutrition. This FY12 feedback will serve as a benchmark for the program and will be measured in subsequent years to determine change in attitudes toward beef among health professionals.
  - Increase awareness of the latest beef nutrition research and tools among the leading nutrition communicators, including American Dietetic Association (ADA) leadership, Live Well attendees and other nutrition leaders. We will continue to gather actionable feedback to help assess the impact of specific influencer engagement activity.
- Reach 3,500 prominent health professionals across at least 30 states through in-person presentations conducted by beef nutrition experts (otherwise known as the Nutrition Seminar Program). This tactic will also survey State Beef Councils (SBCs) to understand nutrition influencer program strengths, opportunities and changes in attitude among local health professionals following webinars and Nutrition Seminar presentations.
- Conduct a “Beef Nutrition News” readership survey to assess editorial content, tone and measure impact of educational effort (FY12 survey will serve as program benchmark).

▪ **Proposed Direct Cost:** \$923,000

**IV. DETAILED BUDGET SUMMARY**

Strategy and Tactic	Program Manager	Completion Date	Total FY 2012 Budget	Total Direct Cost	Direct Cost by Funding Source			Est. Impl.
					CBB/BPOC	FSBCs	Other	
Nutrition Influencers	M. Murray/ R. Kleiner	9/30/2012	\$ 1,385,483	\$ 923,000	\$ 789,811	\$ 133,189		\$462,483
<b>Nutrition Total</b>			\$ 1,385,483	\$ 923,000	\$ 789,811	\$ 133,189		\$462,483
<b>AR Totals</b>			<b>\$1,385,483</b>	<b>\$ 923,000</b>	<b>\$ 789,811</b>	<b>\$ 133,189</b>		<b>\$462,483</b>

## 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.

All work will be completed by the end of the fiscal year, with one exception. The 2012 American Dietetic Association Food & Nutrition Conference & Expo is scheduled for Oct. 6-9, 2012, which falls within FY13. We plan to ask for an extension to cover all costs related to this convention that fall within FY13.

### B. Changes from FY 2011 Approved AR:

- The Dietary Guidelines Advisory Committee finalized the 2010 Guidelines in January 2011 and released a new food icon, MyPlate, in June 2011. Educational efforts will focus on increasing visibility of beef and how lean beef can be included on MyPlate.
- The Beef in an Optimal Lean Diet (BOLD) study is expected to be released in the fall of 2011. Educational efforts will focus on disseminating study results and dietary tools on the heart-protective benefits of lean beef to nutrition and other health professional influencers.
- In line with the mandatory meat case labeling rule passed in 2011, to be implemented in January 2012, educational efforts will focus on ensuring health professional influencers have accurate information on the benefits of nutrition labeling in the meat case.
- This Authorization Request has been updated to reflect program changes based on the FY2011 Nutrition Influencer Evaluation Report. Additionally, an Attachment A has been proposed, pending funding, in the Market Research AR to evaluate health professional influencer awareness and attitudes of beef nutrition and checkoff programs.
- This AR may also pursue opportunities to leverage checkoff funding with third party investments. The cost, both direct and implementation, related to pursuing these opportunities will be allocated between this AR and any other NCBA funding sources which receive the benefit of these opportunities.

### C. Subcontractor information:

- **Name of proposed subcontractor:**
  - Porter Novelli Public Services
  - Printers and writers, as needed
- **Will all work with subcontractors be competitively bid? If not, why not?**
  - Porter Novelli Public Services was chosen as the principal agency to work on the beef nutrition program in February 2011 in the areas of public relations and nutrition/health communications. The contract was competitively bid with four agencies and Porter Novelli was chosen based on their strong nutrition relationships and expertise. The agency will be reviewed annually and must meet or exceed expectations to continue work.
  - Writers are chosen for their expertise in the field. Print projects are competitively bid.

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

Nutrition tactics included in this Authorization Request build upon and complement nutrition projects previously funded by the Operating Committee since 1986.

**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
<b>Nutrition</b>	\$ 717,100	\$ 105,900	\$ 823,000	\$ 263,713	\$ 38,934	\$ 302,647
<b>AR Totals</b>	<b>\$ 717,100</b>	<b>\$ 105,900</b>	<b>\$ 823,000</b>	<b>\$ 263,713</b>	<b>\$ 38,934</b>	<b>\$ 302,647</b>

**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
<b>Nutrition</b>	\$ 928,290	\$ 1,029,833	\$ 1,215,000	\$ 904,215	\$1,006,570	\$ 1,247,158
<b>AR Totals</b>	<b>\$ 928,290</b>	<b>\$ 1,029,833</b>	<b>\$ 1,215,000</b>	<b>\$ 904,215</b>	<b>\$1,006,570</b>	<b>\$ 1,247,158</b>