

## **AUTHORIZATION REQUEST FOR FY 2012**

**AR Title: Telling the Beef Story**

**Name of Contractor: American National CattleWomen, Inc.**

**CBB Budget Component: Consumer Information**

### **I. OVERVIEW**

**A. AR Description:** This Authorization Request describes a continuation of the long-term work conducted by State and National Beef Ambassadors and proactive CattleWomen speakers. It consolidates two existing advocacy programs into one comprehensive “Telling the BEEF Story” program designed to improve domestic consumer preference for beef and strengthen the image of beef and the beef industry with youth consumers and meal-time decision makers.

The “Telling the Beef Story” program is a grassroots educational effort designed to proactively connect today’s consumers and youth to modern beef production and to let them know beef is a safe and nutritious food choice. The fierce passion and expertise of designated CattleWomen speakers and youth advocates creates instant credibility with mothers and youth across the country, allowing them to effectively combat anti-beef messages, such as “Meatless Mondays” and misinformation about animal well-being.

Together these two groups of official spokespersons (National Beef Ambassadors and National Beef Speakers Bureau) will creatively and consistently communicate compelling personal experiences and undeniable science-based facts related to modern beef production and consumption, in both face-to-face and virtual forums. These activities will shift attitudes about modern beef production and motivate key audiences to increase consumption of beef meals.

The “BEEF Story” program integrates highly trained CattleWomen and youth spokespersons, the best educational materials, and the best forums for connecting with youth consumers and meal-time decision makers across the USA. This includes leveraging existing beef industry materials, resources, and strategies designed to support the long-range plan, including the Masters of Beef Advocacy, NCBA’s Issues & Reputation Management and Beef Quality Assurance Programs to create compelling, interactive and consistent modern beef production and nutrition messages and events.

Key areas of focus: 1) Youth consumers and meal-time decision makers from all parts of the United States will have unique opportunities to engage in the “BEEF Story” conversation in a variety of different settings ranging from classrooms to board rooms. 2) Educational and promotional events focusing in growth opportunities with targeted market segments including American youth, and mothers (including those in “the mommy blogger” environment) will be delivered to highlight the positive “BEEF Story” message.

**B. Costs Requested from this AR:**

Source of Funding	Total	Direct Costs	Implementation
Beef Board/BPOC	\$ 239,485	\$159,605	\$79,880
Federation of SBCs (FSBCs)	\$ 0	\$ 0	\$0
Other Sources ( <i>describe</i> )*	\$20,000	\$20,000	\$0
<b>Total Funds Requested</b>	<b>\$239,485</b>	<b>\$159,605</b>	<b>\$79,880</b>

\*Farm Credit, ZimmComm, ANCW Foundation, New York Beef Industry Council, Northeast Beef Promotion Initiative, Certified Angus Beef, USDA internship and private donations.

**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:**

- **Strengthen the image of beef and the beef industry:**
  - Engage all industry segments to develop and consistently communicate our positive beef production story.
  - Capitalize on the history, heritage and brand equity of family-based production agriculture and the farming/ranching lifestyle.
  - Promote our industry's commitment, ongoing investment and progress in ensuring beef safety.
  - Strengthen efforts to proactively anticipate and rapidly respond to attacks on beef and the beef industry.
  - Develop and implement programs to enhance beef's image among American youth.
- **Improve domestic preference for beef.**
  - Develop and execute creative communication initiatives to improve consumer understanding of beef production system and increase consumer confidence in the safety of beef.
  - Create stronger relationships and more consistent communication with meal-time decision makers.
  - Identify and capitalize on growth opportunities with targeted market segments (e.g. ethnic, generational, attitudinal, etc.).
- **NCBA Initiatives Addressed by This AR:**
  - Reshape the conversation about Modern Beef Production.
  - Demonstrate Beef is Socially Responsible.

**B. Committee That Reviewed This AR:** ANCW National Beef Ambassador Committee, ANCW Animal Well-Being Committee, ANCW Executive Committee, and Joint Information Committee

**C. Committee Recommendations for This AR:** The Joint Public Relations Subcommittee recommends to the Operating Committee that this AR be approved for funding in FY2012.

### III. PROGRAM INFORMATION FOR THIS AR

#### A. Strategy 1: Proactive Beef Industry Advocacy

**Strategy 1 Proposed Cost:** \$229,485

##### **Specific Tactic Information:**

##### **Tactic 1A: National Beef Ambassador Program (NBAP)**

For over a decade the National Beef Ambassador Program (NBAP) has developed passionate and highly-skilled youth advocates. These ambassadors connect easily with their peers and meal-time decision makers, positively influencing their attitudes towards key beef industry messages including beef nutrition, animal well-being, and the environmental impacts of beef production. This program provides the next generation of American's beef producers an opportunity to become powerful industry spokespersons and helps to create enthusiastic beef fans across the country.

*Beef Ambassadors* in states across the country will educate youth in classrooms, after school programs, and at community events, offering compelling personal experiences, coupled with facts about the science of today's modern beef production story. After state winners are selected and they've made several consumer and classroom presentations, five of these young adults (ages 17-20) will be chosen to represent the *National Beef Ambassador Team* and educate youth consumers and meal-time decision makers on a national level. They will receive advanced spokesperson and industry training, including a requirement to complete the Masters of Beef Advocacy program.

Working in partnership with the Northeast Public Relations AR as well as state beef council staff and industry partners, members of the *National Beef Ambassador Team* will assist with designated consumer promotions in metropolitan areas in the United States. These promotions may include Northeastern Beef Promotion events such as the Boston Marathon-Sports & Fitness Expo and Food & Wine Festival at National Harbor (DC) and the New York State Fair. Additionally, each of the five *National Beef Ambassador Team* members will engage in online beef advocacy every week, assuring beef industry messaging is fresh and personal. Beef Ambassadors will:

- Post a personal story or entry on the Beef Ambassador Blog as well as pictures and links to additional beef information.
- Tweet a beef fact or link to a beef online story on the Beef Ambassador Twitter page.
- Leave a beef message, which may include links, pictures and video on the National Beef Ambassador Facebook page.
- Create videos including beef facts and modern production stories to strengthen the image of beef and post to the Official NBAP YouTube channel.

- **Measurable objectives:**
  - Improve perception of NBAP as a “valued go-to resource” by achieving an average agreement score of 7 on a 10-point scale on the CBB annual Qualified State Beef Council Evaluation Survey.
  - Share the Beef Story with meal-time decision makers and students at local, regional and national consumer events and classroom presentations. Set a benchmark for future programs by administering surveys to measure attitudinal shift in key areas.
  - Prove online Beef Story telling effectiveness by measuring the frequency of consumer and youth interactions with Beef Ambassador social media channels including blog views and comments, Facebook post comments, shares and “likes”, Twitter “Retweets” and YouTube channel comments and subscriptions, with the goal of achieving at least 10 examples of Friends and Followers sharing the same or similar beef production or nutrition information within their own communities (e.g. blog posts, video clips, articles, status updates, shared links, etc.) each quarter.
- **Proposed cost:** \$129,106

### **Tactic 1B: National Beef Speakers Bureau (NBSB)**

Persuasive and highly-trained CattleWomen speakers will participate in the second year of the *National Beef Speakers Bureau (NBSB)*, acting as proactive beef industry speakers, communicating with large numbers of meal-time decision makers and youth consumers regarding modern beef production.

Experienced CattleWomen, professional speaking coaches and industry experts will equip NBSB members from across the USA to effectively and professionally present the “BEEF Story” to all ages and sizes of audiences. Additionally, all speakers must pass the Masters of Beef Advocacy (MBA) program and be certified in Beef Quality Assurance (BQA).

NBSB members will be provided with the collateral, projectors and travel expenses to enable them to make a reasonable number of presentations to target audiences across the country in schools, community meetings and events, professional organizations, conferences, workshops, and webinars.

Research indicates 87% of consumers trust a “friends” recommendation over a review by a critic, an Ad, etc. (Marketing Sherpa). This coupled with the fact that word-of-mouth conversation has the impact of over 200 TV ads (Buzz Agent) positions CattleWomen perfectly to impact beef attitudes, as they easily connect with mothers, sisters, grandmothers, and youth, quickly becoming “friends” with a great deal of influence.

A proven and tested strategy will be used to give audiences “permission to eat beef.” This tactic will help consumers get past their internal conflict created by animal-rights activists that all animals have rights same as people, and they should not be subjected to “factory farms” just to allow the pleasure of a great steak. The beef production industry must be transparent in all they do to produce beef – from pasture to plate.

This program will continue to source existing industry collateral and resources (DVDs, power points, written handouts, websites, etc) that properly convey modern beef production, showcasing the excellent animal well-being, environmental practices, and safety and nutritional benefits of beef. Each presenter will be evaluated by their audience through the use of a simple Pre & Post survey to quantify the effectiveness of the presentation and to measure overall consumer attitudes towards modern beef production. The evaluations will help to insure presentations are professional, targeted, and persuasive.

- **Measurable objectives:**

- Share the Beef Story with a minimum of 10,000 people at local community, regional and national meetings/events. Set a program benchmark by administering pre- and post-experience surveys that will measure attitudinal shifts in key areas.
- Continue to build relationships with key women’s or youth organizations, completing Beef Story presentations at a minimum of two events with a regional or national audience of 200 people or more.
- Improve speaker confidence and presentation effectiveness by conducting a minimum of three speaker development workshops, focusing on deepening industry knowledge, poise under pressure, and networking/relationship building.

- **Proposed cost:** \$100,379

## **B. Strategy 2: Creative Beef Education**

**Strategy 2 Proposed Cost:** \$10,000

### **Specific Tactic Information:**

#### **Tactic 2A: Interactive Beef Education Events & Contests**

To further disseminate the “BEEF Story,” several high-impact, educational events will be supported by ANCW volunteers (*which could include NBSB and NBAP members*) to positively impact consumer perceptions, therefore, helping to increase the consumer beef index preference measure. Consumer research strongly indicates a desire to learn more about beef and beef preparation and CattleWomen across the country will deliver community events that allow for

convenient, interactive, and in some cases, non-traditional access to beef information, including content that helps meal-time decision makers:

- Understand how beef products are safely and humanely produced.
- Assess the value of the essential nutrients beef provides as a part of a healthy diet.
- Connect with the role of beef production and understand its importance in maintaining a strong community.

The first step of this tactic involves working in partnership with industry leaders to create consistent educational materials, key messages, and tools that can be used by CattleWomen and beef industry representatives to deliver a variety of powerful Beef Story events. These materials will be designed to engage America's parents and youth in proactive and personal modern beef production conversations. The tools developed will provide a detailed road-map of best practices for local CattleWomen and beef industry spokespersons to plan, execute and evaluate a variety of Beef Story events. These Beef Story tools will be available via online and direct mail, providing convenient and wide-spread access for our volunteers across the nation, further improving the quality, type, and professionalism of the events they conduct. Work will also be done to market the materials and engage groups in delivering grassroots, Beef Story events.

Creative Beef Story events could include: campus "Meat-Ins," hands-on ranch days, community health & nutrition expos, youth Beef Story contests, interactive online Beef Twitter Parties, "Ask a CattleWomen, Ask a Mother" live webinars, online Beef Story blog contests, and other related events.

The second step of this tactic is to facilitate live, national Beef Story events, in partnership with volunteer CattleWomen and experienced beef spokespersons. A reasonable number of creative consumer or youth events will be delivered, focusing on online events with meal-time decision makers, and robust youth Beef Story contests. Assessments will be conducted to measure the shift in attitudes about modern beef production as a result of participating in the online events and to share costs and expand potential impressions, partnerships with beef and beef paring retailers will be created, as appropriate.

- **Measurable objectives:**

- Working in partnership with NCBA and other industry experts, develop a minimum of two Beef Story "tool-kits" to help local CattleWomen, collegiate groups, state beef councils, and producers plan, deliver, and evaluate consistent Beef Story events, such as a "Meat-In" toolkit for college and university groups (Block & Bridle clubs, Rodeo clubs, College Aggies, other AG programs, etc.), a "Ranch Day" experience tool-kit, or a "Social Media Beef Story contest" toolkit, with a goal of having at least three examples of groups using the tool kits to host local or regional events.

- Execute a minimum of three online Beef Story events (such as Twitter parties or web chats) with meal-time decision makers. Set program benchmark by administering pre- and post-experience surveys that measure attitudinal shifts in key areas.
  - Develop and implement a special contest for students to “Tell the BEEF Story” by offering a cash prize and attendance at the national BEEF Industry convention. Success will be 50 students in over 20 schools competing for this contest.
- **Proposed cost: \$10,000**

**IV. DETAILED BUDGET SUMMARY**

Strategy & Tactic	Program Manager	Completion Date	Total FY 2012 Budget	Budget by Funding Source			Est. Implementation
				CBB/BPOC	FSBCs	Other	
<b>Strategy 1: Beef Industry Advocacy</b>							
Tactic 1A: National Beef Ambassador Program	Sarah J. Bohnenkamp	9/30/12	\$129,106	\$129,106	\$0	\$15,000	\$47,928
Tactic 1B: National Beef Speakers Bureau	Sarah J. Bohnenkamp	9/30/12	\$100,379	\$100,379	\$0	\$2,500	\$23,964
<b>Totals - Strategy 1</b>			<b>\$229,485</b>	<b>\$229,485</b>	<b>\$0</b>	<b>\$17,500</b>	<b>\$71,892</b>
<b>Strategy 2: Creative Beef Education</b>							
Tactic 2A: Interactive Beef Education Events & Contests	Sarah J. Bohnenkamp	9/30/12	\$10,000	\$10,000	\$0	\$2,500	\$7,988
<b>Totals - Strategy 2</b>			<b>\$10,000</b>	<b>\$10,000</b>	<b>\$0</b>	<b>\$2,500</b>	<b>\$7,988</b>
<b>AR Totals</b>			<b>\$239,485</b>	<b>\$239,485</b>	<b>\$0</b>	<b>\$2,500</b>	<b>\$79,880</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. Yes**

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

- Combines two ARs into one: National Beef Ambassador Program and Telling the Beef Story and puts both on the same timeframe for measurement.
- Provides for interactive, online educational activities with meal-time decision makers and youth consumers.
- Provides for Beef Story “tool-kit” creation for state and local use.

**C. Subcontractor information:**

- **Name of proposed subcontractor:** Expertise may be subcontracted with an individual or organization that can assist with sourcing speaking engagements for NBAP and NBSB members. Additionally, NCBA and other industry experts will be leveraged during the creation of the Beef Story “took-kits.” IT resources and industry research and materials will be obtained through NCBA.
- **Will all work with subcontractors be competitively bid? If not, why not?** TBD. Resources may be available at NCBA to source speaking engagements.

**D. Identify any relationships between this AR and projects previously funded by the Operating Committee:** The National Beef Ambassador Program and Telling the Beef Story project, which includes the National Beef Speakers Bureau, were funded in FY2011.

**E. Summary of Prior Year AR Budgets and Expenses:**

Strategy & Tactic	FY 2011 Approved Budgets			FY 2011 Actual Expenses (through most recent month end)		
	CBB/BPOC	FSBCs	Total	CBB/BPOC	FSBCs	Total
<b>Program &amp; Strategy 1: NBAP- Industry Resource</b>						
Tactic 1A: Educate consumers through personal contact	\$100,000	\$0	\$100,000	\$37,677	\$0	\$37,677
<b>Totals - Strategy 1-NBAP</b>	<b>\$100,000</b>	<b>\$0</b>	<b>\$100,000</b>	<b>\$37,677</b>	<b>\$0</b>	<b>\$37,677</b>
<b>Program 2, Strategy 1: Telling the Beef Story: Industry Resources</b>						
Tactic 1A: Tell the Beef Story	\$40,000	\$0	\$40,000	\$23,495	\$0	\$23,495
Tactic 2A: Tell the Youth Beef Story	\$10,000	\$0	\$10,000	\$0	\$0	\$0
<b>Totals - Strategy 1-Telling Beef Story</b>	<b>\$50,000</b>	<b>\$0</b>	<b>\$50,000</b>	<b>\$23,495</b>	<b>\$0</b>	<b>\$23,495</b>
<b>AR Totals</b>	<b>\$150,000</b>	<b>\$0</b>	<b>\$150,000</b>	<b>\$61,172</b>	<b>\$0</b>	<b>\$61,172</b>

**F. Historical Summary of Budgets and Expenses:**

Strategy & Tactic	Total Approved Budgets			Total Actual Expenses		
	FY 2010	FY 2009	FY 2008	FY 2010	FY 2009	FY 2008
<b>Program 1: Beef Ambassador</b>	\$70,000	\$0	\$118,000	\$99,998	\$0	\$118,094
<b>Program 2: Telling Beef Story</b>	\$0	\$0	\$0	\$0	\$0	\$0
<b>AR Totals</b>	<b>\$70,000</b>	<b>\$0</b>	<b>\$118,000</b>	<b>\$99,998</b>	<b>\$0</b>	<b>\$118,094</b>