

AUTHORIZATION REQUEST FOR FY 2012

AR Title: Northeast & Northern Virginia Public Relations

Name of Contractor: MICA

CBB Budget Component: Consumer Information

I. OVERVIEW

A. AR Description: The Northeast region represents just 6% of total beef checkoff collection assessments, but represents nearly 25% of the US population and more than 26% of the nation's annual grocery purchases. Strong health conscious attitudes of Northeast consumers equal an opportunity to close the gap between beef and chicken in this region. This Authorization Request (AR) will fund grassroots health and fitness events, integrated with retail or foodservice partnerships. It also will continue to forge partnerships with the region's health influencer groups.

B. Costs Requested from this AR:

Source of Funding	Total	Direct Costs	Implementation
Beef Board/BPOC	\$ 160,000	\$ 110,000	\$ 50,000
Federation of SBCs (FSBCs)	\$	\$	\$
Other Sources (<i>describe</i>)	\$	\$	\$
Total Funds Requested	\$ 160,000	\$ 110,000	\$ 50,000

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:

- **Core Strategy**
 - Improve domestic consumer preference for beef
 - Identify and track domestic consumer needs and preference
 - Collaborate with industry stakeholders to develop and implement demand generation initiatives based on consumer needs and preferences
 - Develop and execute creative communication initiatives to improve consumer understanding of the beef production system and increase consumer confidence in the safety of beef
 - Educate, enable and engage key influencers and opinion leaders in communicating the positive health and nutritional benefits of beef
 - Strengthen the image of beef and the beef industry
 - Engage all industry segments to develop and consistently communicate our positive beef production story

- Implement and communicate continuous improvement efforts to enhance consumer trust in our product and production practices
- Promote our industry's commitments, ongoing investment and progress in ensuring beef safety

B. Committee That Reviewed This AR:

Tactic 1A: Joint Information Committee/Joint Public Relations Subcommittee

Tactic 1B: Nutrition and Health Committee

C. Committee Recommendations for This AR: The Joint Information Committee/Joint Public Relations Subcommittee and the Nutrition and Health Committee recommend this AR to the Operating Committee for funding in FY 2012.

III. PROGRAM INFORMATION FOR THIS AR

A. Strategy 1: Nutrition

Strategy 1 Proposed Cost: \$160,000

Specific Tactic Information:

Tactic 1A: Events - Sponsor and exhibit at three or four established consumer events targeted to beef's core audience – health conscious, active adults and “foodies.” Utilize the following criteria for selecting events: (1) must be in a northeast metro city and target beef's core audience as determined by checkoff market research (health conscious and food influencer). (2) Sponsorships include exhibit space and additional ways to increase the checkoff's visibility during the event. Additional sponsorship elements can include presenting a beef cooking demonstration, sampling at the event, distributing beef nutrition materials, including a beef nutrition ad in event program books or beef logo placement in media commercials. Collaborate with other state beef councils and the National Beef Ambassador program as applicable. Integrate partners by featuring a retail partners' product or by utilizing a food service partners' chef. Integration if these partners can leverage the events to drive more beef sales.

▪ **Measurable objectives:**

- Measure event by cost per impression (CPI); increase impressions from ~5 million to 6-7 million and decrease CPI to \$.02-\$.03 per impression. (FY 2011 CPI ~.04).
- Determine specific number of materials and samples distributed at each event (FY 2011 ~ 22,000). Increase materials and samples distributed by 10% for FY 2012.
- Create an onsite event survey to allow consumers to complete a questionnaire. This questionnaire will be used to establish a benchmark on consumer attitudes about beef and information provided by the NEBPI at consumer events.

- **Proposed cost:** \$130,000

Tactic 1B: Nutrition Influencers- Educate influencers by exhibiting at dietetic meetings and offering additional outreach opportunities. Find influencers who love beef and empower them to talk about beef. Assist influencers when working with the media to create positive messages about beef. Establish new relationships with other key health influencers in the northeast to identify other influential outreach areas. Continue to build partnerships with the Dairy Council and state and regional dietetic association groups; these partnerships are important to leverage beef in a powerful way.

▪ **Measurable objectives:**

- Increase the number of dietitians participating in a webinar program by 25% over fiscal year 2011 results.
- Exhibit at a minimum of four state dietetic meetings and partner with other beef checkoff funded programs at the American Dietetic Association Food and Nutrition Conference & Expo.
- Utilize a contact database for opinion or food frequency consumption surveys among the targeted influencers. Use FY 2012 results as benchmark data.
- Exhibit at a minimum of two new key influencer groups annual meetings.

▪ **Proposed cost:** \$30,000

IV. DETAILED BUDGET SUMMARY

Strategy & Tactic	Program Manager	Completion Date	Total FY 2012 Budget	Budget by Funding Source			Est. Impl.
				CBB/BPOC	FSBCs	Other	
Strategy 1: Nutrition							
Tactic 1A: Events	Laurie Bryant	9/30/2012	\$130,000	\$130,000			\$40,625
Tactic 1B: Nutrition Influencers	Laurie Bryant	9/30/2012	\$30,000	\$30,000			\$9,375
Totals - Strategy 1			\$160,000	\$160,000			\$50,000
AR Totals			\$160,000	\$160,000			\$50,000

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.

No, the American Dietetic Association Food and Nutrition Conference & Expo will be held in October 2012. Proper extension form will be submitted to CBB.

B. Changes from FY 2011 Approved AR:

- Continue to contract with a public relations firm to extend reach of grassroots events in metropolitan markets by incorporating a media plan, per Beef Board audit.
- Explore new nutrition influencer groups.

C. Subcontractor information:

- **Name of proposed subcontractor:** Pennsylvania Beef Council
- **Will all work with subcontractors be competitively bid? If not, why not?**
No. Initiative utilizes Pennsylvania Beef Council resources

D. Identify any relationships between this AR and projects previously funded by the Operating Committee: This AR was funded in the previous six fiscal years as a regional extension of the National Consumer PR project. This AR achieved greater success this year by partnering with national companies, and contracting to public relations firms.

E. Summary of Prior Year AR Budgets and Expenses:

Strategy & Tactic	FY 2011 Approved Budgets			FY 2011 Actual Expenses (through most recent monthend)		
	CBB/BPOC	FSBCs	Total	CBB/BPOC	FSBCs	Total
Strategy 1: Nutrition						
Tactic 1A: Events	\$145,000		\$145,000	\$97,560		\$97,560
Tactic 1B: Nutrition Influencers	\$15,000		\$15,000	\$11,502		\$11,502
Totals - Strategy 1	\$160,000		\$160,000	\$109,062		\$109,062
AR Totals	\$160,000		\$160,000	\$109,062		\$109,062

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
Strategy 1: Events	\$160,000	\$118,500	\$158,000	\$158,349	\$113,027	\$152,151
AR Totals	\$160,000	\$118,500	\$158,000	\$158,349	\$113,027	\$152,151