

## AUTHORIZATION REQUEST FOR FY 2012

**AR Title: NUTRITION RESEARCH**

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

**CBB Budget Component: Research**

### I. OVERVIEW

**A. AR Description:** Nutritional concerns about beef remain the #1 attitudinal barrier keeping key opinion leaders and consumers from choosing and recommending beef more often. The availability of scientific evidence is essential for improving beef's nutritional image. The Beef Checkoff nutrition research program is the only research initiative solely focused on providing the scientific proof that beef belongs in a healthful diet. Specifically, this AR addresses the plans for monitoring, evaluating, conducting and disseminating beef related human nutrition research. It is also aimed at increasing the visibility of beef nutrition research through educational outreach and relationship building in the scientific community. The projects and programs in this AR provide the scientific foundation for establishing beef as an everyday part of a healthful diet and as such are leveraged by all other nutrition related Beef Checkoff programs and the industry at large.

**B. Costs Requested from this AR\*: \$1,300,000**

Source of Funding	Total Costs	Direct Costs	Implementation**
Beef Board/BPOC	\$ 1,112,410	\$ 1,112,410	
Federation of SBCs (FSBCs)	\$ 187,590	\$ 187,590	
Other Sources ( <i>describe</i> )			
<b>Total Funds Requested</b>	<b>\$ 1,300,000</b>	<b>\$ 1,300,000</b>	

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

Total estimated Implementation for this AR is \$697,288; implementation by Tactic in Table IV.

\*\* Implementation for this and other RESEARCH ARs requested in separate R-05-2012.

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

**Completion date: 9/30/2014**

### 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. celebrity chefs, nutritionists, etc) in communicating the positive health and nutrition benefits of beef.
  - Identify and capitalize on growth opportunities with targeted market segments (e.g. ethnic, generational, attitudinal, etc.)

- **Strengthen the image of beef and the beef industry**
  - Strengthen efforts to proactively anticipate and rapidly respond to attacks on beef and the beef industry.
- **NCBA Initiatives Addressed by This AR:**
  - Establish beef as an everyday part of a healthy diet

**B. Committee That Reviewed This AR:** Joint Human Nutrition Research Committee

**C. Committee Recommendations for This AR:** The Joint Human Nutrition Research 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:** \$1,300,000

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

##### **Tactic 1A: Research to Demonstrate Beef’s Role in a Healthful Diet –**

This tactic will support the development and implementation of human nutrition research aiming to establish beef as an everyday food for health. Building on the 2015 Research Roadmap (developed with the FY 2011 AR), the research priorities will be targeted to generate evidence that gives consumers a “reason to believe” beef improves health and wellbeing. Specific research will be focused on beef’s role in:

1. Improving vitality and stamina (i.e. mental energy, physical performance)
2. Increasing emotional and physical satisfaction (i.e. adherence to a healthy diet, appetite control)
3. Positive health outcomes and overall diet quality (i.e. beef nutrient composition, animal protein dietary patterns, heart health, cancer)

This research will be leveraged by the nutrition influencer, public relations, issues management and channel marketing programs to protect and promote beef as an everyday food for health.

##### **▪ Measurable objectives:**

- By January 2012, solicit original research proposals that address research objectives identified in the 2015 Research Roadmap (2011 AR deliverable) listed above.
- Initiate (by May 2012) and complete (by September 2014) at least 4 research projects that best deliver on research objectives outlined above. Goal is to have at least one project addressing each of the three priority areas listed above in Tactic description.

- Through the Nutrient Database Improvement Research Project, generate nutrient analysis for publication in the USDA Nutrient Database for Standard Reference for ten popular beef cuts from the loin and round, replacing cuts with higher fat trim levels with leaner data that is more reflective of cuts currently in the retail case.

▪ **Proposed Direct Cost:** \$1,000,000

**Tactic 1B: Science Monitoring, Education and Outreach -**

This tactic will engage nutrition science opinion leaders and industry stakeholders with beef nutrition research through educational opportunities (i.e. conferences, workshops and symposia), written materials (i.e. manuscripts, editorials, fact sheets) and scientific networking events (i.e. receptions and meeting sponsorships). It also supports maintaining memberships and active engagement (i.e. committees and workgroups) in national level professional scientific societies and associations such as American Society for Nutrition, American Heart Association, and Institute of Food Technologists. Ongoing monitoring and evaluation of beef relevant nutrition research will also be conducted with this AR and will be used to inform programs beyond nutrition research such as Nutrition Influencers, Consumer Public Relations and Issues Management.

▪ **Measurable objectives:**

- Utilize an animal protein or meat protein focused scientific conference to align nutrition research agendas and increase scientific dialogue on the nutritional benefits of animal protein and meat rich diet with the goal in leveraging checkoff funded research through co-funded research and/or co-funded publications.
- At least 10 presentations of Beef Checkoff funded nutrition research are delivered at top-tier scientific conferences, workshops or symposia with abstracts reported in the public domain (through conference proceedings or through online member access to scientific associations or association websites).
- At least three peer-reviewed manuscripts and/or scientific fact sheets addressing beef's beneficial role in a healthful diet are published.
- Continue fostering partnerships with at least two national professional associations to increase visibility of beef nutrition research and programs and increase educational outreach as measured by placement of speakers or content on scientific programs, newsletters, and/or presence of Beef Checkoff support in ads and signage.

▪ **Proposed Direct Cost:** \$300,000

#### IV. DETAILED BUDGET SUMMARY

Strategy and Tactic	Program Manager	Completion Date	Total Est. FY 2012 Budget	Total Direct Cost	Direct Cost by Funding Source			Est. Impl.
					CBB/BPOC	FSBCs	Other	
Nutrition Evidence	S. McNeill	9/30/2014	\$ 1,348,644	\$ 1,000,000	\$ 855,700	\$ 144,300		\$348,644
Science Monitoring, Outreach and Dissemination	S. McNeill	9/30/2014	\$ 648,644	\$ 300,000	\$ 256,710	\$ 43,290		\$348,644
<b>Nutrition Total</b>			<b>\$1,997,288</b>	<b>\$ 1,300,000</b>	<b>\$1,112,410</b>	<b>\$ 187,590</b>	<b>\$ -</b>	<b>\$697,288</b>
<b>AR Totals</b>			<b>\$1,997,288</b>	<b>\$ 1,300,000</b>	<b>\$1,112,410</b>	<b>\$ 187,590</b>	<b>\$ -</b>	<b>\$697,288</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.

- No. The work of this AR will be complete in the timeline noted on the first page (October 1, 2011 to September 30, 2014). The work of this AR exceeds 12 months due to time needed for a Request for Proposals (RFP) and/or targeted research download and project design meetings, industry expert review of proposals, contract negotiation, project approvals by university campus Animal Care & Use Committees if live animals will be used in the research and in case of human nutrition, Institutional Review Board approval where human subjects are required and recruited. These standard requirements for biological science research take additional time before a project can begin. Therefore, to provide an ample timeline for project work to be completed, additional time is needed for the AR (36 months in total).

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

- The research priority direction has been updated with the development of the FY 2011 5-year Research Roadmap (*to be considered for approval by the Joint Human Nutrition Research Committee on August 4, 2011*) and integrates planning initiatives aimed at establishing beef as an everyday part of a healthful diet.
- As a result of updated research priority directions coupled with proposed budget reductions, the ongoing Nutrient Database Improvement (NDI) Project has been combined into Tactic 1A with one relevant measurable objective identified. In order to accomplish the other research objectives in Tactic 1A, NDI funding will need to be reduced as compared to FY 2011. External funding to supplement the Nutrient Database Improvement will be sought out. If adequate external funding is not secured, the NDI Project will be scaled back to accomplish the minimum of the NDI related measurable objective identified in Tactic 1A.
- 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:** USDA/Nutrient Data Laboratory, universities and health science centers and their affiliated research scientists, independent research companies and laboratories, and other contractors and vendors TBD as appropriate.
- **Will all work with subcontractors be competitively bid? If not, why not?**  
Subcontractors will be chosen via a Request for Proposals process and/or through the development of targeted research projects that are based on committee priorities, previous research expertise, budget rational and industry need.

**D. Identify any relationships between this AR and projects previously funded by the Operating Committee:** This AR builds upon knowledge gaps identified upon the completion of previous nutrition research and insights attained through market research indicators. It provides the scientific foundation and helps substantiate nutrition messages aimed at establishing beef as an everyday part of a healthy diet through the Marketing, Communications and Issues Response programs.

**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
Nutrition	\$ 1,222,500	\$ 180,500	\$ 1,403,000	\$ 215,892	\$ 31,861	\$ 247,753
<b>AR Totals</b>	<b>\$ 1,222,500</b>	<b>\$ 180,500</b>	<b>\$ 1,403,000</b>	<b>\$ 215,892</b>	<b>\$ 31,861</b>	<b>\$ 247,753</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
Nutrition Research	\$1,450,870	\$ 1,588,327	\$ 1,930,000	\$1,140,666	\$1,549,209	\$ 1,928,559
<b>AR Totals</b>	<b>\$1,450,870</b>	<b>\$1,588,327</b>	<b>\$ 1,930,000</b>	<b>\$1,140,666</b>	<b>\$1,549,209</b>	<b>\$ 1,928,559</b>