

CBB Budget Component - Consumer Information

<u>AR #</u>	<u>AR Description</u>	<u>Requested CBB Funding</u>
CI-01-2011	Northeast & N. Virginia Public Relations (MICA)	\$ 160,000
CI-02-2011	Consumer Public Relations (NCBA)	1,524,900
CI-03-2011	Telling the "BEEF Story" (ANCW)	50,000
CI-04-2011	Nutrition Influencer Program (NCBA)	717,100
CI-05-2011	National Beef Cook-off (ANCW)	427,000
CI-06-2011	Consumer Information Implementation (NCBA)	<u>1,734,875</u>
Total Requested		4,613,875
Total CBB Budget		<u>3,322,500</u>
Amount in Excess of Budget		<u><u>\$ 1,291,375</u></u>

