

CBB Budget Component - Promotion

<u>AR #</u>	<u>AR Description</u>	<u>Requested CBB Funding</u>
P-01-2011	Consumer Advertising (NCBA)	\$ 8,211,400
P-02-2011	New Product, Culinary Initiatives (NCBA)	977,500
P-03-2011	N.E. & N. Virginia Retail Marketing (MICA)	250,000
P-04-2011	Retail Marketing (NCBA)	2,167,100
P-05-2011	Foodservice Marketing (NCBA)	1,185,100
P-06-2011	N.E. & N. Virginia Foodservice (MICA)	65,000
P-07-2011	Veal Marketing and Communications (NCBA)	522,800
P-08-2011	Promotion Implementation (NCBA)	4,045,573
Total Requested		<u>17,424,473</u>
Total CBB Budget		<u>17,385,919</u>
Amount in Excess of Budget		<u><u>\$ 38,554</u></u>

