

AUTHORIZATION REQUEST FOR FY 2011

AR Title: NORTHEAST & NORTHERN VIRGINIA PUBLIC RELATIONS

Name of Contractor: Meat Importers Council of America

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 including state dietetic and family physician associations.

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. Disclosure of Implementation Costs Requested in Separate AR# _____:

Source of Implementation Funding	Implementation
Beef Board/BPOC	\$
Federation of SBCs (FSBCs)	\$
Other Sources (<i>describe</i>)	\$
Implementation Funds Requested in AR # _____	\$

D. Start date: October 1, 2010

Completion date: September 30, 2011

II. PLANNING INFORMATION FOR THIS AR

A. FY 2011 Priorities Addressed by This AR: Educate Influencers on Beef and Beef Production, Make Beef and Easy Choice, Demonstrate Beef's Value, Capitalize on the Power of Lean

B. Committee That Reviewed This AR: Joint Information Committee/Joint Public Relations Subcommittee

C. Committee Recommendations for This AR: Joint Information Committee/Joint Public Relations Subcommittee

III. PROGRAM INFORMATION FOR THIS AR

A. Strategy 1: Nutrition (*Refer to Appendix I for description, objectives and Long Range Plan Priorities addressed by this Strategy*)

Strategy 1 Proposed Cost: \$160,000

Specific Tactic Information:

Tactic 1A: Events - Sponsor and exhibit at three-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 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 (Schwann's or Roseda beef). Foodservice would include utilizing a foodservice partners' chef or restaurant at the exhibit. Integration can leverage the events to drive more beef sales.

Measurable objectives:

- Measure event by cost per impression (CPI); increase impressions from 8 million to 9-10 million and decrease CPI to \$.02-\$.04 per impression. The baseline of 5 million comes from the 2009 Beef Board audit of the 2007-08 programs. Final positive beef impressions from 2008-09 was about 8 million. Impressions will include print, web, radio and TV and can be before, during and after an event. Utilize independent PR contractors to amplify beef messaging around the event.
- Create and promote positive beef nutrition event messaging among social media networks such as Facebook, Twitter and other online engagement vehicles. This may be used to help measure opinions of consumers. Integrate NCBA PR campaigns (I Heart Beef) and social media as well as customized event web pages.
- Conduct targeted media outreach to long and short-lead nutrition and health media contacts prior to all events as well as on-site.

- Create an on-site event web-based “survey monkey” to allow consumers to take a quiz. The survey will be completed before leaving the exhibit and will offer the consumers some type of incentive such as an entry into a raffle for a free grill. Since the current budget is not large enough to do focus groups and other surveys, this would be the best way to establish a measureable benchmark.
 - Determine specific number of materials distributed at each event to identify a benchmark. Compare to the total number of materials distributed at the previous year or at similar event.
 - Calculate the number of samples distributed to consumers. Sampling numbers are a tool as well, but not always that effective. Sampling encourages consumers to visit the booth so a meaningful conversation can happen. It is difficult to measure the effectiveness of a meaningful conversation. This could be a part of the survey questionnaire that asks consumers how often they consume beef.
 - Identify a foodservice or retail partner for each of the three-four events. Evaluate other matrixes, following the event, such as coupon redemption or sampling numbers.
 - Secure a beef partnership with each event. For example, each person that purchases a ticket to the event receives a recipe card with our logo and URL information. Link the event to our exhibit space. This encourages a pre-media event and onsite media event. Some other examples include: (1) provide demo samples to consumers after chef has done cooking demo. (2) give away 1 t-shirt per hour to draw attention to the booth and (3) have consumers participate in a beef contest.
 - Create a master database with a field to assign how the contact info was collected and at which event. Email a coupon incentive and determine how many consumers opened the email and how many used the coupon. Measure effectiveness with electronic coupon offer and how many times consumers visited the website.
 - Obtain regional market research analysis with assistance from NCBA to track market movements in a particular area and beef consumption levels.
- **Proposed cost:** \$145,000

Tactic 1B: Nutrition Influencers- Educate influencers by exhibiting at dietetic meetings and offering additional outreach opportunities. Find influencers that love beef and empower them to talk about beef. Invite them to be a special guest on “Getting to the matter of meat” podcast. A podcast, blog, and listserv all can help establish concrete benchmarks over time as well as increasing positive messages and dialogue about beef in the media. Assist influencers when working with the media to create positive messages about beef. Develop a food frequency tool to determine meat consumption among the targeted influencers and their patients or clients.

Measurable objectives:

- Increase the number of dietitians participating in webinar program FY 11 by 25%. FY 10 was 142 dietitians and FY 09 was 110 RDs.
- Exhibit at a minimum of four state dietetic meetings. These dietetic meetings serve as tool to distribute beef checkoff materials to a powerful group of influencers. Empower them to become ambassadors for beef. Invite beef producers to the meetings to interact with dietitians.
- Create a database of dietitians collected from those meetings and begin a listserv with open dialogue i.e. new beef checkoff materials, podcasts and a survey monkey with an incentive for taking it.
- Continue to identify new influencer groups such as the Association of Family Physicians for sponsorship and distribution of nutrition materials in the northeast.
- Partnership with the Dairy Council and the Philadelphia Dietetic Association to help fight childhood obesity in the City of Philadelphia. This partnership includes working with the Mayor of Philadelphia and can leverage beef in a very positive way. This partnership would garner positive media coverage and allow the increase of visibility for beef recipes and cooking tips.
- Determine specific number of materials distributed at each dietetic meeting to identify a benchmark. Compare to the total number of materials distributed at the previous year.
- Create an on-site meeting web-based survey monkey to allow influencers to take a quiz. Utilize the survey to identify how often influencers will recommend eating beef etc. The survey will be completed before leaving the meeting and will offer the influencers some type of incentive such as a coupon to provide to their patients or clients.
- Initiate a Beef Nutrition “Farm to Plate” Series for Dietitians to provide additional continuing education and exposure for beef.

- **Proposed cost:** \$15,000

IV. DETAILED BUDGET SUMMARY

Strategy & Tactic	Program Manager	Completion Date	Total FY 2011 Budget	Budget by Funding Source		
				CBB/BPOC	FSBCs	Other
Strategy 1: Nutrition	Laurie Bryant	9/30/2011				
Tactic 1A: Events			\$145,000	\$145,000		
Tactic 1B: Influencers			\$15,000	\$15,000		
Totals - Strategy 1			\$160,000	\$160,000		
AR Totals			\$160,000	\$160,000		

V. SUPPLEMENTAL INFORMATION

A. Changes from FY 2010 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.
- New nutrition influencer groups, per outreach in FY 10.

B. 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

C. Identify any relationships between this AR and projects previously funded by the Operating Committee: This AR was funded in the previous five fiscal years as a regional extension of the National Consumer PR project. This AR achieved greater success this year by partnering with national companies, such as Schwan's, and regional retailers, such as Roseda Beef.

D. Summary of Prior Year AR Budgets and Expenses:

Strategy & Tactic	FY 2010 Approved Budgets			FY 2010 Actual Expenses (through May's month end)		
	CBB/BPOC	FSBCs	Total	CBB/BPOC	FSBCs	Total
Strategy 1: Nutrition						
Tactic 1A: Events	\$145,000		\$145,000	\$108,475		\$108,475
Tactic 1B: Influencers	\$15,000		\$15,000	\$ 8,039		\$ 8,039
Totals - Strategy 1	\$160,000		\$160,000	\$116,514		\$116,514
AR Totals	\$160,000		\$160,000	\$116,514		\$116,514

E. Historical Summary of Budgets and Expenses:

Strategy & Tactic	Total Approved Budgets			Total Actual Expenses		
	FY 2009	FY 2008	FY 2007	FY 2009	FY 2008	FY 2007
Strategy 1: Events	\$118,500	\$158,000	\$106,000	\$113,027	\$152,151	\$103,711
AR Totals	\$118,500	\$158,000	\$106,000	\$113,027	\$152,151	\$103,711