

AUTHORIZATION REQUEST FOR FY 2011

AR Title: Telling the “BEEF Story”

Name of Contractor: American National CattleWomen, Inc.

CBB Budget Component: Consumer Information

I. OVERVIEW

A. AR Description: This AR is a program to enable CattleWomen to become pro-active in communicating a positive and factual message about the animal welfare and environmental practices used in today’s beef production. ANCW will not develop any new materials or strategies but will utilize those already in existence that are in accordance with the Industry Long Range Plan and Priorities. The “BEEF Story” will be told to large numbers of consumers –face to face. ANCW members are women with a very strong passion for the beef industry who are also consumers, sisters, mothers and grandmothers that will have **tremendous credibility** with the audience.

B. Costs Requested from this AR:

Source of Funding	Total	Direct Costs	Implementation
Beef Board/BPOC	\$ 50,000	\$ 40,000	\$ 10,000
Federation of SBCs (FSBCs)	\$	\$	\$
Other Sources (ANCW)	\$ 10,000	\$	\$ 10,000
Total Funds Requested	\$ 60,000	\$ 40,000	\$ 20,000

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: December 31, 2011

II. PLANNING INFORMATION FOR THIS AR

A. FY 2011 Priorities Addressed by This AR: Reconnect Consumers with Beef Production and Make Beef an Easy Choice.

B. Committee That Reviewed This AR: Joint Public Relations Subcommittee, ANCW Animal Welfare Committee and ANCW Executive Committee.

C. Committee Recommendations for This AR: The Joint Information Committee and Joint Public Relations Subcommittee recommend to the Operating Committee that this AR be approved for funding in FY2011.

III. PROGRAM INFORMATION FOR THIS AR

A. Strategy: Industry Resource

Strategy 1 Proposed Cost: \$ 60,000.00

Specific Tactic Information:

Tactic 1A: “Tell the BEEF Story” - Be proactive speaking, communicating with large numbers of consumers (not fellow beef producers) regarding animal welfare and environmental issues as they pertain to beef production. A proven and tested strategy will be used to give consumers “permission to eat beef.” This tactic will help consumers get past their internal conflict created by animal activists that all animals have rights same as people, that they should not be subjected to “factory farms” just to allow a consumer the pleasure of a great steak. The beef production industry must be transparent in all they do to produce meat – from pasture to plate.

This will be done by sourcing existing industry collateral (DVDs, power points, written handouts, websites, etc) that properly convey the way conventional animal production is done today showcasing the excellent animal welfare and environmental practices in place today.

A highly skilled speaking coach will train and equip ANCW members from across the USA to be available to present the “BEEF Story” to both small and large consumer groups effectively and professionally. (Ex. civic groups as Lions, Rotary, etc.) These members will come to a 2 day training session, and will be trained using the industry information. They must have already passed the MBA program and be certified in BQA. Once they are trained they will be provided with the collateral, laptops, projectors and travel expense to enable them to make these presentations.

- Each presenter will be evaluated by their audience through the use of a simple survey to quantify the effectiveness of the presentation. (For example, audience members will be asked if the information presented increased the likelihood that they will buy beef products, have a better understanding of the industry, etc.) The evaluations will help to insure presentations are professional, targeted, and persuasive.

- To increase the impact of this effort, a train-the-trainer model will be used. That is, the 20 members who receive the initial training will be asked to train and mentor others interested in serving the industry by making professional presentations to non-producer organizations. This will not only expedite the dissemination of the training but will also significantly impact the return on investment. They will each train 10 others.
- Each participant (20) in the initial training will be expected to be available to offer a reasonable number of presentations throughout the year at various locations around the country. The expectation is that this effort will develop a cadre of dynamic, professional spokespeople who are available to speak where an accurate message of beef production is most needed. Each will make 25 presentations.
 - (Note: \$7,000.00 of the ANCW provided funds will be used to purchase LCD projectors, ANCW will own these assets. The speakers will utilize their own laptops initially. This allows \$8,000.00 for the Speaker Training Session and \$25,000.00 for travel expenses to make the 500 presentations. Approximately \$50/per presentation. If the audiences average 50 each that is \$1.00 per consumer.)

To disseminate further the “BEEF Story” a partnership with a key women’s organization will be developed. An example is the Jr. League – they have a program “Kids in the Kitchen.” They teach kids how to eat properly to help fight youth obesity. By partnering with them would mean they will be provided educational materials on beef they can use. In addition to nutrition, again the “BEEF Story” will be told. Also ANCW members can work with them in their local groups where possible. There are 160,000 Jr. League members in the USA. This will extend the “BEEF Story” message significantly. Other possible groups include the Soroptimists, Business & Professional Womens’ clubs, etc.

Measurable objectives:

1. Source existing key industry information (BQA, MBA, Explore BEEF.org, Animal Ag Alliance, Humane watch.org, etc.) and put in place on the ANCW website a concise library of information grouped by key topic areas. (Factory Farms, Antibiotics in meat, Humane handling procedures, etc.) to address today’s consumer concerns.
 - Have this area of the website up by Jan 1, 2011
 - Have downloadable 1 page “Fact Sheets”
 - Provide wallet cards with talking points
2. Train and equip 20 ANCW members across the USA to be available to present this message to small and large consumer groups effectively and professionally. They will each train 10 others.
3. Partner with one key national women’s consumer organization that utilizes the “BEEF Story” in one of their programs. An evaluation process will be

developed for this tactic through the use of surveys that will enable a way to quantify the effectiveness of the overall program.

- **Proposed cost:** \$ 50,000.00

Tactic 1B: “Tell Youth the BEEF Story” - Be proactive speaking to and communicating with large youth organizations.

Establish partnerships with youth organizations. (Examples are: 4-H, FFA, Boy Scouts and Girl Scouts). Provide them a program/project or curriculum specific to their organization that accurately conveys the “BEEF Story”.

Utilize the pilot project “College Aggies Online” successfully launched by ANCW and the Animal Ag Alliance in the 2009-2010 school year. This program challenged ag clubs such as Block & Bridle, Cattle Growers, ANCW Collegiate Chapters and individuals to become proactive on college campuses and tell the true story about animal agriculture. A contest was designed so that the most active clubs or individuals received a scholarship. The top winner was given a trip to and was recognized at the annual meeting of the Animal Ag Alliance Stakeholder held in Washington DC. At the conclusion of the first year over 350 students in over 50 universities were writing, blogging, speaking, and producing videos about animal agriculture.

Measurable objectives:

1. Successfully implement a project or curriculum on the “BEEF Story” with 25 chapters of these youth groups. An evaluation process will be developed for this tactic through the use of entrance and exit surveys that will enable a way to quantify the effectiveness of the overall program. A baseline attitude will be set this first year.
2. Provide a special contest category for students to “Tell the BEEF Story” by offering a cash prize and attendance at the national BEEF Industry conventions where they will be recognized by both NCBA and ANCW. There will be specific objectives and activities they must do to win this contest. Success will be 50 students in over 20 schools competing for this contest.

- **Proposed cost:** \$ 10,000.00

IV. DETAILED BUDGET SUMMARY

Strategy & Tactic	Program Manager	Completion Date	Total FY 2011 Budget	Budget by Funding Source		
				CBB/BPOC	FSBCs	Other
Strategy 1: Industry Resource						
Tactic 1A: Tell the BEEF Story	ANCW Staff	12/31/11	50,000.00	43,000.00		7,000.00
Tactic 1B: Tell Youth the BEEF Story	ANCW Staff	12/31/11	10,000.00	7,000.00		3,000.00
Totals - Strategy 1			\$ 60,000.00	50,000.00		\$10,000.00
AR Totals			\$ 60,000.00	\$50,000.00		\$10,000.00

V. SUPPLEMENTAL INFORMATION

A. Changes from FY 2010 Approved AR: N/A

B. Subcontractor information:

- **Name of proposed subcontractor: N/A**
- **Will all work with subcontractors be competitively bid? Yes if any are utilized**
 - **If not, why not?**

C. Identify any relationships between this AR and projects previously funded by the Operating Committee: N/A