

AUTHORIZATION REQUEST FOR FY 2011

AR Title: NUTRITION INFLUENCER PROGRAM

Name of Contractor: National Cattlemen's Beef Association

CBB Budget Component: Consumer Information

I. OVERVIEW

A. AR Description: This Authorization Request motivates influential health professionals – health professionals who teach, write, speak to groups, blog, report for media outlets – to choose and recommend beef to consumers. Consumers are continually bombarded with nutrition messages, as a result, they are closely scrutinizing who is giving them information, ranking health professionals as the most credible information sources available to them according to the 2009 IFIC Food & Health Survey.

FY2011 will be a critical year for nutrition communications with the release of the Dietary Guidelines for Americans expected at the end of the 2010.

These checkoff-funded efforts educate about how beef fits into a healthy dietary pattern, shares health benefits of beef as a high-quality protein source, corrects misinformation about beef's fatty acid profile, reinforces the accessibility and popularity of the 29 lean beef cuts and highlights meat case labeling opportunities.

Reaching health professionals through the Nutrition Influencer program is critical to the success of the beef industry, as ultimately these influencers have the power to withhold or give consumers permission to enjoy beef.

B. Costs Requested from this AR:

Source of Funding	Total	Direct Costs	Implementation
Beef Board/BPOC	\$ 717,100	\$ 717,100	\$
Federation of SBCs (FSBCs)	\$ 105,900	\$ 105,900	\$
Other Sources (<i>describe</i>)	\$	\$	\$
Total Funds Requested	\$ 823,000	\$ 823,000	\$

C. Disclosure of Implementation Costs Requested in Separate AR:

Source of Implementation Funding	Implementation
Beef Board/BPOC	\$ 730,634
Federation of SBCs (FSBCs)	\$ 107,922
Other Sources (<i>describe</i>)	\$ -
Funds Requested in AR CI-06-2011	\$ 838,556

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, Make Beef An Easy Choice, Demonstrate Beef's Value, Capitalize on Power of Lean

B. Committee That Reviewed This AR: Joint Nutrition and Health Committee

C. Committee Recommendations for This AR: The Joint Nutrition and Health Committee recommend to the Operating Committee that this AR be approved for funding in FY2011.

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 Cost: \$823,000

Specific Tactic Information:**Tactic 1A: Nutrition Influencer Program**

The goal of this tactic is to help motivate health professionals to recommend beef as a high-quality protein source.

EDUCATIONAL OUTREACH

In this tactic, we will provide beef nutrition education, resources and expertise to the foremost nutrition thought leaders and health professionals around the country. We will use in-person sessions, beef's grassroots speakers bureau program called the 'Nutrition Seminar Program,' state and national association meetings and webinar technology to reach health professionals. We will actively build content for and promote BeefNutrition.org as the most comprehensive beef nutrition resource online for health professionals. We also will establish a benchmark for site traffic to BeefNutrition.org, which is being redesigned and re-launched as part of the Beef Checkoff's 2010 plan.

A major emphasis of this program will be to help health professionals understand how beef fits into the 2010 Dietary Guidelines recommendations. Topics will include beef's nutritional benefits and how beef fits into a healthy dietary pattern, accessibility and popularity of today's lean beef, beef's positive fatty acid profile, beef production, recent research findings from Beef in an Optimal Lean Diet (BOLD).

RESOURCE DEVELOPMENT

For state partners, this tactic will include a comprehensive set of "Beef Fuels Your Life" resources such as recipes and consumer leaflets that can be used at local nutrition and health-oriented events.

BUILDING PARTNERSHIPS

We will explore and develop national partnerships with fruit, vegetable and whole grains commodity groups to unveil how beef fits into a healthy dietary pattern and continue to work with fellow commodity groups to provide motivating nutrition information through multiple coalitions: the Dietary Guidelines Alliance, Nutrient Rich Foods Coalition, Meat & Poultry Nutrition Labeling Coalition and Choline Coalition.

- **Measurable objectives:**
 - Educate at least 3,000 dietitian leaders at the annual 2011 American Dietetic Association's Food and Nutrition Conference and Expo to help them become stronger advocates for beef.
 - Engage at least 500 targeted nutrition influencers on the latest beef nutrition science and mobilize them with the consumer messaging through interactive beef nutrition webinars.
 - Provide the latest beef nutrition research and news to 25,000 key thought leader health professionals and credentialed influencers via email distribution, one-on-one interaction and BeefNutrition.org.
 - Reach health professionals across at least 30 states through Nutrition Seminar Programs with an emphasis on today's beef industry in addition to beef nutrition topics.
 - Continue fostering a partnership with at least one professional nutrition organization such as the American Dietetic Association in order to strengthen a positive beef nutrition presence among health professionals.

- **Proposed cost:** \$823,000

IV. DETAILED BUDGET SUMMARY

Strategy & Tactic	Program Manager	Completion Date	Total FY 2011 Budget	Budget by Funding Source		
				CBB/BPOC	FSBCs	Other
Nutrition Influencers	M. Murray	9/30/11	\$ 823,000	\$ 717,100	\$ 105,900	
Nutrition Total			\$ 823,000	\$ 717,100	\$ 105,900	
AR Totals			\$ 823,000	\$ 717,100	\$ 105,900	

V. SUPPLEMENTAL INFORMATION

A. Changes from FY 2010 Approved AR:

- The Dietary Guidelines Advisory Committee is finalizing the next set of Guidelines, scheduled to be released by the end of the calendar year 2010. The Advisory Committee has indicated they will recommend a plant-based dietary pattern with moderate red meat consumption, making educational efforts around lean beef toward health professionals in the coming year critical.
- With the mandatory meat case labeling rule expected soon, educational efforts will focus on ensuring health professional influencers have accurate information on the benefits of nutrition labeling in the meat case.

B. Subcontractor information:

- **Name of proposed subcontractor:**
 - Edelman
 - Printers and writers as needed
- **Will all work with subcontractors be competitively bid? If not, why not?**
 - Edelman Public Relations was selected in October 2003 as the principal agency to work on the beef nutrition program in the areas of public relations and nutrition/health influencer communications. The contract was competitively bid and Edelman was selected because they possess unique expertise and experience about the nutrition issues environment, making them a unique service provider.
 - Writers are chosen for their expertise in the field. Print projects are competitively bid.

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

Nutrition tactics included in this Authorization Request build upon and complement nutrition projects previously funded by the Operating Committee since 1986.

D. Summary of Prior Year AR Budgets and Expenses:

Strategy	FY 2010 Approved Budgets			FY 2010 Actual Expenses (NCBA's as of 5/31/10)		
	CBB/BPOC	SBC's	Total	CBB/BPOC	SBC's	Total
Nutrition	\$ 846,800	\$ 81,490	\$ 928,290	\$ 268,176	\$ 25,812	\$ 293,988
AR Totals	\$ 846,800	\$ 81,490	\$ 928,290	\$ 268,176	\$ 25,812	\$ 293,988

E. Historical Summary of Budgets and Expenses:

	Total Approved Budgets			Total Actual Expenses		
	FY 2009	FY 2008	FY 2007	FY 2009	FY 2008	FY 2007
Nutrition	\$ 1,029,833	\$ 1,215,000	\$ 1,215,000	\$1,006,570	\$1,247,158	\$ 1,245,429
AR Totals	\$ 1,029,833	\$ 1,215,000	\$ 1,215,000	\$1,006,570	\$1,247,158	\$ 1,245,429