

AUTHORIZATION REQUEST FOR FY 2011

AR Title: NATIONAL BEEF AMBASSADOR PROGRAM

Name of Contractor: American National CattleWomen, Inc.

CBB Budget Component: Industry Information

I. OVERVIEW

A. AR Description: This Authorization Request describes a continuation of the long term work conducted by State and National Beef Ambassadors to build beef demand and reinforce a positive image of beef production to consumers.

B. Costs Requested from this AR:

Source of Funding	Total	Direct Costs	Implementation
Beef Board/BPOC	\$100,000	\$53,000	\$47,000
Federation of SBCs (FSBCs)	\$	\$	\$
Other Sources *	\$ 40,000	\$33,000	\$7,000
Total Funds Requested	\$140,000	\$86,000	\$54,000

*Farm Credit services, ZimmComm, ANCW Foundation, New York Beef Industry Council, Northeast Beef Promotion Initiative, Certified Angus Beef, Browning Kimball Foundation, USDA and private donations.

C. Disclosure of Implementation Costs Requested in Separate AR# N/A

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: January 1, 2011

Completion date: December 31, 2011

II. PLANNING INFORMATION FOR THIS AR

A. FY 2011 Priorities Addressed by This AR: Educate Influencers on Beef and Beef Production, Reconnect Consumers with Beef Production, Make Beef an Easy Choice, Capitalize on the Power of Lean

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

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

III. PROGRAM INFORMATION FOR THIS AR

A. Strategy 1: Industry Resource

Strategy 1 Proposed Cost: \$140,000

Specific Tactic Information:

Tactic 1A: Educate Consumers about the Beef Industry through Personal Presentations, Beef Event Promotions and Fresh Personal Contact on Selected Online Properties

The National Beef Ambassador Program works with twenty youth in states across the country. These twenty *State Beef Ambassadors* educate consumers in their respective areas. Additionally, five of these young adults are chosen to represent the *National Beef Ambassador Team* and educate consumers on a national level.

Today's youth are bombarded with anti-beef messages that often find their way into schools. The twenty *State Beef Ambassadors* located across the nation will go into classrooms, daycares, after school programs and attend youth organization activities where they will make presentations about their personal experiences with beef and the beef industry, including industry messages on nutrition, animal welfare, environment and other key topics. Presentations will incorporate messages developed in other checkoff funded projects, will be interactive and will also engage influencers including teachers and supervisors.

State Beef Ambassadors also have the opportunity to increase consumer reach through their attendance at in-state promotional events during consumer expos, health fairs and in-store demonstrations. In twenty different states across our nation *State Beef Ambassadors* will share personal experiences, product samples and key beef messaging on nutrition, recipes, preparation, animal welfare, environment and other key issues.

Working in partnership with the Northeast & Northern Virginia Public Relations AR as well as state beef council staff from the New York State Beef Industry Council, members of the *National Beef Ambassador Team* will assist with designated consumer promotions in the Northeast region of the United States. These promotions may include:

- Boston Marathon
- Washington, D.C. Health & Fitness Expo
- Food & Wine Festival at National Harbor
- Metropolitan Cooking and Entertaining Show (DC)
- The New York State Fair
- Pennsylvania Farm Show

Additionally, each of the five *National Beef Ambassador Team* members engages in online beef advocacy every day of the business week, assuring beef industry messaging is fresh and personal on the beef

ambassador online properties. Each day Monday through Friday a Beef Ambassador will:

- Post a personal story or entry on the Beef Ambassador Blog as well as pictures and links to additional beef information.
- Tweet a beef fact or link to a beef online story on the Beef Ambassador Twitter page.
- Leave a beef message, which may include links, pictures and video on the National Beef Ambassador Facebook page.

Furthermore each *National Beef Ambassador* will be responsible for creating at least one video during the year to strengthen beef’s image. These videos will be placed on the You Tube website.

▪ **Measurable objectives:**

1. Make a minimum of three youth/student presentations in at least twenty different states for a total of 60 presentations nationwide reaching approximately 1,800 students.
2. *State Beef Ambassadors* will reach at least 20,000 consumers through in-state promotions.
3. The *National Beef Ambassador Team* members will assist with a minimum of five consumer promotions in the Northeast touching at least 100,000 consumers and making 1.5 million impressions through media outlets.
4. Increase blog readership by 10% with a baseline average of 965 page views per month, Facebook friends by 15% with a starting point of 2,200 and Twitter followers by 15% with a baseline of 500 followers.
5. Realize a total of 500 video views on all beef ambassador videos placed on You Tube.

Proposed cost: \$140,000

IV. DETAILED BUDGET SUMMARY

Strategy & Tactic	Program Manager	Completion Date	Total FY 2011 Budget	Budget by Funding Source		
				CBB/BPOC	FSBCs	Other
Strategy 1: National Beef Ambassador Program						
Tactic 1A: Educate Consumers Through Personal Contact	ANCW	12/31/11	\$ 86,000	\$53,000		\$ 33,000
Implementation	ANCW	12/31/11	\$ 54,000	\$47,000		\$ 7,000
Totals - Strategy 1			\$ 140,000	\$100,000		\$ 40,000
AR Totals			\$ 140,000	\$100,000		\$40,000

V. SUPPLEMENTAL INFORMATION

A. Changes from FY 2010 Approved AR:

- Each of our State and National Beef Ambassadors will be required to participate in the Masters of Beef Advocacy Program.

B. Subcontractor information: N/A

- Name of proposed subcontractor:
- Will all work with subcontractors be competitively bid? If not, why not?

C. Identify any relationships between this AR and projects previously funded by the Operating Committee: Each of our State and National Beef Ambassadors will participate in the Masters of Beef Advocacy Program. Ambassadors use materials developed by other checkoff programs in their education efforts nationwide. Our National Beef Ambassadors are an integral part of booth staff during a number of the Northeast Beef Promotions.

D. Summary of Prior Year AR Budgets and Expenses:

Strategy & Tactic	FY 2010 Approved Budgets			FY 2010 Actual Expenses (through most recent month end)		
	CBB/BPOC	Other	Total	CBB/BPOC	Other	Total
Strategy 1: NBAP						
Tactic 1A: Consumer Education	\$ 23,100	13,000	\$ 36,100	\$11,980		\$ 11,980
Tactic 1B: Youth Education	\$ 22,400	13,000	\$ 35,400	\$11,174		\$11,174
Tactic 1C: Consumer Education	\$ 24,500	14,000	\$ 38,500	\$23,154	\$1,330	\$24,484
Strategy 4: (Include name)						
Totals - Strategy 1						
Tactic 4B: (Include title)						
Totals - Strategy 4						
AR Totals	\$ 70,000	\$ 40,000	\$ 110,000	\$46,308	\$1,330	\$47,638

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: NBAP/ANCW	\$ 0	\$ 118,000	\$ 118,000	\$ 0	\$ 118,094	\$ 118,139
AR Totals	\$ 0	\$ 118,000	\$ 118,000	\$ 0	\$ 118,094	\$ 118,139