

AUTHORIZATION REQUEST FOR FY 2011

AR Title: BEEF QUALITY ASSURANCE

Name of Contractor: National Cattlemen's Beef Association

CBB Budget Component: Industry Information

I. OVERVIEW

A. AR Description: This Authorization Request describes the plan of work for implementing the industry's Quality Assurance initiative. The AR describes the proposed tactics for industry's producer oriented quality assurance educational programs for both beef and dairy producers.

B. Costs Requested from this AR:

Source of Funding	Total	Direct Costs	Implementation
Beef Board/BPOC	\$ 703,600	\$ 703,600	\$
Federation of SBCs (FSBCs)	\$ 103,900	\$ 103,900	\$
Other Sources (<i>describe</i>)	\$	\$	\$
Total Funds Requested	\$ 807,500	\$ 807,500	\$

C. Disclosure of Implementation Costs Requested in Separate AR:

Source of Implementation Funding	Implementation
Beef Board/BPOC	\$ 484,977
Federation of SBCs (FSBCs)	\$ 71,636
Other Sources (<i>describe</i>)	\$ -
Funds Requested in AR II-05-2011	\$ 556,613

D. Start date: October 1, 2010

Completion date: September 30, 2011
(Tactic 1A: March 30, 2012)

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
- Develop and expand international markets
- Implement cohesive safety solutions

B. Committee That Reviewed This AR: Joint Producer Education Committee and Quality Assurance Advisory Board.

C. Committee Recommendations for This AR: The Joint Producer Education Committee and Quality Assurance Advisory Board recommend to the Operating Committee that this AR be approved for funding in FY2011.

III. PROGRAM INFORMATION FOR THIS AR

A. Strategy 1: Modern Beef Production

Strategy 1 Proposed Cost: \$ 807,500

Specific Tactic Information:

Tactic 1A: National Beef Quality Audit – Past audits have successfully quantified factors affecting the quality of beef carcasses, cuts, and by-products. The 2010-11 audit will focus on:

- Capturing benchmark data to measure industry performance relative to historic quality measures;
 - Reinvigorating face to face interviews with channel participants to better understand the concerns of feedlot, packer, wholesaler, retailer, and food service sectors relative to beef quality in terms of both products and processes; and
 - Conduct on-line survey to access input from the cow-calf, seedstock and stocker segments as to their objectives, goals and actions *that impact beef quality factors*.
 - Execute at least one strategy workshop that outlines a roadmap for improving the quality of beef. Develop an outreach and educational strategy to coordinate communication of workshop results to beef cattle producers and channel participants.
- **Measurable objectives:**
 - Complete a final report and analysis that quantifies the beef industry's quality performance from gate to plate. This document will assess the historic factors affecting quality as determined in previous audits plus the concerns and perspectives of the beef supply chain relative to beef production practices that affect beef demand.
 - Based on workshop outcomes, establish benchmark criteria and measurements in FY 2011 of program implementation/certification and perceived value among producers. Explore interim Beef Quality Audit benchmark opportunities to measure this progress.
 - Provide beef quality audit results and workshop interpretation to other program teams (e.g., safety research, issues management, etc.) with responsibility for connecting consumers and influencers to beef production to leverage these initiatives. Explore opportunities to benchmark extension and reach of

results In FY 2011 via web search engines and/or media tracking services like CARMA.

- **Proposed cost:** \$300,000 (18 month request)

Tactic 1B: Beef Quality Assurance Training – Develop training programs and facilitate implementation of on-farm BQA practices and tools. Target audience for training will include seedstock, cow-calf, stocker/backgrounder, feeders, dairy, auction markets and transporters. Materials will be distributed via local certification meetings, postings and notices on bqa.org website, veterinarian extension to clients or in the media. Specific efforts will:

- Implement a voluntary online certification program through a partnership with the Kansas State University veterinary college, beta-test the system while assuring alignment with state programs, and update training modules with BQA developed programs completed in 2010.
- Deliver at least 25 Stockmanship and Stewardship programs in the fiscal year in partnership with allied industry.
- Distribute and enhance feedyard, stocker and cow-calf assessment training tools for utilization by state coordinators, extension educators, and affiliates.
- Fund at least 6 state pilot projects with an emphasis on regional state partnerships that create innovation in quality assurance related discovery and education.

- **Measurable objectives:**

- Achieve at least 50% state utilization of the online certification program. Measure will be confirmed by capturing sign up forms required by state affiliates or beef councils to implement the program.
- Capture summary feedback by state on annual BQA activities and impact. Summary would include an overall measure within the state based on BQA utilization (e.g., state would report high, medium or low utilization among producers with perspective on progress being made). Benchmarks to be set in FY 2011.

- **Proposed cost:** \$ 297,500

Tactic 1C: Beef Quality Assurance Outreach – Provide support to regional and state programs to drive industry implementation of BQA practices and protocols. Specifics of this effort will include the following:

- Conduct 21st Annual State Coordinators BQA Meeting and training workshop (i.e., in-service) to advance the distribution and uptake of the programs created by the BQA program. Assure that the training includes results from food safety team and other affiliated teams within NCBA.
- Implement state coordinator training and support including password protected web improvements including a resource sharing center, new coordinator mentoring, and more convenient

access to BQA materials. Enhance and upgrade the BQA website for content, ease of use, and flexibility to supplement state training efforts.

- Expand training program advertising and outreach in conjunction with at least three industry partners to enhance producer involvement with BQA programs.
- Implement National BQA award program and leverage program to enhance producer adoption of BQA protocols and to communicate effectively with consumer and decision influencers.
- **Measurable objectives:**
 - Achieve a minimum of 36 state coordinators attending the 21st Annual in-service training (i.e., train the trainer). Follow-up via email to state coordinators to confirm a minimum of 50% have incorporated one of the tools covered in the training (e.g., cattle handling modules, on-line producer certification, safety modules, etc.).
 - Expand reach of training notification via multiple channels (e.g., LMA online, Superior and Western Livestock video auctions, etc.). Pursue opportunity to benchmark reach in FY 2011 and measure improvement in FY 2012.
- **Proposed cost:** \$ 210,000

IV. DETAILED BUDGET SUMMARY

Strategy & Tactic	Program Manager	Completion Date	Total FY 2011 Budget	Budget by Funding Source		
				CBB/BPOC	FSBCs	Other
National Beef Quality Audit	Brad Schneider	3/30/12	\$ 300,000	\$ 261,390	\$ 38,610	
Beef Quality Assurance Training	Ryan Ruppert	9/30/11	\$ 297,500	\$ 259,230	\$ 38,270	
Beef Quality Assurance Awareness	Ryan Ruppert	9/30/11	\$ 210,000	\$ 182,980	\$ 27,020	
Product			\$ 807,500	\$ 703,600	\$ 103,900	
AR Totals			\$ 807,500	\$ 703,600	\$ 103,900	

V. SUPPLEMENTAL INFORMATION

A. Changes from FY 2010 Approved AR:

- Conduct National Beef Quality Audit
- Increase availability of online training support
- Develop training to support the cow-calf, stocker and feeder assessment programs

B. Subcontractor information:

- **Name of proposed subcontractor:** University contractors, the Minnesota Beef Council; Pennsylvania Beef Council; Kansas State University; AgriVision Productions, Inc.; Dairy Calf & Heifer Association (DCHA), Others vendor/subcontractors to be determined as project needs dictate

Quality Assurance State Pilot Project proposals will be reviewed and evaluated for potential funding by a working group composed of members of the Quality Assurance Advisory Board and members of the Joint Producers Education Committee.

- **Will all work with subcontractors be competitively bid? If not, why not?**

Educational development/production materials for the Quality Assurance program will be competitively bid by qualified vendors.

C. Identify any relationships between this AR and projects previously funded by the Operating Committee: This AR is a continuation of the Industry's Quality Assurance initiative (Beef Quality Assurance and Dairy/Beef Quality Assurance) and further builds upon and expands previous efforts and programs developed and implemented by the industry's Quality Assurance initiative. The beef industry's Quality Assurance commitment and initiative began in 1987. The programs, projects and educational materials to be developed as outlined in this FY AR will further support and advance the producer's commitment to addressing the consumers concerns about production practices that influence the safety, wholesomeness and quality of beef and beef products. Through the Quality Assurance tactic of Consumer Awareness, BQA will work with PR, Foodservice, and Retail teams to promote BQA practices to consumer influencers and communicators.

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
Product	\$ 756,700	\$ 72,829	\$ 829,529	\$ 212,952	\$ 20,497	\$ 233,449
AR Totals	\$ 756,700	\$ 72,829	\$ 829,529	\$ 212,952	\$ 20,497	\$ 233,449

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
Product	\$ 724,234	\$ 940,000	\$ 712,000	\$ 722,103	\$ 901,009	\$ 707,470
AR Totals	\$ 724,234	\$ 940,000	\$ 712,000	\$ 722,103	\$ 901,009	\$ 707,470

