

## AUTHORIZATION REQUEST FOR FY 2011

**AR Title:** NORTHEAST & NORTHERN VIRGINIA FOODSERVICE

**Name of Contractor:** Meat Importers Council of America

**CBB Budget Component:** Promotion

### I. OVERVIEW

**A. AR Description:** This Authorization Request addresses foodservice marketing initiatives in the Northeast, where over 25% of the nation's population lives, works and dines. Program work will be in coordination with national strategies to further extend the industry's message and objectives, with a primary focus around channel influencer partnerships, educational trainings and trade show participation.

#### B. Costs Requested from this AR:

Source of Funding	Total	Direct Costs	Implementation
Beef Board/BPOC	\$65,000	\$50,000	\$15,000
Federation of SBCs (FSBCs)	\$ -	\$ -	\$ -
Other Sources ( <i>describe</i> )	\$ -	\$ -	\$ -
<b>Total Funds Requested</b>	<b>\$65,000</b>	<b>\$50,000</b>	<b>\$15,000</b>

#### 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> )	\$ -
<b>Implementation Funds Requested in AR # _____</b>	<b>\$ -</b>

**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:** Make Beef an Easy Choice, Demonstrate Beef's Value, Capitalize on the Power of Lean

**B. Committee That Reviewed This AR:** Joint Foodservice Committee

**B. Committee Recommendations for This AR:** The committee recommended that the AR be funded.

### III. PROGRAM INFORMATION FOR THIS AR

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

**Strategy 1 Proposed Cost:** \$65,000

#### **Specific Tactic Information:**

**Tactic 1A: *Foodservice Contacts***- Identify channel influencers who can leverage sales and marketing networks to partner with the beef industry in order to efficiently disseminate materials and opportunities to foodservice operators (goal of 3 new distributors). Maintain and develop relationships with prominent regional distributors, operators, chefs, and culinary educators, and continue to support culinary schools' efforts to equip future culinarians with beef industry knowledge (goal of 100 students). With the help of distributor partners, identify operators worthy of industry recognition and assist with applications for the Beef Backer Award.

- **Measurable objectives:**
  - Increase number of training sessions held, such as Beef U (goal of 4),
  - Expand upon Excel database to include contacts' role in the industry, estimated annual meat and beef sales, and annual tracking of executed promotions and checkoff dollars invested in order to more effectively channel checkoff dollars toward distributors with greatest potential to move product.
- **Proposed cost:** \$17,500

**Tactic 1B: *Promotions***- Based on relationships established through Tactic 1A, partner with identified broadline distributors to execute a sales incentive (goal of 2) around the introduction of new beef items or featured beef cut (e.g. Middle Meats). For example, trade shows will be utilized as a means of distributing information and concepts to all aspects of the foodservice industry, and when possible additional efforts beyond booth presence will be coordinated to engage interest of attendees through chef contests, etc. Whenever possible, organize opportunity to increase awareness to operators and their customers about beef's center-of-the-plate attributes via sponsored beef seminars at foodservice conferences and/or trade shows.

- **Measurable objectives:**
  - Utilize formal evaluations to measure return on investment and ask partners to provide sales data (in pounds) as a result of promotions supported by Checkoff investments. Baseline will be established by sales one year prior.

- Target promotions that are expected to generate sales resulting in checkoff expenditure ratios of \$0.10-\$0.15 per pound sold.
- Participate in trade shows where new relationships can be established and foodservice opportunities with beef can be highlighted (new beef items, BEEFlexible materials). Acceptance of program or concept will be determined by follow-up survey regarding presence of new beef items and BEEFlexible recipes on menu's and/or included in culinary school curriculum.
- **Proposed cost:** \$47,500

**IV. DETAILED BUDGET SUMMARY**

Strategy & Tactic	Program Manager	Completion Date	Total FY 2010 Budget	Budget by Funding Source		
				CBB/BPOC	FSBCs	Other
<b>Strategy 1: Product</b>						
Tactic 1A: Foodservice Contacts	Laurie Bryant	9/30/2011	\$17,500	\$17,500		
Tactic 1B: Promotions	Laurie Bryant	9/30/2011	\$47,500	\$47,500		
<b>Totals - Strategy 1</b>			<b>\$65,000</b>	<b>\$65,000</b>		
<b>AR Totals</b>			<b>\$65,000</b>	<b>\$65,000</b>		

**V. SUPPLEMENTAL INFORMATION**

**A. Changes from FY 2010 Approved AR:**

- Increase number of Beef U session from 3 to 4 and establish goal of reaching 100 students.
- Continue to focus promotional efforts on distributor sales incentives and increase yearly incentives completed to 2.
- Increase Tactic 1A from \$15,000 to \$17,500 and decrease Tactic 1B from \$50,000 to \$47,500 to accommodate for past experience regarding expenditures for the tactic in previous years.

**B. Subcontractor information:**

- **Name of proposed subcontractor:** Pennsylvania Beef Council. Staff will be based out of the Pennsylvania Beef Council office. Consideration will be given to using national program subcontractors, where appropriate, if that will result in more efficient implementation of programs.
- **Will all work with subcontractors be competitively bid? If not, why not?** No, as initiatives utilizes Pennsylvania Beef Council resources.

**C. Identify any relationships between this AR and projects previously funded by the Operating Committee:** This AR, previously funded in FY 2007-2010, is closely affiliated with national foodservice programs that have received funding in prior years.

**D. Summary of Prior Year AR Budgets and Expenses:**

Strategy & Tactic	FY 2010 Approved Budgets			FY 2010 Actual Expenses (through May month end)		
	CBB/BPOC	FSBCs	Total	CBB/BPOC	FSBCs	Total
<b>Strategy 1: Product</b>						
Tactic 1A: Foodservice Contacts	\$15,000		\$15,000	\$16,129		\$16,129
Tactic 1B: Promotions	\$50,000		\$50,000	\$37,558		\$37,558
<b>Totals - Strategy 1</b>	\$65,000		\$65,000	\$53,687		\$53,687
<b>AR Totals</b>	<b>\$65,000</b>		<b>\$65,000</b>	<b>\$53,687</b>		<b>\$53,687</b>

**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
<b>Strategy 1: Product</b>	62,840	100,000	65,200	\$49,014	92,175	63,465
<b>AR Totals</b>	<b>62,840</b>	<b>100,000</b>	<b>65,200</b>	<b>\$49,014</b>	<b>92,175</b>	<b>63,465</b>