

AUTHORIZATION REQUEST FOR FY 2011

AR Title: BEEF SAFETY RESEARCH

Name of Contractor: National Cattlemen's Beef Association

CBB Budget Component: Research

I. OVERVIEW

A. AR Description: This AR describes a program to address Priority #6 – Implement Cohesive Safety Solutions. The tactics will generate research that progresses towards beef safety solutions while delivering evidence-based outreach programs to catalyze implementation of research innovations and best practices. The projects and outreach programs in this AR serve as the foundation for identifying industry leaders in science-based safety system implementation who can be utilized to tell the positive safety story.

B. Costs Requested from this AR:

Source of Funding	Total	Direct Costs	Implementation
Beef Board/BPOC	\$ 858,300	\$ 858,300	\$
Federation of SBCs (FSBCs)	\$ 126,700	\$ 126,700	\$
Other Sources (<i>describe</i>)	\$ -	\$ -	\$
Total Funds Requested	\$ 985,000	\$ 985,000	\$

C. Disclosure of Implementation Costs Requested in Separate AR:

Source of Implementation Funding	Implementation
Beef Board/BPOC	\$ 650,299
Federation of SBCs (FSBCs)	\$ 96,056
Other Sources (<i>describe</i>)	\$ -
Funds Requested in AR R-06-2011	\$ 746,355

D. Start date: October 1, 2010

Completion date: May 31, 2012

II. PLANNING INFORMATION FOR THIS AR

A. FY 2011 Priorities Addressed by This AR: Implement Cohesive Safety Solutions

B. Committee That Reviewed This AR: Joint Beef Safety Research Committee

C. Committee Recommendations for This AR: The Joint Beef Safety Research Committee recommends to the Operating Committee that this AR be approved for funding in FY2011.

III. PROGRAM INFORMATION FOR THIS AR

- A. **Strategy 1: Safety** – Protect beef demand by maintaining, enhancing and communicating the safety of beef to ensure the future of the beef industry.

Strategy 1 Proposed Cost: \$985,000

Specific Tactic Information:

Tactic 1A: Perform Focused Scientific Research to Provide Industry Solutions to Key Beef Safety Challenges –Work to fill existing industry knowledge gaps regarding what causes an organism, toxin, or chemical to impact human health, specifically focusing on survivability and adaptation in cattle or the environment, detection or the potential for contamination during processing with a goal of reducing incidence. Additionally, work to identify next-generation safety technologies, tools or practices that impact risks to beef's safety or consumer perception of beef's safety.

- **Measurable objectives:**

- Host at least one strategic research planning session with experts (academic and industry) to develop focused research projects on practical, implementable technologies or practices.
- Identify and complete at least four research projects that achieve tactic above and provide scientific evidence to develop and enhance cohesive supply chain safety solutions.

- **Proposed cost:** \$855,000

Tactic 1B: Enhance Safety Solution Outreach to Stakeholder Community – Provide evidence-based information to key influential audiences in industry that influence knowledge implementation, government organizations that regulate the safety of beef and beef production, and scientific communities that host conferences educating participants or publish research that influence utilization of research knowledge. Publish information (executive summaries, white-papers, fact sheets, or literature reviews) that catalyze implementation of technology, influence strategic discussions or address misperceptions about beef safety. Participate in two scientific meetings to establish key relationships which will facilitate application of checkoff-funded data as well as enhance monitoring emerging beef safety related science. Host meetings with leading safety experts to develop action plans to address current safety challenges throughout the supply chain.

- **Measurable objectives:**

- Host at least six Beef Industry Food Safety Council meetings to include the Beef Industry Safety Summit targeting representatives of each sector of beef production and processing (producers, feedlot operators, packers, grinders, distributors, testing laboratories, retail and foodservice) as participants. Additionally, regional workshops targeting

operators of smaller companies (goal of 80% non-Summit participants) will focus on access to safety professionals and resources that can be utilized by participants to enhance their safety systems.

- Track (2011 becomes the baseline) responses of participants from all meeting to measure the percentage of attendees who recommend the meeting to colleagues.
- Benchmark downloads of Best Practice documents and summary papers from www.bifsc.org as well as from the safety section of www.beefresearch.org with a goal of 1500 total downloads for the term of the AR.

- **Proposed cost:** \$130,000

IV. DETAILED BUDGET SUMMARY

Strategy & Tactics	Program Manager	Completion Date	Total FY 2011 Budget	Budget by Funding Source		
				CBB/BPOC	FSBCs	Other
Perform Focused Scientific Research to Provide Industry Solutions to Key Beef Safety Challenges	M. Carr/M. Rossman	05/31/12	\$ 855,000	\$ 745,020	\$ 109,980	
Enhance Safety Solution Outreach to Stakeholder Community	M. Carr/M. Rossman	05/31/12	\$ 130,000	\$ 113,280	\$ 16,720	
Safety Strategy Total			\$ 985,000	\$ 858,300	\$ 126,700	
AR Totals			\$ 985,000	\$ 858,300	\$ 126,700	

V. SUPPLEMENTAL INFORMATION

A. Changes from FY 2010 Approved AR:

- This AR builds upon programs and research that are ongoing as part of the FY 2010 AR that ends May 2011 with a continued focus on “system wide” research. However, the target organisms and non-microbial compounds have expanded beyond *E. coli* O157:H7 to include other threats to human health as identified by regulatory agencies and public health surveillance organizations. Outreach programs will receive an increased focus to ensure more members of the beef production and processing sectors are aware of the science-based resources that can be implemented as part of a cohesive safety solution program.

B. Subcontractor information:

- **Name of proposed subcontractor:** Various food testing laboratories, universities and government agencies will be used to complete the research program outlined in this AR.

- **Will all work with subcontractors be competitively bid? If not, why not?**
Subcontractors will be chosen via a Request for Proposals process and/or through the development of targeted research projects that are based on previous research expertise, industry need, and committee priorities.

C. Identify any relationships between this AR and projects previously funded by the Operating Committee: This AR builds upon knowledge gaps identified as previous safety research was completed, industry practices changed/developed that identified the need for evidence-based information in certain key areas, or public health or regulatory organizations identified new challenges in beef safety. This AR provides the science foundation for Issues & Reputation Management (public relations) programs to utilize when answering media and consumer questions about the safety of beef. This information is also the foundation used to train key industry spokespersons from the BIFSCo leadership or researchers with specific expertise. These individuals are utilized by Issues and Reputation Management and Communications AR to tell the safety story or defend product safety when it is questioned in the media. In addition, when Market Research projects identify declines in consumer confidence, the knowledge gathered through beef safety research projects can be used to communicate with external stakeholders and influencers the beef industry's commitment to beef safety to minimize additional negative impact on consumer confidence and demand for beef.

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
Safety	\$ 965,300	\$ 92,900	\$ 1,058,200	\$ 7,423	\$ 715	\$ 8,138
AR Totals	\$ 965,300	\$ 92,900	\$ 1,058,200	\$ 7,423	\$ 715	\$ 8,138

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
Safety Research	\$ 1,154,344	\$ 1,664,600	\$ 2,150,000	\$ 946,915	\$ 1,389,944	\$ 1,816,896
AR Totals	\$ 1,154,344	\$ 1,664,600	\$ 2,150,000	\$ 946,915	\$ 1,389,944	\$ 1,816,896