AUTHORIZATION REQUEST FOR FY 2011

AR Title: NUTRITION RESEARCH

Name of Contractor: National Cattlemen's Beef Association

CBB Budget Component: Research

I. OVERVIEW

A. AR Description: This AR describes programs addressing Priority #5 – Demonstrate Beef's Value and Priority #7 Capitalize on the Power of Lean.

B. Costs Requested from this AR:

Source of Funding	Total	Direct Costs	Implementation
Beef Board/BPOC	$ 1,222,500	$ 1,222,500	$
Federation of SBCs (FSBCs)	$ 180,500	$ 180,500	$
Other Sources *(describe)*	$	$	$
Total Funds Requested	**$ 1,403,000**	**$ 1,403,000**	**$**

C. Disclosure of Implementation Costs Requested in Separate AR:

Source of Implementation Funding	Implementation
Beef Board/BPOC	$ 391,463
Federation of SBCs (FSBCs)	$ 57,823
Other Sources *(describe)*	$ -
Funds Requested in AR R-06-2011	**$ 449,286**

D. Start date: October 1, 2010 **Completion date:** September 30, 2013

II. PLANNING INFORMATION FOR THIS AR

A. FY 2011 Priorities Addressed by This AR: Demonstrate Beef's Value & Capitalize on the Power of Lean

B. Committee That Reviewed This AR: Joint Human Nutrition Research Committee

C. Committee Recommendations for This AR: The Joint Human Nutrition 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: 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: $1,403,000

Specific Tactic Information:

Tactic 1A: Increase Evidence Base Establishing Beef's Value in the Human Diet and Protecting its Position as a Healthful Food – This tactic will fund the development of original research and systematic literature reviews aimed at providing evidence on 1) the value of lean beef's nutrient rich, high quality protein in currently recommended diets; and 2) beef's neutrality in cancer. To maintain the highest scientific integrity and ensure high impact research, an external panel of 5-8 scientists and industry experts well informed of the beef-relevant nutrition research landscape will be convened to provide peer review on research projects. This panel will also contribute strategic insights for use in research program planning.

- **Measurable objectives:**
  - Complete at least four nutrition research projects evaluating outcomes in human subjects that contribute to the evidence based outlined above for the purpose of increasing the weight of evidence on beef's value in the diet.
  - Complete at least one systematic literature review that addresses evidence base outlined above for the purpose of increasing the weight of evidence of beef's value in the diet.
  - Develop a five-year nutrition research roadmap aimed at enhancing evidence on beef's value in the diet and protecting its place in future nutrition guidance.

- **Proposed cost:** $753,000

Tactic 1B: **Outreach to Nutrition Scientists** – Connect nutrition researchers, food scientists, government and industry nutrition-focused thought leaders with evidence on beef nutrition through scientific symposia, workshops, manuscripts, editorials and/or fact sheets to increase awareness of beef's value in the diet and clarify nutrition misperceptions. Maintain memberships and active engagement in top tier nutrition science professional societies such as American Society for Nutrition, American Heart Association, and Institute of Food Technology to monitor emerging beef-relevant science. Monitoring is used to inform programs beyond nutrition research such as health professional outreach, public relations and issues management.

- **Measurable objectives:**
  - Checkoff funded scientists conduct at least 10 presentations to science based audiences on beef related research at top-tier scientific meetings to achieve outcomes stated above.
  - Researchers prepare and submit at least three manuscripts of original checkoff funded research for peer-reviewed publication that address the value of lean beef's nutrient rich, high quality protein in today's diet and/or provide scientific perspective on beef's neutrality in cancer.

- **Proposed cost:** $300,000

Tactic 1C: Update Beef Nutrient Composition Data in USDA Nutrient Database – Through a continuation of a comprehensive phased nutrient database improvement project, this tactic will generate, validate and publish updated beef nutrient composition data to reflect the leaner supply of the Rib, Plate, and Beef Alternative Merchandising cuts in the USDA Nutrient Database for Standard Reference (USDA SR). USDA SR serves as authoritative reference values for foods and is used in national research databases, beef nutrition labeling information for retail and foodservice, and beef recipe nutritional analysis. This tactic will be completed in collaboration with the USDA Nutrient Data Laboratory and university research laboratories specializing in beef nutrient composition analysis.

- **Measurable objectives:**
  - Validate and post total nutrient data set (68+ nutrients) for ten beef cuts from the Rib and Beef Alternative Merchandising (BAM) in the USDA SR.
  - Increase the availability of lean beef through the addition of five BAM cuts which are expected to meet USDA definitions for "lean".
  - Complete data collection and proximate nutrient analysis for the beef loin retail cuts and prepare samples for completion of remaining loin nutrients in 2012.

- **Proposed cost:** $350,000

IV. DETAILED BUDGET SUMMARY

Strategy & Tactic	Program Manager	Completion Date	Total FY 2011 Budget	Budget by Funding Source		
				CBB/BPOC	FSBCs	Other
Increase Evidence Base Establishing Beef's Value in the Human Diet and Protecting its Position as a Healthful Food	S. McNeill	9/30/13	$ 753,000	$ 656,100	$ 96,900	
Outreach to Nutrition Scientists	S. McNeill	9/30/13	$ 300,000	$ 261,400	$ 38,600	
Update Beef Nutrient Composition Data in USDA Nutrient Database	S. McNeill	9/30/13	$ 350,000	$ 305,000	$ 45,000	
Nutrition Total			**$ 1,403,000**	**$ 1,222,500**	**$ 180,500**	
AR Totals			**$ 1,403,000**	**$ 1,222,500**	**$ 180,500**	

V. SUPPLEMENTAL INFORMATION

A. Changes from FY 2010 Approved AR:

- This AR builds upon programs and research projects that are ongoing as part of the FY 2009 AR. Compared to FY 2009, there is an increased focus on outreach to the scientific community to leverage existing data and perspectives in the form of systematic literature reviews, fact sheets, workshops and symposia.

B. Subcontractor information

- **Name of proposed subcontractor:** USDA/Nutrient Data Laboratory, universities and health science centers and their affiliated research scientists, independent research companies and laboratories, and other contractors and vendors TBD as appropriate.
- **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 upon the completion of previous nutrition research and insights attained through market research indicators. It provides the scientific foundation and helps substantiate nutrition messages aimed at demonstrating beef's value and capitalizing on the power of lean beef through the Marketing, Communications and Issues Response programs.

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	$ 1,323,500	$ 127,370	$ 1,450,870	$ 276,543	$ 56,618	$ 333,161
AR Totals	**$ 1,323,500**	**$ 127,370**	**$ 1,450,870**	**$ 276,543**	**$ 56,618**	**$ 333,161**

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 Research	$ 1,588,327	$ 1,930,000	$ 2,000,000	$ 1,683,420	$ 1,867,278	$ 1,878,424
AR Totals	**$ 1,588,327**	**$ 1,930,000**	**$ 2,000,000**	**$ 1,683,420**	**$ 1,867,278**	**$ 1,878,424**