

AUTHORIZATION REQUEST FOR FY 2011

AR Title: PRODUCT ENHANCEMENT RESEARCH

Name of Contractor: National Cattlemen's Beef Association

CBB Budget Component: Research

I. OVERVIEW

A. AR Description: This AR describes a body of technical work to address 2011 industry demand-building priorities #4 & 5 – making beef an easy choice and demonstrating beef's value. The proposed work will help achieve these priorities by aiming to improve beef's performance, protect consumer enjoyment and provide a science-based foundation for new beef product platforms. The proposed work also aims to prompt science-based discussion among key industry stakeholders to help better secure beef product consistency.

B. Costs Requested from this AR:

Source of Funding	Total	Direct Costs	Implementation
Beef Board/BPOC	\$ 736,600	\$ 736,600	\$
Federation of SBCs (FSBCs)	\$ 108,700	\$ 108,700	\$
Other Sources (<i>describe</i>)	\$	\$	\$
Total Funds Requested	\$ 845,300	\$ 845,300	\$

C. Disclosure of Implementation Costs Requested in Separate AR:

Source of Implementation Funding	Implementation
Beef Board/BPOC	\$ 297,664
Federation of SBCs (FSBCs)	\$ 43,968
Other Sources (<i>describe</i>)	\$ -
Funds Requested in AR R-06-2011	\$ 341,632

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: Making Beef an Easy Choice & Demonstrating Beef's Value

B. Committee That Reviewed This AR: Joint Product Enhancement Research Committee

C. Committee Recommendations for This AR: The Joint Product Enhancement 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: Product – Strengthen the value proposition of beef in the marketplace.

Strategy 1 Proposed Cost: \$845,300

Specific Tactic Information:

Tactic 1A: Generate Research Evidence that Helps Make Beef an Easy Choice and Demonstrates Beef's Value – Solicit and generate (from academia and industry) original, science-based research to fill current knowledge gaps focused on stabilizing beef product consistency, investigating quality improvement steps or systems, developing and applying quality improving technology or tools, and exploring muscle attributes for expanded carcass utilization. Research topic areas could include tenderness, flavor, animal maturity, raw material consistency, cut optimization, novel tenderness improvement techniques, marbling development and genomics. The goal of this original research is to improve beef's performance for protection of consumer enjoyment and to ensure a science-based foundation for beef product platforms. The ultimate result of achieving this goal is to help dissolve barriers to making beef an easy choice and demonstrating beef's value.

▪ **Measurable objectives:**

- Lead a strategic planning discussion with industry experts to develop focused, original research project ideas that best address tactic goals.
- Identify and complete at least five research projects that will provide evidence to drive the industry's priorities of making beef an easy choice and demonstrating beef's value.

▪ **Proposed cost:** \$695,300

Tactic 1B: Conduct Evidence-Based Outreach to Key Industry Stakeholders – Facilitate technical, evidence-based outreach to key industry stakeholders that can implement new beef quality knowledge from groups including producers, processors and manufacturers, product developers, and retail and foodservice channel operators; stakeholders also include academic/scientific communities that educate participants and publish evidence to lend credibility, support knowledge adoption and spur further research. Evidence-based outreach will be achieved by developing and disseminating science-based publications and/or online

tools to support beef quality improvements, feeding beef quality research and muscle attribute information into new beef product platform efforts (i.e., value cuts, convenient options, lean options, etc.), and utilizing research evidence as proof to spur technology adoption and influence protein decision making. It will also be achieved by conducting presentations and cutting demonstrations and serving as the go-to resource for beef carcass and quality attributes, attending and supporting scientific meetings that communicate checkoff-funded research results, and monitoring non-checkoff research related to beef quality. This tactic covers dissemination of checkoff-funded research information collected in fiscal years prior to 2011. FY 2011 checkoff-funded research information would be disseminated beginning in FY 2012 (if funding were granted) as projects funded under Tactic 1A of this AR would not be complete until the end of this AR (May 31, 2011). The goal of this tactic is to foster science-based discussion aimed at better understanding and better securing product consistency and consumer enjoyment in order to make beef an easy choice and demonstrate beef's value.

▪ **Measurable objectives:**

- Track the number of printed publications distributed and the number of electronic publications downloaded from the checkoff-funded website www.beefresearch.org. Establish a benchmark to use in future years.
- Add exit question to www.beefresearch.org website to ask users what portions of the site they found most valuable and what they were looking for but did not find to drive more traffic to the site.
- Track the number of checkoff-funded beef quality research projects shared at two major 2011 scientific meetings.

▪ **Proposed cost:** \$150,000

IV. DETAILED BUDGET SUMMARY

Strategy & Tactic	Program Manager	Completion Date	Total FY 2011 Budget	Budget by Funding Source		
				CBB/BPOC	FSBCs	Other
Scientific Evidence to Make Beef an Easy Choice and Demonstrate Beef's Value	B. Wasser	05/31/12	\$ 695,300	\$ 605,890	\$ 89,410	
Evidence-Based Outreach to Technical Stakeholders	B. Wasser	05/31/12	\$ 150,000	\$ 130,710	\$ 19,290	
Product Strategy			\$ 845,300	\$ 736,600	\$ 108,700	
AR Totals			\$ 845,300	\$ 736,600	\$ 108,700	

V. SUPPLEMENTAL INFORMATION

A. Changes from FY 2010 Approved AR:

- The proposed 2011 program builds on the funded 2010 program that runs through May of 2011. All research efforts have been incorporated into one tactic. This comprehensive research tactic (Tactic 1A) includes both pre- and post-harvest beef quality research. The Beef Quality Benchmarking tactic present in the 2010 AR is not present in this 2011 AR as it is only proposed every five years. Evidence-based outreach, or dissemination, will continue with a strong focus on expanding checkoff-funded research resource exposure to key industry stakeholders.

B. Subcontractor information:

- **Name of proposed subcontractor:** Universities, research firms and USDA research stations will be utilized to complete the proposed research work.
- **Will all work with subcontractors be competitively bid? If not, why not?** Subcontractors will be selected based on a competitive request for proposals and/or through development of targeted research that utilizes the specific expertise of researchers in their respective fields.

C. Identify any relationships between this AR and projects previously funded by the Operating Committee: Much of the work proposed in this AR builds on successful work funded in previous ARs. This includes a continued focus on pre- and post-harvest research to determine the impact of evolving industry practices on beef product quality. Work also continues to explore muscle attribute information and beef carcass utilization to optimize beef merchandising options. Outreach continues as a cornerstone of the proposed program to ensure research results are shared with key industry stakeholders to drive beef quality improvements. Science-based evidence that result from the efforts of this AR will be shared with other checkoff-funded groups such as new products/beef innovations, the culinary center and channel marketing to help make beef an easy choice and demonstrate beef's value.

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	\$ 816,700	\$ 78,600	\$ 895,300	\$ 208,964	\$ 20,113	\$ 229,077
AR Totals	\$ 816,700	\$ 78,600	\$ 895,300	\$ 208,964	\$ 20,113	\$ 229,077

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 Enhancement	\$ 971,809	\$ 1,300,000	\$ 1,425,000	\$ 850,980	\$ 1,225,529	\$ 1,332,405
AR Totals	\$ 971,809	\$ 1,300,000	\$ 1,425,000	\$ 850,980	\$ 1,225,529	\$ 1,332,405