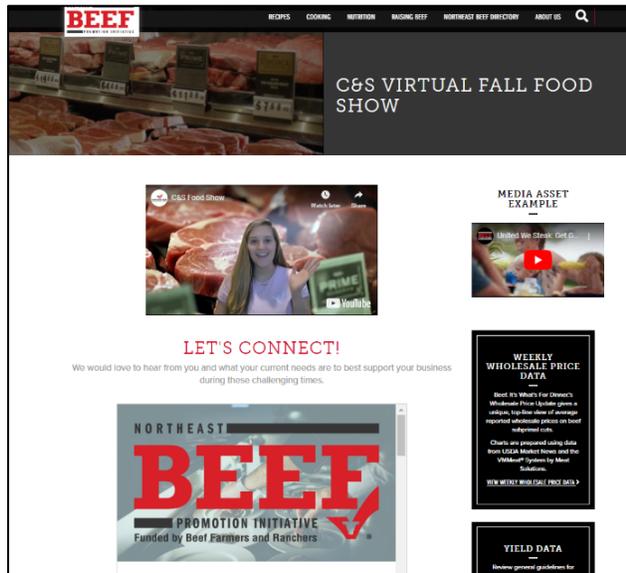


MICA/NEBPI

Retailers Meat Virtually with the Beef Checkoff



The Northeast Beef Promotion Initiative (NEBPI), a subcontractor to the Beef Checkoff, participated in its first-ever virtual food show on August 10-12, via a third-party platform with [C&S Wholesale Grocers](#). During the three-day event, NEBPI staff provided online attendees the ability to visit a customized virtual food show booth hosted on the NEBPI website. A pre-show newsletter was also distributed to all attendees to provide awareness of the NEBPI's resources and ability to provide materials through request submissions. The e-newsletter with the customized webpage link was distributed amongst 600 independent retailers in nine separate states across the region. Additional reach and engagement opportunities are currently being calculated and will be updated soon. View the virtual food booth, [here](#).

Extending National Campaign Efforts in the Northeast

The NEBPI teamed up with [Ibotta](#) once again to launch a summer grilling focused campaign that went live July 1, thanks to funding provided by [Pennsylvania](#), [Kentucky](#) and [North Carolina](#) Beef Councils. Our hope was to capture the excitement of the 4th of July holiday and the peak of grilling season with a call to nationally developed creative "Grill Like You Mean It." Consumers had the opportunity to engage with delicious burger recipe content, as well as explore the best cuts for grilling as they interact with the offers through the Ibotta platform. Knowing that our retail partners and consumers are facing many challenges, the campaign aimed to remind consumers that even through tough times, beef can provide their families with essential nutrients and still be enjoyed as a summer favorite. The campaign reached over 1.9 million and engaged over 106,000 consumers which resulted in 32,434 units of beef moved over the course of 11 days.





Take Out Beef Tonight



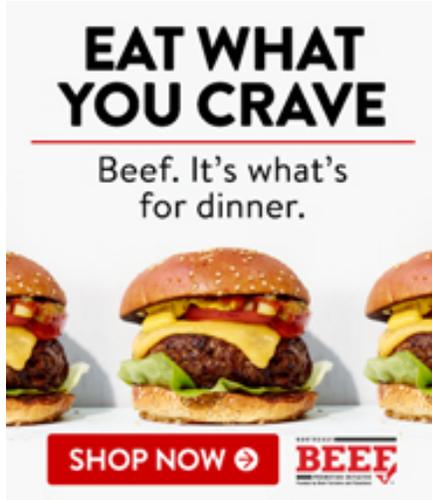
The Beef Checkoff's NEBPI launched the [NYC Takeout Beef Tonight](#) sponsorship with Radio.com in the New York City listening area for the entire month of July thanks to funding provided by the [Iowa Beef Industry Council](#). Radio messaging targeted both consumer and foodservice audiences alike with "United We Steak" messaging. This campaign consisted of a multi-pronged outreach approach that connected consumers to food establishments during these challenging times as well as provided [support to foodservice](#) operators. Consumer listeners had an opportunity to [enter-to-win a grill-at-home prize pack](#) by completing a survey. Foodservice operators were reached by e-newsletters that served as an introduction to the Beef

Checkoff and the resources/support NEBPI provides. In total, this outreach opportunity had a reach of more than 1.5 million and an estimated 400 engagements with Checkoff content. As events continually evolve surrounding COVID-19, the NEBPI will continue to seek to understand our supply chain partners challenges and how the Beef Checkoff can best serve as these operators look to the months ahead.





Eat What You Crave Campaign



As the country continues to navigate these unprecedented times of supply chain shifts and web-based ordering platforms, one retailer has been ahead of its time. [Fresh Direct](#) is an online retailer giant on the east coast whose consumer shopper market territory stretches from New York City all the way to Washington D.C. As shoppers look for ways to social distance and continue to purchase groceries weekly, Fresh Direct has remained constant. This July and September, the NEBPI has partnered with Fresh Direct to launch an “Eat What You Crave” campaign designed to speak to beef’s craveability and appeal, as it is by far the top reason consumers want to eat beef. Campaign elements include run-of-site banner ads, featured shopping page, boosted search, social posts, as well as a featured Korean Bibimbap recipe blog post.



Northeast Team Beef Gearing Up for the New Balance Falmouth Road Race ‘At-Home’ Edition

Beef will be prominently featured as part of the 2020 New Balance Falmouth Road Race At-Home Edition. Positive beef messaging and content will be shared with the field of 12,800 runners via the virtual runner bag. We will also have 12 Team Beef runners participating in the at-home race, which can be ran any time from August 15-29, 2020. Follow along on the [@NortheastBeefPromo](#) [Facebook](#) and [Instagram](#) pages.

Junior Beef Ambassador Program Extended To The Northeast Region



The Beef Checkoff’s Northeast Beef Promotion Initiative (NEBPI) unveiled the new [Junior Beef Ambassador program](#), which has roots at the [South Dakota Beef Industry Council](#) (SDBIC). The program gives youth within the Northeast region the opportunity to share their beef story. The program is an opportunity for youth ages 5 to 18 to help share their excitement surrounding beef, as well as advocate on behalf of beef.

The NEBPI is excited to extend this program within our heavily populated region where consumers outnumber cattle 14-to-1. These young beef leaders’ stories will highlight their own farms and what they do day in and day out, as well as young beef consumers sharing their favorite beef recipes and more.

Applications are being accepted throughout the month of August. Junior Beef Ambassadors will then get to work creating content, which will be shared out via the NEBPI social platforms. Kaitlyn Swope,



director of consumer affairs with the NEBPI shared, “We are greatly looking forward to have these regional beef ambassadors alongside us in sharing the beef story. Our youth continue to be our future, we have to prepare them as advocates and leaders for our product, beef.”

Learn more about the program, [here](#).

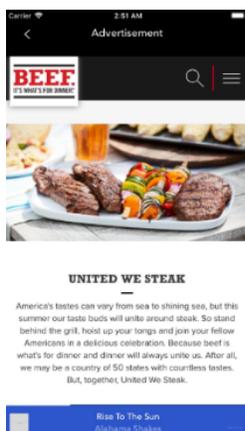
Supporting Families at Home with Beef



To further connect with our social audience, the Checkoff’s Northeast Beef Promotion Initiative (NEBPI), acted quickly to deploy a variety of social campaigns as an innovative way to address the everchanging landscape caused by the COVID-19 crisis. As Americans adjust to a new ‘normal’, we want to take advantage

of resources beef producers have already invested in. We worked with the PA Beef Council to develop a [landing page](#) for these existing at-home resources. These resources are also featured on the NEBPI [website](#), as well as the VA Beef Council [website](#). As many consumers are now tasked with keeping their little ones engaged in learning at home, we want to be part of the solution in a fun and educational way!

Resources include a ‘Read Aloud’ with Beef Series, a Beef Coloring contest, and Educational Math Worksheets, to name a few. **As of July 31, 2020, these resources have garnered over 102,600 impressions and 2,170 engagements on behalf of the Checkoff.**



Extending National Campaign Efforts in the Northeast

The NEBPI is extending the nationally developed summer grilling assets in a variety of ways, across all audiences within the region. A summer grilling radio campaign with [Pandora Radio](#) launched on June 1 and will run through the end of August. Digital radio platforms are seeing an exponential increase in the number of listeners, as consumers are actively keeping up with news, as well as spending significantly more time in their homes listening to music.

Through funding from the Kentucky Beef Council, the NEBPI is participating in the **Top 5 States Campaign**, which drives traffic to the BIWFD website via Google Search Advertising, as well as garnering video views to beef content via YouTube, this effort will work hard in promoting Checkoff-funded content, recipes and videos among consumers across the heavily populated “Top 5 States” footprint – California, Illinois, New York, Pennsylvania and Florida. The campaign kicked off June 10th and will run through mid-August. **As of July 15th, there were 2,061,000**



Impressions and 6,601 Clicks to Checkoff content within the Northeast states of Pennsylvania and New York.



**GRILLED
STEAK
KABOBS**

Celebrating Summer with It Is A Keeper

The Checkoff's [NEBPI](#) teamed up with Christina Hitchcock of [It Is A Keeper](#) for the entire month of June to celebrate the start of summer and grilling season. Christina shared a series of four recipes, one each week, featuring different beef cuts. Each recipe also featured a YouTube video walking folks through the preparation and sharing beef information. Consumers also had the opportunity to sign-up for e-newsletters and received a branded digital meat thermometer for grilling, as well as could enter to win a grill by sharing a photo of their grilled beef recipes. All of the recipes can be found, [here](#). **The content has garnered over 151,300 impressions and 4,400 engagements with Checkoff content.**

Targeted Social Ads

The NEBPI worked to deploy targeted social ad campaigns to our consumers within the Northeast region with summer grilling information by sharing state specific "United We Steak" assets throughout July. These ads have garnered over 172,000 impressions and over 3,600 engagements with nationally developed Checkoff content.



Example Ad: Headline: It's shore a good day to grill
Text: Fire it up and celebrate summer as together, United We'll Steak.
#BeefCheckoff

The 2020 Giant Capital National Barbecue Battle Virtual Experience



The NEBPI was slated to participate in the 2020 Giant Capital National Barbecue Battle, which takes place on Pennsylvania Avenue in our nation's capital every June. Due to the current climate, the event shifted to an online virtual experience to ensure consumer safety and well-being. The Checkoff ensured that positive beef messaging and content was included in the virtual experience, which was live the entire month of June. There was also a month-long retail push within all Giant supermarkets in the greater Washington D.C. area. Nationally developed summer grilling assets reached consumers through an encompassing digital and radio buy, which included sponsored Facebook posts from stations and on-air talent. The digital and



radio buy garnered over 770,000 impressions and over 3,300 engagements with Checkoff content. Experience the virtual experience, [here](#).

Body by Beef 5K

To continue cultivating relationships with new social influencers, the Checkoff partnered with beef advocate, [Chrissy Carroll, RD](#) and triathlon coach to host a virtual Body by Beef 5K Training Program. The 8-week program launched in late April with the objective to engage consumers in a virtual fitness program that helped them stay active during these challenging times and encouraged beef consumption as part of a runner's diet.



Chrissy's plan included three runs per week with alternating run/walking intervals, helping new runners build up stamina to finish a 5K at end of the program. Along the way, Chrissy and the NEBPI provided motivational support, running and workout videos and delicious recipes highlighting beef's nutritional benefits. While the act of running an official race at the end of the training program is probably not a possibility this year, the program did provide participants with an official beef racing bib and all finishers received a beef prize pack to help keep beef top of mind, always. Learn more, [here](#) or view this [event recipe video](#).



Culinary Nutrition Workshop Series

Registered dietitian nutritionists and healthcare professionals have the knowledge and training to help people live their best lives. The Checkoff is partnering with [Chef Abbie Gellman, MS, RD, CDN](#) & [Chef Julie Harrington, RD](#) to present a new, interactive Culinary Nutrition Workshop series specifically designed to support RDs & healthcare professionals bridge the gap in nutrition education and what their clients understand about food. The series kicked off this spring and will extend through December 2020. Since COVID-19 hit, many workshops are being transitioned to a virtual format, with each session focusing on a different topic and ways to combat change with patients' diets. When in-person classes can resume this fall, Abbie and Julie will be hosting full-day workshops and 2-hour demo-style events, in their NYC culinary kitchen, teaching nutrition professionals how to educate their clients with evidence-based science but translated through food along with behavior change techniques. Through June and July four virtually classes were conducted with a total attendance of nearly 120 individuals. Staff is hopeful to resume in-person workshops this fall. View the class schedule, [here](#). The partnership was funded by the [Colorado Beef Council](#).

Virginia Academy of Family Physicians (VAFP)



The Checkoff continues their engagement with the VAFP during their [annual conference](#), which was moved to a virtual format. As a virtual exhibitor, the Checkoff ensured positive beef nutrition messages are being shared with the physician audience through website links, ads, speaker sponsorship and various sponsor placements. [Dr. Mike Roussell](#) recorded his session, “Finding Time for Health in the Chaos of Life: Strategies for Better Nutrition and Better Compliance,” which will be available for all members July 1 – December 31. One benefit of this new virtual format, for is for greater exposure of the positive Beef Checkoff messages. Partnership with VAFP is thanks funding support from the [Virginia Beef Council](#).

Finding Ways to Save with BEEF

Nutrition Influencer Chrissy Carroll, RD of [Snacking in Sneakers](#) knows that grocery shopping can be a chore. To help combat some of those consumer fears she’s sharing some great tips to get the most bang for your buck when buying beef.

1. Try new cuts!
2. Meal plan
3. Proper portion size
4. Evaluate buying options
5. Stretch the beef you buy

Along with smart saving tips for beef, buying local seems to be a great interest to our Northeast consumers. The NEBPI has just the answer through our [Northeast Beef Directory](#). Search for local farmers near you, then head over to [Snacking in Sneakers](#) for some great beef recipes and tips to stretch your food dollars.



Beef for Strength: The Real Game Changer



The Beef Checkoff knows the essential nutrients found in beef, like protein, iron zinc and B vitamins provide our bodies with strength to thrive throughout all stages of life. To exemplify those facts, the Checkoff’s Northeast Beef Promotion Initiative hosted a virtual learning event for registered dietitians, personal trainers and fitness enthusiasts on Thursday, July 23rd, bringing to life the important role beef plays in an active

and healthy lifestyle. Fourteen attendees from across Northeast heard from Cindy Chan Phillips, RD on “How to Harness Beef Nutrition to Promote Strength” and Nicole Rodriguez, RD on her advocacy journey to becoming one of the Checkoff’s most influential beef advocates. Attendees walked away with a better sense of the Beef Checkoff, beef’s nutritional profile and ways to share out the beef message. Staff looks to engage these influencers in the coming months to further build them up as beef nutrition advocates! Read more, [here](#).