



Authorization Request Management System
AR 1706-CI : Document Approval (#110117-04)

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Overview

Approval Type	Branded Partnerships
Contractor	Meghan Pusey
Contractor Project Code	12710
Strategy/Tactic	3A Supply Chain Outreach and Engagement
Comments/Notes	

Branded Partnership Approval Request Form

Corporate name & address of company involved	Frito Lay North America 7701 Legacy Dr Plano, TX 75024
Brief description of project and the objectives of the work	Co-branded Ibotta campaign to drive product sales through recipe inspiration around the Superbowl. Frito Lay is one of the only brands able to use "Superbowl" branding in communications, and we'll be able to extend that valuable branding in our cross-promotions to showcase a beef recipe. Extending the reach of checkoff resources both online and in-store.
Products, if any, to be referenced, using the exact name that may appear in any printed piece or electronic media production	Ground beef (any brand/grind available in retail) and "Frito's" brand chips.
Anticipated Start Date	1/1/2018
Anticipated End Date	2/5/2018
Approximate amount of Beef Checkoff funding involved as well as background on how the funds will be utilized	\$75,000
Approximate amount of funding to be provided by participating partner(s)	\$100,000
Describe the anticipated presentation of the Beef Checkoff logo (attach any visual examples below)	The Beef. It's What's For Dinner logo with "Funded by" attribution would be featured in the Ibotta app and related

campaign promotion (email, social media, etc.). All materials will be submitted for ARMS approval prior to distribution

CBB Approval

Pending Approval

Approve...

Reject...

USDA Approval

No USDA action required at this time (pending CBB approval)

File Attachments

Document Files

Ibotta_Superbowl_Frito and NCBA.pdf



Overview

Approval Type	Branded Partnerships
Contractor	Jennifer Orr
Contractor Project Code	1821-CI
Strategy/Tactic	2A Nutrition Influencer Outreach
Comments/Notes	Funding for this project will originate from the Iowa Beef Council.

Branded Partnership Approval Request Form

Corporate name & address of company involved	Oberto Sausage Company 7060 SOUTH 238TH STREET Kent, WA 98032 877-453-7591
Brief description of project and the objectives of the work	We would like to utilize this beef jerky trail mix with our Nutrition Influencer groups during attendance of their annual meetings this spring and summer. The small packages will be given at the beef booth when we engage with an influencer. The trail mix packs help promote beef as a healthy snack for influencers and their patients.
Products, if any, to be referenced, using the exact name that may appear in any printed piece or electronic media production	Oberto Original Beef Jerky Trail Mix
Anticipated Start Date	2/1/2018
Anticipated End Date	8/31/2018
Approximate amount of Beef Checkoff funding involved as well as background on how the funds will be utilized	Funds will be utilized as part of a partnership with the Iowa Beef Council. Funds will be used to purchase the trail mix packets- approximately \$
Approximate amount of funding to be provided by participating partner(s)	\$260- savings for purchasing in a large quantity
Describe the anticipated presentation of the Beef	Checkoff logo will be present on table cloth, approved fact



Brand or Trade Name Reference Approval Form

For Qualified State Beef Councils

Brand or trade name references must be approved in advance by both CBB and USDA-AMS.

Corporate name and address of company involved: Moyer Angus Beef

Brief description of project(s) and the objectives of the work:

#BeefTogether Blogger Veal and Beef Tour

Description of Project:

Tactics:

- NYBC will provide social media influencers an in-depth and boots-on-the-ground view of the beef and veal industry.
- Fifteen bloggers will join NYBC staff for two days to learn about the production, processing, and preparing of beef and veal.
- Day 1: Bloggers will tour a veal operation, beef cow/calf and feedlot, and a small meat processor in the Fingerlakes region. The day will end with a steak dinner hosted in a retired farmer's barn.
- Day 2: Bloggers will listen to multiple speakers to learn more about the beef and veal industry. Dawn Caldwell will represent NCBA and mid-west cattle production as she presents on what farming is like in the high population cattle states. Sara Place will speak on Sustainability and NYBC staff will present on beef labelling/choices of beef and beef nutrition.
- Bloggers will spend the afternoon of the second day cooking with both beef and veal to make slider recipes.

Goals/Objectives

- Promote a positive image of the beef industry and veal industry through educational opportunities (tours, cutting demos, presentations etc.) for the blogger community in New York and Northeast.
- Promote the value of beef and veal through the education of bloggers in the area of beef and veal production and diverse utilization of beef and veal.
- Increase the recognition of the NYBC as the source for credible beef and veal information for the social influencer community.
- Outreach to all bloggers in New York State and the Northeast for a farm to fork tour and culinary event. Fifteen bloggers will be participating in a farm to fork experience in the Finger Lakes Region of New York.

Products, if any, to be referenced, using the exact name that may appear in any printed piece or electronic media production:

Moyer Angus Beef will be donating steaks for the farm dinner held on Saturday night and ground beef for the hand-on cooking portion of the program on Sunday.

Anticipated dates of the promotional effort: October 7 and 8, 2017

Approximate amount of Beef Checkoff funding involved as well as background on how the funds will be utilized: NYBC was given \$14,000 from South Dakota to execute this event. The funds will be utilized for venue rental fees, hotel of NYBC staff and bloggers, and food during the event.

Approximate amount of funding to be provided by participating partner(s): Moyer Angus Beef is donating 40 NY Strip Steaks and 5 lbs of ground beef: \$2,200.00

Describe or furnish a visual example of the anticipated presentation of the Beef Checkoff logo.
The verbal acknowledgement of the donation will be made during dinner. "Thank you to Moyer Angus Beef for their generous donation of tonight's steaks."

The acknowledgement of the donation will be made through a slide show slide during our lecture. "Thank you to Moyer Angus Beef for their generous donation of today's ground beef, the NYBC logo and the Beef Checkoff logo will be on the slide."

Name of person completing this form: Katherine Brosnan

Date form completed: 9/14/2017

CBB received date: 9/14/2017

CBB approved (date and initials): 9/15/2017 - CKC

USDA approved:

**Brand or Trade Name Reference Approval Form
For Qualified State Beef Councils**

Brand or trade name references must be approved in advance by both CBB and USDA-AMS.



Corporate name and address of company involved: Marcho Farms, Inc., Souderton, PA 18964

Brief description of project(s) and the objectives of the work:

#BeefTogether Blogger Veal and Beef Tour

Description of Project:

Tactics:

- NYBC will provide social media influencers an in-depth and boots-on-the-ground view of the beef and veal industry.
- Fifteen bloggers will join NYBC staff for two days to learn about the production, processing, and preparing of beef and veal.
- Day 1: Bloggers will tour a veal operation, beef cow/calf and feedlot, and a small meat processor in the Fingerlakes region. The day will end with a steak dinner hosted in a retired farmer's barn.
- Day 2: Bloggers will listen to multiple speakers to learn more about the beef and veal industry. Dawn Caldwell will represent NCBA and mid-west cattle production as she presents on what farming is like in the high population cattle states. Sara Place will speak on Sustainability and NYBC staff will present on beef labelling/choices of beef and beef nutrition.
- Bloggers will spend the afternoon of the second day cooking with both beef and veal to make slider recipes.

Goals/Objectives

- Promote a positive image of the beef industry and veal industry through educational opportunities (tours, cutting demos, presentations etc.) for the blogger community in New York and Northeast.
- Promote the value of beef and veal through the education of bloggers in the area of beef and veal production and diverse utilization of beef and veal.
- Increase the recognition of the NYBC as the source for credible beef and veal information for the social influencer community.
- Outreach to all bloggers in New York State and the Northeast for a farm to fork tour and culinary event. Fifteen bloggers will be participating in a farm to fork experience in the Finger Lakes Region of New York.

Products, if any, to be referenced, using the exact name that may appear in any printed piece or electronic media production:

Marcho Farms will be donating 7lbs of ground veal to be used during the hands-on cooking portion of the program. Bloggers will also be sent home with 2lbs of ground veal each.

Anticipated dates of the promotional effort: October 7 and 8, 2017

Approximate amount of Beef Checkoff funding involved as well as background on how the funds will be utilized: NYBC was given \$14,000 from South Dakota to execute this event. The funds will be utilized for venue rental fees, hotel of NYBC staff and bloggers, and food during the event.

Approximate amount of funding to be provided by participating partner(s): Marcho Farms is donating 37lbs of ground veal worth approximately \$370

Describe or furnish a visual example of the anticipated presentation of the Beef Checkoff logo.

The acknowledgement of the donation will be made through a slide show slide during our lecture.

“Thank you to Marcho Farms for their generous donation of today’s ground veal, the NYBC logo and the Beef Checkoff logo will be on the slide.”

Name of person completing this form: Katherine Brosnan

Date form completed: 9/14/2017

CBB received date: 9/14/2017

CBB approved (date and initials): 9/15/2017 - CKC

USDA approved:

**Brand or Trade Name Reference Approval Form
For Qualified State Beef Councils**

Brand or trade name references must be approved in advance by both CBB and USDA-AMS.



Corporate name and address of company involved:

Jack Links Beef Jerky
(715)466-2234
www.jacklinks.com

Brief description of project(s) and the objectives of the work:

Team BEEF SD Events: Distribution of individually wrapped beef jerky samples at various fitness/race expos to promote lean beef as an optimal choice for athletes.

USD Beef Up Your Game: Distribution of individually wrapped beef jerky samples at the University of South Dakota "Dakota Days" sponsorship. To promote lean beef as a healthy on-the-go snack choice to fuel and active and healthful lifestyle.

Hero's Behind the Badges: Distribution individually wrapped beef jerky to the Sioux Falls, SD Community Blood Bank for their Heroes Behind the Badges event with the Sioux Falls Fire Rescue and Sioux Falls Police Dept. The Community Blood Bank will be providing donors jerky after donating blood at Sanford Medical Center and Avera McKennan Hospital to thank donors for coming to the event. Communication message will incorporate the importance of eating nutrient-rich beef, as it helps replenish the blood's iron stores after donating.

Promotional events such as farm tours and at various booth/exhibits: Distribution of individually wrapped beef jerky samples to promote lean beef as a healthy on-the-go snack choice to fuel and active and healthful lifestyle.

Products, if any, to be referenced, using the exact name that may appear in any printed piece or electronic media production:

N/A (general term: "beef jerky" used in media)

Anticipated dates of the promotional effort:

Team BEEF SD race season (Jan.-Sept.)

USD Beef Up Your Game (Oct.)

Hero's Behind the Badges (Dec. –Jan.)

Various Promotional Events (Oct. – Sept.)

Approximate amount of Beef Checkoff funding involved as well as background on how the funds will be utilized:

\$5,000 budgeted towards the purchase of jerky samples.

\$1,500 budgeted towards USD Beef Up Your Game

\$1,000 budgeted towards Hero's Behind the Badges
\$2,500 budgeted towards other promotional events

Approximate amount of funding to be provided by participating partner(s):
None. 15% bulk purchase discount provided.

Describe or furnish a visual example of the anticipated presentation of the Beef Checkoff logo.
Jerky samples are available at booth along with other checkoff materials such as recipe cards,
nutrition education brochures, promotional items, etc.



Name of person completing this form:

Date form completed:

Holly Swee _____ 10/24/17 _____

CBB received date:

CBB approved (date and initials):

USDA approved: