The Cattlemen’s Beef Promotion and Research Board, referred to as the Cattlemen’s Beef Board (CBB), along with the United States Department of Agriculture (USDA), oversees the Beef Checkoff program, which was established in the Beef Promotion and Research Act as part of the 1985 Farm Bill. The CBB manages the collection of $1 per head on all cattle sold in the U.S. and $1 per head equivalent on imported cattle, beef, and beef products. The CBB is also responsible for approving the annual Beef Checkoff budget for national Checkoff-funded programs.

Specifically, the CBB funds Authorization Requests (ARs) that are intended to drive the Checkoff’s mission, which is to stimulate restaurants and grocery stores to sell more beef and encourage consumers to buy more beef. The Beef Promotion Operating Committee (BPOC) is the producer-led body that is responsible for approving Checkoff-funded programs in the areas of promotion, research, consumer information, industry information, foreign marketing, and producer communications.

To assess the effectiveness of approved Checkoff-funded programs, the Checkoff Evaluation Committee reviews evaluation criteria, a requirement of each AR, throughout the fiscal year and reports its findings back to the BPOC to help guide future Checkoff program development and investments.

The information in this report is compiled from quarterly and year-end program documents and highlights several activities/events within each program.

THE GOALS OF THIS REPORT ARE:

- To determine what each Checkoff-funded program achieved throughout the fiscal year by reviewing the program’s actual results against its intended goals.
- To assess each AR’s contributions in driving demand for beef, which can include building a scientific foundation of beef’s attributes, launching marketing campaigns, creating educational resources, etc.
- To solicit feedback from Qualified State Beef Councils on their organization’s ability to leverage an AR’s materials and resources at the state level.
- To summarize key learnings from this fiscal year that may guide future programming efforts and help the BPOC evaluate future funding decisions.

Note: Lingering impacts from the global pandemic presented challenges for 2021 Checkoff-funded programs. Like 2020, Checkoff contractors found alternative ways to execute program objectives and adapted to ever-changing government mandates, travel restrictions, and market disruptions.
Within the six funding areas, the contractors that executed FY21 ARs are:

### PROMOTION
- National Cattlemen’s Beef Association (NCBA)
- North American Meat Institute (NAMI)

### RESEARCH
- Foundation for Meat & Poultry Research & Education (FMPRE)
- National Cattlemen’s Beef Association (NCBA)

### CONSUMER INFORMATION
- American Farm Bureau Foundation for Agriculture (AFBFA)
- Meat Import Council of America (MICA)
- National Cattlemen’s Beef Association (NCBA)

### INDUSTRY INFORMATION
- National Cattlemen’s Beef Association (NCBA)
- National Institute for Animal Agriculture (NIAA)
- North American Meat Institute (NAMI)

### FOREIGN MARKETING
- United States Meat Export Federation (USMEF)

### PRODUCER COMMUNICATIONS
- Cattlemen’s Beef Board (CBB)

The following table summarizes the amount of Beef Checkoff funds spent within each program area, by AR, as of November 30, 2021.

<table>
<thead>
<tr>
<th>AR Number</th>
<th>Contractor</th>
<th>Program Area</th>
<th>Amount Awarded</th>
<th>Amount Spent as of 11/30/21</th>
<th>% FY21 Funding Spent</th>
<th>Project End Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>PROMOTION</td>
<td>PAGE 6</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2100-P</td>
<td>NAMI</td>
<td>Processed/Prepared Beef Promotion</td>
<td>$596,441</td>
<td>$276,402</td>
<td>46%</td>
<td>9/30/21</td>
</tr>
<tr>
<td>2101-P</td>
<td>NAMI</td>
<td>Veal Promotion</td>
<td>$298,220</td>
<td>$258,784</td>
<td>87%</td>
<td>9/30/21</td>
</tr>
<tr>
<td>2102-P</td>
<td>NCBA</td>
<td>Beef. It’s What’s For Dinner. Promotion</td>
<td>$8,946,611</td>
<td>$5,611,579</td>
<td>63%</td>
<td>9/30/22</td>
</tr>
<tr>
<td>RESEARCH</td>
<td>PAGE 12</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2110-R</td>
<td>FMPRE</td>
<td>Post-Harvest Safety &amp; Processed Beef Nutrition Research</td>
<td>$646,144</td>
<td>$113,230</td>
<td>18%</td>
<td>9/30/23</td>
</tr>
<tr>
<td>2111-R</td>
<td>NCBA</td>
<td>Pre-Harvest Safety &amp; Foundational Research</td>
<td>$8,250,764</td>
<td>$5,245,730</td>
<td>64%</td>
<td>9/30/23</td>
</tr>
<tr>
<td>CONSUMER INFORMATION</td>
<td>PAGE 16</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2120-CI</td>
<td>MICA</td>
<td>Northeast Consumer/Supply Chain Engagement</td>
<td>$497,034</td>
<td>$476,224</td>
<td>96%</td>
<td>9/30/21</td>
</tr>
<tr>
<td>2121-CI</td>
<td>AFBFA</td>
<td>Beef-Based Curriculum Resources &amp; On The Farm STEM</td>
<td>$670,996</td>
<td>$467,183</td>
<td>70%</td>
<td>12/29/21</td>
</tr>
<tr>
<td>2122-CI</td>
<td>NCBA</td>
<td>Engagement with Key Opinion Leaders (KOLs), Supply Chain, and Media</td>
<td>$16,132,221</td>
<td>$4,886,565</td>
<td>79%</td>
<td>9/30/22</td>
</tr>
<tr>
<td>INDUSTRY INFORMATION</td>
<td>PAGE 22</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2130-II</td>
<td>NAMI</td>
<td>Veal Quality Assurance</td>
<td>$99,407</td>
<td>$95,225</td>
<td>96%</td>
<td>9/30/21</td>
</tr>
<tr>
<td>2131-II</td>
<td>NIAA</td>
<td>Antibiotic Symposium</td>
<td>$89,466</td>
<td>$89,466</td>
<td>100%</td>
<td>9/30/21</td>
</tr>
<tr>
<td>2132-II</td>
<td>NCBA</td>
<td>Issues &amp; Crisis Management, Beef Advocacy, Beef Quality Assurance</td>
<td>$3,081,611</td>
<td>$2,454,618</td>
<td>80%</td>
<td>9/30/22</td>
</tr>
<tr>
<td>FOREIGN MARKETING</td>
<td>PAGE 28</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2140-FM</td>
<td>USMEF</td>
<td>International Market Development &amp; Access</td>
<td>$8,350,170</td>
<td>$5,534,796</td>
<td>66%</td>
<td>9/30/21</td>
</tr>
<tr>
<td>PRODUCER COMMUNICATIONS</td>
<td>PAGE 30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2150-PC</td>
<td>CBB</td>
<td>Producer Communications of Beef Checkoff Programs</td>
<td>$1,689,915</td>
<td>$1,596,230</td>
<td>94%</td>
<td>9/30/22</td>
</tr>
</tbody>
</table>

1 The budget summary table is presented in number order by AR number.
**QUALIFIED STATE BEEF COUNCIL (QSBC) SURVEY OF BEEF CHECKOFF PROGRAMS**

41 QSBC staff members participated in the annual survey.

On average, 47% of QSBCs found Checkoff-funded materials and activities produced by FY21 ARs to be “very valuable”.

Survey Responses: If a respondent knew “some” to “a lot” about an AR, they were prompted to answer a sub-set of questions about the program. If a respondent did not have much knowledge about an AR, they advanced to the next set of questions. Therefore, the number of survey responses varies and is noted in each AR’s survey results section.

Program Performance: Some ARs have a regional focus or produce content that is not intended to assist programming efforts at the state level, which may result in modest QSBC survey responses/results. In such cases, lower results may not be a direct/accurate reflection of program performance.

**PERFORMANCE EFFICIENCY MEASURES**

- Consumer/Producer Total Reach: 6.2B
- Consumer/Producer Total Engagement: 10.7M
- Key Opinion Leader (KOL) Total Reach: 2.7M
- Key Opinion Leader (KOL) Total Engagement: 591K

Reach: The number of times Beef Checkoff content is actually seen by the target audience (consumer, producer, influencer, or KOL).

Engagement: The number of times the target audience (consumer, producer, influencer, or KOL) takes an action with Beef Checkoff content such as downloading, sharing, commenting, etc.

**AR SUMMARY COMPONENTS**

- **AR Overview**
  - The red bar across the top provides the AR number, responsible contractor, and outlines the program’s focus area(s) and amount of funding spent as of November 30, 2021.

- **Purpose**
  - The purpose statement describes the AR’s program area(s) to include proposed activities, communication efforts, target audience(s), etc.

- **Accomplishment & Result Highlights**
  - This synopsis highlights significant program activities and/or events that were achieved during the fiscal year.

- **Key Learnings**
  - In this section, contractors identify key learnings that will influence or provide future efficiencies in program work.

**AR EVALUATION COMPONENTS**

- **Progress Toward Measurable Objectives & Performance Efficiency Measures (PEM)**
  - Measurable Objectives: An AR’s tactic(s) identifies intended outcomes, which are termed Measurable Objectives, for the lifecycle of the program. The Measurable Objectives chart on each summary page provides an overview of the intended outcomes that were achieved, exceeded, still in progress, or not achieved.
  - Performance Efficiency Measures (PEM): An AR’s tactic(s) identifies PEM goals for the lifecycle of the program. The PEM graphs illustrate actual results compared to the program’s original goals.

**AR SUMMARY & EVALUATION COMPONENTS**

- **PROGRESS TOWARD MEASURABLE OBJECTIVES**
  - Achieved: 132
  - Exceeded: 80
  - Still in Progress: 7
  - Not Achieved: 12

- **TACTICS**
  - 62 TACTICS

- **MEASURABLE OBJECTIVES**
  - 231

- **TOTAL SPENT**
  - $27.1 Million

- **SURVEY RESPONSES**
  - If a respondent knew “some” to “a lot” about an AR, they were prompted to answer a sub-set of questions about the program. If a respondent did not have much knowledge about an AR, they advanced to the next set of questions. Therefore, the number of survey responses varies and is noted in each AR’s survey results section.

- **PROGRAM PERFORMANCE**
  - Some ARs have a regional focus or produce content that is not intended to assist programming efforts at the state level, which may result in modest QSBC survey responses/results. In such cases, lower results may not be a direct/accurate reflection of program performance.

- **AUTHORIZATION REQUEST**

**AUTHORIZATION REQUEST**

- Tactic A
  - Measurable Objectives & PEM Goals

- Tactic B
  - Measurable Objectives & PEM Goals

- Tactic C
  - Measurable Objectives & PEM Goals
PURPOSE
This program’s focus is the shift in positioning from processed beef to prepared beef to change how processed beef products are marketed to the consumer. With its fourth year of funding, this AR implemented the Be Beef Prepared campaign to further leverage prepared beef as part of a healthy diet and to enhance its messaging platforms. Specifically, the Be Beef Prepared campaign provided KOLs, channel marketers, end users, and health practitioner communities with the needed resources to educate consumers about the benefits of prepared beef.

ACCOMPLISHMENT & RESULT HIGHLIGHTS
• Be Beef Prepared Website: The new Be Beef Prepared website (www.BeBeefPrepared.com), which hosts infographics and fact sheets on topics such as charcuterie, Beefshi, and prepared beef nutrition, armed nutrition influencers with new messaging and communication resources.
• TikTok and The Food Renegades: Social media influencers The Food Renegades shared unique and inspiring prepared beef recipes with consumers via TikTok, which were viewed more than 2.1 million times and generated approximately 146 million hashtag views.
• State Beef Council Partnerships: Partnerships were strengthened with state beef councils to further develop resources and tools needed to support their efforts to promote prepared beef products.
• National Deli Meat Month Partnerships: National Deli Meat Month educational and promotional tools reached more than 341 million individuals, and this event was leveraged by partnering with the National Pork Board and the International Deli-Dairy-Bakery Association.
• Beefshi Bites the Big Apple: Consumers in this major metropolitan market were exposed to Beefshi via DoorDash, Uber Eats, Grubhub, and Postmates. This program’s New York City Beefshi events, reaching more than 260,000 consumers and 76,000 chefs and restaurant decision makers.
• Social media TikTok and The Food Renegades: influencers The Food Renegades shared unique and inspiring prepared beef recipes with consumers via TikTok, which were viewed more than 2.1 million times and generated approximately 146 million hashtag views.
• State Beef Council Partnerships: Partnerships were strengthened with state beef councils to further develop resources and tools needed to support their efforts to promote prepared beef products.
• National Deli Meat Month Partnerships: National Deli Meat Month educational and promotional tools reached more than 341 million individuals, and this event was leveraged by partnering with the National Pork Board and the International Deli-Dairy-Bakery Association.
• Beefshi Bites the Big Apple: Consumers in this major metropolitan market were exposed to Beefshi via DoorDash, Uber Eats, Grubhub, and Postmates. This program’s New York City Beefshi events, reaching more than 260,000 consumers and 76,000 chefs and restaurant decision makers.

KEY LEARNINGS
• At the start of COVID-19, sales of sausages, frankfurters, and deli meats significantly increased, a trend that has continued throughout the past year. As consumers rediscover prepared meats, these statistics provide an opportunity to leverage this momentum to make a positive trajectory of prepared beef interest and sales.
• This AR’s prepared beef marketing concepts resonate with consumers, which was illustrated through increased sales of beef products during prepared beef/Beefshi promotions with Albertsons supermarkets, and specials with the Moonrise Izakaya gastro-pub and home delivery marketing activities in New York City.

TOTAL PERFORMANCE EFFICIENCY MEASURES (PEM) RESULTS

<table>
<thead>
<tr>
<th>OBJECTIVES</th>
<th>MEASURABLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer Reach:</td>
<td></td>
</tr>
</tbody>
</table>
- Goal: 315,537,500
- Actual: 884,989,652 |
| KOL Reach: | 
- Goal: 303,750
- Actual: 767,786 |
| PROGRESS TOWARD MEASURABLE OBJECTIVES | Achieved | Exceeded |
| Consumer Reach: | 2 | 8 |
| KOL Reach: | 0 | 0 |
| AR CONTAINS 3 TACTICS & 10 MEASURABLE OBJECTIVES |

QUALIFIED STATE BEEF COUNCIL SURVEY RESULTS

Respondents out of 41: 24

Respondents out of 41: 41
61% of QSBC respondents know some to a lot about this Checkoff-funded program.

QUALIFIED STATE BEEF COUNCIL SURVEY RESULTS

Respondents out of 41: 24

Respondents out of 41: 41
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TOTAL PERFORMANCE EFFICIENCY MEASURES (PEM) RESULTS

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| PROGRESS TOWARD MEASURABLE OBJECTIVES | Achieved | Exceeded |
| Consumer Reach: | 2 | 8 |
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QUALIFIED STATE BEEF COUNCIL SURVEY RESULTS

Respondents out of 41: 24

Respondents out of 41: 41
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TOTAL PERFORMANCE EFFICIENCY MEASURES (PEM) RESULTS

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<tr>
<th>OBJECTIVES</th>
<th>MEASURABLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer Reach:</td>
<td></td>
</tr>
</tbody>
</table>
- Goal: 315,537,500
- Actual: 884,989,652 |
| KOL Reach: | 
- Goal: 303,750
- Actual: 767,786 |
| PROGRESS TOWARD MEASURABLE OBJECTIVES | Achieved | Exceeded |
| Consumer Reach: | 2 | 8 |
| KOL Reach: | 0 | 0 |
| AR CONTAINS 3 TACTICS & 10 MEASURABLE OBJECTIVES |

QUALIFIED STATE BEEF COUNCIL SURVEY RESULTS

Respondents out of 41: 24

Respondents out of 41: 41
61% of QSBC respondents know some to a lot about this Checkoff-funded program.
AR#: 2101-P

PURPOSE
This AR develops programming and consumer messaging focused on three areas: Discovery of, Access to, and Confidence in veal as a protein choice. With renewed focus in these areas, program priorities sought to connect and communicate directly with consumers, revolutionize veal marketing and merchandising resources, elevate veal's image, and engage veal advocates.

ACCOMPLISHMENT & RESULT HIGHLIGHTS
• Digital Shopper Marketing Platform: Interacted with consumers through the e-commerce platform Chicory to educate them about veal and showcase a variety of veal recipes. This campaign partnered with state beef councils, packers, and the Victoria's Pasta Sauce brand, which further leveraged its visibility, resulting in 1,362,928 views, 6,697 clicks, and over 5,900 orders of veal products placed during the promotion period.
• Non-Traditional Foodservice Campaign: Developed additional outlets for veal sales in new, non-traditional restaurants. This was accomplished by providing foodservice distributors' sales team with new educational resources and merchandising materials on how to position veal on menus in the form of small plates and appetizers. This campaign generated success as sales teams acquired new, non-traditional veal buyers, which will continue to be capitalized on in the coming fiscal year.
• Supporting State Beef Council Programs: Most state beef councils do not participate in veal programming activities for reasons that include time, staffing resources, etc. To illustrate this AR's ability to provide turnkey veal programming support, a relationship was cultivated with the Wisconsin Beef Council. The success of this partnership was two-fold: it allowed veal programming efforts to reach a new consumer audience, and it showcased what this AR can produce to support state-level, veal programming activities.
• EATYALL Podcast: This opportunity helped engage and educate chefs and channel decision makers, who have social media and buying influence, about veal farming practices.

KEY LEARNINGS
• Although COVID restrictions on the foodservice sector were alleviated, the pandemic still posed veal promotion challenges as foodservice distributors were oversaturated with incentive programs and were also short-staffed. Fortunately, program work continued by engaging with smaller foodservice distributors, which will enable this AR to further extend its program efforts this coming year.
• As a first-year subcontractor to NAMI, the New York Beef Council gained greater insights on how to enhance and build relationships with this program's contractors as well as national and state partners such as Chicory and state beef councils, respectively. Learnings over this past year will enable proficiencies with program outreach and support efforts with existing and new partners.

TOTAL PERFORMANCE EFFICIENCY MEASURES (PEM) RESULTS

<table>
<thead>
<tr>
<th>Objective</th>
<th>Goal</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer Reach</td>
<td>6,515,000</td>
<td>10,703,084</td>
</tr>
<tr>
<td>Consumer Engagement</td>
<td>249,150</td>
<td>796,738</td>
</tr>
<tr>
<td>KOL Reach</td>
<td>6,360</td>
<td>6,233</td>
</tr>
<tr>
<td>KOL Engagement</td>
<td>676</td>
<td>900</td>
</tr>
</tbody>
</table>

*Actual PEM results for Consumer and KOL metrics are aggregated across the program's four tactics.

QUALIFIED STATE BEEF COUNCIL SURVEY RESULTS

Respondents out of 41: 39
31% of QSBC respondents know some to a lot about this Checkoff-funded program.

VALUE OF AR TO QSBC
- Very valuable: 27%
- Somewhat valuable: 10%
- Not so valuable: 45%
- Not at all valuable: 18%

WILL RECOMMEND AR TO ANOTHER QSBC
- Highly likely: 18%
- Somewhat likely: 46%
- Not too likely: 9%
- Not likely at all: 27%

AR WORK IS IMPROVING
- Improved a lot: 25%
- Improved somewhat: 17%
- Stayed the same: 58%
- Got somewhat worse: 0%
- Got much worse: 0%
PURPOSE
The Beef. It's What's For Dinner. promotion AR develops consumer marketing strategies, creative content, and brand assets such as videos, ads, infographics, photography, web copy, website templates, banner ads, etc., to position beef as the top protein.

KEY LEARNINGS
• For the first time since 2003, Beef. It's What's For Dinner. was broadcasted on the Hallmark Channel's Countdown to Christmas movie season. The broadcast generated significant enthusiasm for the brand with over 32.7 million consumers reached, and it supported additional broadcast TV buys on Food Network and ESPN's cable-television programming networks. Broadcast TV delivered an economical cost-per-video-view of $0.03, and learnings from these cable TV efforts will further inform and shape TV media buys in FY22 and beyond.

• Soft launching campaign content on social media is a tool to gauge consumer acceptance of a campaign's message in real time. In the case of the Beef. It's What's For Dinner. Sustainability campaign, this offered the ability to refine ads using real-world feedback. Moving forward, this approach will be utilized when launching messages on sensitive or hot topic issues.

ACCOMPLISHMENT & RESULT HIGHLIGHTS
• Consumer Advertising Campaigns: Beef. It’s What’s For Dinner. developed and launched four successful consumer-directed campaigns, which included: Holiday (Beef Drool Log 2.0 series), Beef in the Early Years (nutrition education), Sustainability (beef production practices), and Summer Grilling (enjoying beef around the country during summer months). Collective efforts with over 30 state beef councils leveraged the reach of these campaigns through a variety of media platforms, allowing over 720 million opportunities for consumers to view/interact with Beef. It’s What’s For Dinner. content.

• Educating Niche Audiences: The Beef in the Early Years campaign targeted a niche parent audience. Delivering messages through WebMD.com and Nativo native advertising allowed this campaign’s target audience to view Beef in the Early Years information on trusted sites they were visiting for other relevant parenting/childrearing information. This focused media approach resulted in more than 15 million video views and nearly 40,000 users clicking on the articles in WebMD and Nativo.

TOTAL PERFORMANCE EFFICIENCY MEASURES (PEM) RESULTS

QUALIFIED STATE BEEF COUNCIL SURVEY RESULTS
Respondents out of 41: 37
100% of QSBC respondents know some to a lot about this Checkoff-funded program.

AR WORK IS IMPROVING

AR CONTAINS 2 TACTICS & 6 MEASURABLE OBJECTIVES

PROGRESS TOWARD MEASURABLE OBJECTIVES

0 Achieved
0 Still in Progress
6 Exceeded
0 Not Achieved

TOTAL PERFORMANCE EFFICIENCY MEASURES (PEM) RESULTS

<table>
<thead>
<tr>
<th>Metric</th>
<th>Target</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer Reach:</td>
<td>461,600,000</td>
<td>610,210,071</td>
</tr>
<tr>
<td>Consumer Engagement:</td>
<td>2,620,000</td>
<td>4,071,044</td>
</tr>
<tr>
<td>KOL Reach:</td>
<td>500</td>
<td>2,633</td>
</tr>
<tr>
<td>KOL Engagement:</td>
<td>750</td>
<td>146,485</td>
</tr>
</tbody>
</table>

1 Actual PEM results for Consumer and KOL metrics are aggregated across the program’s two tactics.
PURPOSE
This AR focuses on post-harvest beef safety and processed beef nutrition research. The post-harvest safety research program identifies and improves science-based interventions and process controls to ensure the safety of beef. The processed beef nutrition research program evaluates scientific evidence addressing the role of processed beef in healthy dietary patterns.

KEY LEARNINGS
• There are immediate and critical needs on the beef safety research side, which require greater funding allocations. As technology improves to link foodborne illnesses with a source, it is increasingly important to understand how and why pathogens like Salmonella cause illness to determine the best approaches to improve the safety profile of beef through the post-harvest continuum.
• The 2020–2025 Dietary Guidelines for Americans encourage replacing products like processed beef products with seafood or legumes. To deliver value to cattle producers and secure the role of beef products in a healthy dietary eating pattern, processed beef research is essential in providing assurance that further processed beef products are safe and fit within individuals’ lifestyle choices.

ACCOMPLISHMENT & RESULT HIGHLIGHTS
• Salmonella Research Proposals: Working collaboratively with the National Cattlemen’s Beef Association, data gaps in Salmonella control will be researched across the pre- and post-harvest safety continuum. Three high priority post-harvest research projects, solicited through this AR, are expected to provide great insights on Salmonella control and risk.
• Effects of Red Meat Consumption on Young Adults: A recent study assessed the effects of adding moderate amounts of unprocessed or processed lean red meat to a healthy U.S.-style lacto-ovo vegetarian eating pattern on gut microbiota. Among healthy, young adults, research showed that converting to a nutritious, U.S.-style omnivorous eating pattern does not influence the overall gut microbial structure, or improvements in the selected blood lipids and lipoproteins in the short term.
• Engaging Safety Professionals: Sponsorship of the Consumer Food Safety Education event allowed conference participants to hear updates on Checkoff-funded post-harvest beef safety and processed beef nutrition research. Of the 500 attendees, more than 400 safety professionals viewed a video briefing and over 150 participated in a session that addressed the confusion behind date labeling on further processed and ready-to-eat beef products.

QUALIFIED STATE BEEF COUNCIL SURVEY RESULTS

Respondents out of 41: 37
On average, 15% of QSBC respondents know some about this Checkoff-funded program.

Respondents out of 41: 5
Would Recommend AR to Another QSBC (on average)

AR Work is Improving (on average)

Value of AR to QSBC (on average)

Improve a lot: 0%
Improved somewhat: 10%
Stayed the same: 90%
Got somewhat worse: 0%
Got much worse: 0%

Very valuable: 0%
Somewhat valuable: 44%
Not so valuable: 46%
Not at all valuable: 10%

Highly likely: 0%
Somewhat likely: 44%
Not too likely: 28%
Not at all likely: 28%

* Performance Efficiency Measures are not required for Research ARs.

2 This AR contains unique research areas, so survey questions for this AR were asked for each tactic. For this report, results are presented as averages across the Post-Harvest Safety and Processed Beef Nutrition Research tactics.
PURPOSE
This AR’s research priorities focus on pre-harvest beef safety, recipe development, nutrition, product quality, sustainability, and consumer research. To position beef as the number one protein, research findings are disseminated to key stakeholders to provide insights that support several Checkoff program efforts to ensure materials and campaigns are supported by sound data.

KEY LEARNINGS
• This program continues to provide key insights across other Checkoff program areas. As examples, research through this AR better defined the opportunities in communicating beef’s role in the early years of development, and monitoring of consumer purchasing behavior found that overall basket value increased when beef was included in a shopper’s cart.
• The 2021–2025 Beef Industry Long Range Plan identified research opportunities that need to be addressed. With the assembly of technical advisory groups, experts in the fields of beef safety, product quality, human nutrition, and sustainability helped develop new research roadmaps that will drive research initiatives for this AR through 2025.

ACCOMPLISHMENT & RESULT HIGHLIGHTS
• Beef Industry Safety Summit: The 19th Annual Beef Industry Safety Summit was held virtually and had more first-time attendees than in recent history. Moving forward, an on-demand option for sessions will be explored to ensure the transfer of beef safety insights to the next generation of industry safety decision makers.
• Research Publications: More research publications were accepted in 2021 than in recent years. This achievement is attributed to the concerted effort to complete research write-ups coupled with timing. It can take several years to build a body of evidence that addresses intended questions, and enough studies had accumulated in FY21 to publish critical pieces of research.
• Significant Impact on Beef Quality: The American Meat Science Association awarded recognition to a research project that would have the most significant impact on beef quality. The winner of this first, annual award went to the following Checkoff-funded project: Divergent phenotypes of crossbred beef x dairy cattle minimally influence eating quality and carcass performance (Texas Tech University).

QUALIFIED STATE BEEF COUNCIL SURVEY RESULTS
Respondents out of 41: 37
On average, 33% of QSBC respondents know some to a lot about this Checkoff-funded program.

1 Performance Efficiency Measures are not required for Research ARs.

1 This AR contains unique research areas, so survey questions for this AR were asked for each tactic. For this report, results are presented as averages across the Pre-Harvest Safety, Product Quality, Culinary Expertise, Sustainability, Channel Intelligence and Market Research tactics.
AR#: 2120-CI

PURPOSE
The Northeast region is home to nearly 72 million consumers and encompasses four of the nation’s top 10 metropolitan cities: New York City, Boston, Philadelphia, and Washington D.C. Through this AR, national Checkoff messaging and content is extended to this region by bridging knowledge and resource gaps with consumers, nutrition influencers, and members of the supply chain.

ACCOMPLISHMENT & RESULT HIGHLIGHTS
- E-Commerce Campaign: A partnership with online grocery delivery service FreshDirect allowed the Beef Checkoff to connect with Northeast consumers in a space where they were making purchasing decisions. In mid-May, FreshDirect shoppers had the opportunity to view a Beer-Braised Beef Chuck Taco recipe that resulted in sales of nearly 3,000 pounds of chuck roll during a typical slow-moving season for this cut.
- Supporting Retail Partners: Relationships were built with Giant, Weis Markets, and Redner’s Markets grocery stores to reach consumers that were shifting to a “stocking-up” behavior. Beef was featured to consumers through a variety of platforms, including mailers, radio, podcasts, social media, and virtual cooking classes. Specifically, the partnership with Giant reached over 726,000 consumers with positive beef messaging content.
- Raising the Steaks Video Series: This series featured an individual who was a registered dietitian, personal trainer, and beef advocate, guiding consumers through three different Pennsylvania cattle operations and addressing questions they often have. Over 4,300 urban consumers visited the NortheastBeef.org website to learn more about beef production practices and the producers who raise their beef.

KEY LEARNINGS
- As online grocery shopping continues to gain market share, the program will work to maintain and grow relationships with key partners in the region. It will also capitalize on growing consumer trends, such as meal kits, to ensure beef is well represented in this category.
- An “always-on” paid social advertising campaign proved effective in reaching Northeast consumers with relevant and timely beef information. As long as consumers are actively spending time in this digital space, this AR will continue to seek ways to reach them with Beef Checkoff content.

TOTAL PERFORMANCE EFFICIENCY MEASURES (PEM) RESULTS

<table>
<thead>
<tr>
<th>Objective</th>
<th>Goal</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer Reach</td>
<td>5,670,000</td>
<td>13,103,258</td>
</tr>
<tr>
<td>Consumer Engagement</td>
<td>157,000</td>
<td>149,759</td>
</tr>
<tr>
<td>KOL Reach</td>
<td>7,000</td>
<td>23,087</td>
</tr>
<tr>
<td>KOL Engagement</td>
<td>980</td>
<td>3,424</td>
</tr>
</tbody>
</table>

1 Actual PEM results for Consumer and KOL metrics are aggregated across the program’s three tactics.

QUALIFIED STATE BEEF COUNCIL SURVEY RESULTS

Respondents out of 41: 34
53% of QSBC respondents know some to a lot about this Checkoff-funded program.

- Very valuable: 28%
- Somewhat valuable: 39%
- Not so valuable: 11%
- Not at all valuable: 22%
- Highly likely: 41%
- Somewhat likely: 29%
- Not too likely: 24%
- Not likely at all: 6%
- Improved a lot: 6%
- Improved somewhat: 29%
- Stayed the same: 65%
- Got somewhat worse: 0%
- Got much worse: 0%
PURPOSE
This AR builds upon the previous investment in science, technology, engineering, and math (STEM) education materials that utilize beef production concepts. The focus is to promote these materials to science educators, especially in urban areas, so they are equipped to use resources highlighting beef production practices to meet core science standards.

ACCOMPLISHMENT & RESULT HIGHLIGHTS
• Positive Beef Perceptions: When surveyed on their perception of beef production practices, 82% of teachers that engaged in this AR’s programs had a positive perception of how cattle are raised, and 92% had furthered their students’ understanding on the importance of the beef industry to society.
• Partnership Development: In FY21, this program expanded its collaborative efforts with state beef councils, increasing the reach and impact of beef-based curriculum materials. It also strengthened partnerships with the NextGenScience team and beef professors at the university level, which were critical in connecting with key science teachers and providing them with top professional learning experiences.
• Beef Checkoff Contractor Collaboration: To further leverage Checkoff resources, this AR developed a partnership with the National Institute for Animal Agriculture. Educational information presented at the Antibiotic Symposium will be folded into this program’s beef-based curriculum, which will ensure accurate subject content and direct lines of communication with experts in the field of antibiotic use.

KEY LEARNINGS
• State partnerships are essential to this program’s outreach efforts, so this AR will continue to expand the On The Farm STEM platform at the state level to facilitate connections with educators.
• This AR has built a strong core of educators, which has enabled the program to keep its pulse on educational shifts and meet teachers where they are at in relation to their educational needs.
• The ability for teachers to implement beef-based curriculum is more feasible when producers can translate their farm/ranch production practices in an instructionally relevant/scientific context. This program will continue to improve how producers deliver applied production practices to this program’s target audience.

AR#: 2121-CI
Contractor: American Farm Bureau Foundation for Agriculture
Program Area: Beef-Based Curriculum Resources & On The Farm STEM
Amount Awarded: $670,996
Total Spent as of 11/30/21: $467,183

0 Achieved
3 Exceeded
0 Still in Progress
0 Not Achieved

PROGRESS TOWARD MEASURABLE OBJECTIVES

TOTAL PERFORMANCE EFFICIENCY MEASURES (PEM) RESULTS

Consumer Reach:
• Goal: 716,590
• Actual: 1,164,519

Consumer Engagement:
• Goal: 24,200
• Actual: 53,635

KOL Reach:
• Goal: 280,737
• Actual: 668,282

KOL Engagement:
• Goal: 31,443
• Actual: 53,635

Qualification State Beef Council Survey Results
Respondents out of 41: 34
44% of QSBC respondents know some to a lot about this Checkoff-funded program.

Respondents out of 41: 15
Value of AR to QSBC
Would Recommend AR to Another QSBC
AR Work is Improving

Respondents out of 41: 15
• Very valuable: 40%
• Somewhat valuable: 47%
• Not so valuable: 13%
• Not at all valuable: 0%
• Highly likely: 53%
• Somewhat likely: 40%
• Not too likely: 7%
• Not likely at all: 0%
• Improved a lot: 13%
• Improved somewhat: 34%
• Stayed the same: 53%
• Got somewhat worse: 0%
• Got much worse: 0%

1. Actual PEM results for Consumer and KOL metrics are aggregated across the program’s tactic.
**PURPOSE**

The tactics in this AR contribute expertise to other Beef Checkoff programs, state partners, and/or global industry influencers/stakeholders to position beef as the top protein choice for consumers. This program builds relationships with third-party beef advocates, works with supply chain stakeholders to communicate innovations and the value proposition of beef, and drives positive mentions of beef in the media.

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**ACCOMPLISHMENT & RESULT HIGHLIGHTS**

- **KOL-Driven Content:** Food and culinary influencers engaged with over 255 thousand consumers by showcasing how beef makes the holiday special. To introduce beef as an early complementary food, content was placed in top medical publications and over 2,300 toolkits were delivered to pediatrician offices and childbirth centers. This program also reached nearly 29.5 million individuals via a satellite media tour, which inspired consumers to “beef up” their real beef burgers with fruits and vegetables.

- **Online Beef Sales:** Beef messaging and imagery at the digital point-of-purchase, using the Beef. It’s What’s For Dinner. brand, supported online retail beef sales with four major retailers during the summer grilling season. One retail partner that participated noted 1.5 million dollars in incremental sales, showed 13% of ad-exposed buyers were new to the beef category, and saw a $34.36 return on ad spend.

- **National Media Coverage:** Media placements featuring beef recipes, along with farmers and ranchers, were secured with a variety of national media outlets, which encouraged consumers to enjoy beef and showcased producers as relatable, trustworthy people. Additional media attention was gained by having celebrity chef influencers distribute positive beef content. Each chef’s notoriety secured additional placements and their social media following broadened the reach of Checkoff content.

**KEY LEARNINGS**

- Working with influencers, such as celebrity chefs, drives greater engagement and video views for this program and creates efficiencies across tactics when content is developed for Beef. It’s What’s For Dinner. campaigns.

- In the foodservice sector, placing additional funds behind email rotation banners is a successful way to increase the number of consumers who click on an intended link. This practice did not return a high clickthrough rate in the e-commerce sector, so this program will seek other strategies to increase consumer interaction with Checkoff content.

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**CONSUMER INFORMATION | 2122-CI**

**Contractor:** National Cattlemen’s Beef Association

**Program Area:** Engagement with KOLs, Supply Chain, and Media

| Amount Awarded: $6,163,221 | Total Spent as of 11/30/21: $4,886,565 |

**AR#: 2122-CI**

**Consumer Reach:**
- **Goal:** 520,000,000
- **Actual:** 4,658,895,818

**KOL Reach:**
- **Goal:** 55,000
- **Actual:** 1,044,096

**Consumer Engagement:**
- **Goal:** 85,000
- **Actual:** 1,950,062

**KOL Engagement:**
- **Goal:** 8,000
- **Actual:** 78,426

**QUALIFIED STATE BEEF COUNCIL SURVEY RESULTS**

**Respondents out of 41:** 26

- Very valuable: 65%
- Somewhat valuable: 35%
- Not so valuable: 0%
- Not at all valuable: 0%

- Highly likely: 65%
- Somewhat likely: 31%
- Not too likely: 0%
- Not likely at all: 0%

- Improved a lot: 0%
- Improved somewhat: 65%
- Stayed the same: 35%
- Got somewhat worse: 0%
- Got much worse: 0%

---

**TOTAL PERFORMANCE EFFICIENCY MEASURES (PEM) RESULTS**

- **Consumer Reach:**
  - **Goal:** 520,000,000
  - **Actual:** 4,658,895,818

- **KOL Reach:**
  - **Goal:** 55,000
  - **Actual:** 1,044,096

- **KOL Engagement:**
  - **Goal:** 8,000
  - **Actual:** 78,426

---

1 Actual PEM results for Consumer and KOL metrics are aggregated across the program’s three tactics.
**PURPOSE**

The Veal Quality Assurance (VQA) program provides producer education and certification to ensure veal calves receive quality care through every stage of life and are raised using ethical practices that result in a safe, wholesome, quality product that meets or exceeds regulatory and consumer expectations.

**ACCOMPLISHMENT & RESULT HIGHLIGHTS**

- **Antibiotic Stewardship Training Materials:** In collaboration with industry experts, a three-part educational series on antibiotic stewardship in veal calves was developed and launched. The training materials enable farm personnel to accurately identify calves for treatment using veterinary-written protocols leading to improvements in responsible antibiotic use.

- **Consumer Education:** Dairy influencers participated in a veal farm tour and shared online stories about veal production practices, reaching more than 103 thousand consumers on their respective digital platforms.

- **Veal Advocacy Workshop:** Veal farmers, state beef councils, and industry stakeholders participated in a workshop that provided talking points to effectively communicate veal's story. New materials were created to explain veal production, which 88% of workshop participants plan to use.

- **Veal Summit:** Veal growers and industry stakeholders reviewed the VQA and veal programs and provided feedback on future activities, which included continued efforts to expand and increase online sales of veal products.

**KEY LEARNINGS**

- The ability to collaborate with others, who have shared goals and audiences, is a key strength as materials and resources developed through this AR are leveraged through the partnerships this program has fostered.

**TOTAL PERFORMANCE EFFICIENCY MEASURES (PEM) RESULTS**

- **Grower/Farmer Reach:**
  - Goal: 6,000
  - Actual: 69,530

- **Grower/Farmer Engagement:**
  - Goal: 2,320
  - Actual: 7,814

- **KOL Reach:**
  - Goal: 2,000
  - Actual: 1,704

- **KOL Engagement:**
  - Goal: 400
  - Actual: 323

1 Actual PEM results for Consumer and KOL metrics are aggregated across the program’s two tactics.

**QUALIFIED STATE BEEF COUNCIL SURVEY RESULTS**

Respondents out of 41: 34

26% of QSBC respondents know some to a lot about this Checkoff-funded program.

- **Value of AR to QSBC**
  - Very valuable: 22%
  - Somewhat valuable: 23%
  - Not so valuable: 33%
  - Not at all valuable: 22%

- **Would Recommend AR to Another QSBC**
  - Highly likely: 33%
  - Somewhat likely: 0%
  - Not too likely: 56%
  - Not likely at all: 11%

- **AR Work is Improving**
  - Improved a lot: 0%
  - Improved somewhat: 33%
  - Stayed the same: 67%
  - Got somewhat worse: 0%
  - Got much worse: 0%
**PURPOSE**
Antibiotic stewardship continues to be a top priority for the beef industry, and this AR expands how positive communication and effective messaging of current scientific knowledge will protect beef’s image, ensure beef safety, and drive beef demand.

**ACCOMPLISHMENT & RESULT HIGHLIGHTS**

- **Antibiotic Symposium:** This year’s symposium saw a 47% increase in participation due to the virtual format and the subject matter experts the committee brought to the conversation. The messages shared by speakers also garnered greater media pick-up, which is momentum the symposium will continue to capitalize on in the coming year.

- **Centers for Disease Control & Prevention (CDC):** A three-part engagement series connected CDC leaders with farmers, ranchers, and veterinarians to engage in open dialogue and collaboration opportunities. This activity allowed producers and veterinarians to build relationships and serve as trusted resources for the CDC leaders that are making decisions on antibiotic use and stewardship across the human, animal, and environmental disciplines.

- **State Beef Council Partnerships:** This program significantly increased its partnerships with state beef councils from one to 16, which enabled this program to reach beef producers from across the country with antibiotic information. In addition, a toolkit containing technical guidance on antimicrobial stewardship and resistance was distributed to over 50 state beef council leaders, and its use positively impacted the councils’ ability to engage in antibiotic conversations with influencers and consumers.

**KEY LEARNINGS**

- To continue conversations and momentum after the Antibiotic Symposium, events will be planned throughout the year to bolster collaboration and shared learnings.

- To increase access to guests and speakers, the symposium will continue to be offered in a hybrid format.

- This program has renewed its focus and communication strategies; moving forward, program antibiotic resources and materials will empower producers and KOLs that have consumer-facing programs, communications, brands, etc.

**TOTAL PERFORMANCE EFFICIENCY MEASURES (PEM) RESULTS**

**Producer/Consumer Reach:**
- **Goal:** 375,630
- **Actual:** 304,700

**Producer/Consumer Engagement:**
- **Goal:** 19,200
- **Actual:** 2,708

**KOL Reach:**
- **Goal:** 625
- **Actual:** 846

**KOL Engagement:**
- **Goal:** 155
- **Actual:** 191

1 Actual PEM results for Consumer and KOL metrics are aggregated across the program’s three tactics.
AR#: 2132-II

PURPOSE
This AR covers three distinct program areas, which are as follows:

- **Issues and Crisis Management and Planning:** This tactic provides resources such as crisis plans, talking points, media outreach, response statements, fact sheets, infographics, videos, and other digital content that can be deployed when issues or crises arise.
- **Beef Advocacy Training and Engagement:** This tactic provides training to develop credible advocates and spokespeople within the beef community, equipping them with information and resources to readily engage in conversations and address consumer concerns.
- **Beef Quality Assurance:** This tactic delivers educational programs to producers and focuses on issues that impact consumer trust and beef demand, ranging from well-being to BQA certification.

ACCOMPLISHMENT & RESULT HIGHLIGHTS

• **Issues and Crisis Management and Planning:** More than 300 people attended a virtual panel at the Climate Week NYC event. Panelists featured producers, academic experts, and celebrity chef influencers, which generated positive media coverage around beef. This tactic also conducted three issues workshops to support states and industry partners with their issue management needs.

• **Beef Advocacy Training and Engagement:** Updated the Masters of Beef Advocacy (MBA) training modules and collaborated with partners to provide webinars to advocates on trending beef topics. This tactic also worked with state partners to deliver 41 in-depth training sessions to create a nationwide network of more than 1,000 trained beef advocates.

• **Beef Quality Assurance (BQA):** This program yielded a net increase of 98,433 BQA certifications, which is a 20.3% year-over-year increase, and launched its first biosecurity education module. In addition, this tactic worked with industry stakeholders to develop a quality assurance training and certification program for calf-raising operations.

KEY LEARNINGS

• **Issues and Crisis Management and Planning:** Enhanced communication and industry alignment was needed for Foot and Mouth Disease (FMD) crisis planning. To create consistency and to ensure historical work is referenced when developing new materials, efforts between the Cross-Species FMD Group and industry partners are being streamlined.

• **Beef Advocacy Training and Engagement:** Partnerships are critical to this program so it will continue to partner with state beef councils and industry stakeholders to develop more localized advocacy training and to further leverage resources into existing beef advocacy programs. A focus will also be put on content delivery methods that are more engaging such as virtual trainings.

• **Beef Quality Assurance (BQA):** To enhance marketing efforts with intended audiences, BQA advertisements will shift to digital platforms and earned- versus paid-media spots. In addition, promote efficiencies and improve the user experience, this tactic has combined efforts with MBA by sharing customer support staff and a learning and management system (LMS) platform that links other program areas such as Beef U and the Beef Education Nutrition hub audiences.

TACTICS & OBJECTIVES

- **Issues and Crisis Management, Beef Advocacy, Beef Quality Assurance**
  - AR Contains: 3 Tactics & 9 Measurable Objectives
  - **Achieved:** 2
  - **Exceeded:** 7
  - **Still in Progress:** 0
  - **Not Achieved:** 0

TOTAL PERFORMANCE EFFICIENCY MEASURES (PEM) RESULTS

- **Producer/Consumer Reach:**
  - Goal: 6,450,000
  - Actual: 11,964,531

- **Producer/Consumer Engagement:**
  - Goal: 219,500
  - Actual: 727,161

- **KOL Reach:**
  - Goal: 129,500
  - Actual: 177,919

- **KOL Engagement:**
  - Goal: 13,900
  - Actual: 104,071

QUALIFIED STATE BEEF COUNCIL SURVEY RESULTS

- **Respondents out of 41:**

  - **AR to QSBC (on average):**
    - Value of AR to QSBC:
      - Very valuable: 6%
      - Somewhat valuable: 26%
      - Not so valuable: 1%
      - Not at all valuable: 0%

  - **Would Recommend AR to Another QSBC (on average):**
    - Would recommend AR to another QSBC:
      - Very likely: 73%
      - Somewhat likely: 26%
      - Not too likely: 1%
      - Not likely at all: 0%

  - **AR Work is Improving (on average):**
    - AR Work is improving:
      - Improved a lot: 13%
      - Improved somewhat: 49%
      - Stayed the same: 34%
      - Got worse: 2%

  - **Respondents out of 41:** 34

  - On average, 44% of QSBC respondents know some to a lot about this Checkoff-funded program.

  1 Total PEM results for Consumer and KOL metrics are aggregated across the program’s three tactics.

  2 This AR contains unique program areas, so survey questions for this AR were asked for each tactic. For this report, results are presented as averages across the Issues and Crisis Management, Beef Advocacy Training and Engagement, and Beef Quality Assurance tactics.

2021 REPORT | Evaluation of Beef Checkoff Programs
PURPOSE
This AR builds beef demand through in-country relationships, extensive market knowledge, and understanding of each country/region’s unique consumer demand drivers. In addition, in-depth monitoring and understanding of global economic trends, beef consumption, domestic beef production, and import competitors are used to take advantage of growth opportunities and defend market share.

ACCOMPLISHMENT & RESULT HIGHLIGHTS
- **E-Commerce Channels in China:** An e-commerce activity with key account Mr. Meat and Austin Li, one of China’s (and the world’s) most famous live streamers, reached 6.5 million viewers and sold more than $1 million dollars of beef in under an hour. This program also remains focused on market fundamentals by building core purchasing and distribution programs with partners in the trade, retail, and foodservice sectors.
- **Regional Retailers in Japan:** Regional retail chains in Japan grew in popularity during COVID-19. A promotional partnership with several regional retailers showcased branded beef and culinary applications to differentiate U.S. beef from the competition. During the promotion, consumers purchased nearly 200 metric tons of beef.
- **Koreans Value Convenience & “Green” Products:** Consumer demand is strong for home meal replacements, so this program launched a campaign with hypermarket Lotte Mart to boost U.S. beef sales through eco-friendly messaging. During the week-long promotion, beef sales were valued at $7.13 million dollars, which was 920% higher than the previous week and up 4% from the same period in 2020.
- **Africa’s High-End Steaks “Meating Room”:** Various regions within Africa have a growing interest in high-quality, high-marbled beef. This program established a taste kitchen “Meating Room” to engage target importers and fine-dining/steakhouse accounts that now market USDA Prime beef to their customers.

KEY LEARNINGS
- The pandemic has exposed strengths and weaknesses of different businesses. With retail sales increasing and foodservice sales declining, it was imperative that this program continue to adapt to digitization and expansion into new marketing channels.
- Diversification of accounts and sales channels during the pandemic have been integral to this AR’s resilience and success. As foodservice companies and other members of trade had to close due to financial loss, the ability to continuously develop new customers with different attributes helped diversify risk and provided this program more marketing opportunities.

QUALIFIED STATE BEEF COUNCIL SURVEY RESULTS
Respondents out of 41: 17
- **Value of AR to QSBC:**
  - Very valuable: 76%
  - Somewhat valuable: 24%
  - Not so valuable: 0%
  - Not at all valuable: 0%
- **Would Recommend AR to Another QSBC:**
  - Highly likely: 88%
  - Somewhat likely: 12%
  - Not too likely: 0%
  - Not likely at all: 0%
- **AR Work is Improving:**
  - Improved a lot: 18%
  - Improved somewhat: 65%
  - Stayed the same: 12%
  - Got somewhat worse: 5%
  - Got much worse: 0%

*Performance Efficiency Measures are not required for Foreign Marketing ARs.*
PRODUCER COMMUNICATIONS | 2150-PC

PURPOSE
This AR communicates directly with Beef Checkoff investors to build a better understanding of the Checkoff program. These efforts include online, radio, trade media, printed materials, and partnerships with state beef councils to share Checkoff-funded program information.

ACCOMPLISHMENT & RESULT HIGHLIGHTS
- **The Drive**: Through extended multi-media campaigns, subscriptions to the Beef Checkoff's producer-facing publishing platform The Drive (both print and online) saw a tremendous 27.8% increase in FY21 over the previous year.
- **Ag Trade Media Kits**: This program launched quarterly Media Kits that provided a “deep dive” into a specific Checkoff program. Contents included prewritten articles, images, interview sources, copies of The Drive, and local connection (when pitched to regional media). Kits were refined throughout the year, garnering more widespread pick-up in the third and fourth quarters with nearly 150 media hits and more than 6 million impressions.
- **Collaboration with Livestock Marketing Association (LMA)**: A discussion with the LMA organization, an opportunity several years in the making, enabled this program to provide Checkoff education, listen to concerns, correct misinformation, and make meaningful connections with a segment so important to the collection of the Checkoff dollar. More collaborative efforts are being planned for 2022.

KEY LEARNINGS
- New this year, all Checkoff contractors were invited to join two of the QSBC Roundtable meetings. This open dialogue resulted in new areas of focus, actionable items for state and contractor Producer Communications resources, and new content ideas.
- The annual Producer Attitude Survey (PAS) was conducted the first two weeks of January, which were the same two weeks of the U.S. Capitol riot and inauguration of the President. The PAS survey came back with its lowest producer sentiment toward the Checkoff, so a new Key Analytics platform has been added for FY22. This platform will allow this AR to better understand producer behavior, sentiment, likes/dislikes, and consensus data, irrespective of external events.

TOTAL PERFORMANCE EFFICIENCY MEASURES (PEM) RESULTS

Producer Reach:
- **Goal**: 3,309,140
- **Actual**: 23,336,753

Producer Engagement:
- **Goal**: 69,728
- **Actual**: 450,883

KOL Reach:
- **Goal**: 391
- **Actual**: 7,205

KOL Engagement:
- **Goal**: 299
- **Actual**: 2,005

QUALIFIED STATE BEEF COUNCIL SURVEY RESULTS
Respondents out of 41: 26
76% of QSBC respondents know some to a lot about this Checkoff-funded program.

- Very valuable: 65%
- Somewhat valuable: 31%
- Not so valuable: 0%
- Not at all valuable: 0%

- Highly likely: 73%
- Somewhat likely: 27%
- Not too likely: 0%
- Not at all likely: 0%

- Improved a lot: 29%
- Improved somewhat: 64%
- Stayed the same: 16%
- Got somewhat worse: 0%
- Got much worse: 0%
**PRODUCER ATTITUDES ON THE BEEF CHECKOFF**

- **48%** have seen, read, or heard of the Beef Checkoff, down from 48% in 2020.
- **75%** agree the Checkoff contributes to consumer demand, down from 77% in 2020.
- **52%** trust that the Checkoff is managed well, down from 60% in 2020.

**IN WHAT AREAS DO PRODUCERS WANT BEEF CHECKOFF DOLLARS INVESTED?**

- Educate about beef over alternative proteins: **68%**
- Educate about the benefits of beef: **64%**
- Increase confidence in beef safety: **59%**
- Promote U.S. beef in other countries: **50%**
- Address misinformation by action groups: **56%**
- Advertise and promote beef: **55%**

**FY21 CONSUMER ATTITUDES & BEHAVIORS**

At retail, when **beef is present** in a shopper’s basket, the average value of that basket **increases 206%** compared to an average basket.\(^1,5\)

- **41%** of consumers are actively **ordering meals online**, both down slightly from 2019.
- **63%** of consumers are actively **ordering groceries online**.
- **46%** of consumers have a **positive perception of beef**, up 2% from 2019.\(^4\)
- **69%** of consumers have a **positive perception of beef**, up 2% from 2019.\(^4\)

- Beef comprises **40%** of protein sales (retail and foodservice combined), up 2% from 2019.\(^2\)

**IN WHAT AREAS DO PRODUCERS WANT BEEF CHECKOFF DOLLARS INVESTED?**

- Address misinformation by action groups: **56%**
- Promote U.S. beef in other countries: **50%**
- Advertise and promote beef: **55%**
- Educate about beef over alternative proteins: **68%**
- Educate about the benefits of beef: **64%**
- Increase confidence in beef safety: **59%**

**Sources:**

1. NielsenIQ, Homescan Panel, Understanding the Buyers of Fresh Meat, June 2021
2. NielsenIQ, Answers on Demand, Half-Year Protein Market Share in Dollars, Data Ending June 2021; NPD, Category Sizing, Half-Year Protein Market Share in Dollars, Data Ending June 2021
5. Average basket numbers provide context as to how much is spent on total products on a typical trip to that channel, among all shoppers. For example, in 2020, an average trip to a Warehouse Club resulted in $116 spent. Trips where steak was purchased in a Warehouse Club resulted in an average of $239 spent.