

## AUTHORIZATION REQUEST FOR FY 2019

CBB Budget Category: **Promotion**

Name of Contractor: **North American Meat Institute**

Name of Organization Subcontracting:

Start Date: **10/1/2018**

End Date: **9/30/2019**

### AR OVERVIEW

#### **AR Description:**

Fiscal year (FY) 2018 was the first year that funding was authorized by CBB to promote processed beef. Throughout the year, the North American Meat Institute, on behalf of the beef checkoff, initiated numerous tactical deployments that resulted in resounding successes. We are delighted to recap the successes of these funded tactics. In short, these funded programs highlighted the positive attributes of processed beef products in award-winning (literally) new ways showcasing the broad spectrum of product choices in the marketplace.

Successful highlights:

- We introduced a novel new food concept – Beefshi. These innovative new sushi-style serving suggestions feature convenient beef products like pastrami, roast beef, summer sausage, hot dogs, corned beef and bologna. Food media and consumers alike have been loving it!
- We became the envy of public relations pros across the country by seizing real-time media opportunities when we delivered 100 logs of beef bologna to the Jacksonville Jaguars after head coach Doug Marrone detailed his love of bologna sandwiches – earning significant national media coverage as well as The Public Relations Society of America’s Award of Commendation.
- We dramatically changed the awareness of the top 30 nutrition communicators in the United States about the scientific evidence related to processed meats and cancer and the role of processed meats in a healthful, balanced diet.
- We have exceeded our FY18 performance efficiency measure goals in the first two quarters – having achieved an estimated reach of over 425 million consumers.

Promoting processed beef products is critical to the bottom line of cattle producers. Our most recent retail data indicates that the processed meat category represents over \$34 billion in sales. Beef alone has approximately \$5.9 billion in sales.

Unfortunately, there are a number of threats to this category. The *2017 Processed Meats Performance Review* – funded by NAMI, the Bemis Company and the National Pork Board – notes the following:

- The three-year media tracking, sales trends and attitudinal data analysis shows a collective and perhaps progressive impact of negative media on knowledge and purchase decision-making for processed meats.
- Millennials do not have a strong emotional attachment to processed meats and are less likely to connect them to cherished memories (like boomers do). As a result, they are most likely to say processed meats are convenience foods that they could live without or find alternatives. This is particularly concerning given the size of this group as well as the influence they have on their children's food choices.
- In addition, there is a considerable negative connotation of the name "processed meats." "Processed" is perceived to be the opposite of fresh or wholesome.
- Those who are reducing consumption of processed meats are more likely to be concerned that these meats have the potential to have a negative impact on their health because they believe they are high in sodium, nitrites, nitrates, coloring agents, fillers and other unknown ingredients. Ironically, a review of dietary patterns by the 2015 Dietary Guidelines Advisory Committee noted that followers of one of the most healthful dietary patterns, the Mediterranean Diet, on average consume double the amount of processed meat than the USDA recommended dietary pattern.
- Controversy continues as the International Agency for Research on Cancer, the State of California and other groups rely on weak and inconsistent data to advance the notion that prepared meat products are linked to cancer.

**The good news:** In contrast to all of these threats, this same report outlines some excellent opportunities for this category:

- We can take advantage of the positives that each of these product types offers and make them a focal point in messaging. For example:
  - Sausage and salami eaters love the taste.
  - Hot dog, lunchmeat and bologna eaters find these products very convenient.
- Since millennials are most vulnerable to moving away from processed meats and not passing on a familiarity with and love for these products to their children, making a connection with them and messaging that resonates will be critical.

- Since the general trend toward reduced consumption is health related, a proactive strategy to engage health professionals – like dietitians, who can underscore the “moderation” message rather than the “elimination” message – is very important.
- The foods appeal to children and are a satisfying source of complete protein.

### Approach:

Continuing the authorized funding in FY19 will bolster NAMI’s overarching proactive strategy to flood the marketplace with a continuous stream of positive news about processed beef. Specifically:

- We will continue to seek out new approaches to connect directly with consumers in meaningful ways that give them permission to consume the products they enjoy. Specifically, we will leverage the body of nutrition science supported by the USDA and the Dietary Guidelines for Americans to showcase that processed beef products are nutrient-dense foods that can be part of a healthful, balanced dietary pattern keeping fat and sodium limits in mind.
- We will continue to grow consumer trust in beef and beef production by bolstering the positioning of processed beef in the marketplace.
- We will enlist key opinion leaders and advocates to defuse any negative perceptions and to empower them with positive messaging they can pass along to constituents.
- We will continue to promote and strengthen processed beef’s value proposition with food service and retail channel marketers.
- We will continue to revolutionize the way processed beef is marketed in the U.S. retail and food service channels.

Source of Funding	Direct Costs	Implementation	Total
<b>CBB/BPOC Funding Request:</b>	\$539,852	\$142,148	\$682,000
Federation of SBCs Funding Request: (Informational Only)	\$0	\$0	\$0
Other Funding Source(s): (Informational Only)	\$0	\$0	\$0
<b>Total Cost</b>	\$539,852	\$142,148	\$682,000

### **Long Range Plan Core Strategies Addressed by this AR** *(Check all that apply)*

Grow Beef Exports	Consumer Trust	Protect & Enhance	Beef’s Value Proposition
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

**Digital properties and target audience(s) addressed by this AR:**

Social: Facebook, Twitter, YouTube, Pinterest, Instagram

Audience:

- Consumer Audiences = Millennials and Millennial Parents
- Influencer Audiences = Supermarket Dietitians, Nutrition Communicators, Top Food Bloggers

## **PROGRAM INFORMATION FOR THIS AR**

### **Tactic A**

**Tactic Name:** Consumer Outreach

**Tactic Description:**

**Consumer outreach will unfold with a variety of initiatives in FY19:**

Expand Successful Beefshi Campaign – The creation of the Beefshi Campaign in FY18 was a smashing success. The development of eight sushi-style recipes and how-to videos generated significant buzz among media, consumers and foodservice professionals. It also demonstrated an extremely practical application of how processed beef can, indeed, be part of a healthful, balanced diet.

- In FY19, we plan to build on this initial enthusiasm. We will partner with state beef councils who were not part of the original collection (e.g., Louisiana) to augment the existing selection with eight new recipes and videos.
- We will encourage all state beef councils to join in the proactive outreach efforts to spread the word about Beefshi among their respective audiences.
- In turn, we will promote the expanded Beefshi menu aggressively in traditional and social media.

Celebrate Hashtag Holidays – Millennials love to celebrate unusual holidays that most of us never knew existed. Why? It is a very fun way to spice up social media feeds. Fortunately, there is no shortage of such holidays when it comes to processed meats: Bologna Day, Pastrami Day, Jerky Day, Hot Dog Month, Deli Meat Month, etc.

- In FY19, NAMI will select five of these Hashtag Holidays to distribute press releases and activate social media outreach to generate a steady flow of fun content that keeps prepared meats top of mind with our consumer targets.

Beef Up the Lunchbox Promotion – FY18 set the stage for more satisfying and nutritious lunches for kids with tasty-style videos and blogger outreach.

- FY19 efforts will take this initial effort up a notch by partnering with Registered Dietitians like Holley Grainger who is one of the supreme authorities on lunchbox

preparation. As the former food and nutrition editor of MyRecipes.com and CookingLight.com., Holley is the current creator of “125 Healthy Lunchboxes for Kids.”

- We will work with Holley and other RD communicators to build in a number of lunchable processed meat items into their next round of healthy lunchbox ideas and then work with them to promote the concepts across their social media channels.

Recognizing that National Cattlemen’s Beef Association (NCBA) also has approached Holley Grainger for FY-19 activity, NAMI will work to identify a similar media dietitian who can help us to advance lunchbox messaging.

**Leverage the Company We Keep** – As our mothers often told us, we frequently are judged by the company we keep. The same goes for food.

- To counteract some of the negative reputation processed meats has developed, we will coordinate at least one partnership in FY19 with wholesome “friends” that enjoy more of a healthy halo, such as wholesome grains, fruits and vegetables.
  - Specifically, we will approach the Grain Foods Foundation to team up on its Build-A-Better-Sandwich initiative which demonstrates how sandwiches can be convenient and healthful solutions to help consumers fill nutrient gaps.
  - We also will try to work with the Produce for Better Health Foundation to identify a promotion that packages tips for consuming more fruits and vegetables with a number of appealing processed beef options. For example, we might partner on PBH’s “Grab-n-Go” promotion during September which highlights easy and portable ideas for healthy snacking.
  - Any and all efforts will demonstrate how processed beef can be enjoyed in context of a healthful, balanced eating pattern.

**Drive Positive Messaging with Media Dietitian TV Segments** – FY19 is the year for us to introduce a television broadcast element to our processed beef campaign.

- We will work with well-established media dietitians to drive positive processed beef messaging on local morning, afternoon and early evening television shows. We will coordinate multiple mini-tours throughout the year to propel reach, frequency and variety of content based on individual television station needs and desires.
- For example, some segments may take more of a culinary bent, while others will focus more heavily on nutrition or a specific story (“How to Pack a Healthier Lunch for Your Family”) messaging.
- Best of all, most of the resulting clips will remain on the television station websites after the original airing.
- Initially, we see four waves to this program: 1) Summer Enjoyment, 2) Back-to-School, 3) New Year – New You Weight Management, and 4) Spring Entertaining.

- All of these segments will showcase practical examples of how processed beef can be part of a healthful, balanced diet.

**Exhibit at the Great American Beer Festival / Partnership with National Hot Dog & Sausage Council**

– It is important to incorporate at least one tactical element in this program that provides direct engagement with millennial consumers. The Great American Beer Festival (GABF) is the perfect venue because it is the premier event of its kind attracting approximately 60,000 target consumers over four days.

Most significantly, it is one of the largest “tasting” events in our country. Attendees come not only to taste diverse beers but the foods that pair so perfectly with them, like processed beef products.

For this event, we propose a “pairing of resources” via a partnership with the National Hot Dog & Sausage Council (NHD&SC). The combination of funding from CBB and NHD&SC will allow for an event sponsorship that showcases positive processed beef messaging in advertising and email recruitment for attendance that will reach more than a million target consumers. In addition, it will provide us the opportunity to directly connect with consumers in person to facilitate their rediscovery of the great taste of our products.

**Measurable Objectives** *(List at least three outcome-based objectives for this tactic):*

1. Align with at least two industry groups to demonstrate the place for processed beef in healthy dietary patterns.
2. Generate more than 500 million media impressions that showcase processed beef in unexpected, fun and memorable ways.
3. Engage and educate more than 250,000 millennial consumers electronically on new ways to enjoy processed beef.
4. Connect and communicate personally with more than 2,000 millennial consumers to remind them of the appeal of processed beef.

**Performance Efficiency Measures**

**Consumer Reach Goal:** 800,000,000

**Consumer Engagement Goal:** 400,300

**Voice/KOL Reach Goal:** 3,560

**Voice/KOL Engagement Goal:** 372

**LRP Strategic Initiatives Addressed by this Tactic** *(Check all that apply)*

Drive Export Growth	Grow Consumer Trust	Protect & Enhance Business Climate	Beef's Value Proposition
<input type="checkbox"/> Adopt traceability systems <input type="checkbox"/> Increase market access <input type="checkbox"/> Promote unique attributes of U.S. beef	<input type="checkbox"/> Ensure antibiotic stewardship <input type="checkbox"/> Certify & verify production practices <input type="checkbox"/> Ensure beef safety <input checked="" type="checkbox"/> Protect beef's image <input type="checkbox"/> Engage beef advocates	<input type="checkbox"/> Research & innovate new production tech. <input type="checkbox"/> Ensure beef's inclusion in dietary recommendations <input type="checkbox"/> Motivate producers & stakeholders to engage <input type="checkbox"/> Develop crises management plans <input type="checkbox"/> Attract, develop & enable the next generation <input type="checkbox"/> Defend beef's product identity	<input checked="" type="checkbox"/> Revolutionize beef marketing & merchandising <input type="checkbox"/> Measure & improve sustainability <input checked="" type="checkbox"/> Research & communicate beef's nutritional benefits <input checked="" type="checkbox"/> Connect & comm. with consumers <input type="checkbox"/> Improve product & production efficiency

**Committee(s) to Score this Tactic** *(Check all that apply)*

Consumer Trust	Export Growth	Innovations	Nutrition & Health	Safety	Investor Relations	Mkt. Research
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Tactic B**

**Tactic Name:** Key Opinion Leader Outreach

**Tactic Description:**

According to the International Food Information Council Foundation's national "2018 Food & Health Survey," today's consumer use multiple sources for information about the foods they should eat or avoid. Among those sources, registered dietitians are one of the most trusted. In fact, 76 percent of older Americans (age 65+) trust a registered dietitian, as do 65 percent of younger Americans. Moreover, younger Americans – like our target Millennial consumers – have more trust in technology-based sources including nutrition bloggers, and nutritionists in social media. Therefore, our proposed Key Opinion Leader outreach will unfold with a variety of relevant initiatives in FY19:

**Engage the Healthy Aperture Blogger Network** – As the first and only image-based, healthy food blog and recipe discovery platform created and curated by registered dietitians, Healthy Aperture offers a unique opportunity to connect with the 5,000+

influencers, RDNs and bloggers whose content focuses on healthy, delicious and beautiful food. This platform is perfectly targeted to the millennial audience.

- We will activate 10 to 15 blogs of the Healthy Aperture Blogger Network for sponsored content delivery and social media support.
- Specifically, each individual blogger will provide one sponsored post with processed beef key messages, one recipe, one image and six social shares using our proposed hashtag.
- In addition, a campaign wrap-up will be posted directly on the HealthyAperture.com Blog and will include a visual gallery of all campaign images as well as links to all campaign recipes.
- Best of all, the beef checkoff will retain reuse rights of recipes and images developed.

In short, this tactic guarantees media exposure, serves as content curation by registered dietitians, and promotes the processed beef messages to 5,000 important influencers in the food blogsphere.

**Foster a Competition with Recipe ReDux** – Recipe ReDux is the web's first and only recipe challenge founded by registered dietitians and focused on making delicious dishes healthier. The group boasts more than 170 active members with 70% of its members being registered dietitians. The group also includes food writers and cookbook authors, contributors from top-ranked consumer magazines, chefs, professional spokespeople, and more. The ReDux collective total audience reaches millions each month.

- The group offers a one-of-a-kind blog-integrated recipe contest which will enable us to reach not only an influential group of nutrition, food and social media savvy professionals with processed beef messages, but their audiences as well.
- On average, the contest generates 50 entries each time.
- Much more than simply a recipe contest, ReDux has a built-in community for social engagement and online promotion. Sponsorship includes an 8-day integrated social media campaign promoting recipe entries.
- Like Healthy Aperture above, the beef checkoff will co-own rights to all recipes and photography developed through the contest.

**Participate in the Academy of Nutrition & Dietetics Food Nutrition Conference & Expo (FNCE)** – This October, the Academy will be hosting the largest meeting of registered dietitian nutritionists in the country in NAMI's backyard in Washington, DC. This meeting will provide an excellent opportunity for staff to engage thousands of dietitians with processed beef materials and messaging.

- We will reserve an exhibit space at the expo to distribute the fact sheets developed in FY18.



- We may also play a continuous video loop of all the fun video content developed over the past year to capture the attention of meeting delegates as they walk the expo floor.
- Most significantly, we will plan to serve Beefshi during the lunch hour on one of the exhibit days to build excitement for this novel concept.

**Focus on FoodFluencers** – In January, FoodFluence 2019 will convene the top 30 nutrition communicators in the United States for four days of educational sessions and networking in an intimate setting with food industry sponsors. The meeting agenda is developed by the delegates to address the issues these communicators most want to discuss.

The beef checkoff participation in last year's FoodFluence meeting resulted in dramatic changes in awareness and attitudes of top nutrition communicators. It also opened the door to significant relationship building with meeting delegates and resulted in many thoughtful media placements. This event promises to deliver similar results in 2019. Attendance at this event will require international travel.

NAMI will work hand-in-glove with NCBA to maximize outreach to this elite and intimate group of influencers. Specifically, we will seek to include a staff representative from the NAMI team as part of the NCBA FoodFluence sponsorship package.

**Quarterly Updates with Fact Sheets & Infographics to Registered Dietitians** – Over the past year, we have had great success in building an electronic list of more than 500 (and growing) RDNs. Initial use of this list for eblasts demonstrates a sound open rate which indicates that this audience is indeed interested in materials on prepared beef.

To fuel their interests in this category, we will plan a quarterly eblast to this crowd in 2019. Each eblast will include one new fact sheet and a fresh new infographic on a fun prepared beef factoid. These infographics will serve as a means for RDNs to share our messages with their audiences. We will also include links to other new resources and innovative campaign updates, such as our new Beefshi videos to keep prepared beef top of mind for them in a positive, healthful light.

**Webinar for Dietitians** – Like most licensed health professionals, registered dietitian nutritionists are required to earn continuing education credits annually to maintain their credentials. One of the most convenient ways for them to do so is to participate in hourly educational webinars on a variety of topics, as opposed to taking time off from work to attend ongoing classes or seminars.

With funding support from CBB, NAMI will be able to underwrite at least one one-hour, online, science-based educational webinar that provides nutrition perspective on processed beef and demonstrates how our products fit into healthy dietary patterns.

By partnering with either The Academy of Nutrition & Dietetic or *Today's Dietitian*, we will be able to engage hundreds of target dietitians who attend the live webinar and many more who can access the recorded webinar for self-study for up to three years after the event in FY19. In addition, pre-promotion of and recruitment for the webinar will extend the reach of our messaging to thousands of additional registered dietitian nutritionists.

**Self-Study Continuing Education Program for Dietitians** – The governing body of continuing education for nutrition, The Commission on Dietetic Registration, has created a program that allows for organizations to provide self-study education models for dietitians. While these modules must meet current continuing professional education approval criteria for education activity types addressing diet and nutrition topics, they can be developed by outside organizations like NAMI or CBB.

In this fiscal year, we propose exploring the development of a series of these self-study courses to advance our communication goals in concert with addressing the need for our dietitian target audience to find new ways to earn education credits which help them maintain their license. Proposed modules could address the questions most-often posed by dietitians. We may repackage a number of existing assets and group several together to compose courses worth one-credit hour each.

We believe the process will be straightforward: We would draft our learning module for self-study. Then we would submit a prior approval request (with objectives, learning needs, CEU level, etc.) to the Commission. Then we would engage three content experts to review it and create a post-assessment test for students. We also would have to develop a bibliography for suggested further reading.

We will explore the development of this idea in this fiscal year to lay the groundwork for full execution of this idea in the following fiscal year.

**Support School Nutrition Association** – In the FY18 program, we distributed beef infographics, fact sheets and other materials at the SNA annual meeting. As such, we have yet to evaluate our impact. However, assuming that it delivers as planned, we will plan to exhibit every second or third year to maintain a visible presence with this important audience.

In the meantime, as exhibitors this year, we will be provided access to the SNA membership list. We will leverage this list by planning to reach out to this group electronically on a quarterly basis with newsy updates on prepared beef (to keep the product top of mind) and helpful ideas on how they can incorporate prepared beef products into their meal programs.

**Measurable Objectives** (*List at least three outcome-based objectives for this tactic*):

1. Directly reach more than 10,000 registered dietitian nutritionists to share educational tools that demonstrate how processed beef can be part of a healthy dietary pattern.
2. Engage at least 750 registered dietitian nutritionists with information to help them better understand beef's nutritional benefits and to encourage them to become beef advocates.
3. Engage at least 20 food bloggers to showcase processed meat products in new and innovative ways.

**Performance Efficiency Measures**

**Consumer Reach Goal: 426,000**

**Consumer Engagement Goal: 1,700**

**Voice/KOL Reach Goal: 20,370**

**Voice/KOL Engagement Goal: 942**

**LRP Strategic Initiatives Addressed by this Tactic** *(Check all that apply)*

Drive Export Growth	Grow Consumer Trust	Protect & Enhance Business Climate	Beef's Value Proposition
<input type="checkbox"/> Adopt traceability systems <input type="checkbox"/> Increase market access <input type="checkbox"/> Promote unique attributes of U.S. beef	<input type="checkbox"/> Ensure antibiotic stewardship <input type="checkbox"/> Certify & verify production practices <input type="checkbox"/> Ensure beef safety <input type="checkbox"/> Protect beef's image <input checked="" type="checkbox"/> Engage beef advocates	<input type="checkbox"/> Research & innovate new production tech. <input type="checkbox"/> Ensure beef's inclusion in dietary recommendations <input type="checkbox"/> Motivate producers & stakeholders to engage <input type="checkbox"/> Develop crises management plans <input type="checkbox"/> Attract, develop & enable the next generation <input type="checkbox"/> Defend beef's product identity	<input checked="" type="checkbox"/> Revolutionize beef marketing & merchandising <input type="checkbox"/> Measure & improve sustainability <input checked="" type="checkbox"/> Research & communicate beef's nutritional benefits <input type="checkbox"/> Connect & comm. with consumers <input type="checkbox"/> Improve product & production efficiency

**Committee(s) to Score this Tactic** *(Check all that apply)*

Consumer Trust	Export Growth	Innovations	Nutrition & Health	Safety	Investor Relations	Mkt. Research
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Tactic C**

**Tactic Name:** Channel Marketer Outreach

**Tactic Description:**

Channel marketer outreach will unfold with a variety of initiatives in FY19:

**Repositioning “Processed Meats” to “Prepared Meats”** – In today’s world, “processing” has come to have very negative connotations. Consumers are constantly barraged with messages about eating whole foods, or foods with very few ingredients, or only foods with ingredients that you can pronounce, etc. Although science does not support this philosophy, processed meats have become a poster child of sorts and they are viewed as indulgent, bad-for-you food choices.

When it comes to food brand communication with consumers, food manufacturers are selling products by name (pastrami, bologna, sausage) and not referring to them as “processed meats.” However, the common lingo for these products at the customer

level is “processed meats.” Store employee supermarket dietitians and consumer advisors are not immune to the terminology they hear in the media. It is likely that they are becoming less enthusiastic about “processed meats.”

In contrast, according to The Food Marketing Institute, the fastest growing section in supermarkets today is the fresh prepared section. “Fresh prepared” has come to represent freshly made food at every daypart. It is becoming the “grocerant” where consumers can conveniently pick up something wholesome on the way home from school or work – an alternative to processed fast food options of yesterday.

As part of the FY19 AR, we propose a rebranding campaign for retail customers. Just as high fructose corn syrup was aptly renamed “corn sugar” and just as prunes have become “dried plums,” it is time for processed meats to transition to “prepared meats” in all customer communications. While subtle, this shift in nomenclature is a significant one in terms of positioning our products in desirable locations with “good company” in fresh prepared sections of supermarkets. USDA defines prepared meat in *9 CFR 301.2* as “Slaughtered, canned, salted, rendered, boned, cut up, or otherwise manufactured or processed.” Webster’s Dictionary also notes that prepared is a synonym for processed. Therefore, there is no regulatory or general definitional reason why “processed meat” can’t also be referred to with a new vernacular.

First, we will conduct quantitative research among consumers to illuminate what consumers currently think when they hear the terms “processed” versus “prepared” in general (related to food) and specifically (related to meats).

We will use the outcomes of this research to clarify the challenge and to develop the educational materials needed to direct this shift.

Recognizing that this kind of research can be incredibly useful beyond processed beef, we will reach out to potential partners like the pork industry and to the North American Meat Institute to conduct the research and to the FMI Fresh Committee and supermarket trade media to communicate about it.

We will closely evaluate the impact of this tactic to determine if a similar approach will resonate with consumers in the future.

Showcase Prepared Beef at Shopping for Health – Supermarket Registered Dietitians (SRDs) and Consumer Affairs Advisors are a direct connection to millions of consumers at the point of meal planning – and at the point of sale. These trusted dietitians seek quality information that encourages healthy eating, while promoting the products on their store shelves. For these reasons, it is critical to provide them with content that makes it easy to produce newsletters in print and online, Facebook posts, Tweets, in-store promotion ideas and much more.

Shopping for Health is one of the best-run groups for communicating with and engaging these important gatekeepers.

- The group has three core offerings of interest to the beef checkoff:
  1. A web-based content library available to all SRDs.
  2. A bi-monthly e-newsletter that gets distributed to more than 600 SRDs.
  3. An annual Shopping for Health Conference.
  
- Sponsorship opportunities vary, but the greatest-value opportunities are the more comprehensive ones that offer reach and frequency of prepared beef messaging as well as engagement. For example,
  - One-hour presentation/demonstration to all conference attendees
  - Presentation placed on SFH website and promoted to more than 600 SRDs in the SFH email database
  - Incorporation of product(s) into a meal
  - Two full sponsor registrations to attend entire Shopping for Health conference
  - List of all attending supermarket RDs, with contact information, for continued follow-up
  - Two placements in upcoming editions of the SFH e-newsletter
  - Banner on content library landing page to promote content material

Content in online library for one year.

**Participate in the Annual Meat Conference** – More than half the consumer purchase decisions for prepared meats are made in supermarkets. The relationship between the manufacturers of prepared beef products and retailers cannot be understated. The Annual Meat Conference sponsored by the North American Meat Institute and the Food Marketing Institute is the premier venue for meat packers, processors, distributors and suppliers to engage and interact with key decision makers and thought leaders in the retail channel market.

We will attend and exhibit at the Annual Meat Conference to engage as much as possible with the over 800 key retailer officials in attendance. We will showcase innovative processed beef products and distribute the myriad of resources described above.

**Join the National Family Meals Movement** – Four years ago, the food retail industry created National Family Meals Month to encourage consumers to have one more family meal per week at home. Organized by the FMI Foundation, National Family Meals Month takes place each September.

To date, 179 partners (retailers, suppliers, allied health organizations) have joined the movement and actively participate in some way. Nielsen research demonstrates that consumers are aware of the campaign and taking action, which is very impressive for such a young program.

According to the Food Marketing Institute & North American Meat Institute *Power of Meat 2017* Report, 67% of Gen x and Millennials with kids at home want meat/meal solutions.

In anticipation of National Family Meals Month in September 2019, we will proactively share family meals research, turnkey tools and updates with NAMI's 200-member processors to encourage them to work with retailers to leverage the timely opportunities to showcase prepared meat solutions during National Family Meals Month.

This promotion can be a relatively low investment – such as developing and distributing an infographic showcasing prepared meats as a tool to make it easy to achieve one more family meal. We might consider a joint Family Meals Month infographic with a healthy industry partner, such as The Grain Foods Foundation or Produce for Better Health. With or without a partner, this tactic will be another way to demonstrate how processed beef can fit into a healthful and balanced dietary eating pattern.

In addition to consumer education, the return on investment will have an appreciably greater impact by participating in an industry-wide movement.

**Measurable Objectives** *(List at least three outcome-based objectives for this tactic):*

1. Conduct primary research with more than 1,000 millennial consumers to identify perceptions of and barriers to processed beef consumption and to substantiate the development of educational materials needed to initiate a shift in positioning from “processed” to “prepared.”
2. Present new positioning for processed beef with potential to revolutionize marketing and merchandising to the top 12 leaders in the fresh-prepared supermarket sector to encourage at least half of them to disseminate this new way of thinking through their channels.
3. Provide more than 600 supermarket dietitians with new positioning and nomenclature for processed beef products so that one-third of them (200) will engage with this information to be shared with consumers.
4. Engage more than 400 retail meat executives with new insights on millennial consumers and processed meat products.

**Performance Efficiency Measures**

**Consumer Reach Goal:** 400,000

**Consumer Engagement Goal:** 1,000

**Voice/KOL Goal:** 130,000

**Voice/KOL Engagement Goal:** 1,415

**LRP Strategic Initiatives Addressed by this Tactic** (Check all that apply)

Drive Export Growth	Grow Consumer Trust	Protect & Enhance Business Climate	Beef's Value Proposition
<input type="checkbox"/> Adopt traceability systems <input type="checkbox"/> Increase market access <input type="checkbox"/> Promote unique attributes of U.S. beef	<input type="checkbox"/> Ensure antibiotic stewardship <input type="checkbox"/> Certify & verify production practices <input type="checkbox"/> Ensure beef safety <input type="checkbox"/> Protect beef's image <input checked="" type="checkbox"/> Engage beef advocates	<input type="checkbox"/> Research & innovate new production tech. <input type="checkbox"/> Ensure beef's inclusion in dietary recommendations <input type="checkbox"/> Motivate producers & stakeholders to engage <input type="checkbox"/> Develop crises management plans <input type="checkbox"/> Attract, develop & enable the next generation <input type="checkbox"/> Defend beef's product identity	<input checked="" type="checkbox"/> Revolutionize beef marketing & merchandising <input type="checkbox"/> Measure & improve sustainability <input checked="" type="checkbox"/> Research & communicate beef's nutritional benefits <input type="checkbox"/> Connect & comm. with consumers <input type="checkbox"/> Improve product & production efficiency

**Committee(s) to Score this Tactic** (Check all that apply)

Consumer Trust	Export Growth	Innovations	Nutrition & Health	Safety	Investor Relations	Mkt. Research
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**SUPPLEMENTAL INFORMATION FOR THIS AR****1. Will all work detailed in this AR be completed by the end of the fiscal year?**

Yes

*If not, please provide an explanation.***2. Please explain changes from FY 2018 approved AR:**

Last year's AR was heavily concentrated on material development, e.g., infographics, videos, survey information for content, fact sheets, etc. This year's AR is more heavily focused on outreach than material development. The proposed FY19 program substantially increases the reach of processed beef messaging to television broadcast, food bloggers and supermarket dietitians.

**3. List any proposed subcontractor/agencies that will be used to complete the work in this AR.**



Subcontractors may include:

- The Ginger Network (campaign management, media and influencer outreach),
- StoryFarm (video production),
- Lori Kennedy (graphic design),
- Lisa Cherkasky (recipe development and styling)
- Renee Comet (photography)

**4. Will all work with subcontractors be competitively bid?**

*No*

***If not, why not?***

All proposed subcontractors have worked with NAMI already and have proved to deliver the highest quality results at extremely competitive prices.

**5. Please list any relationships between this AR and projects previously funded by the Operating Committee:**

This is a continuation of FY 18 processed beef promotion AR that will build on the past year's successes and relationships.

## DETAILED BUDGET SUMMARY

### CBB/BPOC Funding Request:

Committee	Tactic	Tactic Name	Funding Source	Direct	Implementation	Total
Consumer Trust	A	Consumer Outreach	BPOC	\$ 289,350	\$ 77,972	\$ 367,322
Consumer Trust	B	Key Opinion Leader Outreach	BPOC	\$ 103,452	\$ 27,363	\$ 130,815
Consumer Trust	C	Channel Marketer Outreach	BPOC	\$ 147,250	\$ 36,813	\$ 184,063
<b>AR Totals</b>				\$ 540,052	\$ 142,148	\$ 682,200

### Federation of SBCs Funding Request: (Informational Only)

Committee	Tactic	Tactic Name	Funding Source	Direct	Implementation	Total
Consumer Trust	A	Consumer Outreach	Federation			\$ -
Consumer Trust	B	Key Opinion Leader Outreach	Federation			\$ -
Consumer Trust	C	Channel Marketer Outreach	Federation			\$ -
<b>AR Totals</b>				\$ -	\$ -	\$ -

### Other Funding Source(s): (Informational Only)

Committee	Tactic	Tactic Name	Funding Source	Direct	Implementation	Total
Consumer Trust	A	Consumer Outreach				\$ -
Consumer Trust	B	Key Opinion Leader Outreach				\$ -
Consumer Trust	C	Channel Marketer Outreach				\$ -
<b>AR Totals</b>				\$ -	\$ -	\$ -

### Total Cost Summary for All Funding Sources: (Informational only)

Committee	Tactic	Tactic Name	Funding Source	Direct	Implementation	Total
Consumer Trust	A	Consumer Outreach	All	\$ 289,350	\$ 77,972	\$ 367,322
Consumer Trust	B	Key Opinion Leader Outreach	All	\$ 103,452	\$ 27,363	\$ 130,815
Consumer Trust	C	Channel Marketer Outreach	All	\$ 147,250	\$ 36,813	\$ 184,063
<b>AR Totals</b>				\$ 540,052	\$ 142,148	\$ 682,200

Summary of Prior Year Budget:	FY 2018 Approved Budgets						
	CBB/BPOC	FSBCs	Other	Total	Direct Cost	Impl.	Total
AR Total	\$ 500,000	\$ -	\$ -	\$ 500,000	\$ 400,000	\$ 100,000	\$ 500,000

Summary of Prior Year Actual Expenses:	FY 2018 Actual Expenses (through May 30, 2018)						
	CBB/BPOC	FSBCs	Other Source(s)	Total	Direct Cost	Impl.	Total
AR Total	\$ 338,371	\$ -	\$ -	\$ 338,371	\$ 246,857	\$ 91,514	\$ 338,371

Historical Summary of Budgets and Expenses	Total Approved Budgets			Total Actual Expenses		
	FY 2017	FY 2016	FY 2015	FY 2017	FY 2016	FY 2015
AR Total	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -