

AUTHORIZATION REQUEST FOR FY 2019

CBB Budget Category: **Consumer Information**

Name of Contractor: **Meat Import Council of America (MICA)**

Name of Organization Subcontracting: **Pennsylvania Beef Council through the Northeast Beef Promotion Initiative (NEBPI)**

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

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

AR OVERVIEW

AR Description:

The Northeast Beef Promotion Initiative (NEBPI) was established in the 2005-2006 fiscal year with the mission to bridge the checkoff knowledge and information gap in this region of the country that lacks sufficient state beef council (SBC) presence (5 out of the 12 states have no SBC). The NEBPI extends nationally-developed checkoff messaging and content to this heavily populated region of the country with minimal state beef council presence to cover the population.

The NEBPI also strives to be a unifying voice for the entire beef community in the Northeast. Not only does the program work to establish common ground among the diverse producers in the region, but it also works to extend the important message that beef, regardless of the production practice, is safe, nutritious and wholesome for consumers at any stage of life.

The Northeast is a unique region of the country as it relates to the beef industry. Cattle production is minimal, making up 3.0% of the national checkoff dollars collected. It is also home to a wide range of cattle producers and production practices, making for a very diverse community of producers.

Each year, the Northeast program grows and evolves to ensure it is making a meaningful difference for the beef checkoff. While maintaining a nearly constant budget from the Beef Promotion Operating Committee, direct SBC funding support continues to grow each year to enhance the reach of the checkoff through the Northeast program. In FY 2017-2018, 33% of the total program budget was made possible by 6 other SBCs. This number of SBCs supporting the program continues to grow each year, as does the consumer reach and engagement and the penetration with regional key opinion leaders.

The Northeast program supports and helps to enhance the programs that regional SBCs, such as PA, NY, VT, MD and VA, execute throughout the year.

The Northeast is a densely populated region with 4 of the top 10 U.S. metro cities, including NYC, Philadelphia, Washington D.C, and Boston. There are 73 million consumers (23% of the U.S population) residing in the region and according to Northeast regional data from the 2016 Consumer Beef Index, the consumer attitudes and preferences towards beef are significantly different in several ways when compared to the total U.S population.

Through the Northeast Consumer Beef Index, the NEBPI gathers information on metropolitan consumers in order to plan, execute and implement successful programs that meet their unique needs and preferences. Programs are then measured to determine the impact of the checkoff. The region's key opinion leaders are strategically targeted so that checkoff messaging can be extended to their circles of influence to strengthen beef's value proposition.

2016 Consumer Beef Index: In 2016, the checkoff's NEBPI invested in a heavy-up to gain regional consumer data that focused on 6 metropolitan areas (*Boston, Hartford, New York City, Philadelphia, Baltimore and Washington D.C*). This same research was done in 2011 so we were able to compare data. High-level findings revealed the following:

- NEBPI nutrition focused efforts are making a difference with the Northeast metro consumers.
 - Even among this audience, with higher expectations, messaging related to beef's protein, lean cuts and essential nutrients appear to be reaching, and favorably influencing, consumers. (Comparison of 2011 and 2016 Northeast Consumer Beef Index)
- Northeast metro consumers eat beef less often.
 - 26% of all U.S. consumers are bucket 1's who believe the positives of beef outweigh the negatives compared to 22% bucket 1's in the Northeast metros.
 - 33% of all U.S. consumers eat beef 3 times per week compared to 23% in the Northeast metros.
- They are more health conscious.
 - More likely to cook and make changes to improve the healthiness of their diets and lives than the average U.S consumer.
 - Northeast metro consumers tend to purchase more 'specialty beef' with production-related labeling claims.
 - More likely to be cutting back on meat use in general, but not eliminating or aspiring to eliminate any foods completely. (23% flexitarians in Northeast metro compared to 20% in total U.S)

- They prefer chicken over beef.
 - 40% of Northeast metro consumers prefer chicken and 26% prefer beef compared to 38% of all U.S. consumers preferring chicken and 30% preferring beef.

These findings expose an incredible opportunity to build beef consumption in the Northeast metros. Specifically, we endeavor to shift more consumers into bucket 1 and from eating beef 2 times per week to 3 times per week.

This AR supports the Beef Industry Long Range Plan (LRP) by filling the checkoff message and resource gap in this region of the country.

Total Cost of this AR:

Source of Funding	Direct Costs	Implementation	Total
CBB/BPOC Funding Request:	\$260,000	\$157,000	\$417,000
Federation of SBCs Funding Request: <i>(Informational Only)</i>	\$0	\$0	\$0
Other Funding Source(s): <i>(Informational Only)</i>	\$16,100	\$3,900	\$20,000
Total Cost	\$276,100	\$160,900	\$437,000

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:

Domestic Consumers and Influencers: @NortheastBeef on Twitter and “Northeast Loves Beef” on Facebook, @Northeastlovesbeef on Instagram and www.NEBPI.org, www.NortheastBeef.org (Same website, two different URL address to find it.)

Influencers: E-Newsletters

PROGRAM INFORMATION FOR THIS AR**Tactic A**

Tactic Name: Supply Chain Engagement

Tactic Description:

Engaging Influencers

The goal of this tactic will be to create confidence and trust in beef products and beef production to ensure beef is positioned as the most valuable protein on the menu and in the meat case in the Northeast region.

Emphasis will be placed on connecting with supply chain influencers who have consumer outreach influence that go beyond the traditional brick and mortar building; such as online grocers, meal kit delivery companies and grocery delivery retailers.

Program work will ensure no duplication of efforts within identified markets. Efforts will include extending nationally-developed checkoff resources, including the latest nutrition research, infographics, merchandising opportunities, cooking tips, and recipe inspirations. Tactic work will also include in-person opportunities, such as trainings/educational presentation and cooking and/or cutting demonstrations as opportunities present themselves.

Region-specific research, such as the 2016 Northeast Consumer Beef Index, will continue to be shared with influencers to enhance their ability to more effectively target the unique needs of their Northeast consumers.

Tier-one accounts will be offered customized campaigns and marketing support, such as Ibotta, as opportunities become available and as driven by co-collaboration. These efforts are to strengthen beef's presence in the meat case.

Opportunities to communicate beef's nutritional messages within the supply chain include, but are not limited to meat case trainings emphasizing nutritional messaging with retail registered dietitians, digital ad campaigns centered around elevating the nutritional benefits of beef and promotions focusing on leveraging nationally developed nutrition campaign messaging such as beef as a food for strength.

According to IRI/Freshlook data, used by NCBA, since 2012, the Northeast region averages 17.3% of total beef dollar sales and 16.7% of total beef volume sales compared to total U.S. beef sales. Average volume sold in Northeast is 817 million pounds per year and the average price per pound for beef sold in the Northeast was \$0.17 higher than beef sold nationally.

Additionally, this tactic will seek to support post-secondary culinary schools through the "Beef and Veal in the Culinary Classroom" program designed to ensure culinary students have access to fresh beef for cutting and cooking hands-on classroom use.

Nationally-developed checkoff resources will be provided to each student enrolled in the program.

Building Advocates for Beef

Relationship building leads to meaningful engagement opportunities with these targeted groups. Industry transparency is key with potential beef advocates, therefore within this tactic they will receive the unique opportunity to not only meet with producers, but to see where and how today's beef is raised. NEBPI will enlist the expertise of regional and national beef industry advocates and stakeholders to be present at supply chain immersion experiences. Industry advocates include MBA graduates, industry stakeholders, producers, cattlemen organizations, etc.

We will seek influential opinion leaders, who have a strong voice in their industry through social media platforms, to participate in these events. Attendees will hear directly from producers and researchers about how the beef community is raising a safe and wholesome product. From past experience, we know that these hands-on events are a great way to build advocates for beef who leave with an improved opinion of beef.

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

- Have a presence at, coordinate or sponsor at 2-3 regional conferences, trainings, farm tours and/or meetings with a year-end goal to engage with 250 supply chain influencers.
- Achieve at least a 90% positive opinion rating of beef and/or beef industry following in-person training, demonstration, and/or immersion event.
- Coordinate 1-2 supply chain promotions/campaigns with a goal to reach 1 million Northeast-based consumers.
- Host 1- 2 regional media trainings with influencers with a year-end goal to reach 7-10 influencers total within the region through trainings.
- Measure online engagement with the e-newsletter by increasing the 'Open-Rate' to 30% (FY2017-2018 goal of 25%).

Performance Efficiency Measures

Consumer Reach Goal: 1,000,350
Consumer Engagement Goal: 50,200
Voice/KOL Reach Goal: 950
Voice/KOL Engagement Goal: 500

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 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 type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Tactic B

Tactic Name: Consumer Marketing

Tactic Description:

The goal of the Consumer Marketing Program is to connect and communicate directly with our Northeast consumers. Outreach efforts will focus on communicating beef's nutrition and health benefits, as it is a strategic initiative of the current Beef Industry LRP. The way our Northeast consumers are gathering information is an ever-changing landscape, but this program continues to diversify those outreach efforts to meet consumers where they are at, ensuring beef is always top of mind. Nationally-developed beef messaging and content will be shared in a variety of ways to reach consumers such as on-site events and sponsorships, digital advertising campaigns, social media campaigns and radio advertising.

Identifying the Right Audience

Research indicates¹ that 76% of millennials say they like to cook. On average, they are cooking nearly 5 times per week and 44% of them are saying they cook more now than they did last year. The opportunity for the beef checkoff to capitalize on, is the fact that

89% of them want to get better at it! When choosing foods to serve their families, their top two priorities are taste and ease of preparation.²

Programming will capitalize on the desire of our Northeast consumer to improve their cooking skills and knowledge through a variety of outreach efforts including a social media campaign focusing on the variety of cuts available to consumers, along with the different method of preparation. This will build their confidence in cooking with beef while reinforcing the taste benefits and ease of preparation surrounding beef. With this new knowledge consumers can shop with confidence when purchasing cuts of beef they may typically shy away from in the retail setting.

Additional ways our Northeast consumers may be reached can include, but are not limited to, physical presence at large metropolitan events, burger/restaurant week participation, food festivals, additional digital advertising campaigns and media outreach that capitalizes on the current food trends our consumers are seeking. Research tells us¹ that 52% of millennials would rather go to a food festival than a music festival, revealing the deep passion millennials have towards food! Efforts will be placed to plan and execute events in metropolitan areas with limited or no state beef council presence.

Programming will also reach our health-conscious, active consumers through support of the Northeast Team Beef program. Nationally-developed, checkoff-funded materials highlighting beef's nutrient density and lean beef recipes will be distributed to participating athletes. Team Beef members will also participate in a "Prime Cuts" incentive program throughout the year, which will encourage their completion of the MBA program, viewing of *Farmland*, expansion of their beef cookery knowledge and encourage their sharing on social media about how beef is impacting their pre-race training and post-race recovery.

Sharing the Right Message

When comparing our Northeast consumers to the total U.S. population we have a higher frequency of consumers who fall into 'Bucket 3 and 4', meaning they believe the negatives of beef somewhat or strongly outweigh the positives of beef. Through events and programs mentioned above, staff strives to change the mindset of those northeast consumers to believe the positives of beef strongly or somewhat outweigh the negatives of beef, or 'Buckets 1 and 2'. The benchmark for consumer's favorability is 71% are 'Bucket Levels 1 & 2', as determined through the 2016 Consumer Beef Index.

Findings from the 2016 Northeast Consumer Beef Index research continue to be utilized extensively by regional state beef councils and the NEBPI to help shape and guide regional programming conducted on behalf of the beef checkoff program. This tactic will support a refresh of this research for the 2019 program year. The findings from this updated Northeast Consumer Beef Tracker information will be shared with regional channel and nutrition influencers and will ensure regional programming is strategically targeting consumers with messaging that addresses the unique needs of the Northeast.

Through the Northeast Consumer Beef Tracker research, we know that nutritional messaging is moving the needle with our Northeast consumers – they are listening, and the messaging is resonating. Opportunities to communicate beef’s nutritional messages within consumer marketing include, but are not limited to on-site dissemination of nutritional content and resources at in-person metropolitan events, emphasizing nutritional messaging with Northeast consumer through on-air television segments with regional influencers, digital campaigns centered around elevating the nutritional benefits of beef and promotion efforts focused on leveraging nationally developed nutrition campaign messaging, such as beef as a food for strength or the Mediterranean diet.

To help staff and engage these audiences to execute activities outlined in this AR, NEBPI will enlist the help of regional and national beef industry advocates. Industry advocates will be recruited from the university ag organizations, state-supported ag advocacy teams (4-H or FFA), MBA graduates, industry stakeholders, cattlemen organizations, etc. Staff seeks to engage the best and brightest advocates to proactively tell the beef story. Advocates will receive training and leadership opportunities to learn the best ways to create open and positive dialogue when communicating beef’s benefits.

Extending the Beef Story

Checkoff-funded research tells us that consumers want to hear how the people behind beef impact the animal and the product.³ Additionally, consumers in the Northeast are more discerning with their food dollar when seeking beef as compared to all consumers in the United States, according to research findings from the 2016 Northeast Consumer Beef Index. Northeast consumers generally choose to purchase their meat from specialty stores or markets. These markets sell more than a simple cut of meat, they sell a ‘story’ associated with the product.

Furthermore, the 2015 Local Food Marketing Practices Survey⁴ conducted by the National Agriculture Statistics Service shows the Northeast region has the highest number of farms selling food directly to consumers, and beef is the number one food commodity sold directly from the farm through all channels of distribution.

Within this tactic, programming will connect and communicate directly with consumers through social and digital advertising efforts to connect faces of the beef community with consumers, while extending the nationally-developed producer image building campaign. This continued leverage, helps highlight the faces of our industry and communicate the continuous improvement efforts, while enhancing consumer trust in our product and production practices.

Online Consumer Marketing

This tactic will continue to capitalize on flexible new media technologies and innovative communication tactics to deliver memorable messages directly to consumers regarding consumer trust and nutritional value of beef.

Research indicates⁵ that 2/3 of all time spent online (an average of 3 hours per day) is through use of a mobile device, either on a smartphone or a tablet. The smartphone is truly becoming the ultimate sous chef for millennials. 57% of millennials have tried a recipe they saw on social media¹, making social media the most popular source for recipe inspiration.

Compelling and strategic social media campaigns will be utilized to engage our consumers online and at events. Once again, meeting consumer where they are at – in person at health/foodie events and online. Research also indicates⁵ that social media and video viewing are the two most popular online activities. We will continue to use nationally-developed, sharable, content throughout the year on our social properties and via digital campaigns. We will also develop new content based on the needs and demands of our Northeast consumer, as needed.

Insight gained from previous checkoff-funded digital ad buys continues to be referenced and leveraged to determine the most effective platform and strategic direction to communicate to the right audience with the right message at the right time.

Additional events/programming within this tactic will be dependent on the addition of direct SBC funding to our program. There will continue to be a focus on face-to-face engagement utilizing millennial advocates that can help us multiply success at our in-person events.

¹Infographic Snapshot: Millennials on Cooking, YPulse, July 2014; ²Consumer Beef Index, July 2017, Funded by the Beef Checkoff; ³Producer Image Building Campaign Focus Groups, January 2017; ⁴Local Food Marketing Practices Survey, 2015 the National Agriculture Statistics Service; ⁵comScore Media Metrix Multi-Platform and Mobile Metrix, U.S., June 2017.

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

- Sponsor and/or participate in a minimum of 1-2 consumer outreach programs/digital campaigns to elevate the BIWFD content/image campaign reaching a minimum of 4 million impressions.
- Meet or exceed engagement rate of 3% through digital consumer marketing efforts.
- Meet or exceed engagement rate of 10% through in-person consumer marketing efforts.
- Maintain the consumer's favorable rating of beef at or above 71%, through consumer marketing efforts.
- Further relationship building initiatives with metropolitan television stations and continue to secure media interviews/live cooking demonstrations with 50% of influencers reached through Tactic A: Supply Chain Engagement efforts.
- Support 15-20 Northeast-based Team Beef members during FY19 and establish a benchmark to measure the reach of the team.

Performance Efficiency Measures

Consumer Reach Goal: 5,000,000
Consumer Engagement Goal: 50,000
Voice/KOL Reach Goal: 40
Voice/KOL Engagement Goal: 20

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 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 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 type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Tactic C

Tactic Name: Nutrition Influencer Engagement

Tactic Description:

The goal of the Nutrition Influencer Engagement Program is to communicate beef's nutritional benefits directly with our regional nutrition influencers. Sharing the science-based research and evidence for the importance of beef in a healthy diet pattern will enable them to extend the beef information directly with their patients and clients. Nationally developed resources and research will be shared with these audiences,

outlined below, to help convey the positive beef nutrition message in a consistent manner.

By identifying and pursuing meaningful relationships with nutrition influencers, NEBPI will grow advocates for beef to improve the overall perception, which ultimately leads to more beef purchases and consumption.

Potential Nutrition Influencer Audiences:
Nurse Practitioners
Family Physicians
Fitness Professionals
Medical Doctors
Registered Dietitians
Dietetic Interns
School Foodservice Professionals

Engaging Influencers

Nutrition and medical professionals are continually seeking out the latest information and research available. Our goal will be to share checkoff-funded, science-based research from the national level, with these key opinion leaders and beef community stakeholders, informing them about the nutritional and health benefits of beef.

The checkoff will continue to attend regional and/or state influencer professional meetings and conferences to engage with new or existing groups of influencers. At these meetings, NEBPI will leverage the most current checkoff resources by sharing the latest nutrition research, infographics, recipes and online content through distinguished speakers and educational opportunities. The nationally-coordinated, checkoff-funded Nutrition Seminar Program will be extended at regional and state nutrition conferences as opportunities become available. This program allows a distinguished speaker to address nutrition conference attendees, sharing beef-friendly content and research. Distributing checkoff content to these identified groups of influencers will allow us to forge new relationships or become a more consistent resource for the relationships we have built in the past. All efforts will provide key opinion leaders the user-friendly tools and resources needed to have confidence in recommending and buying beef.

While attending northeast meetings and conferences this program will seek to increase the engagement opportunities with our identified audiences, in an effort to share the nutrition message through multiple avenues. Hosting distinguished speakers is the cornerstone of this program but additional efforts could include meal sponsorship to ensure our audiences are eating beef, tag-along events such as a chef demonstration or engagement opportunities at the exhibit booth such as an interactive, educational activity. Past experiences have included a beef cutting demonstration with a Master Butcher, engaging physicians through a Chili cook-off contest, sponsoring an evening

networking session to further the discussions around beef or 'Name the Lean Cut' activity board, for example.

To continue engagement and outreach with our nutrition influencers throughout the year, a monthly e-newsletter is distributed containing the latest beef checkoff-funded nutrition information and research, keeping beef top of mind all year. This database of influencers is continually updated to ensure content is delivered to an interested group. Imagery and content is kept relevant and lively to maintain our reputation of delivering quality and scientific content. Our influencer database growth is based upon new contacts gained through health professional meetings, conferences and programs. E-newsletter content is primarily derived from influencer information shared by the National Cattlemen's Beef Association. Imagery and articles supporting the most recent campaigns such as "Beef as a First Food" and "Beef as a Food For Strength" are two popular messages shared in recent months. Content is purposefully aligned with messaging from the national level.

Building Advocates for Beef

NEBPI will also seek to further build confidence in beef through specialized influencer programs and immersion events, such as farm tours, where nutrition professionals have the opportunity to learn how today's beef is raised and get their production-related questions answered by producers and industry professionals. Further engaging with our influencer audiences, outside of the initial introduction at meetings/conferences, has proven to show significant change towards the perception of beef. Their knowledge base about beef and its importance in a healthy dietary pattern seems evident in an almost "lightbulb effect" when they see just how much dedication and commitment cattle farmers and ranchers take to producing a safe and wholesome product. Individuals selected for these in-depth opportunities will be sought after as influential opinion leaders in their field of service. We will research and build relationships with those who have a strong presence on social media and are well-known in their professional community.

Checkoff resources and content shared with these influencers will, in turn, be distributed to their circles of influence and online community of followers, patients/clients or customers/patrons, whom they interact with daily. These efforts will encourage influencers to proactively advocate for beef and the beef industry.

To provide an in-depth look at the entire beef community, NEBPI will enlist the expertise of regional and national beef industry advocates and stakeholders to be present at nutrition influencer immersion experiences and meetings. Industry advocates could include MBA graduates, industry stakeholders, producers, cattlemen organizations, etc.

Integrated Partnerships

Over the years, this program has fostered a number of relationships with key nutrition influencers throughout the northeast. Once relationships are built and individuals

become an advocate for beef, in FY 2018-2019, we hope to further those relations into a partnership, mutually beneficial for both parties. The checkoff will provide educational opportunities, resources and knowledge, while the influencer will be a vehicle to share out this information.

The influencers we seek will have either a strong online presence or a captive audience to help spread the message about beef. These influencers are essential to connect with our targeted consumers or influencer colleagues as a trusted and valued voice. Their opinions can often ring high above their peers and will be seen as an advocate for beef.

We expect these influencer partners to help extend the positive beef nutrition message via social media and through meetings/programs they themselves host, which are best suited for their audience.

Additional partnerships, programs and opportunities will be dependent on SBC funded, as provided.

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

- Reach the nutrition influencer audience by attending, hosting or coordinating 4-5 regional meetings, trainings, programs and/or experiences help make a positive connection with the farmers who raise beef, while sharing a beef nutrition message. Number of events may increase as supplemental funding allows.
- Meet or exceed the year-end goal to engage with a minimum of 300 nutrition influencers, leaving a positive impact about beef, through meetings/events listed above.
- Seek to build a stronger relationship with a minimum of 2 key nutrition influencers, equipping them with the resources and knowledge to execute at least 2 programs and trainings, as beef advocates, with nutrition colleagues, clients or students.
- Measure perception of beef and the beef industry through collected survey responses, achieving a positive opinion rating of beef, at or above 80%, with a goal of obtaining a minimum of 60 surveys.
- Measure online engagement with northeast nutrition influencers by maintaining the current 'Open-Rate' of 35% of the nutrition e-newsletter (a 10% increase over the previous FY).

Performance Efficiency Measures

Consumer Reach Goal: 4,500

Consumer Engagement Goal: 500

Voice/KOL Reach Goal: 2,600

Voice/KOL Engagement Goal: 500

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 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 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:

Program emphasis in FY18-19 will be placed on enhancing Tactic C, the nutrition influencer outreach tactic as nutrition has been identified as a key area of opportunity with our Northeast consumers through the most recent Northeast Consumer Beef Index.

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

Pennsylvania Beef Council

4. Will all work with subcontractors be competitively bid?

No

If not, why not?

The initiative will utilize Pennsylvania Beef Council resources.

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

The work outlined in this AR continues to build upon and enhance the work previously done by the NEBPI through the previously funded 13 authorization requests. Authorization requests continue to become more efficient, streamlined, targeted and focused in the work accomplished. Funding support from state beef council partners continues to grow and enhance each of the program tactics.