

# Tactic Quick Guide

## Preliminary FY20 Tactics



*Funded by the Beef Checkoff*

Nutrition & Health  
Committee

# NUTRITION & HEALTH COMMITTEE TACTIC OVERVIEW

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

**Subcontractor: Pennsylvania Beef Council through the Northeast Beef**

**Promotion Initiative (NEBPI)**

**Tactic#: 2020-B: Consumer Marketing**

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

Consumer Trust	Export Growth	Innovation	Nutrition & Health	Safety	Investor Relations	Mkt. Research
■	□	□	■	□	□	□

**LRP Strategic Initiatives Addressed by this Tactic**

	Drive Export Growth		Grow Consumer Trust		Protect & Enhance Business Climate		Beef's Value Proposition
□	Adopt animal I.D. traceability systems	□	Ensure antibiotic stewardship	□	Research & innovate new production technologies	□	Revolutionize beef marketing & merchandising
□	Increase market access	□	Certify & verify production practices	□	Ensure beef's inclusion in dietary recommendations	□	Measure & improve sustainability
□	Promote unique attributes of U.S. beef	□	Ensure beef safety	□	Motivate producers & stakeholders to engage in issues	■	Research & communicate beef's nutritional benefits
		■	Protect beef's image	□	Develop crises management plans	■	Connect & communicate directly with consumers
		□	Engage beef advocates	□	Defend beef's product identity	□	Improve our product

**Tactic Description**

The goal of Consumer Marketing programming is to connect and communicate directly with our northeast consumers. Outreach efforts will focus on delivering memorable messages to our northeast consumers, regarding beef's quality, safety and nutritional value, as well as the beef community's commitment to animal well-being and the sustainable use of natural resources, 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 programming continues to diversify outreach efforts to connect with consumers, ensuring beef is always top of mind. Nationally developed beef messaging and content will be shared to reach consumers in various ways, including in-person events and sponsorships, digital advertising campaigns, social media campaigns and radio advertising.

**Identifying the Right Audience**

The 2018 Northeast Dashboard Survey<sup>1</sup> revealed important information about our northeast consumers and their perceptions surrounding beef. The research revealed that consumers decide to eat beef based on taste and nutrition attributes most, while production reasons, like trusting the people who raise beef, believing beef is being raised responsibly and sustainably, don't influence their decisions as much. Northeast consumers' overall knowledge on how cattle are raised is lower, which correlates to lower positive perceptions of beef production. Lastly, the research showed that while

attribute agreement is lower than the total U.S. in all taste, strength and responsibility attributes, overall agreement on taste and strength are still high. Programming will focus on highlighting beef's versatility and strong performance in the taste and strength attributes, as these are what northeast consumers weigh most when deciding to eat beef. Outreach to our northeast consumers will continue to incorporate the story of how cattle are raised, highlighting our northeast beef producers. Nationally developed content and messaging and will be extended to our northeast consumers through various avenues, which may include, but are not limited to, physical presence at large metropolitan events, burger/restaurant week participation, digital advertising campaigns and media outreach, social media campaigns, engagement with key consumer influencers, like bloggers, and chefs, and on-air television segments/demonstrations. Priority will be placed to plan and execute events in metropolitan areas with limited and/or no SBC presence.

### **Building Beef Advocates**

Programming will also reach our health-conscious, active consumers through support of the Northeast Team Beef program. Nationally developed, checkoff-funded educational materials highlighting beef's nutrient density, specifically the Strength campaign, will be distributed to members. Team Beef members will be encouraged to complete their Masters of Beef Advocacy (MBA), view checkoff-funded educational content in the form of mandatory team webinars and share on social media how beef is impacting their pre-race training and post-race recovery. Members will receive monthly email communication from checkoff staff containing checkoff-funded educational content and they will be held to a set criterion of expectations in order to remain on the team each year.

Building from previous success and relationships, NEBPI programming will further support northeast consumers' confidence in beef through the use of influencers. NEBPI will enlist the expertise of regional and national beef industry stakeholders to host 1-2 regional media trainings with key northeast consumer influencers, such as retail dietitians, bloggers, chefs, etc. The training(s) may include farm tours, media training, mock interviews/demonstrations, culinary innovation, etc., where influencers can learn how today's beef is raised, as well as the latest in how to share that story with their circles of influence. Engaging with influencers is key in extending the reach and impact with our northeast consumers. Building up these key influencers as advocates for beef will only increase the number of people who see and hear the positive beef story - think of it as a ripple effect. Emphasis will also be placed on deepening our relationship and outreach with at least two influencers to further share beef messaging and content, whether through on-air media opportunities, social campaigns, etc.

### **Digital 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.

Nielsen reports that, today, 4 billion people are connected through the internet, with nearly all (92.6%) of them doing so using their mobile devices. Every day, 3.4 billion people connect to the internet and spend, on average, six-and-a-half hours online.

Internet accessibility, mobile technology and digital innovations are redefining consumers' every interaction and will continue to enable and disrupt many aspects of our consumers' lifestyles well into the future.<sup>2</sup>

Compelling and strategic digital campaigns will be utilized to engage our consumers online and at events. Once again, meeting consumer where they are – in-person at events and online. Programming will continue to use nationally developed, sharable, content throughout the year on our social properties and via digital campaigns. As necessary, we will also develop new content based on the needs and demands of our northeast consumers.

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.

<sup>1</sup>Toluna State Dashboard October 2018; Total US N=539; Northeast N=950

<sup>2</sup> <https://www.nielsen.com/us/en/insights/reports/2018/connected-commerce-connectivity-is-enabling-lifestyle-evolution.print.html>

### **Measurable Objectives**

- Sponsor and/or participate in a minimum of 1-2 consumer outreach programs/digital campaigns to elevate BIWFD content, earning a minimum reach of 4 million consumer views to checkoff content.
  - 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.

**CBB/BPOC Funding Request: \$336,000**

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

**Subcontractor: Pennsylvania Beef Council through the Northeast Beef**

**Promotion Initiative (NEBPI)**

**Tactic#: 2020-C: Nutrition Influencer Engagement**

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

Consumer Trust	Export Growth	Innovation	Nutrition & Health	Safety	Investor Relations	Mkt. Research
■	□	□	■	□	□	□

**LRP Strategic Initiatives Addressed by this Tactic**

	Drive Export Growth		Grow Consumer Trust		Protect & Enhance Business Climate		Beef's Value Proposition
□	Adopt animal I.D. traceability systems	□	Ensure antibiotic stewardship	□	Research & innovate new production technologies	□	Revolutionize beef marketing & merchandising
□	Increase market access	□	Certify & verify production practices	□	Ensure beef's inclusion in dietary recommendations	□	Measure & improve sustainability
□	Promote unique attributes of U.S. beef	□	Ensure beef safety	□	Motivate producers & stakeholders to engage in issues	■	Research & communicate beef's nutritional benefits
		■	Protect beef's image	□	Develop crises management plans	■	Connect & communicate directly with consumers
		□	Engage beef advocates	□	Defend beef's product identity	□	Improve our product

**Tactic Description**

The goal of the Nutrition Influencer Engagement programming is to communicate beef's nutritional benefits directly with our regional nutrition leaders, whom consumers turn to for advice, questions and guidance in their nutrition journey. Sharing the science-based research, evidence and key messages, advocating for the importance of beef in a healthy dietary pattern, will enable our influencers to extend that beef information directly to their patients and clients. Nationally developed checkoff resources and research will be shared with our target audiences or key opinion leaders, including credentialed nutrition experts and communicators, health professionals, medical doctors, fitness professionals, culinary leaders and social/nutrition influencers. By identifying and pursuing meaningful relationships with nutrition influencers, NEBPI will grow advocates for beef to improve the overall perception of beef, which ultimately leads to more beef purchases and consumption.

**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, 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, while also hosting 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 and 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, sharing the nutrition message through multiple avenues. Hosting distinguished speakers is the cornerstone of this program, however additional efforts may include meal sponsorship to ensure our audiences are eating beef; experience-based events, such as a chef demonstration; or engagement opportunities at the exhibit booth that are interactive and educational. To ensure continued 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. The database of influencers receiving the e-newsletters is continually updated to ensure content is delivered to an interested group. Imagery and content are 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.

### **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 can learn how today's beef is raised and get their production-related questions answered by beef 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 "light-bulb 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 key 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. 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, beef producers, cattlemen organizations, etc.

### **Integrated Partnerships**

Over the years, this program has fostered several relationships with key nutrition influencers throughout the Northeast. Our program is now looking to build on those relationships further and, create genuine advocates for beef, resulting in a mutually beneficial partnership for both parties. The checkoff will provide educational

opportunities, resources and knowledge, while the influencer will be a vehicle to share out this information to their colleagues, clients, patients or students.

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 they will be an advocate for beef by extending the positive beef nutrition message via social media and through meetings/programs they host themselves, which are best suited for their audience.

### **Measurable Objectives**

- Reach the nutrition influencer audience through exhibiting and sponsoring annual/regional meetings, sharing the latest in checkoff-funded research:
  - Attend 4-5 meetings, training, programs and/or experiences throughout the year.
  - Explore engaging with a minimum of 1-2 new nutrition influencer audiences and organizations through exhibition and/or sponsorship in the coming year.
- Achieve at least an average positive opinion rating of beef and/or beef industry at 90%, following in-person training, demonstration, and/or immersion event.
- Maintain integrated partnerships with a minimum of 3 key nutrition influencers, to execute/produce beef-centric programs, trainings, meetings, pieces of created content, etc., as a beef advocate.
- Measure online engagement with a nutrition e-newsletter by increasing the 'Open-Rate' to 40% (a 5% increase over the previous FY).

**CBB/BPOC Funding Request: \$132,000**



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

**Subcontractor:**

**Tactic#: 2011-B: Nutrition Research and Scientific Affairs**

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

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

**LRP Strategic Initiatives Addressed by this Tactic**

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

**Tactic Description**

NCBA, on behalf of the beef checkoff, leads research on beef’s role in a healthy diet and shares it with the scientific community. This work is used to ensure beef nutrition communications are based in sound science and also becomes part of the evidence base accessed for dietary recommendations. As the only beef centric U.S. based nutrition research initiative on understanding beef’s positive role in health, this program uniquely contributes to the “body of science” needed to promote, protect and defend beef’s role in health.

This program is targeted to the scientific community including those in academia, government and health organizations (such as American Heart Association), scientific associations (American Society for Nutrition and Institute of Food Technologists), other checkoff programs, state beef council partners, and industry (corporate scientists in food and/or health and wellness companies).

Since the 1920's, beef checkoff nutrition research has contributed important discoveries about beef’s role in health. Recently, this program has demonstrated beef’s positive role in healthy diets across the lifespan, such as: beef’s nourishing role in the early years; beef’s role in preserving muscles through aging and how beef can be the protein of choice in diets recommended for weight management, heart health and diabetes. Checkoff research also has been used to effectively refute hypothesis about a proposed relationship between meat and cancer.

Nutrition research will be funded on the role of beef in diets for supporting healthier metabolisms, reducing disease risk, strength and performance, and its impact as a source of nourishment across the lifespan. Emerging or hot scientific topics such as plant-based diets and sustainable nutrition will be monitored and addressed through scientific communications, and research as needed. Research findings will be shared with the scientific community, including advisory groups developing nutrition guidance, in scientific forums (symposia), written materials (public comments, manuscripts, fact sheets) visual tools (infographics, video, web content) and in-person briefings. Strategic planning sessions will be conducted as needed to document beef human nutrition research gaps.

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

- Conduct a minimum of three original human nutrition research studies on healthy diets, where beef is used as the primary source of dietary protein.
- Participate in the scientific review process of the Dietary Guideline for Americans by submitting oral/and or written comments on beef's role in healthy diets.
- Maintain engagement at 45% in 2018 of the top 100 Nutrition Science Influencers (as identified by historical data monitoring).
- Leverage a minimum of four human nutrition research results across at least two tactical areas of the beef science communications framework.

**CBB/BPOC Funding Request:** \$2,759,400

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

**Subcontractor:**

**Tactic#: 2011-H: Key Topic Market Research**

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

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

**LRP Strategic Initiatives Addressed by this Tactic**

	Drive Export Growth		Grow Consumer Trust		Protect & Enhance Business Climate		Beef’s Value Proposition
<input type="checkbox"/>	Adopt animal I.D. traceability systems	<input type="checkbox"/>	Ensure antibiotic stewardship	<input type="checkbox"/>	Research & innovate new production technologies	<input checked="" type="checkbox"/>	Revolutionize beef marketing & merchandising
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<input type="checkbox"/>	Promote unique attributes of U.S. beef	<input checked="" type="checkbox"/>	Ensure beef safety	<input type="checkbox"/>	Motivate producers & stakeholders to engage in issues	<input checked="" type="checkbox"/>	Research & communicate beef’s nutritional benefits
		<input checked="" type="checkbox"/>	Protect beef’s image	<input type="checkbox"/>	Develop crises management plans	<input checked="" type="checkbox"/>	Connect & communicate directly with consumers
		<input type="checkbox"/>	Engage beef advocates	<input type="checkbox"/>	Defend beef’s product identity	<input type="checkbox"/>	Improve our product

**Tactic Description**

NCBA, on behalf of the beef checkoff, will explore key topic areas, with individual studies digging deep on a specific subject. An example is the research conducted to support the development and execution of the *Beef. It’s What’s for Dinner.* brand relaunch. Included in this tactic will be studies designed to inform program efforts in the areas of innovation, nutrition, issues management and others that address beef-specific challenges and opportunities. These studies focus primarily on the consumer, but strategic learnings from key influencers are considered and pursued as necessary.

Projects in this tactic planned for FY2020 will specifically support long range plan initiatives and committee priorities and fall into the following categories. Some examples include:

- Nutrition – Checkoff-funded studies in this area will directly support several long-range plan initiatives, including protecting beef’s image, communicating beef’s nutritional benefits and helping revolutionize the meat shopping experience by capturing key learnings from consumers and influencers about beef’s nutritional benefits.
- Innovation – Checkoff-funded studies in this area will support the development and execution of checkoff funded promotional campaigns and associated innovations. User assessments will continue to determine the impact of current online promotional programs and satisfaction with BeefItsWhatsForDinner.com to support supply chain efforts, understanding

new paths to purchase, and evolving purchase behaviors (e.g., meat substitutes).

- Issues/Stewardship – Checkoff-funded studies in this area will directly support several long-range plan initiatives including ensuring beef’s safety, protecting beef’s image, and connecting & communicating directly with consumers through a variety of testing methodologies. Output will include key learnings about messaging, consumer perceptions of production, and proof points that relate to stewardship topics as well as issues response and preparedness.

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

- Conduct at least one study that supports campaign development designed to leverage beef’s taste advantage (e.g., message testing, video treatments, etc.). Disseminate insights that support beef demand with checkoff programs and industry stakeholders, including state beef councils.
- Conduct at least one study that supports campaign development designed to inform consumers and/or influencers about beef’s nutritional benefits (e.g., message testing, video treatments, etc.). Disseminate insights that support beef demand with checkoff programs and industry stakeholders, including state beef councils.
- Conduct at least one study that supports campaign development designed to inform consumers and/or influencers about how beef is responsibly raised (e.g., message testing, video treatments, etc.). Disseminate insights that support beef demand with checkoff programs and industry stakeholders, including state beef councils.

**CBB/BPOC Funding Request:** \$967,000

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

**Subcontractor:**

**Tactic#: 2022-A: Key Opinion Leader Engagement**

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

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

**LRP Strategic Initiatives Addressed by this Tactic**

	Drive Export Growth		Grow Consumer Trust		Protect & Enhance Business Climate		Beef’s Value Proposition
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		<input checked="" type="checkbox"/>	Engage beef advocates	<input type="checkbox"/>	Defend beef’s product identity	<input type="checkbox"/>	Improve our product

**Tactic Description**

NCBA, on behalf of the beef checkoff, connects and builds relationships with key opinion leaders (KOL) or influencers that consumers trust. According to checkoff-funded research, millennials don’t rely on just one single source of information – they want to hear from a variety of different people and sources to help them make an informed decision. Key topic market research has also showed that consumers are increasingly concerned about emerging topics, such as sustainable nutrition and alternative proteins, as well as more known topics like beef’s nutritional value, beef’s taste or how beef is raised. Therefore, building relationships and educating influencers that consumers trust the most is critical to the long-term success of the beef checkoff.

The target audience of this tactic includes health professionals, fitness professionals, credentialed nutrition experts and communicators, medical doctors/physician assistants, non-governmental organizations (NGOs), academics/third-party scientists, culinary leaders, bloggers, beef industry experts, and others with influence on consumer or peer attitudes and perceptions about how beef is raised, its health value and its role as a meal solution. This program will continue to nurture the long-term KOL/influencer relationships that have been developed, while also identifying and engaging new “micro-influencers” who have smaller but highly targeted audiences of interest.

Historically, this program area has built strong and lasting relationships with a variety of consumer influencers using techniques including immersion experiences that facilitate first-hand exposure to beef’s benefits from both a product and production standpoint as

well as by addressing topics like how beef is raised, antibiotic and hormone use and beef in a healthy sustainable diet. Experiences have also included training and engagement on preparing beef with food-focused culinarians, bloggers and other KOL/influencers.

The tactic will allow the beef checkoff to identify individuals, groups or even events that target a variety of influencer audiences on topics across nutrition, product, and production. The extending of speaker bureaus/seminar programs will provide experts for both national and state programs that consumer influencers attend. Additionally, content (i.e., the previously developed Rethink the Ranch content and assets, beef research and the updated BeefItsWhatsForDinner.com website, videos, fact sheets, reports, web content, etc.) will be leveraged with this influencer audience on-line and in person. As part of this tactic, future content will also be developed, including content on nutrition, product and production, to reach these influencers.

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

- Expand the beef experts' network to include a minimum of three total subject matter experts across the food, health, culinary, and beef industry influencer categories.
- Identify and execute three influencer campaigns utilizing key influencers in the culinary, nutrition and food space to increase engagement with beef or BIWFD brand information, based on FY2019 benchmarks.
- In collaboration with a research tactic, leverage a minimum of eight research results across the influencer subject matter areas of expertise in digital or written content or through a presentation to other influencers.

**CBB/BPOC Funding Request:** \$3,175,200

**Contractor: Foundation for Meat and Poultry Research and Education**

**Subcontractor:**

**Tactic#:** 2010-B: Science-Based Research on the Nutritional and Health Benefits of Processed Beef, Knowledge Dissemination and Stakeholder Engagement

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

Consumer Trust	Export Growth	Innovation	Nutrition & Health	Safety	Investor Relations	Mkt. Research
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**LRP Strategic Initiatives Addressed by this Tactic**

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**Tactic Description**

All meat is processed to varying degrees. This can include any meat product produced via the physical or biochemical transformation of meat from its native form (*i.e.* carcass, wholesale cut) into a final or finished product deemed desirable by consumers.

For this purpose, the definition of further processed, as defined by the American Meat Science Association Meat Science Lexicon, will serve as the definition of processed meat.

**Further Processing:**

Any process where meat products undergo a transformation, beyond minimal processing, containing approved ingredients, and may be subjected to a preservation or processing step(s) through the application of salting, curing, fermentation, thermal processing (smoking and/or cooking), batter/breading, or other processes to enhance sensory, quality, and safety attributes. These products may include ready-to-cook and ready-to-eat products.<sup>1</sup>

<sup>1</sup> Seman, D. L., D. D. Boler, C. C. Carr, M. E. Dikeman, C. M. Owens, J. T. Keeton, T. D. Pringle, J. J. Sindelar, D. R. Woerner, A. S. de Mello, and T. H. Powell. 2018. Meat Science Lexicon\*. Meat and Muscle Biology 2:1-15. doi:10.22175/mmb2017.12.0059. <https://dl.sciencesocieties.org/publications/mmb/articles/2/3/1>. Accessed June 14, 2019.

Processed beef products can fit easily into healthy meals. Products such as marinated beef fajita strips and beef dinner sausage can be center of the plate food items joining vegetables and grains which together can lead to greater nutrition and nutrient absorption. Deli roast beef can easily be incorporated into a sandwich or as a salad topping for a healthy meal. Menu models have demonstrated how these processed products fit in a dietary pattern.

Research conducted within this tactic will provide scientific evidence to support the beef industry's ability to produce, market and maintain the public enjoyment of processed beef products as a convenient, affordable and safe source of high-quality protein. While the scope of processed beef products is broad in general, specific product types will be selected for research. These products may include, but are not limited to, beef jerky, beef snack sticks, deli beef products, beef hot dogs and beef sausages. Through science-based research, the role of processed beef products in a healthy, well-balanced diet will be defined. Data collected will be shared with key nutrition opinion leaders, regulatory authorities and all stakeholders.

Promoting processed beef products is critical to the bottom line of producers. A major component of many ready-to-eat and ready-to-cook processed beef items is 50 percent chemical lean (CL) beef trim. Approximately 10 percent of the weight of a fed steer carcass ends up as 50 percent CL trim, which is essentially, the largest "wholesale cut" on the beef carcass. Accordingly, the market value of the 50 percent CL trim, like the cut-out values of whole muscle cuts, directly affects live cattle prices. By creating demand for processed beef items, demand is created for 50 percent CL, which in turn bolsters live cattle prices and ROI for producers. That's why promoting this growing market segment impacts cattle prices.

No matter how you slice it, processed beef is extremely valuable to our industry. Current retail reports underscore how promoting processed beef products is critical to the bottom line of cattle producers.

- Last year's retail data indicates that the processed meat category represents over \$34 billion in sales. Beef alone has approximately \$5.9 billion in sales.
- Nielsen data from January 2019 cites that \$23 billion of meat items are sold beyond the fresh meat department – including \$13 billion in the deli department.
- The Power of Meat 2019 Report states that in a given month, shoppers are buying meat across the store including 37% in the deli, 39% fully cooked, and 49% frozen.

A number of significant challenges face the processed beef category and are rooted in the same dogma—limit the consumption of red and processed meat for optimum health. The process to develop the 2020-2025 *Dietary Guidelines for Americans (Guidelines)* process is underway. During the 2015-2020 *Guidelines* process, nutritional experts questioned whether red and processed meat consumption are part of a "healthy" dietary pattern which ensure positive health outcomes and a sustainable environment. Continued research on the role of processed beef in healthy dietary patterns is critical to ensure they remain a part of federal dietary guidance.



In January 2019, the EAT-*Lancet* report on “Food in the Anthropocene: the EAT–*Lancet* Commission on healthy diets from sustainable food systems” was published. The report outlined dietary recommendations it claims are ideal for human and planetary health. The diet suggested that people limit red meat consumption to one serving per week and poultry to two servings per week. A large public relations effort and worldwide promotion tour have also been launched in conjunction with the report and it is already being cited by some policy makers as evidence in efforts to reduce meat consumption in schools.

In March 2018, the International Agency for Research on Cancer (IARC) published the monograph declaring processed meats and red meats as carcinogenic agents.<sup>2</sup> IARC is an authoritative body and this monograph can be included as support for federal or state policies or regulations. IARC is also expected to publish an updated World Cancer Report in September 2019. The report offers a unique global view of cancer, including cancer patterns, causes, and prevention. Recognized as an authoritative source of global perspective and information on cancer, the first edition appeared in 2003. IARC will not confirm if the report refers to red and processed meats’ association with cancer. However, given the focus of the report and the growth of scientific evidence in this area, it is likely that it will be included.

The World Cancer Research Fund’s (WCRF) *Third Expert Report: Diet, Nutrition, Physical Activity and Cancer: a Global Perspective*, released in May 2018 is another challenge. The Report’s Cancer Prevention Recommendations include “limit red and processed meat – eat no more than moderate amounts of red meat, such as beef...eat little, if any, processed meat.”<sup>3</sup> The International Food Information Council in partnership with American Institute for Research on Cancer, the American branch of WCRF, will be releasing a report in the fall of 2019 focused on how cancer-prevention influences food choices among Gen X consumers. Together, these findings and anticipated reports continue to call into question whether red and processed meat can be included in a healthy diet. This tactic directly addresses these challenges with science-based research.

By demonstrating how processed beef products fit in a healthy dietary pattern associated with positive health outcomes, the conversation can be turned towards how these products can contribute to overall health and well-being and away from the focus on negative health outcomes. Research findings will be critical to ensure processed beef remains in the 2020-2025 *Dietary Guidelines for Americans* and future editions of dietary guidance. Every opportunity will be pursued to submit scientific research to add to the body of evidence in support of this effort.

A standing advisory committee of industry and academic experts, including other

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<sup>2</sup> IARC Monographs on the Evaluation of Carcinogenic Risks to Humans Volume 114: Red Meat and Processed Meat. <http://publications.iarc.fr/564>. Accessed June 14, 2019.

<sup>3</sup> World Cancer Research Fund Third Expert Report, “**Diet, Nutrition, Physical Activity and Cancer: a Global Perspective.**” 2018.

<https://www.wcrf.org/dietandcancer/recommendations/limit-red-processed-meat>. Accessed June 4, 2019.

contractors to the beef checkoff, and practitioners will establish research priorities and evaluate proposals. Based upon their recommendations, contracts are awarded based on merit and priority need. After the award, the research contracts will be closely monitored to ensure timely and complete research work products are available for distribution to the industry. This tactic is focused on processed beef. If complementary research with other meat animal species is developed, they will be expected to contribute proportionally to the research funding.

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

- Manage the execution of a minimum of three research projects addressing current knowledge gaps. Topics may include:
  - Risk-benefit analysis on the consumption of processed beef products as a component of a healthy diet and lifestyle.
  - How does dietary intake, particularly dietary patterns, track across life stages from the introduction of foods, including processed beef, into childhood, and through older adulthood?
  - What is the relationship between types of dietary fat found in processed beef products consumed at each stage of life and neurocognitive development (birth to 18 years) or neurocognitive health (for those 18 years and older)?
- Facilitate the dissemination of research data and knowledge sharing through four meetings, webinars, documents or other events targeted to nutrition and beef industry professionals, key opinion leaders, registered dietitians, healthcare professions and retail influencers.
- Develop three tools (web content, infographics, reviews, fact sheets, videos, etc.) that substantiates processed beef product's role in a healthy, sustainable diet and active lifestyle. Tools will be targeted to registered dietitians, healthcare professionals, retail influencers, nutrition and beef industry professionals and key opinion leaders.

**CBB/BPOC Funding Request:** \$500,000