

# Tactic Quick Guide

## Preliminary FY20 Tactics



*Funded by the Beef Checkoff*

Safety Committee

# SAFETY COMMITTEE TACTIC OVERVIEW

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**Contractor: FMPRE**

**Subcontractor**

**Tactic#:** 2010-A: Post-harvest Beef Safety Research, 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
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input 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 type="checkbox"/>	Revolutionize beef marketing & merchandising
<input type="checkbox"/>	Increase market access	<input type="checkbox"/>	Certify & verify production practices	<input 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 checked="" type="checkbox"/>	Ensure beef safety	<input type="checkbox"/>	Motivate producers & stakeholders to engage in issues	<input type="checkbox"/>	Research & communicate beef's nutritional benefits
		<input checked="" type="checkbox"/>	Protect beef's image	<input type="checkbox"/>	Develop crises management plans	<input type="checkbox"/>	Connect & communicate directly with consumers
		<input type="checkbox"/>	Engage beef advocates	<input checked="" type="checkbox"/>	Defend beef's product identity	<input checked="" type="checkbox"/>	Improve our product

### **Tactic Description**

Food safety is critical to ensuring consumer confidence in the beef products they choose to buy and feed their families. While current levels of pathogen contamination on beef remain relatively low, there continue to be areas for improvement in its safety profile. Sampling results from the Food Safety and Inspection Service (FSIS) show the prevalence of Shiga toxin-producing *Escherichia coli* (STEC) O157:H7 at 0.24 percent for raw ground beef components and 0.01 percent for ground beef in calendar year (CY) 2018.<sup>1</sup> Comparing the STEC results to 2013, there have been significant decreases of the prevalence of STEC in raw ground beef components and raw ground beef, which were present at 0.82 percent and 0.12 percent, respectively.<sup>2</sup> However, the prevalence of *Salmonella* spp. for raw ground beef components is 7.35 percent and 3.89 percent in

<sup>1</sup> Sampling Results for FSIS Regulated Products. [https://www.fsis.usda.gov/wps/wcm/connect/68f5f6f2-9863-41a5-a5c4-25cc6470c09f/Sampling\\_Project\\_Results\\_Data.pdf?MOD=AJPERES](https://www.fsis.usda.gov/wps/wcm/connect/68f5f6f2-9863-41a5-a5c4-25cc6470c09f/Sampling_Project_Results_Data.pdf?MOD=AJPERES). Accessed June 14, 2019.

<sup>2</sup> Microbiological Testing Program for *E. coli* O157:H7 and non-O157 Shiga Toxin-Producing *E. coli*: Individual Positive Results for Raw Ground Beef (RGB) and RGB Components. <https://www.fsis.usda.gov/wps/portal/fsis/topics/data-collection-and-reports/microbiology/ec/positive-results-current-cy/2013-ecoli-positives>. Accessed June 14, 2019.

raw ground beef in CY 2018.<sup>3</sup> FSIS' "Nationwide Microbiological Baseline Data Collection Program: Beef-Veal Carcass Survey," conducted from August 2014 – December 2015 showed 27 percent of beef carcasses tested positive for *Salmonella* post hide removal.<sup>4</sup> Contamination of ready-to-eat meat and poultry, which is not broken out by species, by *Listeria monocytogenes* has remained relatively steady at less than one-half of one percent over the last few years.<sup>5</sup>

Research shows that post-harvest, multiple hurdle beef safety interventions and other process controls are effective in reducing the prevalence of pathogenic bacteria. However, the threat posed by pathogens is not static, rather it is constantly emerging and antimicrobial interventions and other process controls must be constantly upgraded to address these emerging threats. Without these continuous improvements, incident levels would have most likely increased. Many of the interventions and process controls now used in the beef industry are the result of checkoff funded research and continued investment is necessary for further improvement.

According to the Centers for Disease Control and Prevention 2018 FoodNet report, *Salmonella* is the second most common source of infection, and the incidence has not declined compared with the previous three years.<sup>6</sup> The report notes non-O157 STEC illnesses increased by 25 percent when comparing 2018 to 2015-2017 data, while illnesses attributed to STEC O157:H7 decreased 12 percent during the same reference time.<sup>7</sup> The incidence of illnesses attributed to *Listeria* has remained relatively unchanged for the past several years at 0.3 cases per 100,000 population.

The foodborne illness attribution estimates for 2016 were released by the Interagency Food Safety Analytics Collaboration (IFSAC) in late 2018. IFSAC used outbreak data to

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<sup>3</sup> Sampling Results for FSIS Regulated Products. [https://www.fsis.usda.gov/wps/wcm/connect/68f5f6f2-9863-41a5-a5c4-25cc6470c09f/Sampling\\_Project\\_Results\\_Data.pdf?MOD=AJPERES](https://www.fsis.usda.gov/wps/wcm/connect/68f5f6f2-9863-41a5-a5c4-25cc6470c09f/Sampling_Project_Results_Data.pdf?MOD=AJPERES). Accessed June 14, 2019.

<sup>4</sup> Nationwide Microbiological Baseline Data Collection Program: Beef-Veal Carcass Survey. <https://www.fsis.usda.gov/wps/wcm/connect/b03963cc-0845-4cfe-b94e-2c955ee5e2ef/Beef-Veal-Carcass-Baseline-Study-Report.pdf?MOD=AJPERES>. Accessed June 14, 2019.

<sup>5</sup> FSIS Microbiological Testing Program for Ready-to-Eat (RTE) Meat and Poultry Products, 1990–2017. [https://www.fsis.usda.gov/wps/portal/fsis/topics/data-collection-and-reports/microbiology/testing-program-for-rte-meat-and-poultry-products/testing-program-rte!/ut/p/a1/jZBdC4lwFIZ\\_Sz9gbH5geWICpKUiUdluYvmxBrrJnIH9-pSu-rA879WB5-EcXohhAjEnN0aJYoKTctixdUYxsjTbRX5kayvkhYc42rguWujzHij9AEJjoj8yDvrn-xMO6DJwAwpXTdQVMF4ImFQsleLCRCloBxOVN4pxCmopqCQVKIQEUuWgyokChGegFm2pZDcAWZuq5lPpcXiE-PUbpPXxQmNnrv3QQJH5Dnyp6wmM91FX--S-Xdoec2YPWwlthQ!!/#results2017](https://www.fsis.usda.gov/wps/portal/fsis/topics/data-collection-and-reports/microbiology/testing-program-for-rte-meat-and-poultry-products/testing-program-rte!/ut/p/a1/jZBdC4lwFIZ_Sz9gbH5geWICpKUiUdluYvmxBrrJnIH9-pSu-rA879WB5-EcXohhAjEnN0aJYoKTctixdUYxsjTbRX5kayvkhYc42rguWujzHij9AEJjoj8yDvrn-xMO6DJwAwpXTdQVMF4ImFQsleLCRCloBxOVN4pxCmopqCQVKIQEUuWgyokChGegFm2pZDcAWZuq5lPpcXiE-PUbpPXxQmNnrv3QQJH5Dnyp6wmM91FX--S-Xdoec2YPWwlthQ!!/#results2017). Accessed June 14, 2019

<sup>6</sup> Centers for Disease Control and Prevention. Foodborne Disease Active Surveillance Network (FoodNet) 2018 Preliminary Data. <https://www.cdc.gov/foodnet/reports/prelim-data-intro-2018.html>. Accessed June 14, 2019.

<sup>7</sup> Centers for Disease Control and Prevention. Foodborne Disease Active Surveillance Network (FoodNet) 2018 Preliminary Data: Tables. <https://www.cdc.gov/foodnet/reports/prelim-data-2018.html>. Accessed June 14, 2019.

update previous analyses to estimate which foods are responsible for illness related to *Salmonella*, *Escherichia coli* O157, *Listeria monocytogenes*, and *Campylobacter*. IFSAC considers these priority pathogens because of the frequency (estimated 1.9 million illnesses each year combined) and severity of illness they cause, and because targeted interventions can significantly reduce these illnesses. The report noted that *Salmonella* illnesses came from a wide variety of foods, with more than 75 percent coming from seven food categories, including beef. Also, nearly 75 percent of *E. coli* O157 illnesses were linked to vegetable row crops, e.g., leafy greens, and beef.<sup>8</sup> In July 2018, the Centers for Disease Control and Prevention released the Surveillance for Foodborne Disease Outbreaks — United States, 2009–2015.<sup>9</sup> During this time period, 5,760 outbreaks were reported that resulted in 100,939 illnesses, 5,699 hospitalizations, and 145 deaths. Thirty (30) percent of outbreak-associated illnesses were caused by *Salmonella*. In total, outbreaks caused by *Listeria*, *Salmonella*, and Shiga toxin-producing *Escherichia coli* (STEC) were responsible for 82 percent of all hospitalizations and 82 percent of deaths reported.

More recently, there have been several high profile pathogen outbreaks attributed to ground beef. In 2018, there were 18 illnesses associated with *E. coli* O26 in four states, 33 percent of those infected were hospitalized and there was one death. There was also an outbreak of *Salmonella* Newport beginning in 2018 and ending in 2019 which resulted in over 400 illnesses in 40 states with 34 percent requiring hospitalization. Currently, there is an outbreak associated with *E. coli* O103 resulting in nearly 200 illnesses in 10 states with 16 percent of patients being hospitalized and two cases were diagnosed with hemolytic uremic syndrome. It is clear pathogens in beef remain a critical public health concern.

Like pathogens, science and detection technologies have also continued to evolve. Public health officials and regulatory agencies are using whole genome sequencing (WGS) technology for genetic typing of bacteria, including pathogens relevant to food safety. WGS allows for significant improvement in foodborne disease outbreak detection and source traceback compared to earlier technologies. To improve public health, it is important to gain a better understanding of the virulence factors of pathogens found on beef. Learning why and how pathogens cause illness will enable the beef industry to more appropriately target interventions to minimize their presence and make

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<sup>8</sup> Interagency Food Safety Analytics Collaboration. Foodborne illness source attribution estimates for 2016 for *Salmonella*, *Escherichia coli* O157, *Listeria monocytogenes*, and *Campylobacter* using multi-year outbreak surveillance data, United States. Atlanta, Georgia and Washington, District of Columbia: U.S. Department of Health and Human Services, CDC, FDA, USDA/FSIS. November 2018. p. 2. <https://www.cdc.gov/foodsafety/ifsac/pdf/P19-2016-report-TriAgency-508.pdf>. Accessed June 14, 2019.

<sup>9</sup> Dewey-Mattia D, Manikonda K, Hall AJ, Wise ME, Crowe SJ. Surveillance for Foodborne Disease Outbreaks — United States, 2009–2015. MMWR Surveill Summ 2018;67(No. SS-10):1–11. DOI: <http://dx.doi.org/10.15585/mmwr.ss6710a1>. Accessed June 14, 2019.

improvements in public health.

The economic burden of illness is another factor in the costs associated with pathogen contamination. According to the U.S. Department of Agriculture's Economic Research Service, illnesses attributed to *Salmonella* cost \$3.6 billion, STEC (non-O157 and O157) cost nearly \$300 million, and *Listeria* costs \$2.8 billion in the 2013.<sup>10</sup> These costs resulted from medical costs, lost productivity, and death. There are no acceptable levels for pathogenic organisms in beef products as evidenced by the level of foodborne illnesses in the United States. Because *Salmonella* is a significant source of illnesses, hospitalizations, deaths and related costs, research efforts focused on mitigating this threat in the beef supply will continue to be a key priority.

Another beef industry cost associated with pathogen contamination is the reduced value of products testing positive. When a raw material or finished product tests positive for a pathogen, it cannot enter commerce unless it is thermally processed. If the product has already entered commerce, the product is subject to a recall. In both cases, a substantial reduction in value for the pathogen positive product and significant recall costs are incurred by the packer or processor.

The total costs of safety interventions and processes, medical and missed opportunity claims, recalls and reduced value of contaminated products cannot always be passed on to consumers. Most often these costs are borne by the industry and eventually passed on to beef producers through reduced live cattle values. Accordingly, there is a direct economic incentive for beef producers to invest in beef safety research to further reduce pathogenic contamination levels in raw materials and finished products to increase the value of their cattle and their return on investment.

For the foregoing reasons, foundational, applied research is the focus in this program. Integrated communication and educational initiatives will ensure that the data collected are shared with targeted audiences for application across the processing sectors. Outreach with stakeholder groups will inform and impact collaborative research and communication programs addressing the safety of U.S. beef products.

The beef industry must consistently produce products that are wholesome and safe to maintain and bolster consumer trust and grow demand. International and domestic consumers must have confidence that the U.S. beef items they and their families consume are produced using the best processes available, which are supported by science-based research. The threats in the microbial environment are constantly evolving. It is imperative that the beef processing industry have access to the most up-to-date science-based research to mitigate both current and emerging threats. This

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<sup>10</sup> Hoffmann, Sandra, Bryan Macculloch, and Michael Batz. *Economic Burden of Major Foodborne Illnesses Acquired in the United States*, EIB-140, U.S. Department of Agriculture, Economic Research Service, May 2015.

[https://www.ers.usda.gov/webdocs/publications/43984/52807\\_eib140.pdf?v=42136](https://www.ers.usda.gov/webdocs/publications/43984/52807_eib140.pdf?v=42136).

Accessed June 14, 2019.

tactic provides practical, science-based research that can be used by in-plant personnel and others to ensure the safety of the U.S. beef supply.

A standing advisory committee of industry and academic experts, including other contractors to the beef checkoff, and practitioners will establish research priorities and evaluate proposals. As needed, a select group of beef industry members may be identified to develop and evaluate specific research projects in consultation with the standing advisory committee. 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.

**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 but are not limited to:
  - Identify the combination of virulence factors that cause human illness in pathogenic *Salmonella* and *E. coli*.
  - Evaluate how *Salmonella* exists and moves throughout the supply chain, including regional, seasonal and production practice differences on the prevalence, level and serotype on products, including lymph nodes.
  - Evaluate the efficacy of interventions during the grinding process to maximize reduction of microbial contamination in ground beef.
- Facilitate the dissemination of research data and knowledge sharing through at least four meetings, webinars, documents or other events targeted to safety professionals.
- Develop at a minimum three tools (web content, reviews, fact sheets, videos, etc.) that share post-harvest research results or summarize research to provide guidance and information for small and very small beef processing facilities including mobile slaughter units.

**CBB/BPOC Funding Request:** \$900,000

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

**Subcontractor:**

**Tactic#: 2002-B: Social Media and Digital Advertising**

**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 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 checked="" type="checkbox"/>	Engage beef advocates	<input checked="" type="checkbox"/>	Defend beef’s product identity	<input type="checkbox"/>	Improve our product

**Tactic Description**

Today’s consumers are “always connected,” using multiple screens, devices, and social media platforms to engage and communicate. In fact, according to a 2017 Asurion study, people check their phones on average 80 times per day.. In the next several years, consumers will always be connected, but no longer by their phones—by wearables and other devices that are literally attached to them. The brands, companies and products that will continue to be most successful and survive this increasingly connected world are the brands that are constantly connecting with consumers throughout their day. This tactic allows *Beef. It’s What’s For Dinner.* to constantly connect with consumers throughout their day and throughout the digital platforms that they spend time on– whether that’s when they’re at home watching online videos, listening to digital radio at work, searching the web for information, reading an article online or connecting with friends through social media. As mentioned above, market research shows that when consumers are aware of the *Beef. It’s What’s For Dinner.* brand, they are more likely to feel positive about beef and are more likely to eat beef more often, proving that the Checkoff’s number one brand plays a pivotal role in driving beef demand. And the more money that is spent in social media and digital advertising efforts to reach more consumers, the more likely we are to get people to eat beef. This tactic plays a critical role in driving beef demand today and for future generations.

In FY2018, NCBA, relaunched the *Beef. It’s What’s For Dinner.* brand and, for the first time, focused digital and social media advertising efforts on three key messaging areas: the unbeatable taste of beef, the people and the production process behind beef, and the nutritional strength that beef provides. By doing this and targeting consumers with a



variety of storytelling opportunities on different platforms, NCBA increased the *Beef. It's What's For Dinner.* brand presence on a variety of social media and digital platforms and reached more consumers more often with positive beef messaging. In FY2018, NCBA got beef back on television by working with Lance Pekus, a cattle rancher and the Cowboy Ninja who competes on the popular NBC program, American Ninja Warrior. Lance proudly wore his Beef. It's What's For Ninjas. shirt, funded by the Beef Checkoff, while competing on a show that draws more than 6 million viewers each episode. In FY2019, thanks to the state national partnership and state beef council funding, *Beef. It's What's For Dinner.* was able to be part of two national broadcast integrations on Master Chef and Master Chef, Jr., which draws nearly 4 million viewers per episode.

In FY2020, this tactic will continue to manage the *Beef. It's What's For Dinner.* online and digital presence to ensure that messaging about beef's greatest strengths: the great taste, the nutritional powerhouse and the amazing stories of the people who raise beef reaches consumers. This program manages the *Beef. It's What's For Dinner.* social media properties (1MM+ Facebook fans, 25,000+ Twitter followers, 9,000+ Pinterest followers, 11,000+ Instagram followers, 14,000+ YouTube subscribers and more than 66 MM YouTube video views and counting year-to-date) and brings to life stories about people, protein and pleasure through a fully integrated digital media strategy including but not limited to online banner ads, video advertising, digital radio advertising, paid search and social amplification. An in-house team is constantly evaluating analytics to optimize efforts in real-time and address shifts in advertising as the environment for beef continues to shift. New advertising partners and opportunities are constantly evaluated and tested to ensure that *Beef. It's What's For Dinner.* can connect with consumers where they spend their time and to test out new partners that then can be shared with state beef council partners.

A critical part of this tactic is the state/national partnership with state beef councils. This tactic allows NCBA to work as a "free" digital consulting agency, providing state beef councils and even other contractors, such as the Northeast Beef Promotion Initiative, with social media counsel and "how-to's," executing their online advertising, designing media plan approaches and providing in-depth search engine optimization support. On average, this saves state beef councils at least 15-20% by utilizing the in-house talent and counsel that NCBA provides. Not only is this a cost-savings for state partners and producers, but it ensures alignment and synchronization of beef messaging and content assets and stretches Checkoff resources further to ensure that the states can use more financial resources to reach consumers in their local areas.

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

- Maintain an "always on" media campaign ensuring favorable beef messaging and resources are present year-round on the digital platforms most relevant to target consumers
- Benchmark engagement of individual content pieces and platforms to ensure the strongest return on investment.
- Track correlations between the impact of *Beef. It's What's For Dinner.* brand assets and frequency of beef eating experiences.

**CBB/BPOC Funding Request: \$6,993,200**

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

**Subcontractor**

**Tactic#: 2011-A: Safety 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 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 checked="" type="checkbox"/>	Ensure antibiotic stewardship	<input checked="" type="checkbox"/>	Research & innovate new production technologies	<input type="checkbox"/>	Revolutionize beef marketing & merchandising
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		<input checked="" type="checkbox"/>	Protect beef’s image	<input type="checkbox"/>	Develop crises management plans	<input 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, builds the science-based evidence through research to inform beef safety decisions throughout the supply chain. Program results also inform communications about the industry’s commitment to ensuring the safety of beef.

Results generated through this program are targeted at the scientific community including academia, beef safety decision makers throughout the industry (feedlot operators, packers, processors, retail, foodservice) and regulatory sectors as well as state beef councils and other checkoff program areas that communicate or manage beef safety issues (pre- and post-harvest).

Over time, this program has evolved from a single pathogen focus (*E. coli*) to address several potentially harmful bacterial, chemical or physical threats to beef safety. Today, consumers expect beef to be safe from pathogens and other safety threats, but also that the beef industry takes steps to understand if and/or how antibiotic use impacts the development of antimicrobial resistance and if needed, take action to reduce the potential risk to human health. Research in this program has been used to respond to inquiries from the industry, media, regulatory and other influencers about industry’s commitment and progress toward addressing these consumer/influencer concerns.

Safety research projects will be funded to understand and/or reduce the safety threats by chemical or known pathogens or by antimicrobial use (current or new alternatives) and resistance formation or transfer that may impact human health. Research outcomes will be shared with advisory groups developing safety guidance, the scientific and regulatory communities in forums/symposia (i.e., Beef Industry Safety Summit and other scientific forums), through written materials (i.e., manuscripts, fact sheets or literature reviews), visual tools (i.e., web content) or in-person meetings. Strategic planning sessions will be conducted as needed to document beef safety research gaps.

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

- Conduct a minimum of two original scientific research projects focused on pre-harvest challenges to beef safety.
- Showcase safety research program content through two avenues including the Beef Industry Safety Summit, scientific conferences, peer review articles, and forums hosted by other entities. The goals are to influence industry adoption of new scientific evidence and to demonstrate the industry's commitment to improving beef safety.
- Leverage a minimum of four beef safety research results across at least two tactical areas of the beef science communications framework.

**CBB/BPOC Funding Request:** \$1,422,900

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

**Subcontractor**

**Tactic#: 2033-C: Beef Quality Assurance (BQA)**

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

Consumer Trust	Export Growth	Innovation	Nutrition & Health	Safety	Investor Relations	Mkt. Research
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input 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 checked="" type="checkbox"/>	Ensure antibiotic stewardship	<input type="checkbox"/>	Research & innovate new production technologies	<input type="checkbox"/>	Revolutionize beef marketing & merchandising
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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**

It is imperative that cattle producers are effectively able to “walk the walk,” when it comes to raising healthy animals. The beef industry’s primary mechanism to do this is through education programs, such as Beef Quality Assurance (BQA). NCBA, on behalf of the beef checkoff, provides producers with the education and training needed to help ensure cattle are reared responsibly and enhance consumer trust in how beef is raised.

The BQA programs not only target producers with its programing, but also engage and collaborate with stakeholders across the supply chain to develop and implement the necessary tools and programs to ensure responsible cattle care.

The BQA program has a long-standing history of delivering educational programs to producers focused on issues that impact consumer trust and consumer demand in beef, ranging from cattle well-being to quality assurance and certification. In FY2017, the latest benchmark study of the National Beef Quality Audit (NBQA) was completed and the BQA team will continue to leverage these outcomes to collaborate with other teams and contractors.

In FY 2020, BQA programing will provide updated content, including revisions of BQA self-assessments, online training modules, and other audit tools for training so producers (seedstock; cow-calf; stocker/backgrounder; feeder; youth, through support of the Youth for the Quality Care of Animals (YQCA); dairy, through support of the National Dairy Farmers Assuring Responsible Management (FARM); auction markets and transporters) become certified and/or adopt current techniques/methods (i.e., cattle

care and handling in multiple languages). External review of the BQA program, tools and materials will be considered as a strategy to increase program credibility and standing with key stakeholders. Programing will continue to enhance collaboration between the beef and dairy sectors of the cattle production industry and will place additional focus on creating training content which is relevant and easily accessible for dairy-beef producers. Extending BQA promotion resources, content and tools through state beef councils, state cattlemen's and breed associations, state extension programs and other livestock organizations who are willing to partner in promoting BQA will continue to be a focus through traditional and social media, demonstrations, seminars/webinars, speakers for panels and other engagement opportunities. The program will continue efforts to promote training and certification through relevant award recognition, public relations, advertisement, sponsorships, face-to-face and virtual opportunities. Additionally, promoting the understanding of the BQA program and the positive outcomes it provides for the cattle industry will be leveraged to the full supply chain.

### **Measurable Objectives**

- Increase the number of producers that are BQA certified (or equivalent) by 10% over 2019 certification numbers.
- Engage over half of the nation's BQA coordinators in continuing education and collaborate with state BQA coordinators by conducting a minimum of three "in person" or virtual meetings each year.
- Launch revised BQA on-line certification modules for cow-calf, stocker/backgrounder and feedyard sectors.

**CBB/BPOC Funding Request:** \$2,315,400

**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
<input type="checkbox"/>	Increase market access	<input type="checkbox"/>	Certify & verify production practices	<input 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 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: NLPA/NIAA**

**Subcontractor**

**Tactic#: 2031-A: Antibiotic Symposium**

**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 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 checked="" 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 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 checked="" type="checkbox"/>	Ensure beef safety	<input checked="" type="checkbox"/>	Motivate producers & stakeholders to engage in issues	<input type="checkbox"/>	Research & communicate beef's nutritional benefits
		<input checked="" type="checkbox"/>	Protect beef's image	<input type="checkbox"/>	Develop crises management plans	<input type="checkbox"/>	Connect & communicate directly with consumers
		<input checked="" type="checkbox"/>	Engage beef advocates	<input type="checkbox"/>	Defend beef's product identity	<input type="checkbox"/>	Improve our product

**Tactic Description**

The 9th annual national antibiotic symposium will continue the work and collaborations established in the prior symposia, funded in part by the beef checkoff, and will focus on the primary efforts aimed at combating antimicrobial resistance (AMR) impacting the beef value chain:

- 1) Science: understanding causal links, resistance mechanisms, bacterial genomics, the microbiome and more.
- 2) Alternatives: preventative and intervention strategies, Ensure Antibiotic Stewardship, needs and challenges, innovation and technology.
- 3) Communication: How to effectively Engage Beef Advocates with reliable and factual information, which can be passed along as Producer Education and Consumer Information, countering negative messaging.

Each of these areas will be addressed, in the content that will drive improvements in how animal agriculture communicates and educates, leading with science and common values.

Highly technical and very complex information can be difficult to communicate, especially and in a world where we are often bombarded by information, some accurate, and some not, some complete and some incomplete, some interpreted thoughtfully and some misinterpreted.



This poses a unique challenge for animal agriculture and the Symposium will explore how the industry can educate and provide knowledge that helps people make informed decisions as deeply as it informs stakeholders of the current state of the science of Antimicrobial Resistance.

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

- 140 stakeholders from the following segments will attend the 2019 Symposium: Animal agriculture producers, including beef producers, processors, retailers, research scientists, academia, and government.
- Online, pre- and post-event surveys will be used to assess the level of understanding attendees have in the current communications concerning antimicrobial resistance and how the Symposium impacts their thinking.
- Engage at least two Beef Producers in pre- and post-Symposium media interviews, such as commercial radio, podcasts, farm news, etc. in order to advance Producer Education on what the Symposium is about, and what key take-aways were advanced by the Symposium agenda.

**CBB/BPOC Funding Request:** \$150,250

**Contractor: NLPA/NIAA**

**Subcontractor**

**Tactic#: 2031-B: Beef Producer 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 type="checkbox"/>	<input 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 checked="" 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 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 checked="" type="checkbox"/>	Ensure beef safety	<input type="checkbox"/>	Motivate producers & stakeholders to engage in issues	<input type="checkbox"/>	Research & communicate beef's nutritional benefits
		<input checked="" type="checkbox"/>	Protect beef's image	<input type="checkbox"/>	Develop crises management plans	<input type="checkbox"/>	Connect & communicate directly with consumers
		<input checked="" type="checkbox"/>	Engage beef advocates	<input type="checkbox"/>	Defend beef's product identity	<input type="checkbox"/>	Improve our product

**Tactic Description**

Previously, the Beef Checkoff has provided specific funding for beef producers to engage in antibiotic symposia events and a subsequent meeting with the Centers for Disease Control and related stakeholder groups.

Building on the positive outcomes of having producer engagement, a group (approx. 8–10) of Kentucky Beef Council's Beef Producers will attend and participate in the Antibiotic Symposium, and two or more will participate in communication activities before and after the event. From that group, at least eight to ten beef producers will attend day and half meeting at the Centers for Disease Control in Atlanta, GA.

They will use face to face presentations to pass along learned information on both scientific developments learned at the Symposium and at the CDC meeting specifically within the beef industry to influence their peers' commitment toward continuous improvement, related to responsible antibiotic use. In addition, they will share the results of communication strategies and effectively communicating the safety and wholesomeness of beef.

This tactic includes support for working with beef producers to identify targeted in-person and online tools and events that can be leveraged to engage their peers in important AMR related conversations, that can be conducted via online webinars, state and regional cattle association meeting presentations, unique social media events, sponsored producer influencer events, etc.

As a part of this tactic, each of the producer's strengths will be leveraged to amplify AMR messaging and activities would be tracked and evaluated for impact.

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

- A minimum of 8 to 10 beef producers will attend the 2019 Antibiotics Symposium, and one producer will participate as a part of a panel share insights and experiences.
- Between 8 to 10 beef producers will participate in a tour, presentations, demonstrations and discussions with officials from the Centers for Disease Control, engaging in open dialogue, questions on next steps in communication and collaboration opportunities.
- Three designated Beef Producers will present learned information face-to-face to multiple state association meetings and other groups, as well as participate in 1 to 2 short videos which will be developed and distributed through social media and other venues to create interest and attendance at their presentations.

**CBB/BPOC Funding Request:** \$28,800

**Contractor: NLPA/NIAA**

**Subcontractor**

**Tactic#:** 2031-C: Antimicrobial Resistance Communication Collaborations, Partnerships and Distribution to Amplify Supporting Messaging for Producer Education

**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 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 checked="" 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 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 checked="" type="checkbox"/>	Ensure beef safety	<input type="checkbox"/>	Motivate producers & stakeholders to engage in issues	<input type="checkbox"/>	Research & communicate beef's nutritional benefits
		<input checked="" type="checkbox"/>	Protect beef's image	<input type="checkbox"/>	Develop crises management plans	<input type="checkbox"/>	Connect & communicate directly with consumers
		<input checked="" type="checkbox"/>	Engage beef advocates	<input type="checkbox"/>	Defend beef's product identity	<input type="checkbox"/>	Improve our product

**Tactic Description**

This year's Antibiotic Symposium messaging includes information on compelling research and scientific updates and innovative alternatives and new technology, along with sessions designed to help understand communication strategies to more effectively communicate to the industry, to the media and to consumers down the line. This messaging is aimed at Ensuring Antibiotic Stewardship, Ensuring Beef Safety, Protecting Beef's Image and Engaging Beef Advocates. Keynote presentations, panelist discussion points, slide decks, white papers, talking points, links and resources and more will be shared, during and post-event, using influencer networks and social media to reach more stakeholders.

A variety of collaborations will be targeted within this tactic and will include partnerships with the National Institute for Antimicrobial Resistance Research and Education (NIAMRRE) who will host the 9<sup>th</sup> Annual Antibiotic Symposium at Iowa State University and provide their international research reputation to the Symposium. This will bring the Symposium heightened interest from the scientific media. NIAMRRE is also bringing on board the ISU Greenlee School of Journalism and Communication to provide guidance and speakers for the effective communications portion of the meeting and provide follow-up webinar-format presentations on results and take-away to be made available to livestock organizations and associations, as well as on-line availability.

Coordinated social media, traditional media, and on-line presentations of the

Symposium sessions and participating beef producers will amplify the work of NIAA, NIAMRRE, Iowa State University, the CDC, Kentucky Beef Council and the participation of state health officials, academics, researchers, and beef producers and the Beef Checkoff.

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

- A minimum of three specific communication collaborations with stakeholders will be conducted and results reported by September 30, 2020. These may include, but are not limited to interviews, videos, podcast or radio programs, white paper and proceedings. This will include effective responsible antibiotic use social media messages reaching a minimum of 162,000 people by September 30, 2020.
- An embedded reporter to accompany Beef Producers in order to interview them during and about the Symposium and CDC meeting, in order to produce written piece(s) as paid media placement within SE Livestock Advertising Network, which represents 19 different publications across 9 Southeastern States.
- A follow-up webinar featuring Symposium results and take-aways, hosted by a representative of the Iowa State University Greenlee School of Journalism and Communications, will be used to expand Producer Education by being available for presentations on-line and to livestock associations, etc.

**CBB/BPOC Funding Request:** \$18,000