

AUTHORIZATION REQUEST FOR FY 2020

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: **10/1/2019**

End Date: **9/30/2020**

AR OVERVIEW

AR Description:

The Northeast region is home to nearly 72 million consumers, which equates to approximately 22%¹ of the United States population and encompasses 4 of the top 10 United States metro cities (New York City, Boston, Philadelphia and Washington D.C.). The Northeast Beef Promotion Initiative (NEBPI), which was established during the 2005-2006 fiscal year, has continued to play a key role, in concert with our regional State Beef Council (SBC) partners, in extending national checkoff messaging and content to the region, by bridging the knowledge and resource gap with our target audiences – supply chain influencers, consumers, and nutrition influencers.

The Northeast region is consumer-heavy, with only 3% of national beef checkoff dollars being collected within the 12-state region². The NEBPI plays a vital role in extending national checkoff messaging and content, as 5 of the region's 12 states lack SBC presence. The NEBPI strives to constantly evolve and grow to best reach and engage with our target audiences, all while making the most positive impact for the beef industry. This is achieved by judiciously putting checkoff dollars to work through targeted engagement with northeast influencers, who amplify the positive beef story with their unique circles of influence. The checkoff's growth in reaching our northeast audience is attributed to the continued support of SBC funding partners. In fact, 34% of the total budget for the NEBPI's 2018-2019 fiscal year was provided by our six SBC partners.

Source: ¹U.S. Census Bureau, Vintage 2018 Population Estimates

²Cattlemen's Beef Promotion and Research Board, Statement of Assets, Liabilities and Net Assets, September 30, 2018

2018 Northeast Dashboard Survey: The importance of connecting with our northeast consumers is an ever-growing need. As trends and marketing tactics evolve, so does the NEBPI's programming. The foundation for all programming executed within the Northeast region is the Beef Industry Long Range Plan (LRP), in unison with our consumer attitude research. To keep a pulse on consumer attitudes and attitudinal shifts among our northeast consumers, the NEBPI invested in a heavy-up of the quarterly Dashboard Survey, conducted by the National Cattlemen's Beef Association (NCBA), a contractor to the Beef Checkoff. The regional data was collected within six metropolitan cities (Boston, Hartford, New York City, Philadelphia, Baltimore and Washington D.C.), as well as from consumers across Pennsylvania and New York. High-level findings from the survey revealed the following:

- 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 eating patterns as much.
 - 43% of northeast consumers base their beef eating decisions on its taste attributes, while only 12% of northeast consumers say production attributes are a deciding factor.
- Knowledge on how cattle are raised is lower in the Northeast, which correlates to **lower positive perceptions of beef production**.
 - 45% of northeast consumers state they are unknowledgeable about beef production, compared to only 36% of total U.S. consumers saying they are unknowledgeable about beef production.
 - 46% of northeast consumers have a positive perception of beef, while 55% of total U.S. consumers have a positive perception of beef.
- While attribute agreement is lower than the total U.S. in all taste, strength and responsible attributes, overall agreement on **taste** and **strength** are still high.

Northeast consumers acknowledge that beef is great tasting and that it serves as a food for strength. However, northeast consumers are less familiar with how their beef is raised which is no surprise, as they are far removed from the production of their food. The NEBPI will use these key findings to ensure programming continues to highlight beef's versatility and nutritional attributes, while emphasizing beef's production practices and ensuring the positive attributes of beef are well-known among northeast consumers.

Source: Northeast Dashboard Survey Source: Toluna State Dashboard October 2018; Total US N=539; Northeast N=950

| Funding | Direct Costs | Implementation | Total |
|---------------------------|--------------|----------------|-----------|
| CBB/BPOC Funding Request: | \$357,000 | \$270,000 | \$627,000 |

| Other Potential Funding | Direct Costs | Implementation | Total |
|---|--------------|----------------|----------|
| Federation of SBCs Pledges: (Informational Only) | \$0 | \$0 | \$0 |
| Other Funding: (Informational Only) | \$12,400 | \$7,600 | \$20,000 |

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:

Avenues to Reach Domestic Consumers

Facebook: Northeast Beef Promotion Initiative @NortheastBeefPromo

Instagram: Northeast Beef Promotion @NortheastBeefPromo

Twitter: Northeast Beef Promotion Initiative @NortheastBeef

Website: www.NEBPI.org and www.NortheastBeef.org (Same website, two different URL addresses to find it.)

Avenues to reach Supply Chain, Consumer and Nutrition Influencer Audiences:

Monthly Supply Chain e-Newsletter: “Beef Tips Newsletter” sent to Supply Chain Influencers who opt-in to the e-newsletter.

Monthly Team Beef e-Newsletter: “Team Newsletter” sent to approved members of the Northeast Team Beef

Monthly Nutrition e-Newsletter: “Beef Nutrition News” sent to Nutrition Influencers who opt-in to the e-newsletter- Registered Dietitians, Dietetic Interns, Sports Nutritionists, Medical Doctors, Physicians, etc.

PROGRAM INFORMATION FOR THIS AR**Tactic A**

Tactic Name: Supply Chain Engagement

Tactic Description:

Connecting with Consumers through the Supply Chain

The goal of this tactic will be to position beef as the top protein choice among supply chain influencers within the Northeast region and, in turn, communicate beef's position as the top protein choice directly to regional consumers.

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 the 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. Beef is clearly big business in the Northeast and the regional supply chain influencers continue to be a valuable influencer audience for the Beef Checkoff.

Emphasis will be placed on connecting with supply chain influencers who have a large consumer outreach influence that goes beyond the traditional brick and mortar building, such as online grocers, meal kit delivery companies and grocery delivery retailers. According to the October 2018 Northeast Consumer Dashboard Survey¹, the top three most important factors consumers list when deciding to eat beef either at home or at a restaurant include "beef is great tasting," "beef is an excellent source of protein," and "my family likes beef." Messaging centered around beef's taste and nutritional advantages will be the focal point of supply chain campaigns that strive to connect and communicate directly with consumers. Innovative avenues to reach shoppers in-store will be explored to extend these messages.

Protecting Beef's Image

Relationship building leads to meaningful engagement opportunities with supply chain partners and with strong relationships, trust in the beef community can ignite. Engagement efforts will include extending nationally developed checkoff resources, including, but limited to, beef production, sustainability and nutrition research, infographics, merchandising opportunities, cooking tips, and recipe inspirations. Tactic work will also include in-person opportunities, such as conferences, trainings, educational presentations and cooking and/or cutting demonstrations, as opportunities present themselves. Coordinating immersion events/farm tours have been a cornerstone engagement opportunity we offer to interested supply chain influencers each year and based on the strong pre and post-tour survey results, they continue to be effective ways to positively shift perceptions in beef and the beef community.

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. Through this program, schools have the opportunity to receive the Farmland and True Beef DVDs, both focused on extending the positive beef production story to ultimately protect beef's image with the up-and-coming generation of foodservice professionals.

Source: ¹Toluna State Dashboard October 2018; Total US N=539; Northeast N=950

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

- Have a presence at, coordinate or sponsor 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 an average positive opinion rating of beef and/or beef industry at 90%, 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.
- Through the Beef & Veal in the Culinary Classroom program:
 - Reach at least 15 regionally based culinary schools.
 - Reach at least 300 culinary students.

Performance Efficiency Measures

Consumer Reach Goal: 1,000,350

Consumer Engagement Goal: 50,200

Voice/KOL Reach Goal: 10,000

Voice/KOL Engagement Goal: 700

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

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"/> |

Tactic B

Tactic Name: Consumer Marketing

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 Survey¹ 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.²

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.

¹Toluna State Dashboard October 2018; Total US N=539; Northeast N=950

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

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 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.

- Maintain the consumer's favorable rating of beef at or above 71%, through consumer marketing efforts.
- Host 1-2 regional media trainings with influencers, with a year-end goal to reach 7-10 influencers total, within the region.
- Engage further with a minimum of 2 influencers from the regional media training(s) - this may include on-air media opportunities, social campaigns, etc.
- Support/Sponsor 20-25 Northeast-based Team Beef members during FY20.

Performance Efficiency Measures

Consumer Reach Goal: 5,000,000

Consumer Engagement Goal: 100,000

Voice/KOL Reach Goal: 200

Voice/KOL Engagement Goal: 100

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

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 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 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, cattlewomen 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 (*List at least three outcome-based objectives for this tactic*):

- 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).

Performance Efficiency Measures

Consumer Reach Goal: 35,000

Consumer Engagement Goal: 3,800

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 animal I.D. 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 type="checkbox"/> Engage beef advocates | <input type="checkbox"/> Research & innovate new production technologies <input type="checkbox"/> Ensure beef's inclusion in dietary recommendations <input type="checkbox"/> Motivate producers & stakeholders to engage in issues <input type="checkbox"/> Develop crises management plans <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 & communicate directly with consumers <input type="checkbox"/> Improve our product |

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 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.

N/A

- 2. Please explain changes from FY 2019 approved AR:**
N/A

- 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 14 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.

DETAILED BUDGET SUMMARY:

| Source of Funding | Direct Costs | Implementation | Total |
|---------------------------|--------------|----------------|-----------|
| CBB/BPOC Funding Request: | \$357,000 | \$270,000 | \$627,000 |

| Other Potential Funding | Direct Costs | Implementation | Total |
|--|--------------|----------------|-----------|
| Federation of SBCs Pledges: (Informational Only) | \$0 | \$0 | \$0 |
| Other Funding: (Informational Only) | \$12,400 | \$7,600 | \$20,000 |
| Total Cost | \$369,400 | \$277,600 | \$647,000 |

CBB/BPOC Funding Request:

| Committee Name | Tactic | Tactic Name | Funding Source | Direct | Implementation | Total |
|----------------------|--------|---------------------------------|----------------|------------|----------------|------------|
| Consumer Trust | A | Supply Chain Engagement | BPOC | \$ 95,000 | \$ 64,000 | \$ 159,000 |
| Nutrition and Health | B | Consumer Marketing | BPOC | \$ 183,000 | \$ 153,000 | \$ 336,000 |
| Nutrition and Health | C | Nutrition Influencer Engagement | BPOC | \$ 79,000 | \$ 53,000 | \$ 132,000 |
| AR Totals | | | | \$ 357,000 | \$ 270,000 | \$ 627,000 |

Other Funding: (Informational Only)

| Committee | Tactic | Tactic Name | Funding Source | Direct | Implementation | Total |
|----------------------|--------|---------------------------------|-----------------|-----------|----------------|-----------|
| Consumer Trust | A | Supply Chain Engagement | | | | \$ - |
| Nutrition and Health | B | Consumer Marketing | CO Beef Council | \$ 6,200 | \$ 3,800 | \$ 10,000 |
| Nutrition and Health | C | Nutrition Influencer Engagement | CO Beef Council | \$ 6,200 | \$ 3,800 | \$ 10,000 |
| AR Totals | | | | \$ 12,400 | \$ 7,600 | \$ 20,000 |

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

| Committee | Tactic | Tactic Name | Funding Source | Direct | Implementation | Total |
|----------------------|--------|---------------------------------|----------------|------------|----------------|------------|
| Consumer Trust | A | Supply Chain Engagement | All | \$ 95,000 | \$ 64,000 | \$ 159,000 |
| Nutrition and Health | B | Consumer Marketing | All | \$ 189,200 | \$ 156,800 | \$ 346,000 |
| Nutrition and Health | C | Nutrition Influencer Engagement | All | \$ 85,200 | \$ 56,800 | \$ 142,000 |
| AR Totals | | | | \$ 369,400 | \$ 277,600 | \$ 647,000 |

| Summary of Prior Year Budget: | FY 2019 Approved Budget | | | | | | |
|-------------------------------|-------------------------|-------|-----------------|------------|-------------|------------|------------|
| | CBB/BPOC | FSBCs | Other Source(s) | Total | Direct Cost | Impl. | Total |
| AR Totals | \$ 417,000 | | \$ 20,000 | \$ 437,000 | \$ 276,100 | \$ 160,900 | \$ 437,000 |

| FY 2019 Actual Expenses (through June 30, 2019) | CBB/BPOC | FSBCs | Other Source(s) | Total | Direct Cost | Impl. | Total |
|--|------------|-------|-----------------|------------|-------------|------------|------------|
| AR Totals | \$ 295,532 | | \$ 218,379 | \$ 513,911 | \$ 337,774 | \$ 176,137 | \$ 513,911 |

| Historical Summary of Budgets and Expense: | Total Approved Budgets | | | Total Actual Expenses | | |
|---|------------------------|------------|------------|-----------------------|------------|------------|
| | FY 2018 | FY 2017 | FY 2016 | FY 2018 | FY 2017 | FY 2016 |
| AR Totals | \$ 386,000 | \$ 466,800 | \$ 350,800 | \$ 363,238 | \$ 343,901 | \$ 350,800 |

**POTENTIAL PARTNERSHIP LIST
FY 2020
AR Number: 2020-CI**

Please list all potential partners/collaborators* for the related AR and details including the nature and extent of collaboration: (include any partnership and/or collaborations with a third party by identifying the third party, the nature of the collaboration and extent of the collaboration.)

1. Fresh Direct; Hello Fresh; Blue Apron; and Instacart are potential Supply Chain partners, extending beef content in the retail and digital arenas to increase beef purchases as related to programming in Tactic A: Supply Chain Engagement.
2. A variety of online influencers and bloggers to create 3rd party content promoting beef's taste, health attributes and sustainability related to all three tactical areas in this AR. A few identified partners include: Snacking in Sneakers, Chrissy Carroll, RD; It's a Keeper, Christina Hitchcock; Real Food Court, Courtney Ferreira, RD; Enjoy Food. Enjoy Life. Nicole Rodriguez, RD.
3. Academy of Family Physicians; Academy of Nutrition & Dietetics; and, School Nutrition Associations are identified as current and future partners for Tactic C: Nutrition Influencer Engagement.
4. Bunzl/Koch Supplies; McAneny Brothers; JBS; Waltons; Phoenix Scales; and, Cargill are potential partners and sponsors of contests and trainings geared towards butcher and meat cutter influencers in Tactic A: Supply Chain Engagement, learning how to fabricate beef value cuts.

*Partners/collaborators does NOT include subcontractors listed in AR section V.C. Subcontractor Info.

Required per USDA Letter dated June 19, 2013