

AUTHORIZATION REQUEST FOR FY 2020

CBB Budget Category: **Producer Communications**

Name of Contractor: **Cattlemen's Beef Board**

Name of Organization Subcontracting:

Start Date: **10/1/2019**

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

AR OVERVIEW

AR Description:

This authorization request (AR) describes ongoing efforts to provide information about the Beef Checkoff to all investors; a requirement of the Beef Promotion and Research Act and Order. The programs defined in this AR align with the Investor Relations Working Group (IRWG) mission to develop strategies that communicate checkoff-funded program results, educate, and build relationships with checkoff investors to gain a better understanding of the Beef Checkoff program.

In a time when support for the Beef Checkoff is critical to our industry, we know through research - and by simply talking to producers - that knowledge and education of the checkoff leads to support for the program. It seems so simple. Explain and share the checkoff story and successes, and the sentiment will continue to be strong. We've had our share of others attempting to tell our story for us; we've changed that tide. We've had outside groups look at our beef industry with different agendas; we've shared transparently with them. Producers have shared their frustrations, doubts and concerns; we've listened, learned and improved.

Producer Communications - A Recent Look Back

It wasn't so long ago when producer communications needed some fresh eyes. Communications efforts had moved to primarily digital platforms, and more effort was spent imposing the checkoff message upon stakeholders than listening to what was needed or answering open questions. Knowing the growing pains of the program at the time, the Checkoff Evaluation Committee sought an outside Producer Communications Program Review from research and consulting firm Rockland Dutton in March 2018. The report provided stark insight: while producers supported the program, they weren't seeing anything from the checkoff; they felt it was operated by individuals with no "meat in the game" - those outside of the day-to-day life of farmers and ranchers. It proved the need for diversified communications: printed pieces AND email AND social media AND one-on-one conversations, to start. It highlighted the need for more transparency and honest connection to our producers.

Producer Communications - A Current Snapshot

Jump forward 16 months to current times. The PC Review provided direction to a new way of operating in producer communications. First and foremost, we reclaimed our Beef Checkoff story, telling it first and more loudly than those who want to change the narrative. We listen more and speak less and stand in front of producers and importers all over the country and listen. We act on their feedback and concerns and ideas by placing them into communication channels that fit the lifestyle of farmers and ranchers: some prefer the popular *The Drive* quarterly printed newsletter delivered to their mailbox; others love receiving *The Drive* monthly through email. We grow our reach through mediums that are embedded in the lives of cattlemen and women: radio interviews and spots and podcasts while checking cows. We reach out to trade media across the country and ask what we can offer to help them tell our checkoff story. We are telling our story through original content with more transparency and insight. The feedback is exceedingly positive.

Producer Communications - A Step Forward

We are just getting started! It takes time to change the tide and turn a behemoth ship. We have wind in our sails, gas in our engine, and have charted a true course.

This past year has been a foundational one: we laid strong groundwork for the most diverse PC initiative moving forward. Understanding we needed to adapt from a one size fits all, we've been working to better accommodate the diversity of geographies, demographics, checkoff sentiment, history and economics that affect who our producers are, and how we reach them.

While research suggests that overall sentiment toward the checkoff is generally positive, constant reinforcement of educational and informative messages will ensure we grow understanding of the checkoff. The largest potential exists with "moveable middle", the vast collection of folks ranging from somewhat dislike to neutral to slightly like the checkoff.

This will take time. We are moving with specific strategy and forethought. Our 3-5-year producer communications plan provides for significant growth in producer understanding of the checkoff. It's our job to tell the checkoff story to those that create it.

Our goal is to build a strong, trusting partnership through listening, transparency, and clear communication. This will be accomplished through the development and execution of the following tactics:

Funding	Direct Costs	Implementation	Total
CBB/BPOC Funding Request:	\$1,950,000	\$250,000	\$2,200,000

Other Potential Funding	Direct Costs	Implementation	Total
Federation of SBCs Pledges: (Informational Only)	\$0	\$0	\$0
Other Funding: (Informational Only)	\$0	\$0	\$0

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

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

- BeefBoard.org (Beef cattle producers, Beef Board members, QSBCs, Beef industry media and influencers)
- DrivingDemandForBeef.com (Producers)
- YourDollarDoes.com (Producers)
- Social Media Platforms- Facebook, Twitter, YouTube (Beef cattle producers, Beef Board members, QSBCs, Beef industry media and influencers)

PROGRAM INFORMATION FOR THIS AR

Tactic A

Tactic Name: Producer Communications Listening Platform

Tactic Description:

In 2020, we will continue to elevate our listening initiative. This substantive effort delivers the boots-on-the-ground resources required to measure opinion and sentiment, monitor traditional media coverage and trends, view social conversations in real-time, and inform communication strategies across all tactics.

This broad, national listening platform will be inclusive of supporters and non-supporters, the patriarchs and matriarchs and the millennial producers, large cattle-producing states and their smaller counterparts. Producer Listening will unfold with a variety of initiatives in FY20:

Quantitative: The Producer Attitude Survey (PAS) – The annual PAS is a quantitative, random, independent survey of 1,200 producers. The sample size is a statistically valid representation of producers and participants spread across the six regions of the U.S. The survey, now in its fourteenth year, provides valuable

benchmarks for producer awareness and affinity of the checkoff, and highlights the strengths and weaknesses in ongoing producer communication efforts. Additionally, each QSBC has the opportunity to fund further reach of this survey within their respective state to gain deeper producer insights in their area.

Qualitative: One-on-One Producer Interviews – It is important to continue to incorporate the qualitative tactical element to provide direct engagement with producers. The PAS is designed to primarily measure opinion, and the 1:1 dimension of in-person interviews, direct polls, recurring surveys and online forums allow us to check-in on a more personal level. The conversations offer a deeper view into how some of the contextual issues producers face shape their perceptions of the checkoff. Producer interviews at this level – although valuable for directional input and overall program fine-tuning – also provide important validation that comes from talking to our target audience and they indicate whether our plan is on course. We will continue this in FY20 through attendance at targeted sponsorships and events to reach a wide range of producers across diverse regions, demographics, affiliations and types of operations.

Expanded Key Opinion Leader Roundtable Discussions – Listening to all segments is critical. We certainly need to hear from producers, and it is also important to hear from industry leaders, states, contractors, associations, sale barn and market operations, higher education and university extension agents, animal health contributors, and the next-generation youth involved in groups such as Young Cattlemen, FFA and 4-H. We will continue to build on the semi-annual QSBC listening calls initiated in FY19. This past year, the collaboration with qualified state beef councils provided the opportunity to hear where states felt the greatest need for support from the national PC program, and where expanded educational checkoff materials and programs were needed. In FY20, we will expand the roundtable program to include a focused, quarterly roundtable with other KOL groups that influence the beef industry. This allows us to foster greater insights and understand where we stand with these extended audiences and adjust our messaging to better reach them.

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

- Conduct one independent, national quantitative study/survey of producers to inform the efforts of the Investor Relations Working Group and the PC program.
- Connect and communicate with at least 50 separate producers in discussion on current topics of interest for content development.
- Provide a forum for KOLs from at least 25 QSBCs to participate in semi-annual roundtables.
- Conduct one focus group-style roundtable each quarter with one KOL segment, consisting of at least 10 participants. These segments could include, but are not exclusive to checkoff contractors, associations, sale barn and market operators, higher education and university extension agents, animal health contributors, and the next-generation youth involved in groups such as Young Cattlemen, FFA and 4-H.

Performance Efficiency Measures**Producer Reach Goal:** 6,600**Producer Engagement Goal:** 1,650**Voice/KOL Reach Goal:** 208**Voice/KOL Engagement Goal:** 90**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 type="checkbox"/> Protect beef's image <input checked="" type="checkbox"/> Engage beef advocates	<input checked="" 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 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 type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>				

Tactic B**Tactic Name:** Integrated Producer Communications Program**Tactic Description:**

In FY19, the CBB introduced a stronger PC program to better connect with and serve our producers. Utilizing a multi-channel publishing strategy, we expanded our reach to producers who hadn't seen nor heard from the Beef Checkoff in years. It is clear from the producer phone calls, emails and feedback received that we have successfully engaged a variety of producers across many different regions and demographics.

Producer Communications Publishing Platform - We will continue the objective of educating producers on the efforts and outcomes of projects funded with checkoff dollars. Growing the footprint of *The Drive* publishing platform ensures messaging about checkoff successes continues to reach as many producers as possible.

Components of this tactic include, but are not limited to, the following:

- *The Drive*: Email Marketing: In FY19, we evaluated the monthly PC eNewsletter and reimagined the messaging strategy and design. In December 2018, a new look was unveiled, and content was reshaped into editorial categories to provide a point of interest for all viewers. The monthly emailed issue of *The Drive* is sent to just under 17,000 producers and continues to grow as more QSBCs take advantage of the state-national list sharing. We continue to work with QSBCs and checkoff contractors to provide relevant content to give producers a beneficial mix of state and national news.
- *The Drive*: Print Newsletter: To date, more than 350,000 printed issues of *The Drive* has been distributed to producers across the country. Our producer database includes more than 45,000 producers, and with each and every drop, more requests come flooding in. To build on this success and to continue reaching greater numbers of producers with frequency, we will identify a compatible supporter/sponsor to help offset a portion of the expenses and expand the content developed for each new quarterly issue.
- Website Relaunch: BeefBoard.org/DrivingDemandForBeef.com: Over the past year, the PC program overhauled the BeefBoard.org property to align with the "publisher" strategy and to better educate the various audiences on the checkoff program. Going forward, we will continue to monitor online users' engagement throughout the site, and gain insights to enhance the content and overall website experience. New original content will be added to the site frequently, along with the exploration into options to deliver curated content by user interest and location.
- Social Media: In the Spring of FY19, we relaunched the overarching social strategy across the Beef Checkoff channels (primarily Facebook and Twitter) to use this channel as a means for general education and show our commitment and appreciation for the producers. In FY20, we will continue our efforts to reach producers through this channel and increase cross-channel engagement.

Producer Awareness and Engagement Campaign - Producer Attitude Surveys indicate the more informed a producer is about the checkoff, the more supportive they are of the program overall. Continuing a consistent media plan started in FY19, paid advertising will build awareness of how the checkoff is driving demand for beef. Print ads in trade media and utilization of subscriber lists, targeted digital ads and use of video, and increased radio efforts will encourage producers to engage with our checkoff's publishing platform in the format they prefer - driving online and print subscriptions for *The Drive*.

- **Strong Messages and Powerful Visuals:** Strong messaging and powerful visuals will drive success and effectiveness of the media buy. The Your Dollar Does (YDD) campaign found success in FY19 by showing real producers from Yuma, CO, Alliance, NE; Littlestown, PA.; Hanover, PA.; Mountain City, TN.; and Shelbyville, TN. This plan will continue these direct, transparent connections with producers that are important in growing understanding of the checkoff. We will continue to build the producer portraits and expand the YDD photo and video gallery that is available on The Hub through additional photoshoots in FY20.
- **Brand Recognition / Guideline Development:** These messages and visuals are supported by a strong and recognizable brand presence that retains a consistent look and feel across all mediums. Updated Brand Guidelines for brand elements and logo usage will be developed and implemented.

Content Development - Content is the PC program's foundation. A publisher's success is based on an 'always-on' content strategy. A successful paid media campaign - or a successful public relations strategy - can't reach its full potential without a solid content stream. Consistently creating quality, educational and highly relevant content and stories gives producers access to the information they want, when and where they want it and keeps them engaged. We will deliver a variety of content formats - long-format articles, quick infographics, educational videos and social content. Editorial calendars will be shared with stakeholders for greater amplification and replication of messages across multiple channels.

Our strategy for content development in FY20 is based on a 3-pronged approach.

- Promote - Sharing the successes of checkoff-funded programs and activities is at the heart of Producer Communications. It is here that we will highlight the progress and wins from each of the program areas. Examples of materials include contractor highlights and semi-annual pocket cards.
- Educate - Knowledge of the checkoff and producer sentiment toward the checkoff have been shown to have a direct correlation: as a producer has a greater understanding of the checkoff operations, their approval of the program increases. By developing materials that focus on increasing familiarity and trust in the checkoff, we can increase producer sentiment. These materials include, but are not limited to, pieces about how the checkoff is structured, sharing details of the Long Range Plan, and educating on the ROI study.
- Humanize - The Beef Checkoff isn't a distant, faceless entity- it is a sum of many parts. It is made of the 99 producers who serve on the Cattlemen's Beef Board. It is made of Qualified State Beef Councils, who are producers themselves, or work hand-in-hand with them every day. It is made of checkoff contractors who pursue and execute programs to drive demand for beef. Our ability to humanize the administration of the checkoff and become more relatable to producers in the "moveable middle" of sentiment is key to correcting misinformation.

Content development efforts act as spark plugs in the publishing platform engine. Together *The Drive* monthly eNewsletter, *The Drive* quarterly print newsletter, the

redesigned checkoff website, ongoing social media and other content deliver the information producers need and want to know about the checkoff.

Producer Database Development and Management – To fully maximize our listening platform we must be able to accurately identify and communicate with all producers. In FY20, we will augment our current subscriber database for *The Drive* into a comprehensive list management system. Creating and maintaining a master database of producers provides great benefit for the national PC program and QSBCs alike, and the beef industry as a whole. As the database grows, our reliance on outside list sources will decrease, expanding our ability to subsegment our producers and provide state lists for QSBCs.

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

Producer Communications Publishing Platform

- Grow the number of subscribers in the print and email database by 15%, based on the FY19 Q3 benchmark.

Producer Awareness and Engagement Campaign

- Maintain or increase recall levels of the Beef Checkoff by 2 points - an increase, from 45% in FY19 to 47%.

Content Development

- Increase the number of producer-directed content assets from 300 to 600 that are available to QSBCs, contractors, media and other partners via The Hub and all Drive properties.

Producer Database Development and Management

- Research, develop, deploy and complete implementation of an enhanced list management system by the end of the fiscal year that will house all subscriber's data.

Performance Efficiency Measures

Producer Reach Goal: 5,203,353

Producer Engagement Goal: 19,637

Voice/KOL Reach Goal: 352

Voice/KOL Engagement Goal: 27

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
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- | | | | |
|---|--|---|---|
| <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"/> Motivate producers & stakeholders to engage in issues | <input type="checkbox"/> Research & communicate beef's nutritional benefits |
| | <input 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 |

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

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

Tactic C

Tactic Name: Producer Communications Public Relations

Tactic Description: This program provides ongoing media positive positioning for the Beef Checkoff, owns the narrative around the checkoff's story, builds credibility and reinforces the work being done to drive demand for beef. This will be accomplished through four areas:

Thought Leadership - Many producers don't know how the Beef Checkoff works or who manages the program. This knowledge gap provides an opportunity for opposition groups to distort the truth and further misconceptions about the checkoff and the beef industry as a whole.

This is where a thought leadership program can make a difference by countering those misconceptions with the facts. By positioning CBB leadership and board members for speaking opportunities and as resources for media interviews, on-air radio interviews and on social media, we can educate beef industry stakeholders and present the checkoff in the most positive manner. Tactics will include speaking event calendar

development, curated content creation (podcasts, videos and opinion/editorials) and active media pitching to gain greater visibility for the Beef Checkoff through earned media.

Checkoff Crisis Communication - Nearly every business or organization faces situations that could potentially damage their reputations. By developing a comprehensive crisis communications plan concerning issues facing the Checkoff, the CBB and the Beef Checkoff can manage these situations proactively and use them as a platform to not only prevent negative repercussions, but also as an opportunity to reinforce the facts. The Checkoff crisis communications plan will include a variety of tactics, including a communications matrix to determine appropriate spokespersons, fact sheets on potential crisis topics that the Beef Board officers and new members can refer to as needed, comprehensive media monitoring tools, talking points and extensive media training sessions and reference materials.

Influencer Communications- In today's world, peer opinions and reviews have become go-to resources for many people making it increasingly important to connect with influential individuals who believe in your objectives and your organization's mission. By working with these "influencers" to distribute predetermined content and messages to your target audience, an organization is able to gain valuable credibility.

The CBB has ready-access to a number of very influential individuals within the beef industry – its leadership, board members, past board members (CBB “alumni”) and state beef council executives. A “grass-tops” influencer approach will take advantage of the relationships already present to bridge the gap between the Beef Checkoff and beef producers. This influencer team will be built to include unique knowledge and skill sets, and be matched with the most appropriate platform for each contributor –social media, radio interviews or written content, for example – to share positive facts about the checkoff and how it supports the beef industry. We will provide training, turnkey talking points and other information to support these influencers to participate in a broader, industry-wide conversation.

Media Relations - Ag industry media are hungry for news about the Beef Checkoff. Developing and maintaining strong relationships with the media is key to gaining favorable coverage from these print, broadcast and online outlets.

Obtaining interviews and written coverage from the media is part of our ongoing plan, and in FY20 we plan to further these efforts by scheduling, creating and distributing a steady stream of quality, curated content to these outlets. Smaller outlets, like regional rural publications with small staffs, rely on this type of content, and larger outlets will use it as ideas for interviews or expanded stories.

Content formats will vary from written pieces (press releases and opinion/editorials) to videos to podcasts to radio interviews. This may include the opportunity to interview board members and state executives to demonstrate their commitment to the checkoff and the beef industry at large.

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

- Schedule eighteen (18) speaking opportunities or media interviews with KOLs on the value of the beef checkoff.

Crisis Communication + Media Training Objectives

- Conduct in-person media-training for the new CBB officers, CBB executive committee members and new Cattlemen's Beef Board members.

Influencer Communication Objectives

- Develop 4 content themes for the year and execute an influencer campaign each quarter utilizing KOLs.

Media Relations Objectives

- Seek to build a stronger relationship with top and regional ag media by developing regular content that can be syndicated on behalf of the checkoff, resulting in at least 2 ongoing, regular series.

Performance Efficiency Measures**Producer Reach Goal:** 427,360**Producer Engagement Goal:** N/A**Voice/KOL Reach Goal:** 103**Voice/KOL Engagement Goal:** 85**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 checked="" type="checkbox"/> Engage beef advocates	<input type="checkbox"/> Research & innovate new production technologies <input type="checkbox"/> Ensure beef's inclusion in dietary recommendations <input checked="" type="checkbox"/> Motivate producers & stakeholders to engage in issues <input checked="" 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 type="checkbox"/> Research & communicate beef's nutritional benefits <input 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 type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>				

Tactic D

Tactic Name: Producer Communications Stakeholder Support

Tactic Description: In our ongoing efforts to better align Producer Communications with the needs of key stakeholders in the checkoff, we recognize the need for better access to ready-made and customizable marketing materials. The Hub, an online resource launched in FY19, houses valuable collateral for use among various checkoff stakeholder populations. The Hub is an online platform that will change and adapt to the needs of the QSBCs and other key stakeholders. Users can view and download presentations, collateral materials, photography and educational presentations. In addition, users can print-on-demand. The key focus of The Hub is to continue to build and enhance the use of USDA-approved, ready-made and customizable PC marketing materials. Additional audiences will also greatly benefit from a centralized and brand-approved resource. These additional stakeholders include trade media, Cattlemen's Beef Board and Federation of State Beef Council current and former members, checkoff contractors, and potential peripheral groups such as youth organizations, animal health, higher education, and university extension agents.

Key Stakeholder: QSBC Support - Our commitment to support the states in their PC outreach will include a print budget allotment for use on The Hub to allow greater use of PC assets. Opportunity for checkoff-branded merchandise through The Hub will be explored.

The excitement over the Your Dollar Does photoshoots has been heard from numerous states. In FY20, we will put together state-specific photoshoot packages. For QSBCs who would like to take advantage of photography specific to their state, we will explore the possibility of cost-sharing. By cost-sharing with the national effort, we can expand the types of producers and geographies represented.

Key Stakeholder: Trade Media Support - Media materials will be added to The Hub and the new CBB website, and will include media kits, downloadable photos and infographics, links to approved videos, and resources to help support media stories on behalf of the checkoff.

Key Stakeholder: Current Cattlemen's Beef Board / Federation of State Beef Councils member Support - In addition to supplying meeting notes and documents, interview talking points, and industry updates on The Hub, these stakeholders will be supported with a new platform for internal communications, an emailed bulletin called *Beef Brief*, which keeps members up-to-date on board member news-of-note, important

dates, etc. Support for each group will differ, but examples include an annual membership directory, monthly leadership reports to all stakeholders regarding PC activities, CBB's annual report, key branding guides and logo updates, and other PC collateral development.

Key Stakeholder: Alumni of Cattlemen's Beef Board / Federation of State Beef

Councils member Support - Outgoing and past Beef Board and Federation members who have been a part of the Checkoff process are an untapped resource of advocacy and producer education. We will work to develop a core group of key stakeholders from past years and provide supporting materials and ways for them to continue engagement with the checkoff.

Key Stakeholder: Checkoff Contractor Support - We will provide checkoff contractors with support in their organizations regarding producer communications. This will include the ability to download articles, graphics, photos and more to better explain the checkoff to their own memberships and boards.

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

- Benchmark the number of content and photography engagements on The Hub, across all stakeholder groups. Engage 12.5% of estimated user population.
- Develop a minimum of 6 fact sheets or issues backgrounders that share the efforts of the beef checkoff programs and provide stakeholders with talking points on a variety of industry and consumer areas of interest.
- Conduct a bi-annual survey of Hub users to better understand the evolution of content needs and create assets based on findings.

Performance Efficiency Measures

Producer Reach Goal: N/A

Producer Engagement Goal: N/A

Voice/KOL Reach Goal: 2,400 (estimating approximately 200 potential users per month x 12 months)

Voice/KOL Engagement Goal: 300 (estimating 25 actual users per month x12)

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
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- | | | | |
|---|--|---|---|
| <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"/> Motivate producers & stakeholders to engage in issues | <input type="checkbox"/> Research & communicate beef's nutritional benefits |
| | <input 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 |

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

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

SUPPLEMENTAL INFORMATION FOR THIS AR

1. Will all work detailed in this AR be completed by the end of the fiscal year?
Yes

If not, please provide an explanation.

2. Please explain changes from FY 2019 approved AR:

As noted in the AR description, our recommendations for FY20 represent a purposeful departure from how things have been done in the past and continue building upon the strategic direction established in FY19. The addition of a tactic for Stakeholder Support was deemed necessary in order to provide a structure around developing and better supporting beef advocates.

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

- Swanson Russell – agency support and strategic council
- Luce Research – annual Producer Attitude Survey
- Flywheel - Website hosting
- Dot Digital- Email Service Provider
- Regal- The Hub hosting service

4. Will all work with subcontractors be competitively bid?

Yes

If not, why not?

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

The Producer Communications program began with the Beef Checkoff program. The authorizing legislation, the Beef Promotion and Research Act of 1985, calls out the importance of informing producers about their investment in the checkoff. The Producer Communications program is the only program designed to deliver this critical information to producers and meet this requirement of the Act. While the strategy in FY20 is new, the function of informing producers about their checkoff investment remains the core of this program.

DETAILED BUDGET SUMMARY:

Source of Funding	Direct Costs	Implementation	Total
CBB/BPOC Funding Request:	\$1,950,000	\$250,000	\$2,200,000

Other Potential Funding	Direct Costs	Implementation	Total
Federation of SBCs Pledges: (Informational Only)	\$0	\$0	\$0
Other Funding: (Informational Only)	\$0	\$0	\$0
Total Cost	\$1,950,000	\$250,000	\$2,200,000

CBB/BPOC Funding Request:

Committee Name	Tactic	Tactic Name	Funding Source	Direct	Implementation	Total
Producer Communications	A	Producer Communications Listening Platform	BPOC	\$ 180,000	\$ 55,000	\$ 235,000
Producer Communications	B	Integrated Producer Communications Program	BPOC	\$ 1,390,000	\$ 65,000	\$ 1,455,000
Producer Communications	C	Producer Communications Public Relations	BPOC	\$ 180,000	\$ 65,000	\$ 245,000
Producer Communications	D	Producer Communications Stakeholder Support	BPOC	\$ 200,000	\$ 65,000	\$ 265,000
AR Totals				\$ 1,950,000	\$ 250,000	\$ 2,200,000

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

Committee	Tactic	Tactic Name	Funding Source	Direct	Implementation	Total
Producer Communications	A	Producer Communications Listening Platform	All	\$ 180,000	\$ 55,000	\$ 235,000
Producer Communications	B	Integrated Producer Communications Program	All	\$ 1,390,000	\$ 65,000	\$ 1,455,000
Producer Communications	C	Producer Communications Public Relations	All	\$ 180,000	\$ 65,000	\$ 245,000
Producer Communications	D	Producer Communications Stakeholder Support	All	\$ 200,000	\$ 65,000	\$ 265,000
AR Totals				\$ 1,950,000	\$ 250,000	\$ 2,200,000

Summary of Prior Year Budget:	FY 2019 Approved Budget						
	CBB/BPOC	FSBCs	Other Source(s)	Total	Direct Cost	Impl.	Total
AR Totals	\$ 1,700,000			\$ 1,700,000	\$ 1,480,000	\$ 220,000	\$ 1,700,000

FY 2019 Actual Expenses (through June 30, 2019)	CBB/BPOC	FSBCs	Other Source(s)	Total	Direct Cost	Impl.	Total
AR Totals	\$ 1,043,541			\$ 1,043,541	\$ 943,337	\$ 100,204	\$ 1,043,541

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	\$ 1,100,000	\$ 1,500,000	\$ 1,500,000	\$ 1,099,405	\$ 1,496,814	\$ 1,497,968

**POTENTIAL PARTNERSHIP LIST
FY 2020
AR Number: 2050-PC**

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. Google, YouTube, Facebook and other digital/ social platforms (Tactic B)
2. Drovers, BEEF, Western Livestock Journal, Progressive Cattleman, Working Ranch, Feed-Lot (Tactic B)
3. Possible sponsor for The Drive (examples include YETI, WeatherTek, clothing companies, and other businesses targeting producer audiences). (Tactic B)

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

Required per USDA Letter dated June 19, 2013