

## FMPRE AR# 2010-R

The Foundation for Meat and Poultry Research and Education (FMPRE) has initiated discussions with the Partnership for Food Safety Education regarding sponsoring the Consumer Food Safety Education Conference. Based on past experiences, this conference is a great way to demonstrate the beef producer's commitment to safe beef. Being able to provide beef safety information directly to educators ensures the producer supported messages get into the hands of those that can help make a difference. The producer investments for ensuring a safe beef supply are critical to maintaining and growing consumer confidence.

Additionally, the FMPRE has started outreach to investigators of Beef Checkoff supported research to evaluate potential delays in their projects based on the operating parameters at their research institutions. At this time, the FMPRE does not foresee significant delays.

## NAMI AR# 2030-II

### **Audience Messaging**

VQA processing for certification will continue as planned and needed by industry contacts. Updates to the Veal Farm website will occur, but additional sharing and consumer reach will be lower.

### **Canceled Events**

The Crisis Communication Workshop will be rescheduled as a webinar.

### **Reaching consumers and producers virtually**

Social media and e-newsletters will continue to be used to reach consumers and producers with a modified strategy.

### **Program Adjustments**

Most of our programs will continue with modified dates and delivery methods. We are further assessing veal educational materials and outreach to meet a need for virtual informative content.

### **Veal Promotions Update #2**

The communications strategy was modified to reflect the "new normal" with more people in their houses, spending time with family, homeschooling and social distancing. Below are examples of Facebook posts, Tweets and Instagram posts that show how we are extending veal's reach through social platforms. These posts were implemented during the week of March 23rd.

### **Facebook**

Now more than ever, it's important to remember the role proper nutrition plays in keeping us healthy. So, try adding more spinach to your home-cooked meals, it's an ingredient that can give your whole body a boost, especially when paired with lean veal. Try this recipe, featured at Pennsylvania Preferred® Culinary Connection at the @PAFarmShow, for #spinach and prosciutto stuffed veal rolls over polenta. This recipe only requires six simple ingredients and a

handful of pantry staples to create a dish that will make it feel like you're dining out, even while staying in. #eatbettereatveal <https://www.vealmadeeasy.com/recipes/stuffed-veal-rolls>  
#beeffarmersandranchers

### **Twitter**

Spinach, a true superfood, is an ingredient your body can greatly benefit from, especially when paired with lean #veal. Give these Spinach and Prosciutto Stuffed #Veal Rolls over Polenta a try: <https://www.vealmadeeasy.com/recipes/stuffed-veal-rolls> #eatbettereatveal  
#beeffarmersandranchers

### **Instagram**

Need a little pick-me-up? An extra dose of protein ought to do the trick. These Spinach and Prosciutto Stuffed #Veal Rolls over Polenta not only pack an impressive 65g of protein per serving, but they're brought to you by the PA Preferred® Culinary Connection at the @pafarmshow. Click the link in our bio to get this tasty recipe, which is sure to help lift your spirits! #eatbettereatveal #beeffarmersandranchers #nationalspinachday #vealrecipes #instafood #recipeinspiration #spinachday #nutritionmonth

### **Facebook**

The world could sure use a little love right now, which is why we're turning to @GrumpysHoneyBunch's recipe for Heart Shaped Veal Meatloaf. Not only does it deliver the classic and comforting meatloaf flavors we all grew up with at an affordable price, but the heart-shaped loaf is a perfect way to show your family just how much you love them. #eatbettereatveal <https://www.vealmadeeasy.com/recipes/heart-shaped-meatloaf> #beeffarmersandranchers

### **Twitter**

We all need a little extra love right now, so treat your family to this tasty, affordable and easy-to-make Heart-Shaped Veal Meatloaf from @GrumpysHoneyB. It only takes 20 minutes to prep, and the kids can help! #eatbettereatveal <https://www.vealmadeeasy.com/recipes/heart-shaped-meatloaf> #beeffarmersandranchers

### **Instagram**

Need a little extra love right now? We're turning to Heart-Shaped Veal Meatloaf from @GrumpysHoneyBunch, where tender ground #veal is perfectly mixed alongside pork rinds, cheddar cheese, garlic, onions, rosemary and more, for an easy meal the whole family will fall in love with. Click the link in our bio to get this recipe. #eatbettereatveal #beeffarmersandranchers #meatloafrecipes #vealmeatloaf #vealrecipes #20minutemeals #weeknightmeals #simplesuppers #kidfriendlyrecipes

### **Blogger Partnership and Recipe Development**

Veal's reach continues to extend through blogger partnerships. Holly Sander, a blogger from *Taste and See*, is partnering with NAMI to create a mexican veal lasagna that will be shared through her blog, posted on the Veal Made Easy site and shared through veal's social media platforms. This recipe will also be featured in newsletters to industry leadership.

