

### Beef Jerky Trail Mix Challenge:



Join us in executing the Beef Jerky Trail Mix Challenge! We want to encourage consumers to think outside the box with an easy, homemade trail mix, that includes a delicious protein source, like beef jerky. The basis of this campaign started from a [Beef Jerky Trail Mix](#) video from RD influencer, Chrissy Carroll. This [simple recipe](#) from BeefItsWhatsforDinner.com is also being promoted. However, we are encouraging consumers to use the pantry staples they have at home and get creative with their families. The full

campaign involved connections across our entire AR. First, staff engaged influencers to share our challenge on their social platforms and with their followers, which increasingly spiked consumers' interest and participation in the campaign. This challenge is also allowing our program the opportunity to help our local supply chain partners with jerky purchases, during a time of need. Finally, the ultimate goal is to engage our consumer audience by asking them to join us in this challenge! Consumers are asked to complete a quick survey, measuring their opinion of beef and garnering their mailing address so that staff can send a sample pack of beef jerky straight to their door. Consumers are then encouraged to join in on the challenge at home, sharing a photo of their family enjoying their own Beef Jerky Trail Mix recipe. Those tagging [@NortheastBeefPromo](#) on social media will be entered to win a beef prize pack! Learn more [here](#).

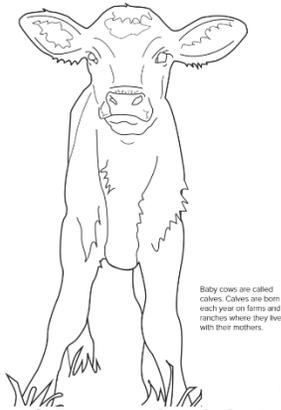
### 'Read Aloud' with Beef Series:



NEBPI has teamed up with the Pennsylvania Beef Council to make use of influencer and producer advocates to continue to share the positive beef message through a 'Read Aloud' series happening on social media. Read Aloud events are occurring all over the digital landscape, given the current climate. The beef council has some great resources on-hand to assist with this. Interested

influencers were sent the [Chaney Twins 6-book collection](#) to host a live or recorded Read Aloud on their social platforms. Staff will continue to monitor the influencers participating and share those with our followers as well, like a recent read-along with [Greensburg Area Story Time](#). We are excited to see all the excellent beef content populating the social realm here shortly! Learn more [here](#).

### Beef Coloring Contest:

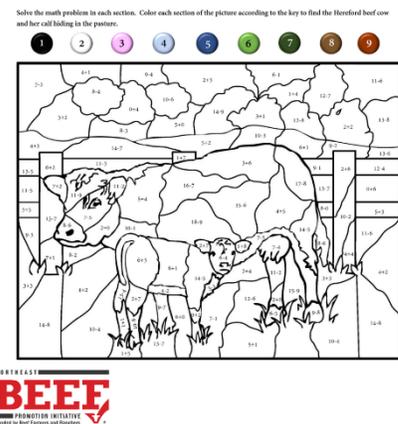


With schools closed indefinitely and stay-at-home advisements issued around the country, we know our consumers face the challenge of educating their children at home. Utilizing both nationally and locally developed coloring and activity worksheets, the checkoff is hosting a Beef Coloring Contest. To enter, visit our [website](#), download and print the image or activity of your choice, color, and complete the activity and upload the finished product utilizing our [form](#), which also serves as an additional way to collect consumer perception surrounding beef. Staff will then mail participating families some fun

beef swag to both brighten their day and thank them for supporting and engaging with beef during this time. These resources are actively being shared via social media platforms as well. Learn more [here](#).

### Educational Math Worksheets:

The NEBPI is working to extend resources that were created by Tonya Wible, Director of Education with [Pennsylvania Friends of Ag Foundation](#). Pictured is a math coloring activity that is part of a series of worksheets coinciding with the **Produced with Pride in Pennsylvania Beef Book**. They serve as a fun way for parents to get their children to beef-up their math skills. These resources are actively being shared via social media platforms as well. Learn more [here](#).



### Pandora Radio Buy:



The NEBPI has secured a summer grilling radio campaign with [Pandora Radio](#). The campaign, set to launch of May 1, 2020, and run through July 31, 2020. Digital radio platforms are seeing an exponential increase in the number of listeners, as consumers are actively keeping up with news, as well as spending significantly more time in their homes listening to music. This campaign will serve as an opportunity to unite our Northeast consumers by featuring the nationally developed United We Steak assets. Stay tuned for more updates!

### Targeted Social Ads:

The NEBPI is working to deploy targeted social ads to our consumers within the Northeast region. These ads will be implemented in a series of three campaigns- shopping/cooking in bulk to make two to three meals at once, beef recipes using pantry staples and enjoying ground beef throughout the day. These ads will reach our consumers with the information

they are actively seeking, as they adjust to their new 'normal' during these times. These ads are currently awaiting approval, but find a mock-up below:



**Example:** You don't need a lot of ingredients to make a delicious beef meal at home. Pantry staples ✓ Ground Beef ✓ You're ready to have a delicious meal on the dinner table! #BeefCheckoff

### Keeping Beef Accessible for Family Meals:



Family mealtimes look quite a bit different now than they did just a few weeks ago. As we all prepare to gather around the kitchen table more frequently, the Beef Checkoff would like to remind families about a helpful tool to ensure beef remains easy and accessible for families to find. The [Northeast Beef Directory](#) is an online resource designed to help connect Northeast-based families with local beef markets and farmers selling beef directly.

In an effort to help families build bridges with more channels of distribution as they seek to keep beef on the table, NEBPI is continuing to maintain and enhance the [Northeast Beef Directory](#). Launched in April of 2017, through a partnership with the Virginia Beef Industry Council, the Northeast Beef Directory's listing includes over 200 producers to-date. The directory is separated by state, and each state page consists of an interactive pinned map that makes searching for farms or markets easier for families.

The Northeast Beef Directory includes robust educational resources that inform families about their options for choosing beef. These sub-pages include many accessible resources funded by the Beef Checkoff, such as a 'Beef Choices' infographic, a 'Beef Breakdown, Explained' fact sheet and links to the *Beef. It's What's for Dinner.* [website](#). Thanks to this additional information, consumers will discover that, regardless of where they purchase beef, their beef choices are wholesome, nutritious and delicious.

These resources are actively being shared via social media platforms as well. Learn more [here](#).

### Northeast Team Beef April Fitness Challenge:



With the cancellation of many in-person races due to the social and travel restrictions in place to slow the spread of COVID-19, runners across the country are unable to participate in the road races as planned initially. While this is very disappointing to all involved, we cannot let that halt our personal fitness goals. We are encouraging Northeast Team Beef members to remain physically active as a proactive way to maintain physical and mental health during this challenging time.

In April, team members will share on their social media platforms (Facebook or Instagram) a fitness or training tip along with a photo of them running or working out in Team Beef gear or attire and tag @NortheastBeefPromo and use #NortheastTeamBeef in the post.

#### Post Criteria:

- Include a fitness or training tip
- Include @NortheastBeefPromo in the post
- Include #NortheastTeamBeef in the post
- Include a photo of you wearing Team Beef gear (cap, beanie, shirt, jersey, zip-up...etc.)

#### Example:



Long and slow runs to build my endurance as I'm exclusively running these days outdoors. Beef in the slow cooker for dinner tonight to help me rebuild my tired muscles!  
@NortheastBeefPromo #NortheastTeamBeef

#### Beef and Veal in the Culinary Classroom:



Due to state-wide educational institution shutdowns across the country, several [Northeast Beef and Veal in the Culinary Classrooms](#) have stated they would be unable to continue hands-on culinary programming for the year. However, thanks to the [Texas Beef Council](#), the NEBPI is currently working on making the "[Raw Truth about Beef](#)" program available to culinary instructors and their students. Instructors can still engage with students through immersion experiences but through the comfort of their home through prompted videos and lesson guides that are offered as a part of their online toolkits. As we all navigate these unprecedented times, we want to remain a resource for our culinary instructors and students who had their entire spring semesters uprooted. Leaving many scrambling to find ways to still provide valuable lesson plans and resources for their classes. We would like to extend our many thanks to states, such as Texas, for allowing us the opportunity to explore this new route as we enter these next several weeks of online education with our Northeast classrooms.

## Retail Campaign Efforts:

Our Northeast retail partners have seen a massive spike in demand over the past several weeks, with many shoppers looking into online grocery delivery for the first time to avoid the need to leave their homes. Many retailers in the Northeast are also seeing beef fly off the shelves in record time, not being able to meet the demand daily. As the NEBPI continues to plan its retail campaigns for the upcoming months, we feel confident with the partnerships through [Fresh Direct](#) and [Ibotta](#) will lend a hand to the current climate in retail.



Although the campaign was pushed back to late May, we will be conducting an 'Eat What You Crave' campaign with the Northeast focused online-grocer [Fresh Direct](#). Fresh Direct serves some of the hardest-hit communities by the crisis in the Northeast. Consumers are turning to online grocers, such as Fresh Direct, to order and have their groceries delivered to their door. They remain a valued and trusted partner for the NEBPI as it remains a priority for their company to educate their consumers and provide them quality food continuously. Beef will remain top of mind for their consumers, as the campaign will feature drool

worthy beef banners expressing to consumers it's okay for them to enjoy a hamburger when they crave it. The campaign will also include a feature shopper page exclusive to beef products and a selected beef recipe from [BeefItsWhatsForDinner.com](#)



The NEBPI and [Ibotta](#) will team-up once again to launch a summer grilling focused campaign that's set to begin at the end of June. We hope to capture the excitement of the 4th of July season by providing delicious burger and steak recipes while also reminding consumers that beef provides their bodies with essential nutrients, like protein. As we continue to see beef product demand increase, we also notice there is a toll consumers are having to pay due to many being laid off from their jobs. We hope that providing this opportunity to engage with the platform will not only offer resources such as recipes for family meal planning but also help consumers still chose beef at the retail case by providing rebate offers as they shop. We all continue to see ripple effects in our communities, and we hope to remind consumers that even through tough times, beef can provide their families with essential nutrients and still be enjoyed as a summer favorite.

## **Supporting our Northeast State Beef Council Partners:**

After deploying a few of the recent social campaigns, NEBPI staff has made themselves available as a resource to State Beef Council partners in the Northeast Region. Social calendars, content, photos and video assets were shared with our state partners so they can seamlessly activate these campaigns on their social media sites, enhancing their digital footprint. Specifically, the staff is helping assist the Virginia Beef Council to share our [Supporting Families At Home with Beef](#) webpage on their website to further those resources. This will help elevate the [Virginia Beef Directory](#), so consumers can easily find beef at a time when there are limited amounts available in our grocery stores. Our program is glad to be able to aid the smaller councils at a time when immediate action is needed to meet consumers with the new challenges they are facing. We look forward to helping additional councils in the coming weeks.