

Beef Checkoff – Contractor Updates May 18, 2020

FMPRE

AR# 2000-P

Family, Career and Community Leaders of America (FCCLA) Exhibition. This live event has turned into a virtual one to take place from July 7 to 9, 2020, for the 8000 virtual attendees. NAMI has proposed that we use this live virtual format for two purposes:

- 1) To create a virtual Beefshi demonstration.
- 2) To coordinate a professional development session with participating educators to showcase our Beefshi in the Classroom results and engage with more teachers across the country.

Shopping for Health Exhibition. The live event in July was canceled and moved to an online format. It would have included approximately 25 key supermarket dietitians. The new live format creates an opportunity for an expanded audience and will reach approximately 75 supermarket dietitians employed by 30 to 35 major retail chains. Best of all, the online format will also allow NAMI to coordinate a 60-minute live workshop to engage the supermarket dietitians in a Beefshi-making exercise and emphasize the safety, variety, convenience and nutritional attributes of prepared beef products.

Restaurant Chef Outreach. We are exploring how to augment our outreach to chefs and food professionals by working with the New Orleans Culinary & Hospitality Institute (NOCHI). We are exploring multiple options. One option is to sponsor a "Cooking in Quarantine" online culinary series. Another option is a cross-promotion with its Coronavirus Reopening Training (for restaurants and foodservice operations) and a partnership on GiveNOLA Day. We are also exploring the opportunity of coordinating this effort in partnership with the Louisiana State Beef Council. If successful, this model might be replicated across other states.

Prepared Beef Bloggers and Vloggers. Every blogger and vlogger has updated messaging and approach in light of the pandemic. For example, many focused on the theme of enjoying Beefshi as a family activity while at home, or in the absence of going to a Sushi restaurant. Also, we have been able to accelerate the posting of several blogs and vlogs before their scheduled dates to ensure we are reaching more people while they are still at home to emphasize the safety, variety, convenience and nutritional attributes of prepared beef products.

Media Dietitian TV Segments. We adapted this program mid-stream in March when television stations closed down their stations to visitors. The remaining segments took place via Skype or in a pre-recorded fashion. Both came out well. Here are two examples:

- Skype: <https://www.localsyr.com/bridge-street/tips-to-stay-healthy-with-dietician-kelly-springer/>
- Pre-Recorded: <https://drive.google.com/file/d/13ewRx6UOSP0HEZpowoHjE6nCHfLaDIYw/view?ts=5e84fef9>

Most of the dietitians we worked with shaped their segments around the changing needs in this quarantine environment. They talked about the convenience and nutritional benefits of having prepared beef deli meats on hand.

HashTag Holidays. In light of the pandemic's changing environment, NAMI hosted the first Hot Dog Happy Hour on Zoom with hot dog luminaries around the country. In turn, content from this meeting was developed into new etiquette guidelines for eating during a virtual meeting. These guidelines were turned into a new website – www.perfectzoomfood.com and publicized in a national press release and on social media using the hashtag #PerfectZoomFood

The press release was picked up by 120 media outlets, which resulted in a reach of over 120 million people.

AR# 2001-P

Veal promotions continue to execute a modified communication strategy to reflect the "new normal." Below are a few past and upcoming veal social events hosted by the New York State Beef Council.

May 7: Christina Hitchcock (@itsakeeperblog) hosted an Instagram Live with her son and made a Veal Cheeseburger Macaroni recipe that was posted on the Veal Made Easy Website.

May 14: Chef Taffiny Elrod (@cheftaffinyelrod) did an IG Takeover of the NYBC Instagram page and conducted a cooking demo on how to prepare a Veal Chop with a Dijon Pan Sauce.

May 21: Chef Taffiny Elrod (@cheftaffinyelrod) will be doing another takeover of NYBC Instagram page and presenting a culinary demo on how to cook with veal cutlets and make a traditional Veal Parm.

May 28: NYBC will do a Facebook Live on Veal Bacon Burger; summer grilling kickoff. This livestream will be on the Veal Facebook page.

Veal youth worksheets and activities (created by PSBC) highlighting the veal life cycle will be shared on veal's social platforms. It will be a great family activity that promises to educate young and old about the positivities of veal.

Veal's social platforms continue to share the "veal production story" through its social media posts.

Facebook Did you know that America's #veal farmers are committed to ensuring the health and well-being of their calves, taking care of the environment and providing safe, high-quality, nutritious food for consumers? Learn more down at "the farm":

<https://www.vealfarm.com/#BeefCheckoff>

Twitter Producing safe and #nutritious food is a priority to #farmers and the processors who market #veal. Learn more down at "the farm:" <https://www.vealfarm.com/#BeefCheckoff>

Instagram There's lots to learn when it comes to #veal farming. We invite you to come to "the farm" and learn all about veal farming today, including animal care, food safety, quality

assurance and the industry's statement of principles. Click the link in our bio to find out more.
#BeefCheckoff #farming #farmingindustry #themoreyouknow #foodsafety #animalcare
#farmingindustry

Three new recipes have been added to the veal made easy site:

1. Veal Cheeseburger Macaroni
2. Veal Marsala
3. Veal Marsala Pizza

The Veal Summer Grilling branded partnership is currently in the planning stages. Stay tuned!

AR# 2010-R

The Foundation for Meat and Poultry Research and Education's Senior Science Advisor, KatieRose McCullough, Ph.D., MPH, presented on the May 13 webinar "Protein Power Hour: Home Grilling #AloneTogether." The webinar, coordinated by the Partnership for Food Safety Education, featured meat and poultry safety experts sharing information on meat and poultry related outbreaks. Dr. McCullough's presentation focused on common foodborne pathogens to look out for during the grilling season. The Foundation's research addressing post-harvest beef safety and outreach to food safety practitioners and educators on behalf of the Beef Checkoff was highlighted at the end of the presentation. Demonstrating the producer's commitment to ensuring safe beef products increases consumer confidence during grilling season. The recorded webinar will be available on the Partnership's website.

AR# 2030-II

Is Our Meat Safe? Janeal Yancy, Ph.D., University of Arkansas, addressed that question in a blog post on Veal Farm. The meat safety information answered key questions related to COVID-19 circumstances and our food supply. As a meat scientist, Yancey says she explains things like she is talking to another mom at the grocery store. In this blog post, she assures others that doctors and scientists have not seen any cases where a patient has been infected with COVID-19 from their food or food packaging.

Crisis Communication Webinar held for Veal. A Crisis Communication Workshop for veal industry constituents was rescheduled as an online webinar for May 27. The original plans were to conduct the training as an in-person workshop in March. However, we know what happened next. COVID-19 unleashed itself in our country. The webinar provided a platform for industry representatives to review and discuss the framework of a crisis preparedness plan, reflect on their actions and responses to COVID-19 and explore effective communication strategies to implement now and in the future.
