

Beef Checkoff – Contractor Updates May 18, 2020

MICA / NEBPI

Beef Jerky Trail Mix Challenge

This spring the Checkoff's NEBPI executed an engaging social campaign in response to missed engagement opportunities at canceled events due to COVID-19, the Beef Jerky Trail Mix Challenge! The campaign encouraged consumers to think outside the box with an easy, homemade trail mix, that included 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, and a simple recipe from BeefItsWhatsforDinner.com. Consumers were encouraged to make use of pantry staples 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 also allowed our program to help our local supply chain partners with jerky purchases during a time of need. Finally, the ultimate goal is to engage with our consumer audience by asking them to join us in this challenge! Consumers were asked to complete a quick survey, measuring their opinion of beef and garnered their mailing address so that that staff could send a sample pack of beef jerky straight to their door. Consumers were then encouraged to join in on the challenge at home, sharing a photo of their family enjoying their own Beef Jerky Trail Mix recipe by tagging @NortheastBeefPromo. In total, the campaign enabled us to garner a reach of nearly 67,000 with 1,941 engagements on social media.

Supporting Families at Home with Beef

To further connect with our social audience, the Checkoff's Northeast Beef Promotion Initiative (NEBPI), acted quickly to deploy a variety of social campaigns as an innovative way to address the everchanging landscape caused by the COVID-19 crisis. As Americans adjust to a new 'normal,' we want to take advantage of resources beef producers have already invested in. We worked with the Pennsylvania Beef Council to develop a landing page for these existing at-home resources. These resources are also featured on the NEBPI website, as well as the Virginia Beef Council website. As many consumers are now tasked with keeping their little ones engaged in learning at home, we want to be part of the solution in a fun and educational way!

Resources include a 'Read Aloud' with Beef Series, a beef coloring contest and educational math worksheets, to name a few. To date, these resources have garnered nearly 24,000 impressions and 880 engagements on behalf of the Checkoff.

Extending National Campaign Efforts in the Northeast

The NEBPI is extending the nationally developed 'United We Steak' summer grilling assets in a variety of ways, across all audiences within the region. A summer grilling radio campaign with Pandora Radio is set to launch on June 1 and run through the end of August. Digital radio platforms are seeing an exponential increase in the number of listeners, as consumers are

actively keeping up with news and spending significantly more time in their homes listening to music.

The NEBPI is also teaming up with Ibotta to launch a summer grilling focused campaign that is set to launch July 1. We hope to capture the excitement of the 4th of July and elevate the national 'United We Steak' campaign assets for a united front in sharing our passion for beef. Knowing our retail partners and consumers are facing many challenges, the campaign aims to remind consumers that even through tough times, beef can provide their families with essential nutrients and still be enjoyed as a summer favorite.

The NEBPI is excited to partner with Christina Hitchcock of It Is A Keeper to promote summer grilling among her circles of influence. The campaign will run throughout June, feature a co-branded email campaign, and a featured recipe and video for each week. Be sure to follow along on Facebook and Instagram.

Through funding from the Kentucky Beef Council, the NEBPI will be participating in the Top 5 States Campaign, driving traffic to the *Beef. It's What's For Dinner.* website via Google Search Advertising, as well as garnering video views to beef content via YouTube, this effort will work hard in promoting Checkoff-funded content, recipes and videos among consumers across the heavily populated "Top 5 States" footprint – California, Illinois, New York, Pennsylvania and Florida.

Targeted Social Ads

The NEBPI worked to deploy targeted social ads to our consumers within the Northeast region during April. These ads were deployed in a series of three campaigns – Shopping/Cooking in Bulk to Make 2-3 Meals at Once, Beef Recipes Using Pantry Staples and Enjoying Ground Beef Throughout the Day: Breakfast, Lunch, Dinner, Snack. These ads reached Northeast consumers with the information they actively seek, adjusting to their new 'normal' during these times. These ads garnered over 128,000 impressions and over 10,000 engagements with Checkoff content.

Staff is working on additional campaigns surrounding Meals Under \$15 and Ordering in Beef via Foodservice. These campaigns will extend nationally developed content to our Northeast consumers.

Example Ad: 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 several 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.

To help families build bridges with more channels of distribution as they seek to keep beef on the table, the Northeast Beef Promotion Initiative is continuing to maintain and enhance the Northeast Beef Directory. Launched in April of 2017, through a partnership with the Virginia Beef Council, the Northeast Beef Directory's listing includes over 200 producers to-date. The directory is separated by state and each state page includes 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 popular 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.

To date (October 2019 – May 14, 2020), there have been over 20,000 pageviews on the Northeast Beef Directory, and the average consumer is spending over 3:30 minutes looking at content, nearly 5x the average. Staff looked further into the metrics surrounding the timing of the COVID-19 pandemic and learned the following:

- Pageviews during March, April, May 2019 – 6,497
- Pageviews during March, April, May 2020 – 14,435

This equates to a 122 percent YOY increase in page views on the Northeast Beef Directory information and accompanying Beef Checkoff resources.

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 initially planned. 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.

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

A total of 19 team members participated in the challenge, and 68 unique posts were visible on their personal Facebook and Instagram pages, many posting numerous times throughout the month surrounding this effort. These fitness challenges related posts garnered 2,276

engagements on Facebook and 548 engagements on Instagram. The posts reached 12,119 on Facebook and 3,581 on Instagram.

Maximize Nutrition Now

As consumers continue to find their trips to the grocery store an overwhelming and daunting task, Cindy Chan Phillips, RD steps in to help break down those barriers and shares some important grocery shopping tips. Phillips suggests, "Aim to include three basic components of a healthy meal: anchor with protein, pair with colorful vegetables and finish with whole grains. Ideally, your grocery carts should include protein, vegetables and whole-grain foods." At home, learn how to save money and freezer space with tips from Phillips, along with a variety of dinner possibilities for your ground beef purchase. This social campaign launched at a time when consumers began to see bare and limited meat cases, posing some consumer questions about the beef supply. Luckily for us, we were able to leverage these assets from Cindy about freezing bulk packages, making use of pantry items and simple meal solutions to ease some consumer fears and frustrations.

Spring Influencer Speaking Engagements

Although the COVID-19 situation disrupted many spring speaking engagements, the Checkoff's NEBPI is working to provide our northeast dietitians and influencer groups with thought-provoking and science-based educational opportunities, thanks to the Nutrition Seminar Program, hosted by NCBA. Spring is usually a busy season with many nutrition professional groups hosting their annual meetings. However, several have transitioned to virtual learning opportunities. To date, below accounts for the rescheduled sessions we are involved with:

- Nicole Rodriguez, RDN sat on a panel discussion at the Animal Ag Alliance's 2020 Stakeholders Summit in a session titled "Conversations that Cultivate Trust: Staking Your Claim on the Plant-Based Plate" in May 7. Rodriguez and two additional Registered Dietitians provided a timely discussion about encouraging the agriculture community to cultivate trust with their consumers. All three nutrition professionals are strong supporters of the agriculture industry and shared some great examples of how they are working to change consumer opinion and how all foods, including beef, have a place in a balanced diet. Nearly 342 attendees tuned in for the session, with 92 percent of survey respondents ranking it "good" or "great." The staff is thankful for the support from the Virginia Beef Council to complete this project.
- Chef Abbie Gellman, RD hosted a virtual session titled, "Step by Step Guide to Developing Recipes and Using them to Deliver a Dynamic Cooking Demo" on May 13 to participating members of the Rhode Island Academy of Nutrition and Dietetics. After the session, those engaging with Gellman will receive one of her new cookbooks for free, compliments of the Checkoff.
- On May 19, Jim White, RD, will take the virtual stage for the Delaware Academy of Nutrition and Dietetics with his session titled, "Your Audience is King: Connecting to Communicate."

NEBPI is excited to help the smaller academy groups by facilitating this session to engage with their members and forge greater relationships with the influential RD's in the northeast.

A great advantage to these virtual educational sessions is the demo's ability to live online as a recorded session and be shared to a greater audience, in addition to those attending the annual meeting. A bonus is the Checkoff's ability to garner additional engagements with the attendees through surveys and sending materials via direct shipments.

Body by Beef Virtual 5K

To continue cultivating relationships with new social influencers, the Checkoff partnered with beef advocate, Chrissy Carroll, RD and triathlon coach to host a virtual 5K Training Program. The 8-week program launched late April to engage consumers in a virtual fitness program that helps them stay active during these challenging times and encourages beef consumption as part of a runner's diet. Carroll's plan includes three runs per week with alternating run/walking intervals, helping new runners build up the stamina to finish a 5K at the end of the program. Along the way, Carroll and the NEBPI will provide motivational support, running and workout videos and delicious recipes highlighting beef's nutritional benefits. While the act of running an official race at the end of the training program is probably not a possibility this year, the program will provide participants with an official 'BEEF' racing bib and anyone who completes their 5K will receive a beef prize pack to help keep beef top of mind. There are currently around 140 folks participating in the challenge.

The 2020 Giant Capital National Barbecue Battle Virtual Experience

The NEBPI was slated to participate in the 2020 Giant Capital National Barbecue Battle, which takes place on Pennsylvania Avenue in our nation's capital every June. Due to the current climate, the event has shifted to an online virtual experience to ensure consumer safety and well-being. The Checkoff is working hard to ensure that positive beef messaging and content is included in the virtual experience, which will be live the entire month of June. There is also a month-long retail push within all Giant supermarkets within the great Washington D.C. DMA. Nationally developed 'United We Steak' assets will reach consumers through an encompassing digital and radio buy, which includes sponsored Facebook posts from stations and on-air talent. Follow along the NortheastBeefPromo Facebook and Instagram to learn more.

Consumer Trust Woven into all Programming

The NEBPI program of work falls within the Consumer Trust and Nutrition and Health Committees, which means that naturally, all programming components have consumer trust messaging woven in. Extra emphasis has been placed, given the current climate, on ensuring that our messaging and outreach is thoughtful and considers the reality that our Northeast consumers are facing. For example, we shifted social media messaging in April to feature recipes that utilized Ground Beef, since we know that is what most consumers stocked up on or had on-

hand. We will continue to follow the direction of the nationally developed messaging and content to ensure we are reaching consumers with the right message, at the right time.
