



OUR MISSION: The NEBPI extends nationally developed Checkoff messaging and content in the heavily populated Northeast region of the country with minimal State Beef Council presence to cover the population.

Core Program Audiences

SUPPLY CHAIN ENGAGEMENT

Strive to be the 'go to' resource for all things beef on the menu and in the meat case for our Northeast retail and foodservice partners.

CONSUMER MARKETING

Strive to connect with consumers both digitally and in-person, highlighting beef's taste, convenience, and nutrient density.

NUTRITION INFLUENCER ENGAGEMENT

Strive to share nutrition science with health professionals and educators to build confidence in recommending beef to their circles of influence.



Tactic A: Supply Chain Engagement >>>

Northeast culinary schools and programs, such as ProStart had the opportunity to offer their students access to fresh beef and veal products for in-class cooking and cutting purposes through the **2020 Beef & Veal in the Culinary Classroom** program that ran January-June 2020. Seventeen schools from across nine states in the region participated in the program with a reach of 370+ students. This program is funded in part by the [South Dakota Beef Industry Council](#) and the [Delaware Beef Council](#). Learn more about this program, [here](#).

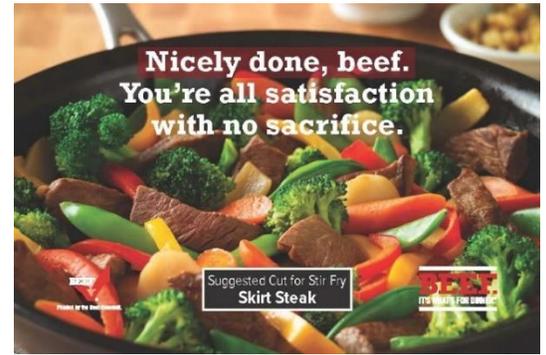


The Beef Checkoff's NEBPI along with the [New York Beef Council](#) had the opportunity to engage with over 100 sales representatives from across [Performance Foodservice- Metro NY](#) division who gathered for the **Performance Food Group Center of the Plate Academy Protein Summit** on Tuesday, February 11 in Garfield, NJ. Jean O'Toole Executive Director of the [New York Beef Council](#) shared with the group

business at foodservice and how many establishments benefit from providing beef on their menus. Over 150 attendees engaged with checkoff related materials such as foodservice cut booklets and yield guides finding them very helpful when engaging with their customers on a daily basis. The program is looking for continued opportunities to engage with this group with future supply chain events and immersion experiences for their sales team.

Tactic A: Supply Chain Engagement >>>

Meal planning can be difficult, especially when it comes to trying new and innovative recipes. Many consumers ultimately find themselves questioning if they are purchasing the correct cut of beef when they arrive at the meat case looking for inspirations and suggestions. The Checkoff's, NEBPI is partnering with [Redner's Markets](#) on a year-long campaign across their 44 locations in the Northeast region to provide consumers' confidence through suggestive shelf talkers that will be on display throughout their beef retail cases. These shelf talkers will speak to beef's versatility and feature current recipe images with their suggested beef cut of choice for each meal pictured.



As the country continues to navigate these unprecedented times of supply chain shifts and web-based ordering platforms, one retailer has been ahead of its time. [Fresh Direct](#), an online retailer giant on the East Coast whose consumer shopper market territory stretches from New York City all the way to Washington D.C. As shoppers look for ways to social distance and continue to purchase groceries weekly, Fresh Direct has remained a constant. This July and September, the NEBPI has partnered with [Fresh Direct](#) to launch an **Eat What You Crave campaign** designed to speak to beef's craveability and appeal as it is by far the top reason consumers want to eat beef. Campaign elements include run-of-site banner ads, featured shopping page, boosted search, social posts, as well as a featured Korean Bibimbap recipe blog post.

Through sponsorship with the [Giant National Capitol BBQ Battle](#), the NEBPI touched close to 125,000 Giant supermarket shoppers within the greater Washington D.C. area with nationally developed Checkoff messaging and grilling tips from May 22 to June 30, 2020 via the distribution of **USO-Metro BBQ Battle Coupon Booklets**. The coupon booklets featured recipes, product profiles and coupons. Consumers had the ability to scan the provided [QR code](#) as part of the coupon booklet ad space to explore tips and tricks when it comes to grilling this summer.



The NEBPI launched the **2020 East Coast Ibotta Beef Campaign** July 1 to capture the 4th of July holiday and mid-summer grilling season. This year's campaign theme will focus on "Grill Like You Mean It" – a favorite summer past time. Sharpen your knives because grilling season has arrived! This 4th of July we are ready to celebrate what makes America great by sharing delicious and eye-catching steaks in the shape of U.S. States. The campaign will include 2,900+ retail locations including the banner stores of Giant, GIANT Martin's, Stop 'n' Shop, Hanaford, Weis Markets, Redner's Warehouse Markets, and Giant Eagle. Download the [Ibotta App](#) and get ready to redeem! This campaign is a partnered effort with [NEBPI, KY, NC, and PA Beef Councils](#).

Tactic A: Supply Chain Engagement >>>

The Beef Checkoff's NEBPI has launched the [NYC Takeout Beef Tonight](#) sponsorship with Radio.com in the NYC listening area for the entire month of July thanks to funding provided by the [Iowa Beef Industry Council](#). Radio messaging will target both consumer and foodservice audiences alike, that United We Steak. This campaign will consist of a multi-pronged approach through outreach efforts that connect consumers to food establishments during these challenging times, as well as provide support to foodservice operators as they begin to reopen. Consumer listeners will have an opportunity to enter-to-win a grill-at-home prize pack by [completing an educational survey](#). Foodservice operators will be reached by e-newsletters that will serve as an introduction to the Beef Checkoff and the resources/support we provide. As events consistently evolve surrounding COVID-19, the NEBPI will continue to seek to understand our supply chain partners' challenges and how the Checkoff can best serve these operators looking into the months ahead. See Foodservice Outreach



Looking Ahead:

- C & S Virtual Fall Food Show- August 11, 2020
- Fresh Direct Campaign – 2nd Flight August 27- September 10, 2020
- Supply Chain Relationship Development- Year-Long Effort

Tactic B: Consumer Marketing >>>

The Checkoff's NEBPI had a presence at **Penn State Football's Fan Fest** on Saturday, October 19, 2019 ahead of the Penn State versus Michigan football game thanks to a partnership with the [Iowa Beef Industry Council](#) and the [Colorado Beef Council](#). This on-site engagement opportunity was part of a larger partnership with [Penn State Athletics](#). The goal of the partnership was leveraging the reach of the Penn State brand in the Northeast region to reach millions of consumers in the region with beef resources, as well as transfer the passion and loyalty of the Penn State fan base towards a desire to purchase and consume more beef. The overall impact of this partnership to the Beef Checkoff was 896,846 impressions, 6,878 engagements and an on-site engagement rate of 17.8% (our benchmark is 10%). Beef's favorability was measured at 85% positive. Learn more about our on-site efforts, [here](#).



Tactic B: Consumer Marketing >>>



In an effort to grow consumer trust in the people raising beef, the NEBPI highlighted **Northeast beef producers and their families via candid videos** which were amplified on social media platforms leading up to and during the Thanksgiving and Christmas holidays. The videos featured a compilation of Northeast beef producers sharing what they were thankful for this Thanksgiving season, as well as their favorite holiday traditions. The videos had a reach of 22,219 and resulted in 1,831 engagements. Find the videos on the Northeast Beef Promotion Initiative Facebook [page](#).

Holiday moviegoers had the opportunity to enjoy the nationally developed **beef drool log video** in select movie theaters located within the Northeast region thanks to a partnership with National Cattlemen's Beef Association. The pre-show commercials and digital ads appeared in select theaters, November 22 – December 5, 2019. The pre-show commercials were then extended and shown through December 22, 2019, allowing Checkoff messaging to reach additional consumers. Learn more, [here](#).



The 104th **Pennsylvania Farm Show** took place January 4-11, 2020 in Harrisburg, PA. The NEBPI supported the Pennsylvania Beef Council's presence at the event with a supporting sponsorship garnering the Checkoff access to place an ad in the printed expo guides, as well as secure an exclusive table covering which was put on all of the tables within the food court areas. The PA Farm Show attracts thousands of visitors and is touted as the region's largest indoor agricultural event. The beef exhibit served as a destination that portrayed beef's journey from "Farm to Plate". Consumer favorability of beef was measured at 90.9% positive. Learn more, [here](#).

The NEBPI hosted a **hands-on beef training** opportunity in Washington D.C. on January 15, 2020 with 18 influencers from across the region. The group consisted of chefs, registered dietitians and health professionals, Team Beef members and lifestyle/food bloggers. These influencers are valuable members of the beef community, with the opportunity bring the positive beef story to their circles of influence every day. Chrissy Carroll, RD shared, "The Northeast Influencer training was incredibly helpful for bringing light to some of the key issues facing the beef industry. Consumer confusion and perception over issues like sustainability and antibiotic use are frequent occurrences, both on social media and in one-on-one conversations. This training helped me better understand ways to effectively (and not defensively) approach these conversation topics." Learn more, [here](#).





Northeast Team Beef added six new members to the FY20 roster, bringing the team up to 35 members running on behalf of beef. All team members completed an educational webinar featuring information about beef's nutritional benefits. Members personal stories surrounding beef's inclusion in their diets, both during training and pre- and post-race are being compiled and shared via the '[Stories of Strength](#)' library on the NEBPI website. These stories are also being amplified via social media. To date team members have completed 28 races logging 308 miles. To date the total, teach reach is 37,116 and engagement is 5,402. Learn more about the team, [here](#).

The Checkoff's NEBPI coordinated a partnership with J&A Racing surrounding the **2020 Shamrock Marathon** thanks to funding from the Virginia Beef Council. Unfortunately, due to the COVID-19 pandemic, the in-person components of the marathon weekend were cancelled. Beef was included in all the promotion leading up to the race, including social media, e-newsletters, digital advertising, etc. The partnership garnered 2,709,711 impressions and 26,721 engagements with Checkoff content.



To further connect with our social audience, the Checkoff's 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. Staff worked with the PA Beef Council to develop a

[landing page](#) to **Support Families at Home With Beef**. These resources are also featured on the NEBPI [website](#), as well as the VA 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. **As of June 30, 2020, these resources have garnered over 101,000 impressions and 2,100 engagements on behalf of the Checkoff.**

This spring the Checkoff's NEBPI executed an engaging social campaign in response to missed engagement opportunities at cancelled 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. The full



campaign involved connections across our entire AR. First, engaging influencers to share our challenge on their social platforms and with their followers, which increasingly spiked consumers' interest and participation in the campaign. Then, 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 and 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, jerky shipments, and challenge submissions.

Tactic B: Consumer Marketing >>>

Family mealtimes look quite a bit different now than they did just several months ago. As we've all been gathering around the kitchen table more frequently, the Checkoff's NEBPI continues 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, the Beef Checkoff, through 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 out 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 informs 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.

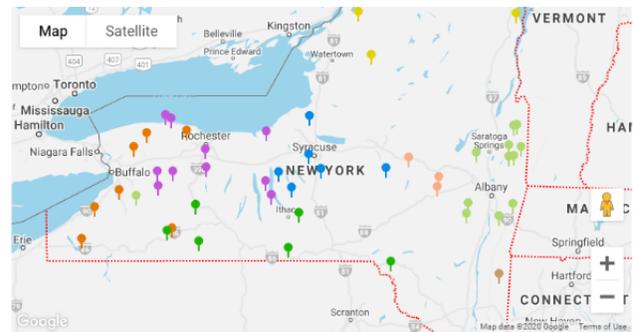
To date (October 2019 – May 2020) there have been over 20,000 pageviews on the Northeast Beef Directory and the average consumer is spending over 3:30 minutes looking at content, nearly 5x the average. Staff looked further into the metrics surrounding the timing of the COVID-19 pandemic and learned the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

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

This equates to a 122% year-over-year increase in the number of pageviews to the Northeast Beef Directory information and accompanying Beef Checkoff resources.



NEW YORK





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 shifted to an online virtual experience to ensure consumer safety and well-being. The Checkoff worked hard to ensure that positive beef messaging and content was included in the virtual experience, which was live the entire month of June. These efforts were in

coordination with month-long retail push at all D.C. area Giant supermarkets. Nationally developed summer grilling assets reached consumers through an encompassing digital and radio buy, which included sponsored Facebook posts from popular radio stations and their on-air talent. Follow along the NortheastBeefPromo [Facebook](#) and [Instagram](#) to learn more. Experience the virtual event, [here](#).

The Checkoff's [NEBPI](#) shared helpful grilling tips and tricks through a series of on-air television segments with abc27's [Good Day PA](#) encouraging consumers to **Beef Up Their Summer Celebrations**. The segments reached over 91,000 target consumers within the Harrisburg, PA DMA throughout the month of June. Grilling is one of the most exciting ways to enjoy beef. Whether cooking on a gas or charcoal grill, in the backyard or inside using a grill pan, this cooking method provides maximum flavor and optimal tenderness. Learn more, [here](#).



GRILLED STEAK KABOBS

The Checkoff's [NEBPI](#) teamed up with Christina Hitchcock of [It Is A Keeper](#) for the entire month of June to celebrate the start of summer and grilling season. Christina shared a series of four recipes, one each week, featuring different beef cuts. Each recipe also featured a YouTube video walking folks through the preparation and sharing beef information. Consumers also had the opportunity to sign-up for e-newsletters and received a branded digital meat thermometer for grilling, as well as could enter to win a grill by sharing a photo of their grilled beef recipes. All of the recipes can be found, [here](#). As of June 30, 2020, the content has garnered over 98,600 impressions and 1,900 engagements with Checkoff content.

The NEBPI worked to deploy targeted **Social Ad Campaigns** to our consumers within the Northeast region during the months of April, May and June. In April, these ads focused on a series of three campaigns – **Cook Once, Eat Twice**, encouraging consumers to shop and cooking in bulk, helping them to economize with beef, **Beef Recipes Using Pantry Staples** and **Enjoying Ground Beef Throughout the Day: Breakfast, Lunch, Dinner, Snack**. In May and June, these ads focused on two additional campaigns – **Beef Meals Under \$15** and **Ordering-In Beef**. The ads reached our Northeast consumers with the information they are actively seeking, as they adjust to their new 'normal' during these times. These ads have garnered over 195,000 impressions and over 14,000 engagements with nationally developed Checkoff content.



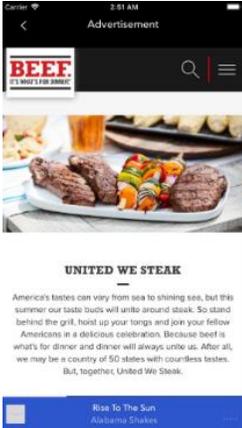
Tactic B: Consumer Marketing >>>

Staff is working through extending state specific **United We Steak** assets, deploying ahead of the 4th of July holiday and extend throughout the course of the summer. Stay tuned for more updates.

Example Ad: Headline: It's shore a good day to grill

Text: Fire it up and celebrate summer as together, United We'll Steak.

#BeefCheckoff



The NEBPI is extending the nationally developed summer grilling assets in a variety of ways, across all audiences within the region. A summer grilling radio campaign with **Pandora Radio** launched on June 1 and will 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, as well as spending significantly more time in their homes listening to music.

Through funding from the Kentucky Beef Council, the NEBPI is participating in the **Top 5 States Campaign**, which drives traffic to the BIWFD 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. The campaign kicked off June 10th and will run through the end of September.

**TEAM
BEEF®
NORTHEAST**

Funded by Beef Farmers and Ranchers

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 originally 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 the remainder of the fiscal year, team members are encouraged to participate in our Prime Cuts program, designed to add some friendly competition for our team members. The Prime Cuts program rewards and incentivizes the most active, loyal and passionate Team Beef members for going above and beyond the requirements by sharing their enthusiasm and striving to learn more about beef. Every time a Team Beef member represents beef on social media, expands their own beef/industry knowledge and/or strives to improve personally, they will receive points. The program will run June 1 – September 1.

Tactic B: Consumer Marketing >>>

Looking Ahead:

- New Balance Falmouth Road Race 'At-Home' Edition – July – August 2020
- Rhode Island Road Show TV Segments – July/August 2020
- 2020-2021 Penn State Athletics Partnership – July 2020 – June 2021
- Junior Beef Ambassador Program – July – September 2020
- Influencer Partnerships – Year-Long Effort
- Social Media Ad Campaigns – Year-Long Effort

Tactic C: Nutrition Influencer Engagement >>>



The Checkoff's NEBPI, had the opportunity to engage with a new audience through the **Delaware Academy of Family Physician's Sports Medicine Symposium** on Saturday, November 2, 2019 in Newark, DE. Staff along with Registered Dietitian, Courtney Ferreira, an expert on sports nutrition, attended the symposium, sharing the benefits of beef in the diet of the physician's patients and athletes. The Checkoff garnered 35 engagements with the attendees and of those polled 60% had a positive opinion about beef. The program is looking forward to engaging with this group at future events as many attendees expressed their gratitude for beef being a part of their event and are interested to learn more.

Annual engagement with the **PA Academy of Family Physicians** commenced November 8-9, at the Omni Bedford Springs Resort in Bedford, PA, with efforts to highlight the health benefits of beef in the diet through a culinary demonstration and onsite engagement. The Checkoff hosted Chef Abbie Gellman, RD's interactive beef and wine pairing demonstration titled, Culinary Techniques to Meet the Needs of a Patient's Diagnosis without Sacrificing Flavor. Gellman walked the attendees through choosing the right cut of beef to meet patient needs, covering a variety of topics, and showcased beef and wine pairings, which attendees could later sample after the educational session. The Beef Checkoff has found value in long-term partnerships that have led to long-term successes and increased advocacy efforts on behalf of beef. Learn more, [here](#).



Tactic C: Nutrition Influencer Engagement >>>



Nearly 200 healthcare professionals gathered for the annual meeting of the [New Jersey Chapter of the Association for Healthcare Foodservice](#) on November 21st in Somerset, NJ, where the Checkoff was eager to engage with this new group. To support the message of beef's value in the diet, Robyn Flipse of [The Everyday RD](#), secured placement on the association's agenda in her session titled, [How Did Those Food Fads Get on My Menu?](#) Flipse's session touched on many relevant points, addressing attendee's concerns surrounding food fads in relation to meal planning in the healthcare setting. "Don't let food fads distract you from your objectives of doing what is best for your healthcare setting and the needs of your patients and families," Flipse commented. Read the full release, [here](#).

With the busy holiday season now behind us, who is in the mood for an easy meal idea that won't require a lot of kitchen time? Oven roasting is one of the simplest cooking methods because it lets you "set it and forget it." Chef Abbie Gellman, RD of [Culinary Nutrition Cuisine](#), shares her tips and tricks for creating the perfect beef roast and an easy way to add some vegetables to your plate. Something like this [Classic Beef Pot Roast](#) is sure to please!



The Beef Checkoff was able to engage with a physician audience at the annual [New York State Academy of Family Physicians](#) meeting, January 24-26, 2020 in Lake Placid, NY. A unique opportunity, to learn about improving patient wellness, was hosted as a lunch and learn with Dr. Michelle May in her session titled, [From Weight to Well-Being: Shifting from Weight-Centered to Weight-Inclusive Care](#). Dr. May shared her expertise from years of counseling patients, focusing on improved health and well-being, through behavior change. In total, the Checkoff was able to share numerous nutrition messages about beef and engage with the physicians on a deeper level through conversations, learning opportunities and educational materials. Read about the full event recap, [here](#).

Tactic C: Nutrition Influencer Engagement >>>

Revamp taco night with a kick of spice with these Instant Pot Barbacoa Beef Tacos. This flavorful meat is deliciously seasoned and cooked until perfectly tender. Layer it in tortillas with all your favorite toppings your next taco night! We are loving this new twist on taco night from Chef Julie Harrington, RD. Check out the full recipe here: [Instant Pot Barbacoa Beef Tacos.](#)



Are you craving some cold weather comfort food? This [Steak and Mango Chili](#) is about to rock your world! It is hearty and flavorful, with a wonderful blend of subtle heat, savory elements, and a bit of sweetness to pull it all together. Plus, you will find a ton of nutritious ingredients in this satisfying dinner and are great to include in a heart-healthy diet as we celebrate February as National Heart Month! This unique but tasty combo is brought to you by Chrissy Carroll, RD of [Snacking in Sneakers.](#)

The Beef Checkoff's NEBPI program joined forces with the [Maryland Beef Council](#) to attend the [Maryland Academy of Family Physicians](#) winter meeting in Baltimore, MD on Saturday, February 22. It was the first opportunity to engage with this group and overall, the positive beef messages were well received. Checkoff staff engaged nearly 50 physicians on the importance of high-quality protein, like beef, in a healthy dietary pattern. Attendees seemed to thoroughly enjoy the protein comparison display and the new American Heart Association® [Heart Check-approved recipes.](#)



Tactic C: Nutrition Influencer Engagement >>>

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. Many speaking engagements are made possible with 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, that the Checkoff is proud to be a part of. To date, the below listing accounts for the rescheduled sessions that the Checkoff is 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, on 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% of survey respondents ranking it "good" or "great". 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 13th to participating members of the **Rhode Island Academy of Nutrition and Dietetics**. Those engaging with Abbie after the session received one of Abbie's new cookbooks for free, compliments of the Checkoff.
- On May 19, [Jim White, RD](#) took the virtual stage for the **Delaware Academy of Nutrition and Dietetics** with his session titled, Your Audience is King: Connecting to Communicate. The NEBPI was 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 ability for the demo to live online as a recorded session and be shared to a greater audience, in addition to those attending the annual meeting. An added bonus is the ability for the Checkoff to garner additional engagements with the attendees through surveys and sending materials via direct shipments. We have seen these as a great win-win for the program!

CONVERSATIONS THAT CULTIVATE TRUST: STAKING YOUR CLAIM ON THE PLANT-BASED PLATE

Nicole Rodriguez, RDN, NASM-CPT, Enjoy Food, Enjoy Life.
— @NRodriguezRDN
Cara Harbstreet, RD LD, Street Smart Nutrition
— @StreetSmartRD
All Webster, PhD, RD, Director of Research and Nutrition Communications, International Food Information Council
— @FoodInsight
Moderated by Tom Super, Senior Vice President of Communications, National Chicken Council
— @Chicken_supe

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#AAA20

Developing Recipes and Delivering a Dynamic Demo

Abbie Gellman, MS, RD, CDN

chef **ABBIE**

Tactic C: Nutrition Influencer Engagement >>>

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](#) through a **Maximize Nutrition Now** campaign. 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 & freezer space](#) with tips from Cindy, 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.



Registered Dietitians Nutritionists and Healthcare Professionals have the knowledge and training to help people live their best lives. The Checkoff is partnering with [Chef Abbie Gellman, MS, RD, CDN](#) & [Chef Julie Harrington, RD](#) to present a new, interactive **Culinary Nutrition Workshop series** specifically designed to support RDs & healthcare professionals as they bridge the nutrition education gap of what clients understand about food. The series kicked off this spring and will extend through December 2020. Since COVID-19 hit, many workshops are being transitioned to a virtual format, with each session focusing on a different topic and ways to combat change with patients' diets. When in-person classes can resume this fall, Abbie and Julie will be hosting full-day workshops and 2-hour demo-style events, in their NYC culinary kitchen, teaching nutrition professionals how to educate their clients with evidence-based science but translated through food along with behavior change techniques. View the class schedule, [here](#).

To help consumers celebrate grilling season with BEEF the Checkoff partnered with Chef Julie Harrington, RD to create this [Ultimate Greek Burger](#) recipe. This burger packs a ton of flavor and a variety of nutrients between the high-quality protein in beef and the mix of veggies like spinach, onion, tomatoes, and cucumber. Hear why Julie thinks beef can certainly be part of a Mediterranean Diet-style eating pattern, starting with this delicious flavor-packed burger!



Tactic C: Nutrition Influencer Engagement >>>



Live from her New York City kitchen, Chef Abbie Gellman, RD wowed viewers with some great beef cooking tips and an easy, weeknight recipe like beef tacos the whole family would love. Those joining in for the live event could send a shoutout to earn one of Abbie's free cookbooks, filled with more delicious beef recipes. Could not catch the live? No worries, check it out on the Northeast's [Facebook](#) or [Instagram](#) @NortheastBeefPromo, for the full recap.

To continue cultivating relationships with new social influencers, the Checkoff partnered with beef advocate, [Chrissy Carroll, RD](#) and triathlon coach to host a virtual **Body by Beef 5K Training Program**. The 8-week program launched in late April with the objective to engage consumers in a virtual fitness program that helped them stay active during these challenging times and encouraged beef consumption as part of a runner's diet. Chrissy's plan included 3 runs per week with alternating run/walking intervals, helping new runners build up stamina to finish a 5K at end of the program. Along the way, Chrissy and the NEBPI provided 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 did provide participants with an official BEEF racing bib and all finishers received a beef prize pack to help keep beef top of mind, always. Learn more, [here](#).



The Checkoff continues their engagement with the **VA Academy of Family Physicians** during their [annual conference](#), which was moved to a virtual format. As a virtual exhibitor, the Checkoff ensured positive beef nutrition messages are being shared with the physician audience through website links, ads, speaker sponsorship and various sponsor placements. [Dr. Mike Roussel](#) recorded his session, [Finding Time for Health in the Chaos of Life: Strategies for Better Nutrition and Better Compliance](#), which will be available for all members July 1 – December 31. One benefit of this new virtual format, for is for greater exposure of the positive Beef Checkoff messages. Partnership with VAFP is thanks funding support from the [Virginia Beef Council](#).

Looking Ahead:

- Beef for Strength: Part 1 – Thursday, July 23; Virtual Experience
- VA Academy of Nutrition & Dietetics – Friday, July 24; Virtual Recording
- Connecticut Academy of Nutrition & Dietetics – Postponed until November 2, 2020
- Advocate Content Creation – Year-Long Effort

MEET THE NORTHEAST BEEF PROMOTION INITIATIVE TEAM



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