

CONSUMER TRUST COMMITTEE SCORE SHEET

Purpose Statement: Grow consumer trust in beef, and beef production, to inspire confidence in purchasing decisions through honest and transparent communication.

Committee Strategic Initiatives:

(Set by Committee at Winter Convention in San Antonio)

- **Develop Crises Mangement Plan**
- **Certify and Verify Production Practices**
- **Protect Beef's Image**
- **Engage Beef Advocates**
- **Measure and Improve our Sustainability**
- **Connect and Communicate Directly with Consumers**

Check Applicable Box

Tactic Scoring Information

Does this tactic support the Committee Strategic Initiatives listed above?

				clearly DOES NOT support	mostly DOES NOT support	SOMEWHAT supports	MOSTLY supports	CLEARLY supports	KEEP THIS SHEET	
	Tactic #	Tactic Name	Contractor	1	2	3	4	5	Comments	
1	2101-A	Veal Channel Marketing	NAMI							
2	2101-B	Veal Consumer Outreach	NAMI							
3	2101-C	Veal Influencer Outreach	NAMI							
4	2101-D	Veal Digital Marketing	NAMI							
5	2130-A	Veal Quality Assurance	NAMI							
6	2130-B	Veal Advocacy Training and Engagement	NAMI							
7	2130-C	Veal Education and Outreach	NAMI							
8	2130-D	Issues and Crisis Management	NAMI							
9	2120-A	Supply Chain Engagement	MICA/NEBPI							
10	2120-B	Consumer Marketing	MICA/NEBPI							
11	2120-C	Nutrition Influencer Engagement	MICA/NEBPI							
12	2102-A	Beef It's What's For Dinner Marketing	NCBA							
13	2111-E	Sustainability Research and Scientific Affairs	NCBA							
14	2111-F	Channel Intelligence	NCBA							
15	2122-C	Media & Media Relations Efforts	NCBA							
16	2133-A	Issues and Crisis Management and Planning	NCBA							
17	2133-B	Beef Advocacy Training and Engagement	NCBA							
18	2133-C	Beef Quality Assurance (BQA)	NCBA							
19	2121-A	Build and support the community of science education influencers	AFBFA							