

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 <u>DOES NOT</u> support	mostly <u>DOES NOT</u> support	<u>SOMEWHAT</u> supports	<u>MOSTLY</u> supports	<u>CLEARLY</u> supports
	Tactic #	Tactic Name	Contractor	1	2	3	4	5
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					