

Tactic Quick Guide

Preliminary FY21 Tactics



Innovation Committee

INNOVATION COMMITTEE TACTIC OVERVIEW

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Contractor: National Cattlemen’s Beef Association

Subcontractor:

Tactic#: 2102-A: Beef It’s What’s For Dinner Marketing

Committee(s) to Score this Tactic (Check all that apply)

Consumer Trust	Export Growth	Innovation	Nutrition & Health	Safety	Investor Relations	Mkt. Research
■	□	■	□	□	□	□

LRP Strategic Initiatives Addressed by this Tactic

	Drive Export Growth		Grow Consumer Trust		Protect & Enhance Business Climate		Beef’s Value Proposition
□	Adopt animal I.D. traceability systems	□	Ensure antibiotic stewardship	□	Research & innovate new production technologies	■	Revolutionize beef marketing & merchandising
□	Increase market access	□	Certify & verify production practices	□	Ensure beef’s inclusion in dietary recommendations	□	Measure & improve sustainability
□	Promote unique attributes of U.S. beef	■	Ensure beef safety	□	Motivate producers & stakeholders to engage in issues	□	Research & communicate beef’s nutritional benefits
		■	Protect beef’s image	□	Develop crises management plans	■	Connect & communicate directly with consumers
		□	Engage beef advocates	■	Defend beef’s product identity	□	Improve our product

Tactic Description

Consumer cooking and eating habits dramatically changed over the past several months, as families around the country dealt with the global coronavirus pandemic. As states shut down and encouraged people to stay at home, consumers flocked to the grocery stores and filled their refrigerators and freezers with their favorite comfort foods—including beef. In fact, according to the Checkoff-funded Consumer Beef Tracker, managed by NCBA, consumers are eating beef more frequently than ever before, with 96 percent of consumers eating beef and over 76 percent of consumers saying they are consuming beef at least weekly—up more than 11 percent since January 2019. Along with that, over 70 percent of consumers say they have positive perceptions of beef, which has maintained steadily throughout the pandemic. As the United States enters a recovery and reset mode from coronavirus, the iconic *Beef. It’s What’s For Dinner.* brand, which is over 28 years old, will be more critical than ever before in positioning beef as the top protein, as tracked by the Consumer Beef Tracker. This tactic develops the *Beef. It’s What’s For Dinner.* marketing strategy and all the *Beef. It’s What’s For Dinner.* creative content and assets, such as videos, ads, infographics, photography, web copy, website templates, banner ads and other creative digital content that is aimed at positioning beef as the top protein. All of this content is proactively shared with state beef council partners to use via the Digital Asset Management system. This annually saves state beef councils thousands of dollars so they can utilize existing content and marketing resources and ensures that beef messaging is synchronized across state and national programs.

Since relaunching the *Beef. It’s What’s For Dinner.* brand in 2018, NCBA on behalf of the Beef Checkoff, has continued to increase consumer awareness and favorability of

beef by maintaining core equities of the iconic brand—such as the famous Aaron Copland “Rodeo” music and the famous tagline—coupled with new creative elements that break through the digital landscape to entertain, educate and inspire people on all things beef. Developing materials that show how real beef’s great taste and nutrition can’t be replicated and that address common myths around beef and beef production are the core strategies of the *Beef. It’s What’s For Dinner.* brand today. BeefItsWhatsForDinner.com serves as the digital hub to share stories about all things beef: to learn about the people and production process of beef; the protein benefits of beef, and the pleasurable eating experience of beef. Proactively addressing myths around beef and beef production has been the newest part of the *Beef. It’s What’s For Dinner.* brand, with efforts that started in 2018 to improve trust in how beef is raised and the people who raise it. Since 2018, NCBA has developed and distributed several successful campaigns that have resulted in increased positive consumer perceptions about beef. These image-building efforts started with the successful Rethink the Ranch series, followed by a campaign that showed consumers how programs like the Industry Information-funded Beef Quality Assurance program ensures high-quality care of cattle and high-quality beef. A new series of “Nicely Done” digital ads and new video series “Real Facts About Real Beef,” were developed to address common misconceptions about beef sustainability, human nutrition and more. Most recently, as beef farmers and ranchers continued to raise beef throughout the coronavirus pandemic, *Beef. It’s What’s For Dinner.* released a video titled “The Original Sponsors of Summer Grilling Season,” which showed real farmers and ranchers working from sunrise to sunset to ensure that consumers would have access to beef during summer grilling season. Promoting a positive image of beef farmers and ranchers and beef production will continue to be a core part of the *Beef. It’s What’s For Dinner.* marketing strategy.

Based on the Consumer Beef Tracker, we know that the great taste of beef is the strongest demand driver and that consumers need to see drool-worthy beef content. Through this tactic, NCBA has developed innovative campaigns and assets that showcase the fact that real beef’s great taste and nutrition can’t be replicated through the holiday Beef Drool Log campaign, the Beef Substitutes campaign which worked with famous chefs to make real beef their substitute of choice in popular restaurant-style dishes and most recently, the United We Steak Summer Grilling campaign. In FY2021, *Beef. It’s What’s For Dinner.* will continue to develop content and assets that position beef as the top protein. Thanks to the robust library of content that *Beef. It’s What’s For Dinner.* continues to build through this tactic, NCBA can pivot in real-time ensuring that the right message is being communicated to the right audience at the right time. For example, as the coronavirus pandemic hit and content about beef myths became less time-sensitive to consumers who were looking for recipe and meal inspiration to feed their families in quarantine, *Beef. It’s What’s For Dinner.* could nimbly update existing content to be more relevant to the current environment. This quick-pivot resulted in millions of video views and a 51 percent increase in recipe-related pageviews on BeefItsWhatsForDinner.com. This tactic also allows NCBA to work heavily with state beef council partners ensuring that the *Beef. It’s What’s For Dinner.* brand is carried through to the local level by counseling and developing state logos, digital ads and content that can hyper-localize the *Beef. It’s What’s For Dinner.* brand through their

websites and social media properties so that across the country, state and national programs are all utilizing the *Beef. It's What's For Dinner.* brand to make the best use of all checkoff resources. Besides developing a variety of content and resources from *Beef. It's What's For Dinner.*, this tactic also continues to develop content and maintain Chuck Knows Beef, the first all-knowing beef virtual assistant available at ChuckKnowsBeef.com and through popular smart-speaker audio skills. Content developed through this tactic is also shared with other state partners. The Consumer Beef Tracker shows that when consumers are aware of the *Beef. It's What's For Dinner.* brand, they are more likely to feel positive about beef and are more likely to eat beef more often, proving that the checkoff's number one brand plays a pivotal role in driving beef demand. This tactic will continue to analyze the environment and adjust to consumers' changing needs in real-time.

Measurable Objectives (*List at least three outcome-based objectives for this tactic*):

- Develop a minimum of three digital marketing campaigns utilizing the *Beef. It's What's For Dinner.* brand and positively position beef.
- Develop a minimum of 20 digital marketing assets, including but not limited to video, audio, and photography, that support favorable awareness of *Beef. It's What's For Dinner.* brand with consumers.
- Increase the usage of *Beef. It's What's For Dinner.* brand assets and content with stakeholders, such as state beef council partners by 5% to ensure that stakeholders continue to utilize assets developed at the national level.

CBB/BPOC Funding Request: \$4,571,500

Contractor: National Cattlemen’s Beef Association

Subcontractor:

Tactic#: 2102-B: Social Media and Digital Advertising

Committee(s) to Score this Tactic (Check all that apply)

Consumer Trust	Export Growth	Innovation	Nutrition & Health	Safety	Investor Relations	Mkt. Research
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

LRP Strategic Initiatives Addressed by this Tactic

	Drive Export Growth		Grow Consumer Trust		Protect & Enhance Business Climate		Beef’s Value Proposition
<input type="checkbox"/>	Adopt animal I.D. traceability systems	<input type="checkbox"/>	Ensure antibiotic stewardship	<input type="checkbox"/>	Research & innovate new production technologies	<input checked="" type="checkbox"/>	Revolutionize beef marketing & merchandising
<input type="checkbox"/>	Increase market access	<input type="checkbox"/>	Certify & verify production practices	<input type="checkbox"/>	Ensure beef’s inclusion in dietary recommendations	<input checked="" type="checkbox"/>	Measure & improve sustainability
<input type="checkbox"/>	Promote unique attributes of U.S. beef	<input checked="" type="checkbox"/>	Ensure beef safety	<input type="checkbox"/>	Motivate producers & stakeholders to engage in issues	<input checked="" type="checkbox"/>	Research & communicate beef’s nutritional benefits
		<input checked="" type="checkbox"/>	Protect beef’s image	<input type="checkbox"/>	Develop crises management plans	<input checked="" type="checkbox"/>	Connect & communicate directly with consumers
		<input checked="" type="checkbox"/>	Engage beef advocates	<input checked="" type="checkbox"/>	Defend beef’s product identity	<input type="checkbox"/>	Improve our product

Tactic Description

Today’s consumers are more connected than ever before using multiple screens, devices, and social media platforms to engage and communicate. During the coronavirus pandemic, use of social media and digital media soared as people turned to their digital devices for everything—from work to play to connecting with family and friends around the world. According to a report by Tubi, the average American is now streaming eight hours of content per day as consumers spend more time binge-watching Connected TV platforms such as Netflix, Roku and Hulu. Time spent on social media platforms has continued to grow as peoples spend more time-consuming content on social media, especially video content. A study by eMarketer predicts that in 2020, people will spend an average of 1 hour and 20 minutes per day with social media—an increase of 6 minutes per day compared to the forecast prior to coronavirus. Instagram is expected to see the strongest growth out of all social networks, which is projected to sustain into the future as people turn to additional features such as Instagram Live and Instagram TV, which provide the video-focused content that consumers are craving. This tactic allows *Beef. It’s What’s For Dinner.* constantly to connect with consumers throughout their day and throughout the digital platforms that they spend time on—whether that’s when they’re at home watching online videos, listening to digital radio at work, searching the web for information, reading an article online or connecting with friends through social media. As mentioned above, market research shows that when consumers are aware of the *Beef. It’s What’s For Dinner.* brand, they are more likely to feel positive about beef and are more likely to eat beef more often, proving that the checkoff’s number one brand plays a pivotal role in driving beef demand.

Since relaunching the *Beef. It's What's For Dinner.* brand in FY2018, NCBA focused digital and social media advertising efforts on three key messaging areas: the pleasurable eating experience of beef, the amazing people that raise beef today and the powerful protein that beef provides. By doing this and targeting consumers with a variety of storytelling opportunities on different platforms, NCBA increased the *Beef. It's What's For Dinner.* brand presence on a variety of social media and digital platforms and reached more consumers more often with positive beef messaging. This tactic executed new multi-media campaigns, such as the Beef Substitutes campaign which reached over 31 million consumers and exceeded over 10 million video views to the wide-reaching United We Steak summer grilling campaign to negotiating strategic partnerships that can help get beef “back on TV” through popular prime-time shows like NBC’s American Ninja Warrior and FOX’s MasterChef and MasterChef, Jr., In FY2019, this tactic reached consumers over 1 billion times (according to PEM reach guidelines) with positive beef and *Beef. It's What's For Dinner.* brand messaging.

In FY2021, this tactic will continue to manage the *Beef. It's What's For Dinner.* digital presence to ensure that beef is positioned as the top protein to consumers. This program manages the *Beef. It's What's For Dinner.* social media properties (1.025 MM+ Facebook fans, 37,900+ Twitter followers, 13,600+ Pinterest followers, 20,600+ Instagram followers, 18,500+ YouTube subscribers and over 98 MM YouTube video views and counting year-to-date) and brings to life positive stories about beef through a fully integrated digital media strategy including but not limited to online banner ads, video advertising, digital radio advertising, paid search and social amplification. Throughout the year, this tactic will allow *Beef. It's What's For Dinner.* proactively to share beef’s positive story with millions of consumers nationwide.

A critical part of this tactic is the state/national partnership with state beef councils. This tactic allows NCBA to work as a “free” digital consulting agency, providing state beef councils with social media counsel and “how-to’s,” executing their online advertising, designing media plan approaches, and providing in-depth search engine optimization support. On average, this saves state beef councils at least 15-20% by utilizing the in-house talent and counsel that NCBA provides. Not only is this a cost-savings for state partners and producers, but it ensures alignment and synchronization of beef messaging and content assets and stretches checkoff resources further to ensure that the states can use more financial resources to reach consumers in their local areas.

Measurable Objectives (*List at least three outcome-based objectives for this tactic*):

- Distribute a minimum of three paid media campaigns to ensure favorable beef messaging on digital platforms.
- Generate a consumer reach of 500,000,000, as defined by the Performance Efficiency Metric) to ensure that *Beef. It's What's For Dinner.* assets and messages are reaching the consumer frequently.
- Maintain awareness of the *Beef. It's What's For Dinner.* brand at an average of 40% annually, as measured by the Consumer Beef Tracker.

CBB/BPOC Funding Request: \$6,377,700

Contractor: National Cattlemen’s Beef Association

Subcontractor:

Tactic#: 2111-C: Product Quality Research and Technical Expertise

Committee(s) to Score this Tactic (Check all that apply)

Consumer Trust	Export Growth	Innovation	Nutrition & Health	Safety	Investor Relations	Mkt. Research
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

LRP Strategic Initiatives Addressed by this Tactic

	Drive Export Growth		Grow Consumer Trust		Protect & Enhance Business Climate		Beef’s Value Proposition
<input type="checkbox"/>	Adopt animal I.D. traceability systems	<input type="checkbox"/>	Ensure antibiotic stewardship	<input type="checkbox"/>	Research & innovate new production technologies	<input checked="" type="checkbox"/>	Revolutionize beef marketing & merchandising
<input type="checkbox"/>	Increase market access	<input type="checkbox"/>	Certify & verify production practices	<input type="checkbox"/>	Ensure beef’s inclusion in dietary recommendations	<input type="checkbox"/>	Measure & improve sustainability
<input type="checkbox"/>	Promote unique attributes of U.S. beef	<input type="checkbox"/>	Ensure beef safety	<input type="checkbox"/>	Motivate producers & stakeholders to engage in issues	<input type="checkbox"/>	Research & communicate beef’s nutritional benefits
		<input type="checkbox"/>	Protect beef’s image	<input type="checkbox"/>	Develop crises management plans	<input type="checkbox"/>	Connect & communicate directly with consumers
		<input type="checkbox"/>	Engage beef advocates	<input checked="" type="checkbox"/>	Defend beef’s product identity	<input checked="" type="checkbox"/>	Improve our product

Tactic Description

NCBA, on behalf of the Beef Checkoff, leads the primary product quality and meat science research focused initiative in the U.S. This program generates unique scientific research to reduce product inconsistencies, and to improve beef eating satisfaction and consumer taste perceptions of beef products.

Taste is beef’s top demand driver and the top reason consumers chose beef. To protect this most important product attribute, this tactic has delivered peer-reviewed meat science research to document how taste develops in beef products and demonstrate methods for taste consistency with the goal of generating and more repeat beef purchases. Examples of highly visible research completed by this program include the National Beef Tenderness and Flavor Surveys, development of a beef flavor lexicon to describe unique flavor attributes, and historical muscle profiling research, which led to development and marketing of innovative beef cuts.

Research results and insights have been delivered to multiple audiences including academic scientists and scientific organizations (such as the American Meat Science Association), and technical experts or industry scientists at supply chain partners such as packers, processors, foodservice and retail. Also targeted are other existing checkoff programs (i.e., consumer marketing), state beef council partners, and allied industry stakeholders and influencers (such as USMEF).

In 2021, product quality research project ideas will be solicited from and executed at universities and scientific institutions to improve beef’s quality and taste by evaluating pre-and post-harvest factors that impact the three specific palatability attributes of beef

flavor, tenderness and juiciness. Industry expert partners will assist in evaluation of research project ideas solicited to address these topics.

Research findings will be shared via public conferences (i.e., the annual Reciprocal Meats Conference), written materials, visual tools and/or in-person meetings. Strategic planning sessions will be conducted as needed with third-party experts to refine product quality research gaps.

Program technical expertise will continue to ensure checkoff programs and external partners have a key point of contact for knowledge on beef products, strategic insight on cut utilization, product inquiry responses, etc.

Measurable Objectives *(List at least three outcome-based objectives for this tactic):*

- Conduct a minimum of four original scientific research projects focused on improving product quality and taste consistency.
- Showcase product quality research program content through a minimum of two avenues including avenues such as scientific conferences, peer review articles, and the www.beefresearch.org website.
- Leverage a minimum of four product quality research results across at least four tactical areas of the beef science communications framework.

CBB/BPOC Funding Request: \$923,500

Contractor: National Cattlemen’s Beef Association

Subcontractor:

Tactic#: 2011-D: Culinary Research and Technical Expertise

Committee(s) to Score this Tactic (Check all that apply)

Consumer Trust	Export Growth	Innovation	Nutrition & Health	Safety	Investor Relations	Mkt. Research
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

LRP Strategic Initiatives Addressed by this Tactic

	Drive Export Growth		Grow Consumer Trust		Protect & Enhance Business Climate		Beef’s Value Proposition
<input type="checkbox"/>	Adopt animal I.D. traceability systems	<input type="checkbox"/>	Ensure antibiotic stewardship	<input type="checkbox"/>	Research & innovate new production technologies	<input checked="" type="checkbox"/>	Revolutionize beef marketing & merchandising
<input type="checkbox"/>	Increase market access	<input type="checkbox"/>	Certify & verify production practices	<input type="checkbox"/>	Ensure beef’s inclusion in dietary recommendations	<input type="checkbox"/>	Measure & improve sustainability
<input type="checkbox"/>	Promote unique attributes of U.S. beef	<input type="checkbox"/>	Ensure beef safety	<input type="checkbox"/>	Motivate producers & stakeholders to engage in issues	<input type="checkbox"/>	Research & communicate beef’s nutritional benefits
		<input type="checkbox"/>	Protect beef’s image	<input type="checkbox"/>	Develop crises management plans	<input checked="" type="checkbox"/>	Connect & communicate directly with consumers
		<input type="checkbox"/>	Engage beef advocates	<input type="checkbox"/>	Defend beef’s product identity	<input type="checkbox"/>	Improve our product

Tactic Description

NCBA, on behalf of the Beef Checkoff, provides culinary support for other tactics, partners and state beef council programs.

Historically, the program has provided beef recipes/recipe photography to be used on BeefItsWhatsForDinner.com and checkoff social properties. In 2020, the program provided culinary expertise for content executed through other tactics including the Beef Substitutes post by nationally recognized chefs and posts by food influencers (*Thought Leader Outreach and Engagement*) to ensure the recipes proposed followed the style guide and safety criteria required for other checkoff work.

In 2021, this program will extend beef cookery expertise to support numerous checkoff audiences (such as media, thought leaders, supply chain operators and state beef council partners) in the execution of their programming to ensure beef recipes and related content cast beef as the top protein.

Measurable Objectives (List at least three outcome-based objectives for this tactic):

- Produce an annual culinary trends report to inform other program areas.
- Provide culinary expertise to other national or state partner programs that showcase beef’s unique attributes through ten interactions.
- Leverage a minimum of four culinary insights across at least two tactical areas of the beef science communications framework and/or supply chain outreach channels.

CBB/BPOC Funding Request: \$1,434,100

Contractor: National Cattlemen’s Beef Association

Subcontractor:

Tactic#: 2111-H: Key Topic Market Research

Committee(s) to Score this Tactic (Check all that apply)

Consumer Trust	Export Growth	Innovation	Nutrition & Health	Safety	Investor Relations	Mkt. Research
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

LRP Strategic Initiatives Addressed by this Tactic

	Drive Export Growth		Grow Consumer Trust		Protect & Enhance Business Climate		Beef’s Value Proposition
<input type="checkbox"/>	Adopt animal I.D. traceability systems	<input type="checkbox"/>	Ensure antibiotic stewardship	<input type="checkbox"/>	Research & innovate new production technologies	<input checked="" type="checkbox"/>	Revolutionize beef marketing & merchandising
<input type="checkbox"/>	Increase market access	<input type="checkbox"/>	Certify & verify production practices	<input type="checkbox"/>	Ensure beef’s inclusion in dietary recommendations	<input type="checkbox"/>	Measure & improve sustainability
<input type="checkbox"/>	Promote unique attributes of U.S. beef	<input checked="" type="checkbox"/>	Ensure beef safety	<input type="checkbox"/>	Motivate producers & stakeholders to engage in issues	<input checked="" type="checkbox"/>	Research & communicate beef’s nutritional benefits
		<input checked="" type="checkbox"/>	Protect beef’s image	<input type="checkbox"/>	Develop crises management plans	<input checked="" type="checkbox"/>	Connect & communicate directly with consumers
		<input type="checkbox"/>	Engage beef advocates	<input type="checkbox"/>	Defend beef’s product identity	<input type="checkbox"/>	Improve our product

Tactic Description

NCBA, on behalf of the Beef Checkoff, will explore key topic areas, with individual studies digging deep on a specific subject. An example is the research conducted to support the development and execution of the *Beef Quality Assurance campaign launched in Fall of 2019*. Included in this tactic will be studies designed to inform program efforts in the areas of marketing communication, nutrition, issues management and production that address beef-specific challenges and opportunities. These studies focus primarily on the consumer, but strategic learnings from key influencers are considered and pursued as necessary.

Projects in this tactic planned for FY2021 will specifically support long range plan initiatives and committee priorities, falling into the following categories.

- Nutrition – Checkoff-funded studies in this area will directly support several long-range plan initiatives, including protecting beef’s image, communicating beef’s nutritional benefits and helping revolutionize the meat shopping experience by capturing key learnings from consumers and influencers about beef’s nutritional benefits.
- Marketing Communication – Checkoff-funded studies in this area will support the development and execution of checkoff funded promotional campaigns and associated innovations. User assessments will continue to determine the impact of current online promotional programs and satisfaction with BeefItsWhatsForDinner.com to support supply chain efforts, understanding

new paths to purchase and evolving purchase behaviors (e.g., meat substitutes, online ordering, etc.).

- Issues/Production – Checkoff-funded studies in this area will directly support several long-range plan initiatives including ensuring beef’s safety, protecting beef’s image, and connecting & communicating directly with consumers. Output will include key learnings about messaging, consumer perceptions of production, and proof points that relate to stewardship topics and issues of response and preparedness.

Measurable Objectives *(List at least three outcome-based objectives for this tactic):*

- Conduct one study that supports campaign development designed to leverage beef’s taste advantage (e.g., message testing, video treatments, etc.). Disseminate insights that support beef demand with checkoff programs and industry stakeholders, including state beef councils.
- Conduct one study that supports campaign development designed to inform consumers and/or influencers about beef’s nutritional benefits (e.g., message testing, video treatments, etc.). Disseminate insights that support beef demand with checkoff programs and industry stakeholders, including state beef councils.
- Conduct one study that supports campaign development designed to inform consumers and/or influencers about how beef is responsibly raised (e.g., message testing, video treatments, etc.). Disseminate insights that support beef demand with checkoff programs and industry stakeholders, including state beef councils.

CBB/BPOC Funding Request: \$796,300

Contractor: National Cattlemen’s Beef Association

Subcontractor:

Tactic#: 2122-A: Thought Leader Outreach and Engagement

Committee(s) to Score this Tactic (Check all that apply)

Consumer Trust	Export Growth	Innovation	Nutrition & Health	Safety	Investor Relations	Mkt. Research
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

LRP Strategic Initiatives Addressed by this Tactic

	Drive Export Growth		Grow Consumer Trust		Protect & Enhance Business Climate		Beef’s Value Proposition
<input type="checkbox"/>	Adopt animal I.D. traceability systems	<input type="checkbox"/>	Ensure antibiotic stewardship	<input type="checkbox"/>	Research & innovate new production technologies	<input type="checkbox"/>	Revolutionize beef marketing & merchandising
<input type="checkbox"/>	Increase market access	<input type="checkbox"/>	Certify & verify production practices	<input checked="" type="checkbox"/>	Ensure beef’s inclusion in dietary recommendations	<input type="checkbox"/>	Measure & improve sustainability
<input type="checkbox"/>	Promote unique attributes of U.S. beef	<input type="checkbox"/>	Ensure beef safety	<input type="checkbox"/>	Motivate producers & stakeholders to engage in issues	<input checked="" type="checkbox"/>	Research & communicate beef’s nutritional benefits
		<input checked="" type="checkbox"/>	Protect beef’s image	<input type="checkbox"/>	Develop crises management plans	<input checked="" type="checkbox"/>	Connect & communicate directly with consumers
		<input checked="" type="checkbox"/>	Engage beef advocates	<input type="checkbox"/>	Defend beef’s product identity	<input type="checkbox"/>	Improve our product

Tactic Description

“Thought leaders” by definition are individuals recognized as an authority in a specialized field and whose expertise is sought. They are the “go-to” people in their field of expertise and the trusted sources who move and inspire others. NCBA, on behalf of The Beef Checkoff, builds relationships and leverages “thought leaders” to share their credentialed perspectives about beef to inspire peer and consumer acceptance of beef. The thought leader target audiences of this tactic includes health professionals, fitness professionals, credentialed nutrition experts and communicators, medical doctors/physician assistants, non-governmental organizations (NGOs), academics/third-party scientists, culinary leaders, bloggers, beef industry experts, and others with influence on consumer or peer attitudes and perceptions about how beef is raised, its health value and its role as a meal solution.

Historically, this program area has built strong and lasting relationships with a variety of thought leaders using techniques including immersion experiences that facilitate first-hand exposure to beef’s benefits from both a product and production standpoint and by addressing topics like how beef is raised, antibiotic and hormone use and beef in a healthy, sustainable diet. Experiences have also included training and engagement on preparing beef with food-focused culinarians, bloggers and other thought leaders. In 2020, this tactic leveraged key thought leaders for activations on holiday roasting, beef substitutes, summer grilling, cooking with beef at home during the COVID-19 crisis and others as well as speakers at conferences, on webinars and for continuing education credits for health professionals.

The tactic will allow The Beef Checkoff to identify individuals, groups or even events that target a variety of thought leader audiences on topics across nutrition, product, and production to serve as an educational resource for thought leaders wanting to learn more about beef. The extending of speaker bureaus/seminar programs will provide experts for both national and state programs that thought leaders attend. New content will be created for and with identified thought leaders and previously developed content (i.e., beef research and BeefItsWhatsForDinner.com website, videos, fact sheets, reports, web content, etc.) leveraged through on-line and in person opportunities.

Measurable Objectives *(List at least three outcome-based objectives for this tactic):*

- Maintain the total of 10 individuals in the beef experts' network to include subject matter experts across the food, health, and culinary and beef industry thought leader categories while establishing a new relationship in all categories for future leverage.
- Identify and execute three influencer campaigns utilizing thought leaders in the culinary, nutrition and food space.
- In collaboration with a research tactic, leverage a minimum of four research results across the thought leader subject matter areas of expertise in digital or written content or through a presentation to other influencers.

CBB/BPOC Funding Request: \$3,053,900

Contractor: National Cattlemen’s Beef Association

Subcontractor:

Tactic#: 2122-B: Supply Chain Outreach and Engagement

Committee(s) to Score this Tactic (Check all that apply)

Consumer Trust	Export Growth	Innovation	Nutrition & Health	Safety	Investor Relations	Mkt. Research
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

LRP Strategic Initiatives Addressed by this Tactic

	Drive Export Growth		Grow Consumer Trust		Protect & Enhance Business Climate		Beef’s Value Proposition
<input type="checkbox"/>	Adopt animal I.D. traceability systems	<input type="checkbox"/>	Ensure antibiotic stewardship	<input type="checkbox"/>	Research & innovate new production technologies	<input checked="" type="checkbox"/>	Revolutionize beef marketing & merchandising
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		<input checked="" type="checkbox"/>	Engage beef advocates	<input type="checkbox"/>	Defend beef’s product identity	<input type="checkbox"/>	Improve our product

Tactic Description

The past several months have highlighted more than ever the complexity of the beef supply chain and the many operators—retail, foodservice, manufacturers, packers, processors, distributors—that it takes to get beef from the farm/ranch to consumers’ dinner tables. The beef supply chain has had to find ways to innovate their business models to ensure that they can continue to provide high-quality foods, like beef, to consumers. Throughout their toughest times in history, these supply chain operators—from marketing contacts to meat procurement/buyers—have leaned on NCBA, as a contractor to the Beef Checkoff, to be a resource and inspiration for supply chain operators on all things beef, so they can ultimately bring beef to the consumer. This tactic is unique because it provides knowledge, education and resources that drive supply chain operators’ decisions to sell beef, while simultaneously conducting pilot programs that are aimed at measuring and increasing beef sales and/or beef purchase intent. As the United States moves from response mode to recovery mode, following the coronavirus pandemic, the long-term relationships with these supply chain operators and building on the previous success of pilot projects will continue to be critical to the beef industry.

Research conducted by NCBA, on behalf of the Beef Checkoff, shows that beef is the most valuable protein in the grocery and restaurant space and consumers re-iterated this with their dollar purchases during coronavirus. This tactic helps communicate beef’s value proposition to the supply chain and find unique moments in the beef purchase lifecycle to sell more beef.

NCBA, on behalf of the Beef Checkoff, has a rich history of success in helping position beef as the top protein and marketing beef at the meat case, on the menu and through

emerging shopping experiences. According to results provide by third-party food delivery services, such as Instacart (retail app) and Postmates (foodservice app), NCBA has been able to increase beef sales by an average of 25-30 percent by using innovative marketing efforts and relationships with supply chain companies to sell more beef. This tactic also shares content and resources built by other tactics and program areas with supply chain operators to showcase how beef is the top protein—for example, popular webinars that have been hosted for supply chain operators on Beef Quality Assurance Program, sustainability and meat substitutes have resulted in hundreds of influential business-decision makers hearing accurate information about how beef is raised. This content is then leveraged and further extended through owned digital channels that reach business-decision makers, such as the popular Beef News Now e-newsletter and the *Beef. It's What's For Dinner*. LinkedIn platform which have experienced significant growth over the past few months. This tactic allows for staff expertise to be leveraged in other tactics, such as the Media Relations tactic, so that staff who are experts in the supply chain can help explain to major media the complexity of the beef supply chain and why consumers may not see certain cuts of beef at the grocery store and what “steak swaps” they can use instead. In FY2020, experts from this program area conducted numerous media interviews, including with Fox News, to help them understand the workings of the beef supply chain.

In FY2021, NCBA will continue to focus on two priority areas through this program: 1) measuring and increasing beef sales and/or beef purchase intent through digital pilot programs; 2) increasing *Beef. It's What's For Dinner*. brand awareness among supply chain operators so they can extend these assets to their customer who is our target consumer (such as digital assets including ads, images, recipes, website or social content or other tools).

Working alongside state beef council partners, NCBA will focus efforts on key national accounts and work with states to extend programs and materials to their contacts at the local level to ensure a surround-sound approach. Existing content (such as photography, infographics, recipe inspiration, presentations, and other shopper marketing tools and learnings) as well as ongoing knowledge and expertise will be shared with supply chain stakeholders through a variety of touchpoints such as meeting sponsorships, one-on-one meetings, emails, webinars, paid marketing efforts.

Measurable Objectives (*List at least three outcome-based objectives for this tactic*):

- Conduct at least one pilot program that measures and aims to increase beef sales and/or beef purchase intent and share results with beef supply chain industry to encourage new ways to market and merchandise beef.
- Reach supply chain partners with *Beef. It's What's For Dinner*. brand messaging and/or assets at least twice per month (including via presentations, email newsletters, social media, paid media, etc.).
- Identify and execute a minimum of four beef education opportunities that reach supply chain operators nationwide.

CBB/BPOC Funding Request: \$3,339,600

Contractor: North American Meat Institute

Subcontractor:

Tactic#: 2100-A: Key Opinion Leader Outreach and Engagement

Committee(s) to Score this Tactic (Check all that apply)

Consumer Trust	Export Growth	Innovation	Nutrition & Health	Safety	Investor Relations	Mkt. Research
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

LRP Strategic Initiatives Addressed by this Tactic

	Drive Export Growth		Grow Consumer Trust		Protect & Enhance Business Climate		Beef's Value Proposition
<input type="checkbox"/>	Adopt animal I.D. traceability systems	<input type="checkbox"/>	Ensure antibiotic stewardship	<input type="checkbox"/>	Research & innovate new production technologies	<input checked="" type="checkbox"/>	Revolutionize beef marketing & merchandising
<input type="checkbox"/>	Increase market access	<input type="checkbox"/>	Certify & verify production practices	<input checked="" type="checkbox"/>	Ensure beef's inclusion in dietary recommendations	<input type="checkbox"/>	Measure & improve sustainability
<input type="checkbox"/>	Promote unique attributes of U.S. beef	<input checked="" type="checkbox"/>	Ensure beef safety	<input type="checkbox"/>	Motivate producers & stakeholders to engage in issues	<input checked="" type="checkbox"/>	Research & communicate beef's nutritional benefits
		<input checked="" type="checkbox"/>	Protect beef's image	<input type="checkbox"/>	Develop crises management plans	<input type="checkbox"/>	Connect & communicate directly with consumers
		<input checked="" type="checkbox"/>	Engage beef advocates	<input type="checkbox"/>	Defend beef's product identity	<input type="checkbox"/>	Improve our product

Tactic Description

To date, registered dietitian nutritionists have been our most unexpected advocates for prepared beef. While our original intent was simply to stop them from discouraging Americans from eating processed beef, we found that they embraced our educational tools and messaging and they very much enjoy giving their audiences permission to enjoy prepared beef as part of a healthful, balanced diet. In 2021, we want to mobilize this audience even more and provide them with more tools. We also want to reach deeper into the KOL audience of nurse practitioners to see if we can mobilize them in a similar capacity to dietitians.

Produce New Prepared Beef Tools for KOLs

As part of the FY20 AR, NAMI updated a number of resources that will be useful to provide the latest science on prepared beef to all health professional audiences. We have heard from multiple KOL groups – especially state beef councils – that they are hungry for fresh new materials that they can use to educate their respective audiences. Even if our core messaging has not changed over the past three years, it will be helpful to repackage these messages in creative, contemporary formats. NAMI will develop a virtual, turnkey toolkit that will include an assortment of infographics, fact sheets, photos, sample social media posts, proposed editorial calendars, hands-&-pans videos, lesson plans etc., that can be distributed to all KOLs to fuel their 2021 outreach with attractive materials they will want to use.

Mobilize 100 Top Nutrition Communicators

In the universe of 70,000 registered dietitian nutritionists in the United States, there is a small subset of elite communicators who are the most influential among traditional and social media channels. In FY21, NAMI will coordinate a variety of efforts designed to engage this important audience even more significantly than in the past. Naturally, we will share all the new tools defined above. In addition, we will coordinate personal outreach to the top 100 nutrition communicators to engage them more deeply in prepared beef activities. This may include one-on-one briefings, participation in select conferences they attend, and maybe even a mini-Beefshi recipe competition to jumpstart their promotion of this novel concept.

Connect with Comprehensive Community of RDNs

Beyond the top 100 nutrition communicators described above, there are legions of remaining nutrition health professionals (69,900 to be precise) who have the potential to become prepared beef advocates. In FY20, the global pandemic changed the landscape of how we can engage with this audience. For example, many in-person professional nutrition meetings were turned into virtual meetings over these past few months. While the Academy of Nutrition and Dietetics has not yet cancelled its annual Food Nutrition Conference and Expo (FNCE) in October 2020, there certainly will be a significant reduction in attendees which may not justify the budget to attend in person. Therefore, NAMI will work to create multiple touchpoints with this expanded nutrition audience throughout the year. Specifically, we will create opportunities to promote the updated tools we recently developed, including the self-study continuing education module we developed on prepared beef. We also will work to share the new collection of tools described above.

Craft Quarterly Updates to RDNs and State Beef Councils

Over the past few years, NAMI has been engaging with dietitians at various events and collecting their contact information. Currently, we have more than 3,400 dietitians in our database. Many of these health experts already have received our materials and have sampled Beefshi at a professional meeting. We have been sending quarterly eblast updates to this audience to keep them apprised of our full spectrum of prepared beef activities. Eblast analytics demonstrate that this audience is highly engaged with us and a prime one to continue to nurture. In short, NAMI will continue to repackage all of our tools and results to share with this important audience of message amplifiers. On a similar note, we have recently learned from state beef councils that they would like to have access to all of the same type of information we are currently sharing with the RDN database. Therefore, in FY21, we also will expand our quarterly updates to the state beef council teams.

Augment Other CBB Contractor Webinars

While interviewing state beef councils, we confirmed that other beef checkoff contractors regularly conduct webinars with the states. However, these contractors do not address prepared beef information and/or issues. We were asked by the state beef councils if we could participate in these calls and offer brief updates about prepared

beef and related tools. We would love to do so and will explore options to make it happen.

Expand Health Professional Audience Beyond Dietitians

In FY20, NAMI put its proverbial toe in the water reaching out to health professionals beyond dietitians by initiating contact with nurses via the *SmartBrief* for the American Academy of Nurse Practitioners. An analysis of health professional audience suggests that nurse practitioners are the next-most-likely group (after dietitians) to evaluate nutrition information and take the time to discuss it with patients. Response rates to our initial outreach efforts were low. Therefore, in FY21, we will seek alternative opportunities to engage with nurses in a more significant manner.

Co-Sponsor FCCLA event with Beef Checkoff-Funded Research Initiative

Family, Career and Community Leaders of America (FCCLA) is a dynamic and effective national student organization that helps young men and women become leaders and address important personal, family, work and societal issues through Family and Consumer Sciences Education as determined by the state department of education. FCCLA has over 160,000 members and more than 5,300 chapters from 49 state associations, Puerto Rico, and the Virgin Islands. The Ultimate Leadership Experience is unique among youth organizations because its programs are planned and run by members. It is the only career and technical in-school student organization with family as its central focus. Participation in national programs and chapter activities helps members become strong leaders in their families, careers and communities. The FCCLA National Leadership Conference will be conducted in Washington, DC on February 8 to 12, 2021. Exhibiting at this event will provide an opportunity to engage with the over 8,000 conference participants. We also will look for additional ways that we might work with this group to advance prepared beef messaging.

Measurable Objectives *(List at least three outcome-based objectives for this tactic):*

1. Directly reach more than 1,000 registered dietitian nutritionists to share updated educational tools and self-study module that demonstrate how prepared beef can be part of a healthy dietary pattern.
2. Engage with at least five state beef councils to participate in their calls to provide brief updates about prepared beef and related tools. Work with at least two state beef councils on programming in FY21.
3. Develop a toolkit with at least five new tools that can be distributed to all KOLs to fuel their 2021 outreach.
4. Expand engagement with nurse practitioners beyond 2020 tactics to further share prepared beef education materials. Increase engagement with nurse audience by 10 percent of FY20 actual engagement.

CBB/BPOC Funding Request: \$290,000

Contractor: North American Meat Institute

Subcontractor:

Tactic#: 2100-B: Channel Marketer Outreach and Engagement

Committee(s) to Score this Tactic (Check all that apply)

Consumer Trust	Export Growth	Innovation	Nutrition & Health	Safety	Investor Relations	Mkt. Research
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

LRP Strategic Initiatives Addressed by this Tactic

	Drive Export Growth		Grow Consumer Trust		Protect & Enhance Business Climate		Beef's Value Proposition
<input type="checkbox"/>	Adopt animal I.D. traceability systems	<input type="checkbox"/>	Ensure antibiotic stewardship	<input type="checkbox"/>	Research & innovate new production technologies	<input checked="" type="checkbox"/>	Revolutionize beef marketing & merchandising
<input type="checkbox"/>	Increase market access	<input type="checkbox"/>	Certify & verify production practices	<input checked="" type="checkbox"/>	Ensure beef's inclusion in dietary recommendations	<input type="checkbox"/>	Measure & improve sustainability
<input type="checkbox"/>	Promote unique attributes of U.S. beef	<input checked="" type="checkbox"/>	Ensure beef safety	<input type="checkbox"/>	Motivate producers & stakeholders to engage in issues	<input checked="" type="checkbox"/>	Research & communicate beef's nutritional benefits
		<input checked="" type="checkbox"/>	Protect beef's image	<input type="checkbox"/>	Develop crises management plans	<input type="checkbox"/>	Connect & communicate directly with consumers
		<input checked="" type="checkbox"/>	Engage beef advocates	<input type="checkbox"/>	Defend beef's product identity	<input type="checkbox"/>	Improve our product

Tactic Description

One of the goals that NAMI has been tracking toward and will work to achieve in 2021 is for consumers to find Beefshi featured on a restaurant menu and to be sold in a supermarket. The journey to this aspiration is a complex one that will require CBB support. NAMI has constructed a strategic approach – with multiple channel marketer touch points – to bring this to fruition.

Consult with Sushi Suppliers

Outreach to supermarket deli managers over the past year has been quite illustrative. Even if deli managers love the idea of Beefshi, the majority are not equipped physically to make Beefshi on site at retail. Of course, the delis have access to most of the ingredients. Moreover, most of them already are selling fresh sushi in their fresh prepared sections. However, the preponderance of retailers does not make their own sushi and therefore, they would not make their own Beefshi. It turns out that the majority of retailers subcontract their sushi making to suppliers with that unique skill. These suppliers provide highly specialized sushi staffers who bring in their own ingredients, prepare the sushi rolls on site, and manage the inventory to ensure that no products exceed their short “sell-by” deadlines. For FY21, we propose the coordination of interviews with as many sushi suppliers as possible. During these interviews, we will explore the possibility of a few vendors adding Beefshi options to their portfolio. Securing a spot for Beefshi on shelf – even in one store, will allow for us to develop a case study to determine what works and what needs to be changed to make more significant distribution of Beefshi possible.

Beef Up National Deli Meat Month

In partnership with the National Pork Board, NAMI redesigned and renewed National Deli Meat Month in FY20. New logos, messages, infographics, fact sheets, and a website were created – www.nationaldelimeatmonth.org The new assets are fresh, relevant and primed for promotion in March 2021, which also happens to be National Nutrition Month. NAMI will plan a significant outreach effort to members, retailers and appropriate restaurants (like Subway and other sandwich chains) to encourage them to make a big deal out of National Deli Meat Month in 2021 – either using the existing turnkey materials or creating their own supporting activations.

Engage Retail Dietitians

Supermarket Registered Dietitians (SRDs) and Consumer Affairs Advisors are a direct connection to millions of consumers at the point of meal planning – and at the point of sale. These trusted dietitians seek quality information that encourages healthy eating, while promoting the products on their store shelves. For these reasons, it is critical to provide them with content that makes it easy to produce newsletters in print and online, Facebook posts, Tweets, in-store promotion ideas and much more. For the past two years, NAMI has been working successfully to share prepared meat resources and to socialize the Beefshi concept with this influential audience. In FY21, we plan to work with this group to plan activations in their respective chains around National Deli Meat Month. In addition, we will share all of the new tools outlined in the KOL section of this proposal.

Implement In-Store Demos

We recognize that getting Beefshi into retail stores is a bit of a conundrum. It is more likely that stores will ask their sushi suppliers to provide Beefshi options IF they witness how interested consumers are in the concept. Conversely, consumers won't be interested in the concept if they don't see it, smell it and/or taste it in the stores. To circumnavigate this obstacle in FY20, NAMI initiated an in-store Beefshi demo and sampling program in 14 different Albertson stores in multiple states. As of the writing of this AR, the demo results are not yet available for evaluation. In the meantime, NAMI wants to continue to socialize Beefshi in stores with more sampling opportunities. When possible, NAMI would like to partner with meat industry members to offset costs and to maximize retailer relationships. For example, Boar's Head reports that it is redefining its in-store sampling network with new and different distributors and purveyor networks. In the idea world, we would like to coordinate an in-store Beefshi sampling with Boar's Head during National Deli Meat Month.

Conduct Chef Engagement Program

To achieve the goal of getting on restaurant menus, NAMI is going to have to up its game to create both awareness and engagement with professional chefs. Financial support from CBB will make this possible on a meaningful level. Already NAMI has partnered with culinary schools like the New Orleans Culinary and Hospitality Institute (NOCHI) to create the Chefs Beefshi Battle in June 2020. And we will continue to reach out to other culinary schools to explore similar opportunities. However, we believe a more comprehensive outreach effort to professional chefs is required. Therefore, we

propose working with The Restaurant & Food Group by Informa Connect on a comprehensive chef engagement program. The Restaurant & Food Group is the parent company of multiple trade media properties including *Nation's Restaurant News*, *Restaurant Hospitality*, *Food Management*, and *Supermarket News*. Our vision is to develop a program that creates awareness about Beefshi via trade advertising while generating engagement with chefs and decision makers via a strategic content marketing and direct marketing campaign with their 750,000 email subscribers. In addition, we will explore the possibility of working with NAMI members like Certified Angus Beef to leverage our assets in reaching the culinary community. As NAMI builds a strong trade story around messaging related to prepared beef and the progress of Beefshi getting in stores and on restaurant menus, we will want to work with foodservice trade editors to share progress and publicize successes.

Curate Curriculum with Beefshi in the Classroom Programs

In FY20, NAMI created two pilot programs with The New York Beef Council (NYBC) and Northeast Beef Promotion Initiative (NEBPI) to augment public school curriculum with prepared beef education and a classroom exercise for students to create their own Beefshi. The feedback reports from schools indicate that the effort has been a raging success on multiple levels. We have explored the idea of expanding this initiative in cooperation with other state beef councils and they are most receptive. In addition, our discussions with other state beef councils revealed that there are pro-start chapters with a culinary focus in many schools that may be part of a National Restaurant Association curriculum. There are also many state culinary competitions. In short, with Beef Checkoff support, NAMI will plan to expand this pilot program to many other locations in FY21 to maximize messaging for prepared meats and to socialize Beefshi as much as possible.

Attend the Annual Meat Conference

More than half the consumer purchase decisions for prepared meats are made in supermarkets. The relationship between the manufacturers of prepared beef products and retailers cannot be understated. The Annual Meat Conference sponsored by the North American Meat Institute and the Food Marketing Institute is the premier venue for meat packers, processors, distributors and suppliers to engage and interact with key decision makers and thought leaders in the retail channel market. This conference is an ideal venue for us to enlist engagement in National Deli Meat Month. In addition, we will explore presenting the results of our processed-prepared consumer research at the Annual Meat Conference. We may consider developing handouts to engage as much as possible with the over 800 key retailer officials in attendance. Naturally, we will showcase innovative prepared beef products (such as Beefshi) and distribute the myriad of resources described above. As the premier event highlighting new products on the market, we will also connect with companies to better highlight the range of lean beef snack products being developed.

Measurable Objectives *(List at least three outcome-based objectives for this tactic):*

1. Secure at least five interviews with sushi suppliers to gain insights and explore the possibility of vendors adding Beefshi options to their portfolios.
2. Share National Deli Meat Month materials and new toolkit materials with more than 600 supermarket dietitians. Motivate at least 20 of them to use the materials.
3. Introduce Beefshi to 75,000 chefs and decision makers in the restaurant and foodservice industry. Secure at least five interviews with chefs to gain insights and explore the possibility of adding Beefshi options to their menus.

CBB/BPOC Funding Request \$450,000

Contractor: North American Meat Institute

Subcontractor:

Tactic#: 2100-C: Consumer Outreach and Engagement

Committee(s) to Score this Tactic (Check all that apply)

Consumer Trust	Export Growth	Innovation	Nutrition & Health	Safety	Investor Relations	Mkt. Research
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

LRP Strategic Initiatives Addressed by this Tactic

	Drive Export Growth		Grow Consumer Trust		Protect & Enhance Business Climate		Beef's Value Proposition
<input type="checkbox"/>	Adopt animal I.D. traceability systems	<input type="checkbox"/>	Ensure antibiotic stewardship	<input type="checkbox"/>	Research & innovate new production technologies	<input checked="" type="checkbox"/>	Revolutionize beef marketing & merchandising
<input type="checkbox"/>	Increase market access	<input type="checkbox"/>	Certify & verify production practices	<input checked="" type="checkbox"/>	Ensure beef's inclusion in dietary recommendations	<input type="checkbox"/>	Measure & improve sustainability
<input type="checkbox"/>	Promote unique attributes of U.S. beef	<input checked="" type="checkbox"/>	Ensure beef safety	<input checked="" type="checkbox"/>	Motivate producers & stakeholders to engage in issues	<input checked="" type="checkbox"/>	Research & communicate beef's nutritional benefits
		<input checked="" type="checkbox"/>	Protect beef's image	<input type="checkbox"/>	Develop crises management plans	<input checked="" type="checkbox"/>	Connect & communicate directly with consumers
		<input checked="" type="checkbox"/>	Engage beef advocates	<input type="checkbox"/>	Defend beef's product identity	<input type="checkbox"/>	Improve our product

Tactic Description

If one considers the KOL and Channel Marketer components “push” strategies to get prepared beef messages out and to get Beefshi on menus, then our consumer components below can be considered “pull” strategies. Our hope is that when consumers see these tactics, they will want to learn more and try more prepared beef products – including Beefshi. Since registered dietitians have been our greatest (and extremely affordable) allies, we will feature many in our consumer outreach. In addition, these consumer tactics are also where we will embrace the most innovation, creativity and fun to position prepared beef in unexpected and memorable ways.

Tap TikTok

In FY20, NAMI has started to use the trendiest new social media platform – TikTok – to reach consumers in fun and memorable ways. TikTok is the destination for short-form mobile videos. Food TikToks are one of the most popular genres on the platform. This year, NAMI put its toe in the TikTok waters testing a Beefshi promotion with a fun dietitian and also by coordinating a Wiener Wednesday promotion during National Hot Dog Month. For FY21, we want to expand our presence on this innovative platform to continue to advance our messaging – particularly to younger audiences.

Back Bloggers & Vloggers

There are a number of registered dietitian nutritionists who have their greatest consumer interaction and success posting blogs and vlogs (blogs in video format). As video is becoming the most popular form of content on social media, it makes sense for the beef checkoff to promote messaging in this space. These bloggers and vloggers

are an ideal target for the beef checkoff to help introduce Beefshi to the public. These bloggers/vloggers will not only talk about the concept of Beefshi and why it is so clever (convenience, portion control, vehicle for multiple nutrients, trendy), it will also provide the opportunity to demonstrate how consumers can roll their own Beefshi at home and/or showcase it as a family meal. We propose working with a collection of major influencer vloggers in FY21. In turn, we will utilize NAMI social media resources to promote these blogs and vlogs and draw more attention to them.

Manage Media RD Television Segments

FY19 and FY20 have proven what a great asset it is to have television broadcast elements in our prepared beef campaign. We featured five flights of television segments to date – Deli Meat Month (twice), Beefshi for the Big Game, Summer Grilling, and Beefing Up the Lunchbox. Some segments took on more of a culinary bent, while others focused specifically on nutrition. All of them were effective in communicating our key messages verbatim. An added bonus has been that most of the resulting clips have remained on the television station websites long after the original airing. We will continue this effort in FY21 with well-established media dietitians to drive positive prepared beef messaging on local morning, afternoon and early evening television shows. We will coordinate multiple mini tours throughout the year to propel reach, frequency and variety of content based on individual television station needs and desires. All of these segments will showcase practical examples of how prepared beef can be part of a healthful, balanced diet.

Boost Beefshi with a Family Features

To advance Beefshi as a wonderful meal solution for the whole family and to guarantee that we build buzz about Beefshi, we will work with the Family Features Syndicate to develop creative content that reaches more than 10,000 local websites, magazines and newspapers across the country. This content will showcase the concept of Beefshi, provide a few recipes and photos and even provide videos that show how to make Beefshi. Media outlets that do not have their own food staff will use these materials to complement their local news and lifestyle coverage.

Encourage and Enjoy Prepared Beef Entertainment

How many marketers have the opportunity to work on something as fun as prepared beef? Not many people get to work with a colleague who is known as the Hot Dog Top Dog. Not many publicists get to celebrate Wiener Wednesday or Hot Dog Happy Hours. These entertaining ideas – not to mention unusual hashtag holidays like Jerky Day, make for fun content to spice up social media feeds.

In FY21, NAMI will select a few of these Hashtag Holidays to distribute press releases and activate social media outreach to generate a steady flow of fun content that keeps prepared meats top of mind with our consumer targets. To ensure that Beefshi is highlighted, each holiday we celebrate could focus on a Beefshi recipe that aligns with that holiday, such as Potato Stick Crunch Maki made with beef hot dogs for Hot Dog Month.

Embrace “How It’s Made” Videos

As of May 2020, 85% of all internet users in the United States watched online video content monthly on any of their devices. There’s no argument that video is the preferred format for getting information.

Since video content is king – and since NAMI is working hard to dispel myths about prepared meat products, it is time to refresh and create new videos about how some popular prepared beef products are made. A hot dog video was created many years ago, but it is quite dated by today’s standards. We don’t believe such a video was ever created for other beef deli meats or jerky. In FY21, we propose the development of a few “How It’s Made” videos. These digital video assets can be used on NAMI’s website, as educational tools for KOLs, and in social media.

Measurable Objectives *(List at least three outcome-based objectives for this tactic):*

1. Expand NAMI’s presence on TikTok to advance prepared beef messaging. Engage at least five influencers to promote messages.
2. Engage at least 10 bloggers to showcase prepared beef products in new and innovative ways via video or written blogs.
3. Engage at least 10 registered nutritionist dietitians to create regional television broadcast segments that communicate the USDA-approved messages about prepared beef.
4. Develop at least one recipe video/mat release that creates a reach of 200,000 social media impressions, 10,000 social engagements, 20,000 clicks, 250,000 video impressions showcasing prepared beef products in new and innovative ways.
5. Celebrate at least two hashtag holidays to generate a reach of more than 2 million exact-match colorful media impressions about prepared beef products based on visitors-per-day data provided by comScore, Inc.
6. Create at least three (3) “How It’s Made” videos to be used on NAMI’s website, as educational tools for KOLs and in social media.

CBB/BPOC Funding Request: \$460,000