

NUTRITION AND HEALTH COMMITTEE SCORE SHEET

Purpose Statement: Develop credible science-based research to communicate with consumers, key opinion leaders and beef community stakeholders in order to inform them about the nutritional and health benefits of beef.

Committee Strategic Initiatives:

(Set by Committee at Winter Convention in San Antonio)

- **Ensure Beef's Inclusion in Dietary Recommendations**
- **Defend Beef's Product Identity**
- **Research and Communication of Beef's Nutritional Benefits**

Check Applicable Box

Tactic Scoring Information				clearly DOES NOT support	mostly DOES NOT support	SOMEWHAT supports	MOSTLY supports	CLEARLY supports	KEEP THIS SHEET	
<i>Does this tactic support the Committee Strategic Initiatives listed above?</i>				1	2	3	4	5	Comments	
	Tactic #	Tactic Name	Contractor							
1	2110-B	Science Based Research on the Nutritional and Health Benefits of Processed Beef, Knowledge Dissemination and Stakeholder Engagement.	FMPRE							
2	2102-B	Social Media and Digital Advertising	NCBA							
3	2111-B	Nutrition Research and Scientific Affairs	NCBA							
4	2111-G	Foundational Market Research	NCBA							
5	2122-A	Thought Leader Outreach and Engagement	NCBA							
6	2120-C	Nutrition Influencer Engagement	MICA/NEBPI							