

## AUTHORIZATION REQUEST FOR FY 2020

CBB Budget Category: **Industry Information**

Name of Contractor: **National Livestock Producers Association**

Name of Organization Subcontracting: **National Institute for Animal Agriculture**

Start Date: **10/1/2019**

End Date: **9/30/2020**

### AR OVERVIEW

#### **AR Description:**

Antimicrobial Resistance: Communicating the Science of Responsible Antibiotic Use in Animal Agriculture

For the past eight years, a national dialogue focused on the use of antibiotics in food animals and the science surrounding antimicrobial resistance has been facilitated with support from the beef checkoff.

Antibiotic stewardship continues to be a top priority for the beef industry and this plan of work expands how positive communication and effective messaging of current scientific knowledge will Protect Beef's Image, Ensure Beef Safety and Drive Beef Demand, countering prevalent negative messaging with positive, effective communication, developed in partnership with the Iowa State University Greenlee School of Journalism and Communication, rated in the top 10% of journalism and communication programs in the US.

This plan includes the development and execution of a 9<sup>th</sup> Annual Antibiotic Symposium, to be held in Ames, Iowa, October 15-17, 2019, in partnership and hosted by the Iowa State University, College of Veterinary Medicine-based National Institute for Antimicrobial Resistance Research and Education (NIAMRRE).

The new Institute at Iowa State led by Dr. Paul Plummer, associate professor of veterinary diagnostic and production animal medicine, has rapidly evolved to include faculty members from every corner of campus, and institutions across the nation. The Association of Public and Land-grant Universities and the Association of American Veterinary Medical Colleges selected Iowa State as the home base of the new national institute.

NIAMRRE agrees that continued focus on responsible use of antibiotics is needed within the beef community because research, technology and innovation continue to impact what we know, while communication of science fact to consumers has been less

than effective, as the public is bombarded with inaccurate statistics, misreported study results and opinions which align more with agendas than hard science.

In order to marry these two necessary sides of creating progress in AMR: 1) sharing scientific progress with stakeholders in the beef chain and allied industries and 2) how to take that knowledge to the public in an effective and positive way, NIAMRRE is leveraging its Iowa State University connections in order to host the NIAA Antibiotics Symposium, and bring the faculty and contacts of the ISU Greenlee School of Journalism and Communications to lead the communication aspect of responsible antibiotic use in beef and other food animals.

The event features collaboration between academics, researchers and public agencies such as the Centers for Disease Control (CDC), the Federal Drug Administration (FDA), USDA, American Veterinary Association (AVMA), state public health offices, and experts from all points along the beef supply chain (cow/calf, stocker, feedyard, packer, retailers, etc.), industry associations, and other animal agriculture groups, including pork and poultry, to talk with transparency about current and developing science around antimicrobial resistance, spotlighting examples of innovative technology applied to alternatives to and best practices of responsible use of antibiotics to Ensure Antibiotic Stewardship.

This collaborative conversation will provide space to discuss new communication strategies to shift consumer attitudes in the future, to Protect Beef's Image, Engage Beef Advocates and extend Producer Education.

Partnership with the Kentucky Beef Council will facilitate attendance by Kentucky Beef Producers, who will be included in a panel at the symposium, and will build further on what they learn about effective communication as they continue to learn new ways to influence their peers and Ensure Beef Safety.

In addition to engagement at the symposium, beef producers will continue to work with stakeholders before and after the Symposium to message what they have learned. They'll share experiences about AMR and communicating about responsible use of antibiotics. The Beef Producers will attend a subsequent meeting with the Centers for Disease Control in order to understand the continuous improvement in antibiotic research, which will provide valuable insights up and down the beef chain.

Collaborations will be created for the Beef Producers to share key messages, leveraging targeted resources, and helping to identify new opportunities for communication and producer engagement. This may include, but is not limited to, collaborations with state associations, academia, food safety groups, farm groups, and veterinarian groups.

The final piece of this plan of work is designed to amplify the messages and content generated by the work of those at the antibiotic symposium and by the influencer beef producers. Recordings of content from speakers and panels, links to key research, an

executive summary of key topics, and findings can be cultivated and shared across multiple audiences, stakeholder networks, industry and social and traditional media.

The future of responsible antibiotic use will be shaped by consistent effective communication of scientific collaboration, and commitment on the part of broad beef community and its allies. The collective efforts of the 9<sup>th</sup> annual antibiotics symposium, beef producer engagement strategies and message amplification activities provided in this plan support a future of transparency and progress and will help to shape the future of how animal agriculture communicates in ways that build public trust.

Funding	Direct Costs	Implementation	Total
<b>CBB/BPOC Funding Request:</b>	\$94,575	\$5,000	\$99,757

Other Potential Funding	Direct Costs	Implementation	Total
Federation of SBCs Pledges: (Informational Only)	\$0	\$0	\$0
Other Funding: (Informational Only)	\$50,000	0	\$50,000

**Long Range Plan Core Strategies Addressed by this AR** *(Check all that apply)*

Grow Beef Exports	Consumer Trust	Protect & Enhance	Beef's Value Proposition
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**Digital properties and target audience(s) addressed by this AR:**

Audience:

- Beef Advocates
- Animal health influencers such as industry media and bloggers
- Veterinarians
- Beef producers.

Digital properties such as

- Videos of presentations at the Antibiotics Symposium
- PDFs of presentations from speakers
- White paper of discussion at Antibiotics Symposium,
- News releases and interviews promoting the Symposium before and communicating the outcomes afterwards will be offered to industry via social media channels, including:
- Facebook

- Twitter
- LinkedIn

And be posted on the NIAA website and websites of animal agriculture professionals to include:

- Producers
- Processors
- Retailers
- Colleges/Universities
- Beef Associations
- State Beef Councils

As well as distributed through links in news releases and the NIAA Weekly News Bulletin e-newsletter.

### **PROGRAM INFORMATION FOR THIS AR**

## **Tactic A**

**Tactic Name:** Antibiotic Symposium

**Tactic Description:**

The 9th annual national antibiotic symposium will continue the work and collaborations established in the prior symposia, funded in part by the beef checkoff, and will focus on the primary efforts aimed at combating antimicrobial resistance (AMR) impacting the beef value chain:

- 1) Science: understanding causal links, resistance mechanisms, bacterial genomics, the microbiome and more.
- 2) Alternatives: preventative and intervention strategies, Ensure Antibiotic Stewardship, needs and challenges, innovation and technology.
- 3) Communication: How to effectively Engage Beef Advocates with reliable and factual information, which can be passed along as Producer Education and Consumer Information, countering negative messaging.

Each of these areas will be addressed, in the content that will drive improvements in how animal agriculture communicates and educates, leading with science and common values.

Highly technical and very complex information can be difficult to communicate, especially and in a world where we are often bombarded by information, some accurate, and some not, some complete and some incomplete, some interpreted thoughtfully and some misinterpreted.

This poses a unique challenge for animal agriculture and the Symposium will explore how the industry can educate and provide knowledge that helps people make informed decisions as deeply as it informs stakeholders of the current state of the science of Antimicrobial Resistance.

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

- 140 stakeholders from the following segments will attend the 2019 Symposium: Animal agriculture producers, including beef producers, processors, retailers, research scientists, academia, and government.
- Online, pre- and post-event surveys will be used to assess the level of understanding attendees have in the current communications concerning antimicrobial resistance and how the Symposium impacts their thinking.
- Engage at least two Beef Producers in pre- and post-Symposium media interviews, such as commercial radio, podcasts, farm news, etc. in order to advance Producer Education on what the Symposium is about, and what key take-aways were advanced by the Symposium agenda.

**Performance Efficiency Measures**

Consumer Reach Goal: n/a

Consumer Engagement Goal: n/a

Voice/KOL Reach Goal: 1000

Voice/KOL Engagement Goal: 450

**LRP Strategic Initiatives Addressed by this Tactic** (Check all that apply)

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"/> Increase market access <input type="checkbox"/> Promote unique attributes of U.S. beef	<input checked="" type="checkbox"/> Ensure antibiotic stewardship <input type="checkbox"/> Certify & verify production practices <input checked="" type="checkbox"/> Ensure beef safety <input checked="" type="checkbox"/> Protect beef's image <input checked="" type="checkbox"/> Engage beef advocates	<input type="checkbox"/> Research & innovate new production technologies <input type="checkbox"/> Ensure beef's inclusion in dietary recommendations <input checked="" type="checkbox"/> Motivate producers & stakeholders to engage in issues <input type="checkbox"/> Develop crises management plans <input type="checkbox"/> Defend beef's product identity	<input type="checkbox"/> Revolutionize beef marketing & merchandising <input type="checkbox"/> Measure & improve sustainability <input type="checkbox"/> Research & communicate beef's nutritional benefits <input type="checkbox"/> Connect & communicate directly with consumers <input type="checkbox"/> Improve our product

**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 type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Tactic B**

**Tactic Name:** Beef Producer Engagement

**Tactic Description:**

Previously, the Beef Checkoff has provided specific funding for beef producers to engage in antibiotic symposia events and a subsequent meeting with the Centers for Disease Control and related stakeholder groups.

Building on the positive outcomes of having producer engagement, a group (approx. 8–10) of Kentucky Beef Council's Beef Producers will attend and participate in the Antibiotic Symposium, and two or more will participate in communication activities before and after the event. From that group, at least eight to ten beef producers will attend day and half meeting at the Centers for Disease Control in Atlanta, GA.

They will use face to face presentations to pass along learned information on both scientific developments learned at the Symposium and at the CDC meeting specifically within the beef industry to influence their peers' commitment toward continuous improvement, related to responsible antibiotic use. In addition, they will share the results of communication strategies and effectively communicating the safety and wholesomeness of beef.

This tactic includes support for working with beef producers to identify targeted in-person and online tools and events that can be leveraged to engage their peers in important AMR related conversations, that can be conducted via online webinars, state and regional cattle association meeting presentations, unique social media events, sponsored producer influencer events, etc.

As a part of this tactic, each of the producer's strengths will be leveraged to amplify AMR messaging and activities would be tracked and evaluated for impact.

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

- A minimum of 2-4 beef producers will attend the 2019 Antibiotics Symposium, and one producer will participate as a part of a panel share insights and experiences. Will prep producers (via conference calls and webinars for what to expect, how to engage with attendees especially with the CDC, FDA & USDA)
- Between 2-4 beef producers will participate in a tour, presentations, demonstrations and discussions with officials from the Centers for Disease

Control, engaging in open dialogue, questions on next steps in communication and collaboration opportunities.

- Three designated Beef Producers will present learned information face-to-face to multiple state association meetings and other groups, as well as participate in 1 to 2 short videos which will be developed and distributed through social media and other venues to create interest and attendance at their presentations.

**Performance Efficiency Measures**

**Consumer Reach Goal:** n/a

**Consumer Engagement Goal:** n/a

**Voice/KOL Reach Goal:** 10,000

**Voice/KOL Engagement Goal:** 1,000

**LRP Strategic Initiatives Addressed by this Tactic** *(Check all that apply)*

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"/> Increase market access <input type="checkbox"/> Promote unique attributes of U.S. beef	<input checked="" type="checkbox"/> Ensure antibiotic stewardship <input type="checkbox"/> Certify & verify production practices <input checked="" type="checkbox"/> Ensure beef safety <input checked="" type="checkbox"/> Protect beef's image <input checked="" type="checkbox"/> Engage beef advocates	<input type="checkbox"/> Research & innovate new production technologies <input type="checkbox"/> Ensure beef's inclusion in dietary recommendations <input type="checkbox"/> Motivate producers & stakeholders to engage in issues <input type="checkbox"/> Develop crises management plans <input type="checkbox"/> Defend beef's product identity	<input type="checkbox"/> Revolutionize beef marketing & merchandising <input type="checkbox"/> Measure & improve sustainability <input type="checkbox"/> Research & communicate beef's nutritional benefits <input type="checkbox"/> Connect & communicate directly with consumers <input type="checkbox"/> Improve our product

**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 type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Tactic C

**Tactic Name:** Antimicrobial Resistance Communication Collaborations, Partnerships and Distribution to Amplify Supporting Messaging for Producer Education

**Tactic Description:**

This year's Antibiotic Symposium messaging includes information on compelling research and scientific updates and innovative alternatives and new technology, along with sessions designed to help understand communication strategies to more effectively communicate to the industry, to the media and to consumers down the line. This messaging is aimed at Ensuring Antibiotic Stewardship, Ensuring Beef Safety, Protecting Beef's Image and Engaging Beef Advocates. Keynote presentations, panelist discussion points, slide decks, white papers, talking points, links and resources and more will be shared, during and post-event, using influencer networks and social media to reach more stakeholders. Iowa State University media channels, as well as traditional channels of media in Iowa and surrounding areas will be included in both promotion and follow up, results sharing oriented news, videos and audio links.

A variety of collaborations will be targeted within this tactic and will include partnerships with the National Institute for Antimicrobial Resistance Research and Education (NIAMRRE) who will host the 9<sup>th</sup> Annual Antibiotic Symposium at Iowa State University and provide their international research reputation to the Symposium. This will bring the Symposium heightened interest from the scientific media. NIAMRRE is also bringing on board the ISU Greenlee School of Journalism and Communication to provide guidance and speakers for the effective communications portion of the meeting and provide follow-up webinar-format presentations on results and take-away to be made available to livestock organizations and associations, as well as on-line availability.

Through our partnership with NIAMRRE, we will be sharing information with the Iowa State University AMR Presidential Interdisciplinary Research Initiative Group, ISU College of Veterinary Medicine, Iowa Pork Industry Center, Iowa Beef Center, ISU Ag Think Tank, ISU Office of the Vice President for Research, ISU Biotech Council, ISU Extension Services, ISU Science Communications, ISU African Scholars Program, Iowa Veterinary Medical Association, USDA National Animal Disease Center, IDPH & National Association of State Public Health Veterinarians (NASPHV), Iowa Poultry Association, Iowa Turkey Federation, Iowa Dairy Association, Iowa Cattlemen's Association, IDAALS – State Vet & Secretary of Agriculture, as well as NIAMRRE meeting participants which include researchers from Cornell University, University of Iowa, University of Nebraska-Lincoln, UC Davis, CA, Guelph University, Florida State University, University of Nebraska Medical Center, Nebraska State University, Kansas State University, University of Illinois, North Carolina State University and the Ohio State University.

Additional information will be disseminated through ag radio and TV in Iowa, reaching out to WHO-TV, Local 5 TV, formerly WOI-TV, CW 23, KCCI-TV, WHO-TV, national RFD-TV and area farm radio. Sound bites from interviews will be offered to programs

such as Ag Central Radio Network, Interstate Farm Radio, Farm Talk Radio, Big Show Radio and others.

Targeted audience groups in addition to producers will include public health officials and State agency veterinarians who may be reached through networking with their professional associations.

Coordinated social media, traditional media, and on-line presentations of the Symposium sessions and participating beef producers will amplify the work of NIAA, NIAMRRE, Iowa State University, the CDC, Kentucky Beef Council and the participation of state health officials, academics, researchers, and beef producers and the Beef Checkoff.

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

- A minimum of three specific communication collaborations with stakeholders will be conducted and results reported by September 30, 2020. These may include, but are not limited to interviews, videos, podcast or radio programs, white paper and proceedings. This will include effective responsible antibiotic use social media messages reaching a minimum of 162,000 people by September 30, 2020.
- An embedded reporter to accompany Beef Producers in order to interview them during and about the Symposium and CDC meeting, in order to produce written piece(s) as paid media placement within SE Livestock Advertising Network, which represents 19 different publications across 9 Southeastern States.
- A follow-up webinar featuring Symposium results and take-aways, hosted by a representative of the Iowa State University Greenlee School of Journalism and Communications, will be used to expand Producer Education by being available for presentations on-line and to livestock associations, etc.

**Performance Efficiency Measures**

**Consumer Reach Goal:** n/a

**Consumer Engagement Goal:** m/a

**Voice/KOL Reach Goal:** 200,000

**Voice/KOL Engagement Goal:** 10,000

**LRP Strategic Initiatives Addressed by this Tactic** (Check all that apply)

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"/> Increase market access <input type="checkbox"/> Promote unique attributes of U.S. beef	<input checked="" type="checkbox"/> Ensure antibiotic stewardship <input type="checkbox"/> Certify & verify production practices <input checked="" type="checkbox"/> Ensure beef safety <input checked="" type="checkbox"/> Protect beef's image <input checked="" type="checkbox"/> Engage beef advocates	<input type="checkbox"/> Research & innovate new production technologies <input type="checkbox"/> Ensure beef's inclusion in dietary recommendations <input type="checkbox"/> Motivate producers & stakeholders to engage in issues <input type="checkbox"/> Develop crises management plans <input type="checkbox"/> Defend beef's product identity	<input type="checkbox"/> Revolutionize beef marketing & merchandising <input type="checkbox"/> Measure & improve sustainability <input type="checkbox"/> Research & communicate beef's nutritional benefits <input type="checkbox"/> Connect & communicate directly with consumers <input type="checkbox"/> Improve our product

**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 type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**SUPPLEMENTAL INFORMATION FOR THIS AR**

1. Will all work detailed in this AR be completed by the end of the fiscal year?

Yes

*If not, please provide an explanation.*

2. Please explain changes from FY 2019 approved AR:

This proposal includes new topics and partnerships and an expanded scope of work.

The Beef Checkoff has funded related projects for the past 8 years, and funded Producer Engagement in the 2017 Antibiotics Symposium and 10 beef producers to attend a meeting at the CDC. The tactic including the partnership and interaction with the CDC was not included in 2019.

This proposal is updated with new topical information, new participants and new distribution channels for 2020. A new partnership with the Kentucky Beef Council broadens the reach and distribution of the participation and messaging.

Partnerships amplify and expand messaging distribution. Changes include new

emphasis on sharing how to use effective communication of responsible antibiotic use across beef influencer industries, focused on amplification of messages (vs. building new digital messages) and increased focus with beef producers to influence greater more effective engagement in advocacy efforts within beef community audiences.

**3. List any proposed subcontractor/agencies that will be used to complete the work in this AR.**

n/a

**4. Will all work with subcontractors be competitively bid?**

Choose answer.

**5. Please list any relationships between this AR and projects previously funded by the Operating Committee:**

The beef checkoff has funded an Antibiotics Symposium hosted by NLPA/NIAA for the past 8 years.

**DETAILED BUDGET SUMMARY:**

Source of Funding	Direct Costs	Implementation	Total
<b>CBB/BPOC Funding Request:</b>	\$94,757	\$5,000	\$99,757

Other Potential Funding	Direct Costs	Implementation	Total
Federation of SBCs Pledges: (Informational Only)	\$0	\$0	\$0
Other Funding: (Informational Only)	\$50,000	\$0	\$50,000

**CBB/BPOC Funding Request:**

Committee Name	Tactic	Tactic Name	Funding Source	Direct	Implementation	Total
Safety	A	Antibiotic Symposium	BPOC	\$ 72,357	\$ 2,000	\$ 74,357
Safety	B	Beef Producer Engagement	BPOC	\$ 11,400	\$ 2,000	\$ 13,400
Safety	C	AMR Communications, Collaborations and Partnerships	BPOC	\$ 11,000	\$ 1,000	\$ 12,000
<b>AR Totals</b>				\$ 94,757	\$ 5,000	\$ 99,757

**Other Funding: (Informational Only)**

Committee	Tactic	Tactic Name	Funding Source	Direct	Implementation	Total
Safety	A	Antibiotic Symposium	Sponsors	\$ 50,000		\$ 50,000
Safety	B	Beef Producer Engagement				\$ -
Safety	C	AMR Communications, Collaborations and Partnerships				\$ -
<b>AR Totals</b>				\$ 50,000	\$ -	\$ 50,000

**Total Cost Summary for All Funding Sources: (Informational only)**

Committee	Tactic	Tactic Name	Funding Source	Direct	Implementation	Total
Safety	A	Antibiotic Symposium	All	\$ 72,357	\$ 2,000	\$ 74,357
Safety	B	Beef Producer Engagement	All	\$ 11,400	\$ 2,000	\$ 13,400
Safety	C	AMR Communications, Collaborations and Partnerships	All	\$ 11,000	\$ 1,000	\$ 12,000
<b>AR Totals</b>				\$ 94,757	\$ 5,000	\$ 99,757

Summary of Prior Year Budget:	FY 2019 Approved Budget						
	CBB/BPOC	FSBCs	Other Source(s)	Total	Direct Cost	Impl.	Total
AR Totals	\$ 60,000		\$ 80,000	\$ 140,000	\$ 130,000	\$ 10,000	\$ 140,000

FY 2019 Actual Expenses (through June 30, 2019)	Total Approved Budgets			Total Actual Expenses		
	CBB/BPOC	FSBCs	Other Source(s)	FY 2018	FY 2017	FY 2016
AR Totals	\$ 60,000			\$ 53,150	\$ 66,500	\$ 47,500

FY 2019 Actual Expenses (through June 30, 2019)	Total Approved Budgets			Total Actual Expenses		
	CBB/BPOC	FSBCs	Other Source(s)	FY 2018	FY 2017	FY 2016
AR Totals	\$ 60,000			\$ 53,150	\$ 66,500	\$ 47,500