

AUTHORIZATION REQUEST FOR FY 21

CBB Budget Category: **Promotion**

Name of Contractor: **North American Meat Institute**

Name of Organization Subcontracting:

Start Date: **10/1/2020**

End Date: **9/30/2021**

AR OVERVIEW

AR Description:

Where We've Been

Fiscal year (FY) 2020 was the third year that funding was authorized by CBB to promote prepared beef. It is remarkable how much the North American Meat Institute (NAMI), on behalf of the Beef Checkoff, has been able to accomplish in such a short period of time with this added support from beef farmers, ranchers and importers. Some notable highlights:

- From the moon to Zoom (from celebrating hot dogs as one of the foods on the first lunar landing to hosting hot dog happy hours on Zoom during the global pandemic), we have demonstrated how prepared beef is an essential part of our culture in good times and bad.
- From prohibition to permission, we have been changing the narrative of nutrition health professionals so they echo the Dietary Guidelines for Americans and affirm how prepared beef can be part of a healthy, balanced diet.
- From “processed” to “prepared,” we quite literally have been changing the way people talk about our products by removing some of the negative terminology and replacing it with accurate and positive synonyms.
- From outdated to innovative, we have revealed how seemingly familiar products can be served with a whole new twist (or roll to be more specific) as we continue to introduce Beefshi – with equally innovative communications strategies on new platforms like TikTok.
- From grade school to grad school, we have created successful pilot programs for *Beefshi in the Classroom* programs in the states of New York and Pennsylvania and we have designed a Chefs Beefshi Battle at the New Orleans Culinary & Hospitality Institute. We are now poised to grow these programs nationally.

- From solitary to partnership, we found power in numbers (and leveraging budgets) by joining with other trade groups on initiatives to advance our joint messaging such as Nation Deli Meat Month with the National Pork Board, the Family Meals Movement with the FMI Foundation, and Building A Better Sandwich with the Grain Foods Foundation.
- From frumpy to fun, we have consistently cut through traditional commodity marketing programs with witty celebrations for Wiener Wednesday or Jerky Day and exhibiting “brewtiful” sausage pairings at the Great American Beer Festival.
- From confusion to clarity, we have continued to develop tools and resources that address the greatest misconceptions about our products and provide easy-to-understand messaging for health professionals and consumers.

We are extremely proud of what we have accomplished to date and deeply grateful to the beef farmers and ranchers who have entrusted us with this important assignment. There is so much more we would like to do together.

Where We Are

In good times (for example, pre-COVID-19), prepared beef has been extremely valuable to our industry. In bad times (for example, post-COVID-19), prepared beef has been even MORE valuable to our industry. In short, *promoting prepared beef products is critical to the bottom line of cattle producers.* Every current retail research report underscores this.

Pre-COVID-19

- Last year’s retail data in the Power of Meat 2019 Report indicates that the prepared meat category represents over \$34 billion in sales. Beef alone has approximately \$5.9 billion in sales.
- Nielsen data from 2019 cites that \$23 billion of meat items are sold beyond the fresh meat department – including \$13 billion in the deli department.
- The Power of Meat 2019 Report also states that in a given month, shoppers were buying meat across the store including 37% in the deli, 39% fully cooked, and 49% frozen.

Post-COVID-19

- When times get tough, consumers turn to prepared meats. That is one of the many remarkable data points tracked by 210 Analytics and IRI in the first weeks of the global pandemic in March 2020.
 - In fact, deli meat sales jumped as high as 40% over sales during the same week in mid-March 2019.

- And hot dog sales jumped as high as 127% over sales during the same week in mid-March 2019.
- Throughout the global pandemic, several processed items, including sausage and frankfurters have continued to show double-digit volume/dollar gaps.

The beef industry has a tremendous opportunity to leverage this moment in time – in which consumers have been rediscovering prepared meats – to maintain the positive trajectory of product interest and sales. This is our unique opening to keep the momentum going. If we don't continue to fuel consumer interest in our products now, we will squander this rare opportunity.

Prior to the global pandemic, we contended with many threats to this product category. For example:

- Studies showed a collective and progressive impact of negative media on knowledge and purchase decision-making for prepared meats.
- Millennials did not have a strong emotional attachment to prepared meats and saw them only as convenient foods which they could live without.
- The view of “processed” foods and meats was negative.
- Consumers who were reducing consumption of prepared meats were concerned that these meats had the potential to have a negative impact on their health due to high sodium, nitrites, nitrates, coloring agents, fillers and other unknown ingredients.

Now that we are in the midst of the global pandemic, it is unclear how relevant any of these previous challenges still are. Quite frankly, we don't have the data yet. However, any reasonable marketer would agree that all bets are off. Everything we knew to be true before is now in question. For example:

- It is likely that Millennials have found new emotional attachments and comfort foods during the pandemic.
- It is likely that consumers are focused far more on serious health threats than perceptions of “processed” foods.
- As a matter of fact, “processed” foods may have become a reliable resource for many consumers.

Where We Need to Go

While we don't have significant data on consumer perceptions in our “new normal,” we absolutely do know that we have this chance to bombard influencers and consumers with positive messaging about prepared meats and to give them new and innovative ways to interact with our products.

Moreover, if NAMI does not seize this moment, who will? In conversations with multiple state beef councils, NAMI has confirmed that no other organizations are providing educational or promotional resources on prepared beef. The states are looking for us to help them.

Based on our three-years of experience and CBB-funding support, we also know that we now have more prepared beef allies and assets than ever before. The flywheel is turning. With additional support from beef farmers and ranchers for FY21, NAMI is poised to leverage these relationships and resources to advance the reach and frequency of messaging to maintain and drive sales and consumption.

Prepared Beef Strategies for FY21

- We will continue and expand our outreach to our most valuable advocates – health professionals to support prepared beef with three “p”s:
 1. **P**erspective – on prepared versus processed beef to build consumer trust.
 2. **P**ermission – to enjoy prepared beef as part of a healthy, balanced diet.
 3. **P**latforms – to leverage established channels for reaching our target audiences, e.g., blogs, vlogs, TV, social media, major media, etc...
- We will engage the retail and food service channels on multiple levels to educate them on the “prepared” (versus “processed”) value proposition, introduce them to new innovations like Beefshi, and enlist them to seize this unique moment in time to maintain and grow sales.
- We will empower state beef councils with the turnkey tools and programs they have requested and need to advance prepared beef messaging and innovations in their respective communities across the country.
- We will embrace innovation, creativity and fun in all of our programming – including product depiction and communication tactics – to position prepared beef in unexpected and memorable ways.
- We will focus on quality engagements (more than reach) with KOL and Channel Market targets to ensure that we have more meaningful outcomes.
- Develop a long-range plan that aligns with the Beef Industry Long Range Plan.

In sum, we will develop a new campaign in FY 2021 that brings each of these strategies above to life among our three audience segments of KOLs, channel marketers and consumers. The campaign will be called:

“Be Beef-Prepared”

“Be Beef-Prepared” will:

- Provide KOLs with the resources they need to prepare for media interviews and to educate consumers about the benefits of prepared beef.
- Support channel marketers with the insights and inspiration they need to promote prepared beef more frequently.
- Educate consumers on all the different ways that convenient and delicious prepared beef products help them to prepare for better meals and snacks.
- Remind all audiences how helpful and comforting it was to have prepared beef products handy when the global pandemic started – and how we want to continue this positive practice.
- Underscore the prepared-versus-processed positioning of prepared beef as quality products just like those folks make at home with beef – just on a larger scale and with food safety oversight in a production facility.

Funding	Direct Costs	Implementation	Total
CBB/BPOC Funding Request:	\$900,000	\$300,000	\$1,200,000

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

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 checked="" type="checkbox"/>

PROGRAM INFORMATION FOR THIS AR**Tactic A**

Tactic Name: KOL Outreach and Engagement

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 to “Be Beef-Prepared.” 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 “Be Beef-Prepared” 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. The new campaign of “Be Beef-Prepared” is the perfect device to make the existing science look like a new package that is worthy of review by these KOLs. NAMI will develop a virtual, turnkey toolkit that will include an assortment of “Be Beef-Prepared” 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 to “Be Beef-Prepared”

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 “Be Beef-Prepared” 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 need to “Be Beef-Prepared” because they 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 “Be Beef-Prepared” 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 “Be Beef-Prepared” 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 “Be Beef-Prepared” 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. This is an excellent opportunity to share the “Be Beef-Prepared” messaging. We would love to do so and will explore options to make it happen.

Expand “Be Beef-Prepared” 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 to Help Tomorrow’s Leaders “Be Beef-Prepared”

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 and help them “Be Beef-Prepared.” We also will look for additional ways that we might work with this group to advance prepared beef messaging.

Measurable Objectives *(List relevant 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.

Performance Efficiency Measures

Consumer Reach Goal: 1,000,000

Consumer Engagement Goal: 50,300

KOL Reach Goal: 230,000

KOL Engagement Goal: 9,400

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
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- | | | | |
|---|--|--|--|
| <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 our 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 |

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"/>

Tactic B

Tactic Name: Channel Marketer Outreach and Engagement

Tactic Description:

No audience needs more support to “Be Beef-Prepared” than channel marketers. 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.

Support Sushi Suppliers to “Be Beef-Prepared”

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. This is the audience we need to target to “Be Beef-Prepared.” 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 to “Be Beef-Prepared”

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 help members, retailers and appropriate restaurants (like Subway and other sandwich chains) to “Be Beef-Prepared.” We will 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 need to “Be Beef-Prepared.” They 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 “Be Beef-Prepared” 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 “Be Beef-Prepared” 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 “Be Beef-Prepared.” This will offset costs and 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.

Certify that Chefs “Be Beef-Prepared

To achieve the goal of getting restaurant menus to “Be Beef-Prepared,” 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 to certify that they “Be Beef-Prepared.” 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 “Be Beef-Prepared” 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 help them “Be Beef-Prepared” and maximize messaging for prepared meats and to socialize Beefshi as much as possible.

Make Annual Meat Conference Attendees “Be Beef-Prepared”

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 make key players in the industry to “Be Beef-Prepared.” We also can enlist engagement here 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 a live Beefshi demonstration and developing “Be Beef-Prepared” handouts to engage as much as possible with the over 800 key retailer officials in attendance. Naturally, we will showcase innovative prepared beef products 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 relevant 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.

Performance Efficiency Measures

Consumer Reach Goal: 50,000

Consumer Engagement Goal: 2,500

KOL Reach Goal: 25,000

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
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- | | | | |
|---|---|---|---|
| <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 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 checked="" 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 checked="" type="checkbox"/> Revolutionize beef marketing & merchandising

<input type="checkbox"/> Measure & improve our sustainability

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

PROGRAM INFORMATION FOR THIS AR**Tactic C**

Tactic Name: Consumer Outreach and Engagement

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 to “Be Beef-Prepared.” 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 to “Be Beef-Prepared”

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. In fact, we are proud to report that our #WienerWednesday campaign was declared the most viral beef campaign on TikTok to date. For FY21, we want to expand our presence on this innovative platform to continue to advance our messaging – particularly to younger audiences to make them “Be Beef-Prepared.”

Back Bloggers & Vloggers to “Be Beef-Prepared”

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 to help consumers “Be Beef-Prepared.” 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.

Broadcast “Be Beef-Prepared” 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 – essentially empowering consumers to “Be Beef-Prepared.” 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 “Be Beef-Prepared” with a Family Features

To advance our messaging and 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 “Be Beef-Prepared” 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 that help consumers to “Be Beef-Prepared.”

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. In turn, this will reassure and remind consumers how they want to “Be Beef-Prepared.” 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 relevant 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 media impressions about prepared beef products..
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.

Performance Efficiency Measures

Consumer Reach Goal: 420,000,000

Consumer Engagement Goal: 1,200,000

KOL Reach Goal: 150,000

KOL Engagement Goal: 7,500

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

SUPPLEMENTAL INFORMATION FOR THIS AR**1. Please explain changes from FY 2020 approved AR:**

The FY21 program builds on the most successful components of NAMI's CBB-funded programs for FY20 and FY19. We have developed important tools and have laid the foundation to promote Beefshi more broadly. In FY21, we will lean on our army of advocates – particularly registered dietitian nutritionists – to provide perspective on prepared beef, permission to enjoy it, and platforms to tell their audiences about it.

2. List any proposed vendors/agencies that will be used to complete the work in this AR.

The Ginger Network (campaign management, media and influencer outreach)

3. Will all work with vendors be competitively bid?

No

If not, why not?

All proposed subcontractors have worked with NAMI already and have proved to deliver the highest quality results at extremely competitive prices.

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

This is a continuation of FY 18, FY 19, and FY 20 prepared beef promotion ARs that will build on the past three year's successes and relationships.

CBB/BPOC Funding Request:

Committee Name	Tactic	Tactic Name	Funding Source	Direct	Implementation	Total
<i>Innovation</i>	A	KOL Outreach and Engagement	BPOC	\$ 225,000	\$ 65,000	\$ 290,000
<i>Innovation</i>	B	Channel Marketer Outreach and Engagement	BPOC	\$ 360,000	\$ 90,000	\$ 450,000
<i>Innovation</i>	C	Consumer Outreach and Engagement	BPOC	\$ 315,000	\$ 145,000	\$ 460,000
AR Totals				\$ 900,000	\$ 300,000	\$ 1,200,000

Federation of SBCs Pledges/Other Funding Source(s): (Informational Only)

Committee	Tactic	Tactic Name	Funding Source	Direct	Implementation	Total
<i>Innovation</i>	A	KOL Outreach and Engagement	Federation	\$ -		\$ -
<i>Innovation</i>	B	Channel Marketer Outreach and Engagement	Federation	\$ -		\$ -
<i>Innovation</i>	C	Consumer Outreach and Engagement	Federation	\$ -		\$ -
AR Totals				\$ -	\$ -	\$ -

Summary of Prior Year AR Budgets and Expenses:

Summary of Prior Year Budget:	FY 2020 Approved Budget						
	CBB/BPOC	FSBCs	Other Source(s)	Total	Direct Cost	Impl.	Total
AR Totals	\$ 698,300	\$ -	\$ -	\$ 698,300	\$ 523,725	\$ 174,575	\$ 698,300

FY 2020 Actual Expenses (through June 30, 2020)	CBB/BPOC	FSBCs	Other Source(s)	Total	Direct Cost	Impl.	Total
	AR Totals	\$ 141,757	\$ -	\$ -	\$ 141,757	\$ 48,871	\$ 92,886

Historical Summary of Budgets and Expenses: (includes all funding sources listed in original AR)

	Total Approved Budgets			Total Actual Expenses		
	FY 2019	FY 2018	FY 2017	FY 2019	FY 2018	FY 2017
AR Totals	\$ 682,200	\$ 500,000	\$ -	\$ 673,072	\$ 500,000	\$ -