

AUTHORIZATION REQUEST FOR FY 2021

CBB Budget Category: **Industry Information**

Name of Contractor: **National Institute for Animal Agriculture (NIAA)**

Name of Organization Subcontracting: **N/A**

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

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

AR OVERVIEW

AR Description:

Beef producers are facing an ever-changing landscape in the arena of responsible antibiotic use. They are required to address competing priorities between maintaining the health of their animals and increasing demands from consumers looking for “free from” labels. Unfortunately, the responsible use of antibiotics in beef production is one of the most misunderstood topics amongst influencers and consumers and one that causes the most severe reactions. Farmers and ranchers are feeling pressure like never before around the perceived links between antimicrobial resistance in humans and food animals, and they have been working hard to engage in meaningful conversations with influencers and consumers. Farmers and ranchers must be engaged in the conversations that are framing future initiatives that impact antibiotic use and the tactics within this AR are an opportunity for farmers and ranchers (beef producers) to be empowered with the knowledge, skills, and resources that will allow their voices, and, most importantly, their values and experiences to be heard amongst the “noise” of less-informed voices. In addition, tactics within this AR will amplify farmers and ranchers’ (beef producers’) voices through influencer engagement to reach consumers who are concerned about antimicrobial resistance and the responsible use of antibiotics on the farm/ranch.

The National Institute for Animal Agriculture (NIAA) – like many animal agriculture leaders, sees the future of responsible antibiotic use will be shaped by consistent, effective communication of scientific collaboration, and a commitment on the part of the broad animal agriculture sector and its allies to combat antimicrobial resistance (AMR). At the 10th annual NIAA Antibiotic Symposium, beef producers will join fellow farmers and ranchers, veterinarians, animal health professionals and additional leaders within animal agriculture to hone their ability to engage with influencers and consumers in a purposeful way. The knowledge and skills garnered and honed at Symposium will then allow beef producers to engage with influential leaders at The Centers for Disease

Control and with key consumer influencers (bloggers) who affect consumer attitudes regarding beef purchasing/consumption.

Funding	Direct Costs	Implementation	Total
CBB/BPOC Funding Request:	\$84,466	\$5,000	\$89,466

Other Potential Funding	Direct Costs	Implementation	Total
Federation of SBCs Pledges: (Informational Only)	\$0	\$0	\$0
Other Funding: (Informational Only)	\$75,000	\$8,000	\$83,000

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"/>

PROGRAM INFORMATION FOR THIS AR

Tactic A

Tactic Name: 10th Annual NIAA Antibiotics Symposium

Tactic Description:

The 10th Annual NIAA Antibiotic Symposium will continue the work and collaborations established in prior symposia, funded in part by the Beef Checkoff. The Symposium will focus on continued knowledge and insights about responsible antibiotic use and the primary efforts aimed at combating antimicrobial resistance (AMR). All components of the Symposium impact the beef value chain:

- 1) **Science:** understanding causal links, resistance mechanisms, bacterial genomics, the microbiome, current/future research, and more.
- 2) **Alternatives:** preventative and intervention strategies, ensuring antibiotic stewardship, needs and challenges, innovation, and technology.
- 3) **Communication:** How to effectively engage beef producers with reliable and factual information, which can be shared when beef producers are engaging with influencers and consumers.

4) **Education:** How are colleges and universities preparing the next generation of animal agriculture leaders to utilize antibiotics responsibly while engaging in AMR conversations and solutions?

Researchers who explore the consumer decision-making process continually find that shared values are what drive human decision-making (The Center for Food Integrity, 2009). Upon establishment of shared values, messengers (beef producers) can then share scientific and economic facts that will also be used within the decision-making process. The 2020 Symposium will ensure beef producers and their fellow attendees are prepared to engage with influencers and consumers through shared values while also having the knowledge and insights about the science behind responsible antibiotic use and measures to address antimicrobial resistance (AMR) by animal agriculture leaders. Each of these areas will be addressed in the content that will drive improvements in how animal agriculture communicates and engages, leading with common values and science.

The Symposium is unique in its design as it follows the **One Health** approach. **One Health** recognizes the health of people is connected to the health of animals and the environment. The current COVID-19 environment we are living in is a perfect testament to the interconnectivity between human and animal health. And, the need to continuously collaborate and communicate about **One Health** topics and initiatives.

The Symposium creates a synergistic environment where stakeholders from the Centers for Disease Control & Prevention (CDC), the U.S. Food & Drug Administration (FDA), United States Department of Agriculture (USDA), American Veterinary Medical Association (AVMA), National Institute for Antimicrobial Resistance Research and Education (NIAMRRE), state public health offices, and experts from all points along the beef (animal agriculture) supply chain (producers, packers, retailers, etc.), industry associations, and other animal agriculture leaders can come together to celebrate the progress and diligent efforts of industry and veterinary medicine and the work that has broadened the **One Health** collaboration with human medicine and environmental activities. In addition, the Symposium fosters shared learning, networking, and collaboration as, together, food and agriculture system leaders continuously improve the responsible use of antibiotics in animal agriculture while ensuring animal agriculture is doing its part to combat antimicrobial resistance (AMR).

Beef producers will leave the 2020 Symposium and follow-up conversations with skills, knowledge, and insights to more effectively engage with key opinion leaders consumers as they preserve and enhance trust in beef production, safety, and products. Farmers and ranchers also will leave with a toolkit of resources to ensure they are able to engage with influencers and consumers on a variety of platforms – social media, traditional media, in-person, etc.

The toolkit is designed with the understanding that today's beef producers have many roles and responsibilities – on- and off-the-“farm.” Therefore, the resources and materials within the toolkit will allow for a more streamlined process for beef producers to engage with influencers and consumers. The toolkit will support beef producers' activities within Tactic C.

The toolkit will include:

- A message blueprint for both responsible antibiotic use and antimicrobial resistance (AMR) for various audiences
- Fillable content calendars with suggested posting topics
- Customizable assets – frames, PowerPoints, videos, etc.
- Shareable infographics about responsible antibiotic use and AMR
- Resource Library – NGOs, Ally Bloggers, fellow animal agriculture leaders, academia, etc.
- Picture/B-roll library
- Research summaries – public and NIAA-funded, that include facts in a format that can dispel myths about responsible antibiotic use and AMR
- Quarterly touch-base call with beef producers to share successes, questions, needs, etc.
- Help Line for graphic design, messaging, social media, etc., for each beef producer using the toolkit

Please note that due to COVID-19, NIAA and its planning committee for the 2020 Symposium are planning for a variety of Symposium settings – in-person, virtual or a hybrid gathering. Leaders will guide NIAA staff as to the gathering option that is viable and safest as the Symposium dates approach. NIAA staff have robust experience in facilitation of conversations, meetings, symposia, etc. both in-person and virtually. NIAA also possesses the tools and resources to manage either an in-person or virtual Symposium.

Measurable Objectives (*List relevant outcome-based objectives for this tactic*):

- 150 stakeholders from the following segments will attend the 2020 Symposium: Animal agriculture leaders (including beef producers), processors, retailers, research scientists, academia, environmental NGOs, human health professionals, and government. Success is:
 - At least 80 percent of attendees sharing that the Symposium improves their knowledge and understanding of responsible antibiotic use and measure to combat AMR.
 - A successful Symposium will have 80 percent of attendees reporting increased knowledge and skills about communicating with influencers and consumers.
- Engage state beef councils in pre- and post-Symposium media interviews, such as commercial radio, podcasts, farm news, etc. that reach a minimum of 20,000 beef producers with key take-aways advanced by the Symposium agenda.

- A resource toolkit from Symposium will be developed for at least 50 state beef council leaders to utilize post Symposium and its usefulness will be measured via a survey six-months post-Symposium. Success is:
 - At least 50 toolkits being distributed to beef producers – via their respective state beef councils,
 - 80 percent of beef council leaders reporting positive experiences based on use of the toolkit during influencer and consumer engagement.

Performance Efficiency Measures

Producer Reach Goal: 23,370

Producer Engagement Goal: 1,395

KOL Reach Goal: 270

KOL Engagement Goal: 55

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 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 our 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 with the Centers for Disease Control and Prevention (CDC)

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 Prevention (CDC) and related stakeholder groups. Leaders from the CDC are looking forward to this continued collaboration between CDC and NIAA in 2020 and 2021.

Building on the positive outcomes of previous producer engagement with the CDC, a group (approx. 15 to 20)* of state beef council producer leaders will attend and participate in the Antibiotic Symposium, and two or more [from each group] will participate in communication activities – via both traditional media and social media, before and after the Symposium. From that group, at least 15 to 20 beef producers will attend meetings at the CDC in Atlanta, GA.

Beef producers will be empowered to use face-to-face presentations to share 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 antibiotics-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 antimicrobial resistance (AMR) and responsible antibiotic use messaging and activities will be tracked and evaluated for impact.

*When NIAA works with state beef councils, if more beef producers are interested in taking part in this tactic, NIAA will work with CDC to offer additional sessions. Group size is limited to 15-20 to create an optimum environment for learning, conversation and collaboration.

Measurable Objectives *(List relevant outcome-based objectives for this tactic):*

- Host virtual roundtable with at least 250 beef producers and leaders. The roundtable will feature beef producer symposium attendees to share their experience and knowledge gained. Using a post-event survey of roundtable participants, at least 80 percent will score their overall roundtable experience 4 out of 5 on a 5-point Likert Scale.
- Between 15 to 20* 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.
 - A minimum of five (5) beef producer participants will further engage with CDC leaders to serve as trusted resources on information related to farm/ranch practices. This will be measured via three-month, six-month and twelve-month surveys.
 - At least two (2) CDC professionals will visit/tour a beef farm/ranch.
- Create a short video featuring beef producers, and professionals from CDC, FDA or USDA to share the responsible use of antibiotics across the beef value chain. Share the video with a minimum of two influencer-based organizations such as the Food Marketing Institute, Grocery Manufacturers Association, National Restaurant Association, American Academy of Pediatrics, etc., reaching at least 200 consumer influencers (retailers/restaurants/physicians).

*As NIAA invites state beef council leaders to participate, if more producers are interested – than 15-20, NIAA will work with NIAA to determine if additional meetings/interactions can be planned so more beef producers can engage with CDC.

Performance Efficiency Measures

Producer Reach Goal: 1,900

Producer Engagement Goal: 305

KOL Reach Goal: 310

KOL Engagement Goal: 85

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 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 our 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 Support, Partnerships, and Distribution to Amplify Supporting Messaging for Producer Education and Influencer/Consumer Engagement

Tactic Description:

The 2019 Antibiotic Symposium included information on compelling research and scientific updates, 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 influencers and consumers down the line. The 2020 Symposium will build upon feedback and insights from 2019 and will take communications about responsible antibiotic use and antimicrobial resistance (AMR) from *Good to Great*.

This tactic 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, web pages, resources and more will be shared, during and post-event, using influencer networks and social media to reach more stakeholders.

Social media channels as well as traditional channels across the U.S. will be included in both promotion and follow up, sharing antibiotic stewardship and AMR-oriented (antimicrobial resistance) 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). Once again, NIAMRRE is bringing on board the Iowa State University Greenlee School of Journalism and Communication to provide guidance and speakers for the effective communications portion of the meeting to be made available to livestock organizations and associations, as well as on-line availability.

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, Kansas and Kentucky Beef Councils and the participation of state health officials, academics, researchers, and beef producers and the Beef Checkoff.

Measurable Objectives (*List relevant outcome-based objectives for this tactic*):

- At least three (3) communication collaborations with stakeholders will reach at least 250,000 producers and key opinion leaders via social media (Facebook, Twitter, YouTube and LinkedIn) by September 30, 2021. These may include, but are not limited to interviews, videos, podcast, and proceedings.
- An embedded influencer will accompany beef producers to interview them during and about the Symposium and CDC meeting, to produce at least two (2) written

piece(s) as paid media on consumer-facing platforms. The pieces will include pictures or video and will reach a minimum of 100,000 consumers.

- Success will include five (5) percent of consumers reached engaging in the influencer's posts.
- Quarterly follow-up meetings with state beef council leaders will be hosted to ensure the knowledge and insights garnered during Symposium and the CDC visit(s) are useful and affecting change within their engagements with other producers, thought leaders and consumers. This will be measured via pre- and post-event surveys. Success will be:
 - A minimum of 80 percent of beef producers attending rating the usefulness and change affected via surveys at least four (4) out of five (5) on a Likert Scale.
 - A minimum of five (5) beef producers' sharing their story via consumer-focused social media channels – Facebook, Instagram, YouTube, etc. reaching a minimum of 500 followers (average 100 per beef producer) with at least 10 percent of followers engaging with the posts – commenting, sharing, following links to resources, etc.

Performance Efficiency Measures

Producer Reach Goal: 150000

Producer Engagement Goal: 7500

Consumer Reach Goal: 200,000

Consumer Engagement Goal: 10,000

KOL Reach Goal: 45

KOL Engagement Goal: 15

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

SUPPLEMENTAL INFORMATION FOR THIS AR

1. Please explain changes from FY 2020 approved AR:

The 2020 Symposium will build upon the previous symposia – especially as attendees are empowered to enhance their communications about responsible antibiotic use and antimicrobial resistance (AMR) with various audiences. Leaders from across animal agriculture also will explore how, together, animal agriculture leaders can collaborate on research and educational curriculum needs at/by colleges of veterinary medicine, within the animal health business community and with NGOs vested in responsible antibiotic use and combatting AMR.

In addition, the 2020 Symposium will include additional state beef council leaders and these leaders will receive ongoing support after the Symposium as they engage with thought leaders and consumers and share their story as responsible users of antibiotics on their farms and ranches.

The 2020 Symposium also will increase the responsible antibiotic use and AMR conversations to include international insights and sentiments that affect animal agriculture across the U.S.

Finally, while previous NIAA symposia have been managed by shared staff of the National Livestock Producers Association (NLPA) and NIAA, the 2020 symposium will be managed solely by NIAA's staff.

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

N/A

3. Will all work with vendors be competitively bid?

If not, why not?

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

This project has previously been funded in collaboration with the National Livestock Producers Association (NLPA).

DETAILED BUDGET SUMMARY:

AR# 2131-II

CBB/BPOC Funding Request:

Committee Name	Tactic	Tactic Name	Funding Source	Direct	Implementation	Total
Safety	A	10 th Annual NIAA Antibiotics Symposium	BPOC	\$ 65,146	\$ 2,500	\$ 67,646
Safety	B	Beef Producer Engagement with the Centers for Disease Control and Prevention (CDC)	BPOC	\$ 10,334	\$ 2,000	\$ 12,334
Safety	C	Antimicrobial Resistance Communication Support, Partnerships and Distribution to Amplify Supporting Messaging for Producer Education/Consumer Engagement	BPOC	\$ 8,986	\$ 500	\$ 9,486
AR Totals				\$ 84,466	\$ 5,000	\$ 89,466

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

Committee	Tactic	Tactic Name	Funding Source	Direct	Implementation	Total
Safety	A	10th Annual NIAA Antibiotics Symposium	NIAA Members & Donors	\$ 60,000		\$ 60,000
Safety	B	Beef Producer Engagement with the Centers for Disease Control and Prevention (CDC)	Participating beef councils	\$ 15,000		\$ 15,000
Safety	C	Antimicrobial Resistance Communication Support, Partnerships and Distribution to Amplify Supporting Messaging for Producer Education/Consumer Engagement	NIAA Members & Donors		\$ 8,000	\$ 8,000
AR Totals				\$ 75,000	\$ 8,000	\$ 83,000

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	\$ 99,757	\$ -	\$ 50,000	\$ 149,757	\$ 144,757	\$ 5,000	\$ 149,757

FY 2020 Actual Expenses (through June 30, 2020)	CBB/BPOC	FSBCs	Other Source(s)	Total	Direct Cost	Impl.	Total
	AR Totals	\$ 60,000	\$ -	\$ 95,594	\$ 155,594	\$ 150,594	\$ 5,000

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	\$ 140,000	\$ 183,150	\$ 66,500	\$ 130,000	\$ 183,150	\$ 66,500

* Please note that through fiscal year 2020, NIAA has been a subcontractor to NLPA. The above, report is based off of NIAA's accounting and may not account for programs NLPA managed that did not include NIAA as a subcontractor.*