

## AUTHORIZATION REQUEST FOR FY 21

CBB Budget Category: **Consumer Information**

Name of Contractor: **Meat Import Council of America (MICA)**

Name of Organization Subcontracting: **Pennsylvania Beef Council through the Northeast Beef Promotion Initiative (NEBPI)**

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

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

### AR OVERVIEW

#### **AR Description:**

The Northeast region is home to nearly 72 million consumers, which equates to approximately 22%<sup>1</sup> of the United States population and encompasses four of the top 10 United States metro cities - New York City, Boston, Philadelphia and Washington D.C. The Northeast Beef Promotion Initiative (NEBPI), which was established during the 2005-2006 fiscal year, has continued to play a key role, in conjunction with our regional State Beef Council (SBC) partners. A key objective of the program is to extend national checkoff messaging and content to this region, by bridging the knowledge and resource gap with our target audiences – supply chain influencers, consumers and nutrition influencers.

The Northeast region is vastly consumer-heavy compared to our cattle population. In fact, only 3.8% of the national beef checkoff dollars are being collected within the 13-state region<sup>2</sup>, where people outnumber cattle fourteen to one<sup>3,4</sup>. The NEBPI plays a vital role in extending national checkoff messaging and content, as five of the region's 13 states lack SBC presence. The NEBPI strives to constantly evolve and grow to best reach and engage our target audiences, all while making the most positive impact for the beef industry. This is achieved by judiciously putting checkoff dollars to work through targeted engagement with Northeast influencers, who amplify the positive beef story with their unique circles of influence. The checkoff's growth in reaching our Northeast audience is attributed to the continued support of SBC funding partners. Overall, 34% of the total budget for the NEBPI's 2019-2020 fiscal year was provided by our seven SBC partners.

Source: 1. U.S. Census Bureau, Vintage 2019 Population Estimates

2. Cattlemen's Beef Promotion and Research Board, Statement of Assets, Liabilities and Net Assets, September 30, 2019

3. USDA NASS Cattle Data from January 31, 2020 - <https://downloads.usda.library.cornell.edu/usda-esmis/files/h702q636h/rb68xv24k/76537h73d/catl0120.pdf>

4. Annual Estimates of the Resident Population: 2019 Population Estimates (as of July 1, 2019) - <https://www2.census.gov/programs-surveys/popest/tables/2010-2019/state/totals/nst-est2019-01.xlsx>

**2019 Northeast Dashboard Survey:** The importance of connecting with our Northeast consumers is an ever-growing need. As trends and marketing tactics evolve, so does the NEBPI's programming. The foundation for all programming executed within the Northeast region is the Beef Industry Long Range Plan (LRP), in unison with our consumer attitude research. To keep a pulse on consumer attitudes and attitudinal shifts among our Northeast consumers, the NEBPI invested in a heavy-up of the quarterly Dashboard Survey, conducted by the National Cattlemen's Beef Association (NCBA), a contractor to the Beef Checkoff. The regional data was collected within five metropolitan cities (Boston, Hartford, New York City, Philadelphia and Washington D.C.), as well as from consumers across Pennsylvania and New York state. High-level findings from the survey revealed the following:

- Unique to the Northeast consumer, **health** is a top factor when considering protein meals at home, followed by taste, value and safety.
- The Northeast consumes less beef on a weekly basis than the total U.S., and overall perceptions are **less positive** in the Northeast, driven by health.
  - 61% of Northeast consumers eat beef weekly, compared to 68% of the total U.S.
  - 51% of Northeast consumers claim to have a positive perception of beef, compared to 56% positive perception with the total U.S. 19% of Northeast consumers claim a negative perception, compared to just 16% of the total U.S.
- More people in the Northeast claim to have **less trust** and **low knowledge** about beef but would like to learn more about where their beef comes from and how it is raised.

While this research helps to point out those differing opinions among our Northeast consumers, ultimately it highlights opportunities for continued success of this program to reach those consumers, who are far from understanding today's agriculture. Our research shows **health** continues to be a main barrier in the Northeast, followed secondarily by production related aspects. We've also gained insight into the benefits of continuing to share "Beef. It's What's for Dinner" content to improve brand awareness.

Knowing these results, we have key research that helps align projects and programs with the needs of our consumers while addressing desired outcomes of the Beef Industry's Long Range Plan. This coming year, NEBPI program staff will continually work to highlight beef's nutritional attributes, while enlightening consumers on beef production practices to ensure the positive attributes of beef are well-known among Northeast consumers.

Source: Northeast State Dashboard November 2019; Total US N=501; Northeast N=747

Funding	Direct Costs	Implementation	Total
<b>CBB/BPOC Funding Request:</b>	\$305,034	\$192,000	\$497,034

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

**PROGRAM INFORMATION FOR THIS AR**

**Tactic A**

**Tactic Name:** Supply Chain Engagement

**Tactic Description:**

Retail and foodservice partners serve as cornerstones to the Beef Checkoff's ability to build trust with consumers as they work directly to meet their daily protein/food needs. This tactic seeks to position beef as the top protein choice among retail and foodservice partners within the Northeast who will ultimately communicate beef's position as the top protein choice directly to consumers.

To meet the needs and expectations of our region's consumers, targeted promotional and educational support is needed to deliver valuable beef messaging and content. Providing hands-on support and learning experiences for our supply chain partners lends itself to the development of future key opinion leaders, and continues to expand beef knowledge, positively shift perceptions of beef and the beef industry, and influence beef sales within the region.

The Northeast region averages 16.1% of total beef dollar sales and 15.1% of total beef volume sales compared to total U.S. beef sales. The average volume of beef sold in the Northeast is 823 million pounds per year and the average price per pound for beef sold in the Northeast was \$0.34 higher than beef sold nationally. Beef means big business in

the Northeast and regional foodservice and retail partners continue to remain crucial assets to the success of the Beef Checkoff.<sup>1</sup>

On-going relationship development with retail and foodservice partners provides the ability to create meaningful engagement opportunities that facilitate the ability to influence beef sales and extend nationally developed checkoff resources, like the latest nutrition research, merchandising opportunities, cooking tips, and recipe inspirations. Emphasis will be placed on continuing to connect with key opinion leaders in retail and foodservice who have a large consumer outreach influence, which goes beyond the traditional brick and mortar storefronts, and includes online grocers, meal-kit delivery companies, grocery delivery services, chefs, registered retail dietitians, culinary institutions, butchers and more.

Efforts will be directed towards working with these strategic partners to identify high-impact opportunities that will support learning and retail/foodservice promotions. For example, the NEBPI will ensure targeted retail and foodservice industry conferences feature beef-focused trainings and educational content at large regional meetings and courses, by offering immersion opportunities/farm tours, webinars and virtual learning opportunities, delivering cooking and/or cutting demonstrations, and supporting hands-on culinary classroom programming, to name a few.

Providing these resources and hands-on educational efforts to retail and foodservice has proven to be effective in improving perceptions and opinions surrounding beef and/or the beef industry, as well as improving partners' first-hand knowledge. The NEBPI continues to lean on past learnings and successes to ensure that the program is continually growing and expanding within the region. This will ultimately lead to the increase in dissemination of beef information to the retail and foodservice customer base. Building up advocates for the beef industry within the supply channels will, in turn, grow trust with consumers, ensuring stronger beef demand.

Our Northeast Dashboard research shows that the top three most important factors consumers list when deciding to eat beef, either at home or at a restaurant, include "beef is a healthy choice," "beef is great tasting," and "beef has good value for the money."<sup>2</sup> Messaging centered around beef's taste and nutritional advantages will be the focal point of supply chain outreach that strives to connect and communicate directly with consumers. Innovative avenues to reach consumers, both in-store and/or through non-traditional retail and foodservice opportunities will be explored to extend these messages. The NEBPI continues to see the positive impact of strategic programming, such as Beef & Veal in the Culinary Classroom. The program has continued to welcome an increase in interested schools and educators, showing the demand and interest for these hands-on resources and accompanying course material is not slowing down. The program has also seen a similar pattern in working with retail partners, like Fresh Direct, an online grocer. The grocer has experienced a 15.6% increase of total beef dollar sales, and over 410,000 impressions, through collaborative campaigns that hold a regional uniqueness all their own.

Source: 1. IRI/Freshlook, Total US & Northeast MULO, L52 ending 01/26/2020

2. Northeast Dashboard Survey Source: Toluna State Dashboard October 2018; Total US N=539; Northeast N=950

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

- Have a presence at, coordinate or sponsor a minimum of three targeted retail and/or foodservice events, such as regional conferences, trainings, farm tours and/or virtual or in-person meetings with a year-end goal to engage with retail and foodservice key opinion leaders and achieving a minimum average positive opinion rating of beef and/or beef industry of 80%.
- Measure supply chain digital communications through outlets such a supply chain e-newsletters, online publication ad placements, etc. and increase reach by 5% over the previous year, demonstrating an interest in checkoff resources and information.
- Coordinate a minimum of two foodservice/retail promotions/campaigns with a goal to increase units of beef sold and/or beef sales amount by a minimum of 7%, during the length of a promotion/campaign.
- Establish benchmark to measure the increase in knowledge among supply chain professionals following in-person training, demonstration, and/or immersion events.
- Develop meaningful relationships with a minimum of two new foodservice/retail contacts with the goal to establish the foundation for future partnerships and promotions that build consumer beef demand.

**Performance Efficiency Measures**

**Consumer Reach Goal: 1,000,000**

**Consumer Engagement Goal: 50,000**

**KOL Reach Goal: 4,500**

**KOL Engagement Goal: 400**

**LRP Strategic Initiatives Addressed by this Tactic**

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

**Tactic B**

**Tactic Name:** Consumer Marketing

**Tactic Description:**

Connecting and communicating directly with our Northeast consumers is the core focus of our Consumer Marketing tactic. This tactic seeks to engage both with consumers directly and via trained beef advocates, like regional and national beef producers, industry stakeholders, and key consumer influencers, like foodie/lifestyle bloggers, chefs and Team Beef members, to name a few.

This program seeks out key influencers who desire to share out beef content and engage with a consumer following, who ultimately aligns as our target audience of metropolitan millennial parents. Efforts are made to create mutually beneficial partnerships that further our positive beef messaging and appeal to the key influencer's audience. Partnership with those key influencers enables this program to expand their

knowledge about beef, while using their established digital platforms and circles of influence to in turn educate others.

Outreach efforts will be centered on delivering memorable messages, through various avenues, to our Northeast consumers, regarding beef's nutritional attributes, quality, versatility, and safety, as well as the beef community's commitment to animal well-being and the sustainable use of natural resources. These key topics are linked back to our 2019 Northeast Dashboard Survey as we know health is a top factor when considering protein meals at home. We also know that the Northeast consumes less beef on a weekly basis when compared to the total U.S., and overall perceptions surrounding beef are less positive, largely driven by health. More people in the Northeast claim to have less trust and knowledge about beef, however they are willing and want to learn more about where their beef comes from and how it is raised. Providing our Northeast consumers with sound, science-based key messages surrounding these core areas of interest continues to prove successful in increasing beef demand.

In addition, the way our Northeast consumers are gathering information is an ever-changing landscape, but programming continues to diversify outreach efforts to connect with consumers and ensure beef remains top of mind. Nationally developed beef messaging and content will be shared to reach consumers in a variety of ways, including in-person events and sponsorships, if permissible, digital advertising campaigns, social media campaigns and radio advertising, to name a few. The key to continued success is being flexible and ensuring that we are maintaining relevance and meeting our consumers where they are at, at any given time. Our priority continues to be placed on metropolitan areas with limited and/or no State Beef Council presence.

This tactic has continued to learn and build from previous success and relationships with key influencers to support Northeast consumers' confidence in beef. The program will continue to enlist the expertise of regional and national beef industry stakeholders to host 1-2 regional trainings with key Northeast influencers, such as retail dietitians, bloggers, chefs, foodies, Team Beef members, registered dietitians, etc. The training(s) may include, but are not limited to, farm tours, media training, mock interviews/demonstrations, culinary innovation, sharing science-based research surrounding beef's nutritional benefits, etc., where influencers can learn how today's beef is raised, as well as gain the latest skills in how to share that story within their circles of influence. Building up and engaging influencers is key in extending the reach and impact with our Northeast consumers, given the large geographic territory. Emphasis will also be placed on cultivating and deepening our relationship and outreach with at least two new influencers to further share beef messaging and content, whether through on-air media opportunities, social campaigns, interactive videos, etc.

Priorities will also be focused on reaching our health-conscious, active consumers through the support of the Northeast Team Beef program. Nationally developed, checkoff-funded educational materials highlighting beef's nutrient density, specifically the strength messaging, will be distributed to participants. All Team Beef members will

be encouraged to complete their Masters of Beef Advocacy (MBA), view checkoff-funded content in the form of mandatory team webinars, share beef's role in their training, pre-race training and post-race recovery on social media, as well as help staff on-site efforts at consumer events. Members will be updated with the latest checkoff content and messaging through monthly e-newsletters and held to a set of criteria, including outlined expectations, to remain on the team each year.

This tactic will continue to capitalize on flexible new media technologies and innovative communication tactics because we know that media consumption in the U.S. is at historical highs<sup>1</sup>. According to the February 2020 Nielsen Total Audience report, Americans are spending just shy of 12 hours each day with media platforms. We also know that three-fourths of U.S. consumers are broadening their media options with streaming subscriptions and TV-connected devices<sup>1</sup>. Utilizing these technologies to deliver memorable messages directly to consumers regarding beef's nutritional attributes, quality, versatility, safety, as well as the beef community's commitment to animal well-being and the sustainable use of natural resources, will continue to prove impactful.

Compelling and strategic digital and social campaigns will be utilized to engage our Northeast consumers online and at in-person at events. Programming will continue to use nationally developed, shareable content throughout the year on our social properties and via digital campaigns. The NEBPI staff will partner with other checkoff contractors on large digital opportunities that impact our region, for example the Drool Log Cinema Extension and Top 5 States Campaign in FY20.

In-person event sponsorship and face-to-face interactions with our Northeast consumers have proven to be very impactful in growing consumers' confidence in beef and beef production, however the program is built with enough flexibility to adjust and adapt to any continued challenges we may face. For example, in FY20 staff were able to adapt messaging and content to fit into in-person events that were transitioned to virtual platforms, serve consumers with timely and valuable information via the NEBPI social media platforms, foster our relationships with key influencers and support nationally executed digital opportunities to ensure that we were still meeting the needs of our region, even with the challenges associated with travel restrictions, social distancing, etc.

Additional events/programming within this tactic will be dependent on the addition of the direct State Beef Council funding to our program. There will continue to be a focus on boots on the street, grassroots engagement utilizing our key Northeast influencers to help multiply success at our in-person events.

Source: 1. <https://www.nielsen.com/us/en/insights/article/2020/staying-put-consumers-forced-indoors-during-crisis-spend-more-time-on-media/>

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

- Sponsor and/or participate in a minimum of 2-3 consumer outreach programs/digital/social campaigns to elevate BIWFD content, earning a minimum of five million consumer views to checkoff content.
  - Meet or exceed engagement rate of 10% through any in-person consumer marketing efforts, as we are able.
- Measure and maintain the consumer's favorable rating of beef at or above 66%. Favorability will be measured via a survey/questionnaire, which will be woven into consumer marketing efforts.
- Measure digital reach through monthly consumer-facing e-newsletter and establish an average 'Open Rate' of at least 15%, demonstrating an interest in checkoff resources and information.
- Host 1-2 regional media trainings with influencers, with a year-end goal to reach a minimum of 8-10 influencers total, within the region.
- Establish a benchmark to measure the average reach and engagement metrics each Northeast advocate/influencer is able to obtain, when sharing beef checkoff related messages.
- Support/Sponsor 35-40 Northeast-based Team Beef members during FY21 and build on the previously achieved team successes, increasing the impact of members activities, involvement, and social presence with consumers, with a goal to meet or exceed FY20 program year end actual reach and engagement metrics.

**Performance Efficiency Measures**

**Consumer Reach Goal:** 4,400,000

**Consumer Engagement Goal:** 100,000

**Voice/KOL Reach Goal:** 300

**Voice/KOL Engagement Goal:** 180

**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 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 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 checked="" type="checkbox"/> Connect & communicate directly with consumers |
|   | <input checked="" type="checkbox"/> Engage beef advocates      | <input type="checkbox"/> Defend beef's product identity                        | <input type="checkbox"/> Improve our product                                      |

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

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

**Tactic C**

**Tactic Name:** Nutrition Influencer Engagement

**Tactic Description:**

Communicating beef's nutritional benefits is a key focus throughout this entire AR, as outlined by our 2019 Northeast Dashboard survey results, but rings even more true with our Nutrition Influencer Engagement efforts. This tactic seeks to engage directly with our regional nutrition and medical leaders, whom consumers turn to for advice, questions, and guidance in their nutrition journey.

Programs will target crucial audiences or key opinion leaders, including credentialed nutrition experts and communicators, health professionals, medical doctors, fitness professionals, culinary leaders, and social/nutrition influencers, to name a few. We consider an influencer someone to be credentialed in their field of health-related work, who has influence over a group of clients, patients, or social followers. By identifying and pursuing meaningful relationships with nutrition influencers, the NEBPI will grow

advocates for beef to improve the overall perception of the protein, which ultimately leads to more beef purchases and consumption.

Sharing the science-based research, evidence and key messages advocating for the importance of beef in a healthy dietary pattern will enable our influencers to extend that beef information directly to their patients and clients. Nationally developed checkoff resources and research will be extended on a regional basis, keeping those credential health professionals informed as they care for clients in the populated metropolitan cities like New York City, Boston, Philadelphia and many more. The influencers we seek to engage with will have either a strong online presence or a captive audience to help spread the positive message about beef. These influencers are essential to connect with our targeted consumers or influencer colleagues as a trusted and valued voice. Their opinions can often ring high above their peers and they will be an advocate for beef by extending the positive beef nutrition message via social media and through meetings/programs they host themselves, which are best suited for their audience.

In many instances, this tactic starts to build those relationships from the ground up. Checkoff staff begins by reaching and meeting with influencers through organizations that bring together credentialed health professionals, such as state Academy of Nutrition & Dietetics groups, Academy of Family Physicians, Associations of School Foodservice Professionals, along with many others. This program extends checkoff research and materials while also increasing engagement opportunities, that could include speaker seminars, meal sponsorships experience-based events, culinary demos and much more.

To ensure continued engagement and outreach with our nutrition influencers throughout the year, staff expands upon those outreach efforts through e-newsletter distribution, nutrition webinar invitations, advertisement placements in their academy publications and others. These endeavors allow us to keep the latest beef checkoff-funded nutrition information and research top of mind throughout the year.

Over the years, this program has fostered several relationships with key nutrition influencers throughout the Northeast and continues to build on those successes year after year, creating genuine advocates for beef. The checkoff provides educational opportunities, resources, and knowledge, while the influencer will serve as a vehicle to share this information with their colleagues, clients, patients or students. The NEBPI will also seek to further build confidence in beef through specialized influencer programs and immersion events, such as farm tours, where nutrition professionals can learn how today's beef is raised and get their production-related questions answered by beef producers and industry professionals. Further engaging with our influencer audiences, outside of the initial introduction at meetings/conferences, has proven to show significant change towards the perception of beef. Their knowledge base about beef and its importance in a healthy dietary pattern seems evident in an almost "light-bulb effect" when they see just how much dedication and commitment cattle farmers and ranchers demonstrate to producing a safe and wholesome product. During these

specialized events, the NEBPI enlists the expertise of regional and national beef industry advocates and stakeholders to engage with our influencer audiences, enabling us to share a unified message to represent the entire beef community. Industry advocates could include MBA graduates, industry stakeholders, beef producers, cattlemen organizations, etc. To increase our influencer's understanding of agriculture, collaboration efforts could also be extended to local and regional commodity groups, such as experts in the dairy, pork, crop, etc., communities. Partnerships such as these will help to bridge that knowledge and resource gap about modern agriculture.

While these programs work best through face-to-face engagement efforts, the NEBPI can shift many of its initiatives to a virtual learning platform, if needed. Flexibility has been key to the growth and maintenance of this program through the years and will continue to be a new normal as we sort our way through challenging times worldwide.

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

- Increase engagement opportunities with beef educational content through seminars, program sponsorship, meeting participation, etc., to achieve an average engagement rate of 40% with targeted nutrition influencers, demonstrating a desire to access beef checkoff content.
- Achieve a minimum of 80% positive perception of beef and beef products, after engaging with beef content, when surveyed, following virtual or in-person training, demonstration, and/or immersion event.
- Establish a benchmark to measure the average number of engagements for each influencer/advocate who shares beef checkoff messages.
- Continue to measure digital engagement through a nutrition e-newsletter and increase the average measured engagements to 9%, showcasing a desire to view checkoff content.

**Performance Efficiency Measures**

**Consumer Reach Goal:** 270,000

**Consumer Engagement Goal:** 7,000

**Voice/KOL Reach Goal:** 2,200

**Voice/KOL Engagement Goal:** 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
---------------------	---------------------	------------------------------------	--------------------------

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

N/A

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

Two Way Street Digital, Kascom Media, Meltwater, The Promo Girl and Purple Martin Creative

3. Will all work with vendors be competitively bid?

No

***If not, why not?***

The initiative will leverage the ongoing relationships with agencies/vendors who have historical knowledge with our program and needs. New contracts, fees and

deliverables are reviewed every year and all agencies/vendors are expected to meet or exceed contractual goals. As needed, work may be contracted out with new consultants, who will be competitively bid at that time.

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

The work outlined in this AR continues to build upon and enhance the work previously done by the NEBPI through the previously funded 15 authorization requests. Authorization requests continue to become more efficient, streamlined, targeted and focused in the work accomplished. Funding support from state beef council partners continues to grow and enhance each of the program tactics.

**DETAILED BUDGET SUMMARY:**

**AR# 2120-CI**

**CBB/BPOC Funding Request:**

Committee Name	Tactic	Tactic Name	Funding Source	Direct	Implementation	Total
Consumer Trust	A	Supply Chain Engagement	BPOC	\$ 69,034	\$ 64,000	\$ 133,034
Consumer Trust	B	Consumer Marketing	BPOC	\$ 139,000	\$ 64,000	\$ 203,000
Consumer Trust & Nutrition/Health	C	Nutrition Influencer Engagement	BPOC	\$ 97,000	\$ 64,000	\$ 161,000
<b>AR Totals</b>				<b>\$ 305,034</b>	<b>\$ 192,000</b>	<b>\$ 497,034</b>

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

Committee	Tactic	Tactic Name	Funding Source	Direct	Implementation	Total
Consumer Trust	A	Supply Chain Engagement	Federation	\$ -	\$ -	\$ -
Consumer Trust	B	Consumer Marketing	Federation	\$ -	\$ -	\$ -
Consumer Trust & Nutrition/Health	C	Nutrition Influencer Engagement	Federation	\$ -	\$ -	\$ -
<b>AR Totals</b>				<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>

**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	\$ 498,786	\$ -	\$ 253,600	\$ 752,386	\$ 466,286	\$ 286,100	\$ 752,386

FY 2020 Actual Expenses (through June 30, 2020)	FY 2020 Actual Expenses						
	CBB/BPOC	FSBCs	Other Source(s)	Total	Direct Cost	Impl.	Total
AR Totals	\$ 302,957		\$ 147,687	\$ 450,644	\$ 294,986	\$ 155,659	\$ 450,644

**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	\$ 437,000	\$ 406,000	\$ 350,800	\$ 434,906	\$ 381,329	\$ 343,901