

2021-2025 CHECKOFF COMMITTEE STRUCTURE

COMMITTEE	COMMITTEE LONG RANGE PLAN INITIATIVES (numbers align to the 41 Initiatives within the LRP)	COMMITTEE SCOPE & PROGRAM EXAMPLES
<p style="text-align: center;">CONSUMER TRUST</p>	<p>2. Drive adoption of traceability Invest in education, communication and other activities that drive the industry to unify efforts to achieve traceability (e.g. U.S. Cattle Trace).</p> <p>9. Align and collaborate with traditional and non-traditional partners to tell the positive story of beef cattle production Engage experts in developing fact-based messaging about animal care, beef industry sustainability, beef safety and beef nutrition. Identify, train and develop grassroots representatives to serve as trained industry spokespeople.</p> <p>11. Expand efforts in educating the general public about the BQA program and its impact on animal well-being Broaden use of print, video, social media and virtual/in-person tours to educate consumers, influencers and the general public about the BQA program and its positive impact on animal care and well-being.</p> <p>13. Develop a direct-to-consumer beef safety campaign Develop a more direct-to-consumer campaign focused on improving consumer confidence in the unrivaled safety of U.S. beef by communicating the protocols and safeguards used to ensure beef safety (e.g. residue testing).</p> <p>26. Demonstrate beef’s positive sustainability message and key role in regenerative agriculture Work with environmental experts to identify opportunities to improve impactful measurements of the Beef Lifecycle Assessment. Stay engaged with USRSB and conservation groups to document and communicate, to policy makers and others, the regenerative benefit of cattle and their role in effectively stewarding our natural resources.</p> <p>32. Develop crisis management plans Develop and/or update emergency management plans based on key risks and vulnerabilities facing the beef industry.</p>	<p>Purpose: Grow consumer trust in beef and beef production through greater adoption and understanding of industry best practices.</p> <ul style="list-style-type: none"> • Examples of current programs within scope: <ul style="list-style-type: none"> ○ MBA outreach ○ Sustainability messages ○ Issues Management ○ Education and Curriculum Development

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DOMESTIC MARKETING	<p>19. Implement a marketing campaign that communicates beef’s advantage compared to alternative proteins Conduct market research and develop a marketing campaign that defines and communicates beef’s comparative advantages and effectively highlights attributes important to consumers (e.g. on-pack labeling, nutritional facts labeling and/or other point-of-purchase communication).</p> <p>20. Develop targeted marketing programs focused on the highest opportunity market segments Develop targeted messaging that positively resonates with highest opportunity market segments across media platforms to communicate beef’s compelling value proposition.</p> <p>21. Cultivate collaborative promotion partnerships Cultivate opportunities to build collaborative beef promotion partnerships (e.g. complementary commodities, innovative retailers/food service organizations, etc.)</p> <p>23. Engage consumers in a memorable beef eating experience Educate and encourage beef marketers to be more creative in developing and delivering a more robust and memorable beef eating experience (e.g. creation of virtual experience via kiosk at restaurants, waiter/waitress training, butchers, beef connoisseur program, etc.)</p> <p>24. Develop a more interactive and exciting beef purchasing experience Research and invest in innovative educational tools and expand the use of technology (e.g. QR codes) in designing a more interactive meat case. Partner with supply chain experts to engage customers in more interactive retail beef purchasing experiences.</p> <p>25. Promote underutilized beef cuts and new variety meat products Drive acceptance and use of underutilized beef cuts and the creation of new variety meat products while continuing to promote traditional beef cuts.</p>	<p>Purpose: Inspire consumers, and those who impact consumers, to make beef their preferred protein through targeted, innovative communication and marketing.</p> <ul style="list-style-type: none"> • Examples of programs within scope: <ul style="list-style-type: none"> ○ Consumer advertising ○ Influencer marketing ○ eMarketing ○ Chuck Knows Beef ○ Be Beef Prepared

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INTERNATIONAL MARKETING	<p>2. Drive adoption of traceability Invest in education, communication and other activities that drive the industry to unify efforts to achieve traceability (e.g. U.S. Cattle Trace).</p> <p>3. Identify and address export customer needs and values Invest in research to identify the attributes which are of most interest and concern to foreign customers.</p> <p>5. Collaborate with targeted partners to promote U.S. beef in foreign markets Cultivate existing relationships and develop new relationships with industry partners who are willing to invest resources in promoting and marketing U.S. beef.</p> <p>6. Invest in research, marketing, and education programs Identify high-potential markets and invest in product innovation, research, marketing and education programs that leverage the unique attributes of U.S. beef.</p>	<p>Purpose: Increase U.S. beef demand in international markets by leveraging unique attributes of U.S. beef.</p> <ul style="list-style-type: none"> • Examples of programs within scope: <ul style="list-style-type: none"> ○ Market access and development in foreign countries ○ Leveraging US beef attributes (safety, sustainability, product offerings, high quality, etc.), for increased foreign demand.

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NUTRITION & HEALTH	<p>8. Educate medical, diet and health professionals about beef and beef production. Expand educational outreach programs for professionals in the medical, diet and health communities focused on providing facts about nutrition and beef production.</p> <p>10. Engage positively in the sustainable nutrition conversation Promote the positive contribution the beef cattle industry makes to nutrient dense, healthy and sustainable food systems with a particular emphasis on in-person and/or virtual engagements with k-12 students who are developing their dietary patterns and preferences.</p> <p>18. Promote the role of beef in a healthy and sustainable diet Expand marketing and education efforts specifically highlighting the role of beef in a healthy lifestyle and sustainable diet.</p> <p>28. Ensure beef's inclusion in dietary recommendations Ensure the government and medical/health organizations utilize knowledgeable experts and trusted research in making nutrition-based dietary recommendations.</p>	<p>Purpose: Advance credible research demonstrating the nutritional and health benefits of beef, and effectively communicate results with consumers, opinion leaders and stakeholders.</p> <ul style="list-style-type: none"> • Examples of programs within scope: <ul style="list-style-type: none"> ○ Nutrition research ○ Nutrition influencer outreach ○ Comments submitted to organizations shaping food guidance

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SAFETY & PRODUCT INNOVATION	<p>13. Develop a direct-to-consumer beef safety campaign Develop a more direct-to-consumer campaign focused on improving consumer confidence in the unrivaled safety of U.S. beef by communicating the protocols and safeguards used to ensure beef safety (e.g. residue testing).</p> <p>17. Use innovative methods and technologies to value carcasses based on eating satisfaction and red meat yield Develop technology and methodologies needed to value individual carcasses based on the use of innovative methods of carcass assessment that more accurately measure and predict consumer eating satisfaction, red meat yield and other attributes that drive consumer demand.</p> <p>22. Promote innovative online marketing, packaging and shipping solutions to enable the direct marketing of beef Promote online marketing solutions and identify ways to safely, efficiently and affordably deliver fresh and frozen beef directly to consumers.</p> <p>25. Promote underutilized beef cuts and new variety meat products Drive acceptance and use of underutilized beef cuts and the creation of new variety meat products while continuing to promote traditional beef cuts.</p> <p>30. Drive continuous improvement in food safety Engage with government agencies, organizations and private entities to support research and develop proactive protocols that specifically help to reduce the risk of Salmonella spp. and antimicrobial resistance.</p>	<p>Purpose: Enhance beef safety through adoption of science-based practices, and inspire the beef community to innovate products, packaging, and industry solutions.</p> <ul style="list-style-type: none"> • Examples of programs within scope: <ul style="list-style-type: none"> ○ Pre and post-harvest beef safety research. ○ Product quality research ○ Culinary innovation, cooking methods

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STAKEHOLDER ENGAGEMENT	<p>7. Measure, document, improve and communicate the net environmental impact of beef production Engage scientific experts in addressing the issue of greenhouse gas, creating data around carbon sequestration, and expanding our knowledge of the methane lifecycle. Aggressively explore alternatives for reducing methane emissions. Cultivate opportunities for the beef industry to participate in carbon credit markets.</p> <p>9. Align and collaborate with traditional and non-traditional partners to tell the positive story of beef cattle production Engage experts in developing fact-based messaging about animal care, beef industry sustainability, beef safety and beef nutrition. Identify, train and develop grassroots representatives to serve as trained industry spokespeople.</p> <p>12. Expand BQA program to include verification Create verification tools for each industry segment.</p> <p>36. Attract innovation and intellectual capital into the beef industry Establish beef industry innovation initiatives that create forums/conferences to showcase new technologies and attract capital with the goal of accelerating the discovery and adoption of new technologies while recruiting and educating talent for the beef industry.</p> <p>37. Encourage the cooperation and collaboration of existing industry advisory committees to identify and prioritize research efforts Establish and publicize beef industry research priorities by fostering collaboration between existing organizations and committees and ensuring that critically important research efforts are adequately addressed (e.g. AMR, food safety, microbiome and genomic research, gene editing, environmental/sustainability issues, traceability, big data, etc.).</p> <p>A. Producer Communications Not a specific Long Range Plan initiative, but an important checkoff program area.</p>	<p>Purpose: Engage beef community stakeholders in programs that enhance understanding of the beef checkoff and advance the beef industry.</p> <ul style="list-style-type: none"> • Examples of programs within scope: <ul style="list-style-type: none"> ○ BQA enrollment ○ VQA ○ MBA enrollment ○ Spokesperson development ○ Producer Communications

	<p style="text-align: center;">These Initiatives are likely outside the scope of the Checkoff and have not been assigned to a checkoff committee</p>	
	<ul style="list-style-type: none"> 1. Negotiate and execute free trade agreements. 4. Advocate for the adoption and use of international science-based trading standards. 14. Increase packer capacity 15. Develop production/processing/marketing systems that result in more equitable margin distribution. 16. Explore business models and risk management tools that result in more sustainable producer profit opportunities. 29. Manage the political and regulatory environment. 31. Protect and promote grazing on public and private land. 33. Collaborate with other organizations to advance policy priorities. 34. Defend science-based production technologies. 35. Increase industry funds for beef marketing, promotion and research. 38. Develop and implement new genetic/genomic tools and technologies. 39. Increase industry resources for production research. 40. Ensure that publicly funded research and intellectual capital remains in the public domain. 41. Explore and educate producers on creative land use alternatives to generate new revenue streams. 	