

**Tactic Quick Guide**  
**Preliminary FY22 Tactics**



**Domestic Marketing**  
**Committee**

# DOMESTIC MARKETING COMMITTEE TACTIC OVERVIEW

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**Contractor: North American Meat Institute (Prepared Beef Promotion)**

**Subcontractor:**

**Tactic#: 2200-A: Consumer Outreach**

**LRP Initiatives Addressed by this Tactic**

Drive Growth in Beef Exports	Grow Consumer Trust in Beef Production	Develop & Implement Better Business Models & Value Distribution Across All Segments	Promote & Capitalize on the Multiple Advantage of Beef	Improve the Business & Political Climate of Beef	Safeguard & Cultivate Investment in Beef, Industry Research, Marketing & Innovation
<ul style="list-style-type: none"> <li><input type="checkbox"/> Drive adoption of traceability</li> <li><input type="checkbox"/> Identify &amp; address export customer needs and values</li> <li><input type="checkbox"/> Collaborate with targeted partners to promote U.S. beef in foreign markets</li> <li><input type="checkbox"/> Invest in research, marketing &amp; education programs</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Measure, document, improve &amp; communicate the net environment impact of beef production</li> <li> <ul style="list-style-type: none"> <li>■ Educate medical, diet &amp; health professionals about beef &amp; beef production</li> <li>■ Align and collaborate with traditional &amp; nontraditional partners to tell the positive story of beef production</li> </ul> </li> <li><input type="checkbox"/> Engage positively in the sustainable nutrition conversation</li> <li><input type="checkbox"/> Expand efforts in education the general public about BQA program &amp; it's impact on animal well-being</li> <li><input type="checkbox"/> Expand BQA program to include verification</li> <li><input type="checkbox"/> Develop a direct-to-consumer beef safety campaign</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Use innovative methods &amp; technologies to value carcasses based on eating satisfaction &amp; red meat yield</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Promote the role of beef in a health &amp; sustainable diet</li> <li><input type="checkbox"/> Implement a marketing campaign that communicates beef's advantage compared to alternative proteins</li> <li> <ul style="list-style-type: none"> <li>■ Develop targeted marketing programs focused on the highest opportunity market segments</li> <li>■ Cultivate collaborative promotion partnerships</li> </ul> </li> <li><input type="checkbox"/> Promote innovative online marketing, packaging &amp; shipping solutions to enable the direct marketing of beef</li> <li> <ul style="list-style-type: none"> <li>■ Engage consumers in a memorable beef eating experience</li> </ul> </li> <li><input type="checkbox"/> Develop a more interactive &amp; exciting beef purchasing experience</li> <li><input type="checkbox"/> Promote underutilized beef cuts &amp; new variety meat product</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Demonstrate beef's positive sustainability message &amp; key role in regenerative agriculture</li> <li><input type="checkbox"/> Defend beef's product identity</li> <li><input type="checkbox"/> Ensure beef's inclusion in dietary recommendations</li> <li><input type="checkbox"/> Drive continuous improvement in food safety</li> <li><input type="checkbox"/> Develop crisis management plans</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Attract innovative &amp; intellectual capital into the beef industry</li> <li><input type="checkbox"/> Encourage the cooperation &amp; collaboration of existing industry advisory committees to identify &amp; prioritize research efforts</li> </ul>

## Committee(s) to Score this Tactic

Consumer Trust	Domestic Marketing	International Marketing	Nutrition & Health	Safety & Product Innovation	Stakeholder Engagement
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Tactic Description:

#### ***Be Beef Prepared* Viral TikTok Campaigns**

To date, NAMI has coordinated three campaigns with the Food Renegades on TikTok. This includes Weiner Wednesday, *Be Beef Prepared* for the Holidays, and the Deli Dinner Showdown. Each campaign delivered groundbreaking results – both for TikTok and for the beef industry.

NAMI would like to build on this success with another fun event – a “Show Us Your Breakfast Board” contest. We will ask the Food Renegades to show us their creative ways to enjoy prepared beef for breakfast. And, naturally, the promotion will require that consumers use prepared beef as an ingredient.

In addition, we would like to explore a second campaign with the Food Renegades driven by their creative inspiration to showcase prepared beef in fun and innovative ways.

#### **Broadcast “*Be Beef-Prepared*” Media RD Television Segments**

The past three fiscal years have proven what a great asset it is to have television broadcast elements in our prepared beef campaign. To date, we have featured six flights of television segments – Deli Meat Month (three times), 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*” for every occasion. An added bonus has been that most of the resulting clips have remained on the television station websites long after the original airing.

With Beef Checkoff support, NAMI will continue this effort in FY22 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 – like *Getting on Board with Prepared Beef!*

#### **Partner with Influencers to “*Be Beef-Prepared*”**

There are a number of influencers and culinary communicators 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*” and to “*Get on Board with Prepared Beef.*” These influencers are an ideal target for the Beef Checkoff to help introduce the concept of charcuterie boards for breakfast. These bloggers/vloggers will not only talk about the concept of charcuterie for breakfast 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 build their own boards using prepared beef. We propose working with a collection of major influencers in FY22. In turn, we will utilize NAMI social media resources to promote these influencers’ posts and draw more attention to them.

### ***Get on Board with Prepared Beef Family Features***

To advance our messaging about prepared beef charcuterie boards for breakfast and to guarantee that we build upon the *Be Beef Prepared* messaging, 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 charcuterie boards for breakfast, provide a few recipes and photos and even provide videos that show how to assemble a beef-centric breakfast board. Media outlets that do not have their own food staff will use these materials to complement their local news and lifestyle coverage.

### ***Being Beef Prepared for Hashtag Holidays***

The UK celebrates National Charcuterie Week in mid-September (not far off from Better Breakfast Day noted below). What is to stop us from doing the same? We have been very successful at generating fun and relevant coverage over the past few years for things like Wiener Wednesday, Hot Dog Happy Hours and National Sushi Day (for Beefshi). 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 FY22, 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. We will be sure to infuse each holiday idea with a fun way to start the holiday by *Getting on Board with Breakfast.*

### ***Get on Board with Prepared Beef Consumer Survey***

We will coordinate a post-pandemic Omnibus survey to validate prepared beef’s role as Chair of the Charcuterie Board. This survey also can explore charcuterie board daypart alternatives such as current breakfast trends, challenges, openness and/or enthusiasm, and serving suggestions for charcuterie breakfast boards. Results will be compared to companion surveys with KOLs Registered Dietitian Nutritionists (RDNs) and channel marketers (supermarket RDNs) to identify gaps and/or alignment. Results also will be used for materials development and news pitches. Note, there is surprisingly limited research regarding breakfast consumption behaviors. Therefore, we anticipate that this news will break through media clutter.

### ***Get on Board with Prepared Beef Consumer Tools***

Combining the results from all-three surveys (consumer, KOL and channel marketer), NAMI will develop a Chair of the Charcuterie Board Toolkit that can be featured on [www.bebeefprepared.com](http://www.bebeefprepared.com). It can include fact sheets, fun infographics and suggested social media posts about having charcuterie for multiple dayparts like breakfast, along with “recipes” for themed boards, suggested shopping lists and more. These tools can be promoted in publicity and social media outreach.

### **Measurable Objectives**

*(For tactics \$100,000 or less two measurable objectives are required, and for tactics over \$100,000 at least three to five measurable objectives are required by the Checkoff Evaluation Committee):*

- Field survey to 1,000 consumers (statistically representative sample) to explore prepared beef’s place in the diet and on the charcuterie board.
- Expand NAMI’s presence on TikTok to advance prepared beef messaging. Engage at least 12 influencers to promote messages.
- Engage at least 12 influencers to showcase prepared beef products beyond TikTok in new and innovative ways in their social media channels.
- Engage at least 10 registered nutritionist dietitians to create regional television broadcast segments that communicate the USDA-approved messages about prepared beef.
- Celebrate at least three hashtag holidays to generate a reach of more than 500,000 consumers about prepared beef products.
- Create at least five new tools for consumer toolkit to promote prepared beef products on the charcuterie board.

**CBB/BPOC Funding Request: \$390,000**

**Contractor: North American Meat Institute (Prepared Beef Promotion)**

**Subcontractor:**

**Tactic#: 2200-B: KOL Outreach**

**LRP Initiatives Addressed by this Tactic**

Drive Growth in Beef Exports	Grow Consumer Trust in Beef Production	Develop & Implement Better Business Models & Value Distribution Across All Segments	Promote & Capitalize on the Multiple Advantage of Beef	Improve the Business & Political Climate of Beef	Safeguard & Cultivate Investment in Beef, Industry Research, Marketing & Innovation
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## Committee(s) to Score this Tactic

Consumer Trust	Domestic Marketing	International Marketing	Nutrition & Health	Safety & Product Innovation	Stakeholder Engagement
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### Tactic Description:

#### **Online Breakfast Charcuterie Board Cook-Along with Board Mama**

Robin Plotkin is an RDN and an entrepreneur that has created an entire business promoting healthful charcuterie boards. She has thousands of followers on social media – including many other RDNs. Plotkin also offers many online classes – infused with creativity and great nutrition – on building better charcuterie boards.

NAMI proposes working with the Beef Checkoff to partner with someone like Board Mama to create a series of breakfast board cook-alongs. These cook-alongs can be targeted specifically to State Beef Councils and to RDNs to “train the trainers” on showing people how clever it is on many levels to *Get on Board with Prepared Beef*. Naturally, these classes will be infused with insights from our surveys and will promote tools at [www.bebeefprepared.com](http://www.bebeefprepared.com)

Depending on the kind of reception we receive for these classes, we may consider partnering with Board Mama to create consumer cook-alongs as well.

#### **Get on Board with Breakfast RDN “Recipe” Competition**

The Food and Culinary Dietetic Practice Group (FCP-DPG) at The Academy of Nutrition and Dietetics frequently hosts competitions to engage its membership (which includes supermarket dietitians) in culinary challenges. We propose a “Show Us Your Breakfast Board” contest that requires prepared beef as an ingredient. As part of the Beef Checkoff sponsorship of this competition, we will negotiate for ownership of every recipe entry. In turn, we can use these RDN-developed and approved breakfast board recipes on the *Be Beef Prepared* website, in social media and as part of our RDN toolkit.

If the DPG will allow it, we might request opening up the competition to the entire Academy membership and promote participation via an advertising campaign in *Today’s Dietitian*, the trade publication for all RDNs. Alternatively, if the DPG will not allow participation by RDNs outside of FCP, we can create an advertisement from the winning recipe(s) and promote it in *Today’s Dietitian* to advance the concept of prepared beef breakfast boards.

#### **Get on Board with Better Breakfast Day**

September 26<sup>th</sup> is Better Breakfast Day which was created to remind people why it's so important to start the day with a nutritious breakfast. Studies have shown that eating breakfast is associated with higher quality diets and higher intake of nutrients and desirable food groups. September is also National Family Meals Month. The body of science proves that more frequent family meals are associated with better dietary



outcomes and family functioning outcomes. NAMI proposes working with the professional nutrition community and State Beef Councils to promote the combination of these holidays with prepared beef breakfast boards.

With fresh new facts and tools from our surveys and toolkits described below, NAMI will demonstrate why prepared beef is the Chair of the Charcuterie Board and arm these advocates with a fun new way to talk about two of their favorite topics.

### **Monthly “*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 approximately 4,000 dietitians in our database. Many of these health experts already have received our materials and have sampled Beefshi at a professional meeting. Moreover, in the past year, we have been sending monthly 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 ramp up our outreach effort to this responsive and influential group. We will continue to repackage all of our “*Be Beef-Prepared*” and “*Get on Board with Prepared Beef*” tools and results to share with this important audience of message amplifiers.

### **Mobilize 150 Top Nutrition Communicators to “*Be Beef-Prepared*” and to “*Get on Board with Prepared Beef*”**

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 FY22, 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 150 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-Charcuterie Breakfast Board recipe competition to jumpstart their promotion of this novel concept.

### **Getting the Comprehensive Community of RDNs to *Be on Board with Prepared Beef***

Beyond the top 150 nutrition communicators described above, there are legions of remaining nutrition health professionals (69,850 to be precise) who need to “*Be Beef-Prepared*” because they have the potential to become prepared beef advocates. In FY20 and FY21, 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. 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.

### ***Getting on Board with Prepared Beef at FNCE***

The Academy of Nutrition and Dietetics annual meeting called FNCE (Food Nutrition Conference & Expo) takes place each October. In October of 2021, NAMI intends to start to socialize prepared beef's role as Chair of the Charcuterie Board by sponsoring the fifth annual #FNCEFriday event on Friday, October 15<sup>th</sup>.

This networking event traditionally takes place on the Friday evening of FNCE. This year, however, it will be fully virtual, hosting a gathering of media dietitians and influencers online. The focus of the event will be on making your own charcuterie board, hosted by Robin Plotkin, RDN, AKA the [Board Mama \(https://boardmama.com/\)](https://boardmama.com/).

As planning begins for FNCE 2022, we will look to host a breakfast event to get these important influencers on board with breakfast.

### ***Get on Board with Prepared Beef Registered Dietitian Nutritionist Survey***

To complement the consumer survey identified above, we will coordinate a survey among a representative sample of RDNs to explore essential breakfast imperatives, perceived barriers/challenges, openness and/or enthusiasm, and serving suggestions for charcuterie breakfast boards. Results will be compared to companion surveys with consumers and channel marketers (supermarket RDNs) to identify gaps and/or alignment. Results also will be used for materials development (RDN tool kit) and news pitches.

### ***Get on Board with Prepared Beef SBC and RDN Tools***

In FY21, NAMI created and distributed many different kinds of tools for SBCs and RDNs to help their constituents *Be Beef Prepared*. We will continue this effort in FY22.

Combining the results from all-three breakfast surveys (consumer, KOL and channel marketer), NAMI will develop a Chair of the Board Toolkit that can be featured on [www.bebeefprepared.com](http://www.bebeefprepared.com). It can include fact sheets, fun infographics and suggested social media posts about having charcuterie for breakfast, along with "recipes" for themed boards, suggested shopping lists and more. It can also include demonstration instructions, key messages and talking points, promotional calendars and more. These tools can be promoted in publicity and social media outreach. These kits will also be promoted specifically to supermarket dietitians.

### **Measurable Objectives**

*(For tactics \$100,000 or less two measurable objectives are required, and for tactics over \$100,000 at least three to five measurable objectives are required by the Checkoff Evaluation Committee):*

- Field survey to 100 Registered Dietitian Nutritionists (statistically representative sample) to explore prepared beef's place in the diet and on the charcuterie board.
- Directly reach more than 25,000 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.
- Engage more than 300 registered dietitian nutritionists to participate in building and sharing their own charcuterie board creations.
- Work with at least three state beef councils on programming in FY22.
- Develop a toolkit with at least five new tools that can be distributed to all KOLs to fuel their 2022 outreach.

**CBB/BPOC Funding Request:** \$226,000

**Contractor: North American Meat Institute (Prepared Beef Promotion)**

**Subcontractor:**

**Tactic#: 2200-C: Channel Marketing Outreach**

**LRP Initiatives Addressed by this Tactic**

Drive Growth in Beef Exports	Grow Consumer Trust in Beef Production	Develop & Implement Better Business Models & Value Distribution Across All Segments	Promote & Capitalize on the Multiple Advantage of Beef	Improve the Business & Political Climate of Beef	Safeguard & Cultivate Investment in Beef, Industry Research, Marketing & Innovation
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**Committee(s) to Score this Tactic**

Consumer Trust	Domestic Marketing	International Marketing	Nutrition & Health	Safety & Product Innovation	Stakeholder Engagement
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Tactic Description:**

**Local Chefs Get on Board with State Beef Councils**

One of our longstanding goals is to engage more chefs and get more prepared beef products on restaurant menus. Related, we have recently learned from State Beef Councils that they are interested in not only partnering with NAMI more, but in utilizing existing materials and communications to reach their audiences. To combine these two desires, we propose supporting State Beef Councils’ partnerships with local chefs to get them on board with prepared beef.

We know that single-unit operators are nimbler and more flexible than large national (and regional) chain restaurant companies when it comes to adding new items to their menus. In addition to featuring prepared beef products on charcuterie boards, we recommend that local chefs pair these products with local wines and/or beers. Each participating State Beef Council can work with their local chefs to highlight regional tastes, preferences and products. NAMI will provide introduction/pitch letters, fact sheets, and pairing guides to support these partnerships.

**Get on Board with Partners to *Be Beef Prepared* for National Deli Meat Month**

Over the past two years, NAMI was able to greatly enhance the investment of The Beef Checkoff by bringing two strategic partners to the table to plan and execute National Deli Meat Month. The National Pork Board (NPB) came to the partnership with an investment of funds that enabled us to develop more materials and to coordinate significantly more outreach. In contrast, The International Dairy-Deli-Bakery Association (IDDBA) came to the table with in-kind services. Specifically, they provided us with access to their very costly research which not only provided insights and perspective, but fueled materials development and press release content as well.

In FY22, NAMI would like to expand our work with both groups to extend our communication through their supplier and retailer channels. We believe that creating consistent surround-sound of positive messaging about National Deli Meat Month will help to get more suppliers, wholesalers and retailers involved to promote new messages about prepared meats during the month of March.

In addition, we envision that we will infuse National Deli Meat Month with new creative in FY22 – such as *“Getting on Board with Breakfast.”*

**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. For example, we had approximately 30 schools and hundreds of students throughout Pennsylvania and New England participate in this program. Teacher evaluations indicate that our materials were useful and that as a result of participating in this lesson, their students and families were likely to use prepared beef products in novel ways like Beefshi. In fact, here is a direct quote from an instructor at Rhode Island Community Food Bank Community Kitchen Culinary Job Training Program: *“The students were extremely enthusiastic about making Beefshi. Many of them have been hesitant to try regular sushi in restaurants due to the raw element. Having a cooked element and demonstrating the variety of ways to make Beefshi changed the way the students viewed sushi. The bamboo wraps made their experience authentic and many of them said they would make Beefshi for their families.”*

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 FY22 to help them *“Be Beef-Prepared”* and maximize messaging for prepared meats and to socialize Beefshi as much as possible.

#### ***Get on Board with Prepared Beef Supermarket Registered Dietitian Survey***

To complement the consumer and dietitian surveys identified above, we will coordinate a survey among a representative sample of supermarket RDNs to explore essential breakfast imperatives, perceived barriers/challenges, openness and/or enthusiasm, and serving suggestions for charcuterie breakfast boards. Results will be compared to companion surveys with consumers and KOLs (other RDNs) to identify gaps and/or alignment. Results also will be used for materials development (SRDN tool kit) and news pitches.

#### ***Engaging Retail Dietitians to Get on Board with Prepared Beef***

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 *“Get on Board with Prepared Beef”* and *“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 three years, NAMI has been working successfully to share prepared meat resources and to socialize the Beefshi concept with this influential audience. In FY22, we plan to continue to work with this group to plan activations in their respective chains around Family Meals Month and National Deli Meat Month – especially to promote prepared

beef on charcuterie boards for breakfast. In addition, we will share all of the new tools outlined in the KOL section of this proposal.

**Measurable Objectives**

*(For tactics \$100,000 or less two measurable objectives are required, and for tactics over \$100,000 at least three to five measurable objectives are required by the Checkoff Evaluation Committee):*

- Field survey to at least 30 Supermarket Registered Dietitians (statistically representative sample) to explore prepared beef's place in the diet and on the charcuterie board.
- Share *Get On Board* toolkit materials with more than 600 supermarket dietitians.
- Support at least five partnerships with State Beef Councils to promote prepared beef products (and pairings).
- Support at least two State Beef Councils to curate "Be Beef Prepared" curriculum in the classroom programs.

**CBB/BPOC Funding Request:** \$371,500

**Contractor: North American Meat Institute**

**Subcontractor: New York Beef Council**

**Tactic#: 2201-A: Veal Channel Marketing**

**LRP Initiatives Addressed by this Tactic**

Drive Growth in Beef Exports	Grow Consumer Trust in Beef Production	Develop & Implement Better Business Models & Value Distribution Across All Segments	Promote & Capitalize on the Multiple Advantage of Beef	Improve the Business & Political Climate of Beef	Safeguard & Cultivate Investment in Beef, Industry Research, Marketing & Innovation
<ul style="list-style-type: none"> <li><input type="checkbox"/> Drive adoption of traceability</li> <li><input type="checkbox"/> Identify &amp; address export customer needs and values</li> <li><input type="checkbox"/> Collaborate with targeted partners to promote U.S. beef in foreign markets</li> <li><input type="checkbox"/> Invest in research, marketing &amp; education programs</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Measure, document, improve &amp; communicate the net environment impact of beef production</li> <li><input type="checkbox"/> Educate medical, diet &amp; health professionals about beef &amp; beef production</li> <li><input checked="" type="checkbox"/> Align and collaborate with traditional &amp; nontraditional partners to tell the positive story of beef production</li> <li><input type="checkbox"/> Engage positively in the sustainable nutrition conversation</li> <li><input checked="" type="checkbox"/> Expand efforts in education the general public about BQA program &amp; it's impact on animal well-being</li> <li><input type="checkbox"/> Expand BQA program to include verification</li> <li><input type="checkbox"/> Develop a direct-to-consumer beef safety campaign</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Use innovative methods &amp; technologies to value carcasses based on eating satisfaction &amp; red meat yield</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Promote the role of beef in a health &amp; sustainable diet</li> <li><input checked="" type="checkbox"/> Implement a marketing campaign that communicates beef's advantage compared to alternative proteins</li> <li><input checked="" type="checkbox"/> Develop targeted marketing programs focused on the highest opportunity market segments</li> <li><input checked="" type="checkbox"/> Cultivate collaborative promotion partnerships</li> <li><input checked="" type="checkbox"/> Promote innovative online marketing, packaging &amp; shipping solutions to enable the direct marketing of beef</li> <li><input checked="" type="checkbox"/> Engage consumers in a memorable beef eating experience</li> <li><input checked="" type="checkbox"/> Develop a more interactive &amp; exciting beef purchasing experience</li> <li><input type="checkbox"/> Promote underutilized beef cuts &amp; new variety meat product</li> </ul>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Demonstrate beef's positive sustainability message &amp; key role in regenerative agriculture</li> <li><input type="checkbox"/> Defend beef's product identity</li> <li><input type="checkbox"/> Ensure beef's inclusion in dietary recommendations</li> <li><input type="checkbox"/> Drive continuous improvement in food safety</li> <li><input type="checkbox"/> Develop crisis management plans</li> </ul>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Attract innovative &amp; intellectual capital into the beef industry</li> <li><input type="checkbox"/> Encourage the cooperation &amp; collaboration of existing industry advisory committees to identify &amp; prioritize research efforts</li> </ul>



## **Committee(s) to Score this Tactic**

Consumer Trust	Domestic Marketing	International Marketing	Nutrition & Health	Safety & Product Innovation	Stakeholder Engagement
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### **Tactic Description:**

The Veal AR focus for FY22 continues to be Discovery of Access to and Confidence in Veal as a protein choice. This tactic aims to connect the channels of retail and food service with the consumer and industry stakeholders. The channel marketing efforts are essential to ensure consumers discover veal in the marketplace and gain consistent access to purchasing veal in a variety of ways.

Post COVID-19 trends had a significant impact on people's eating habits which affected veal consumption. In FY21, this AR capitalized on consumers culinary adventurers in their kitchens by focusing on initiatives like online and grocery retail opportunities. These initiatives ensured that veal is available for consumers to purchase while highlighting the protein's versatility, value, and flavor.

The online retail channel continues to be crucial as over 75% of the US population shopped online while 38% of Millennials shopped online before COVID-19. According to Spendmenot.com, when doing grocery shopping online, people tend to spend nearly \$40 more (Spendmenot.com/grocery-shopping-statistics/OneSpace). Veal's presence needs to continue to be a part of this online shopping community. In FY22, through cost-share partnerships with State Beef Councils, veal stakeholders, and partnering brands, this AR will promote veal consumption through the online retail channel with Chicory and other online grocers.

Grocery retail remains a vital channel for proteins, with consumers still wanting to pick and choose their fresh items. Cross-category shopper marketing opportunities to extend veal's reach and exposure online, featuring new and innovative recipes and easy instructions on preparing veal at home, will be explored. Extending veal's reach and engagement will be accomplished through partnership opportunities with food brands. All options will provide great opportunities to promote veal and encourage consumers to discover how easy it is to prepare veal at home. In FY21, through a campaign with online grocer Chicory, more than 6.5K consumers ordered veal, and the campaign gained more than one million impressions. This targeted campaign reached consumers in specific geographic areas, the Northeast and Florida, where veal is readily found in the grocery store.

Foodservice has always been a dominant distribution channel for veal suppliers, traditionally in full-service or "White – Tablecloth" restaurants. The pandemic effects on these locations were significant and led to a large impact on the veal industry. In FY21, the opportunity presented itself to partner with a foodservice distributor in a more non-traditional incentive.

This program incentivized the salesforce to sell veal to non-traditional restaurants and locations such as breweries, gastropubs, and more informal settings by promoting through small plates, sliders, and veal tasting flights. Continuing the initiative to enhance a veal eating experience in FY22, incentives with Foodservice Distributors will continue to be a part of the Channel Marketing Tactic. Partnering with veal packers and processors allows for Beef Check-off dollars to extend their effectiveness.

The channel marketing segment of this AR will tie promotions in with the information on Veal.org about veal and the veal farm to instill confidence in channel marketing professionals and foodservice distributors.

### **Measurable Objectives**

*(For tactics \$100,000 or less two measurable objectives are required, and for tactics over \$100,000 at least three to five measurable objectives are required by the Checkoff Evaluation Committee):*

- Engage with at least two online grocery retailers to promote the sale of veal to geographically targeted consumers that results in 8,000 confirmed purchases.
- Partner with at least one Foodservice Distributor for a tiered sales incentive contest, featuring both traditional and non-traditional restaurants, to increase veal sales in participating locations by an average of 5% during the promotion with a follow up quarterly to check for continued sales increase (with a goal of 3%).
- Develop at least 5 assets for Veal.org's professional page that can be used by channel decision-makers and foodservice professionals in the promotion of veal, this includes but is not limited to social media graphics, infographics, cut charts, and posters.

**CBB/BPOC Funding Request: \$70,800**

**Contractor: North American Meat Institute**

**Subcontractor: New York Beef Council**

**Tactic#: 2201-B: Veal Consumer Outreach and Engagement**

**LRP Initiatives Addressed by this Tactic**

Drive Growth in Beef Exports	Grow Consumer Trust in Beef Production	Develop & Implement Better Business Models & Value Distribution Across All Segments	Promote & Capitalize on the Multiple Advantage of Beef	Improve the Business & Political Climate of Beef	Safeguard & Cultivate Investment in Beef, Industry Research, Marketing & Innovation
<ul style="list-style-type: none"> <li><input type="checkbox"/> Drive adoption of traceability</li> <li><input type="checkbox"/> Identify &amp; address export customer needs and values</li> <li><input type="checkbox"/> Collaborate with targeted partners to promote U.S. beef in foreign markets</li> <li><input type="checkbox"/> Invest in research, marketing &amp; education programs</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Measure, document, improve &amp; communicate the net environment impact of beef production</li> <li><input type="checkbox"/> Educate medical, diet &amp; health professionals about beef &amp; beef production</li> <li><input checked="" type="checkbox"/> Align and collaborate with traditional &amp; nontraditional partners to tell the positive story of beef production</li> <li><input type="checkbox"/> Engage positively in the sustainable nutrition conversation</li> <li><input checked="" type="checkbox"/> Expand efforts in education the general public about BQA program &amp; it's impact on animal well-being</li> <li><input type="checkbox"/> Expand BQA program to include verification</li> <li><input checked="" type="checkbox"/> Develop a direct-to-consumer beef safety campaign</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Use innovative methods &amp; technologies to value carcasses based on eating satisfaction &amp; red meat yield</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Promote the role of beef in a health &amp; sustainable diet</li> <li><input checked="" type="checkbox"/> Implement a marketing campaign that communicates beef's advantage compared to alternative proteins</li> <li><input checked="" type="checkbox"/> Develop targeted marketing programs focused on the highest opportunity market segments</li> <li><input checked="" type="checkbox"/> Cultivate collaborative promotion partnerships</li> <li><input checked="" type="checkbox"/> Promote innovative online marketing, packaging &amp; shipping solutions to enable the direct marketing of beef</li> <li><input checked="" type="checkbox"/> Engage consumers in a memorable beef eating experience</li> <li><input checked="" type="checkbox"/> Develop a more interactive &amp; exciting beef purchasing experience</li> <li><input type="checkbox"/> Promote underutilized beef cuts &amp; new variety meat product</li> </ul>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Demonstrate beef's positive sustainability message &amp; key role in regenerative agriculture</li> <li><input type="checkbox"/> Defend beef's product identity</li> <li><input type="checkbox"/> Ensure beef's inclusion in dietary recommendations</li> <li><input type="checkbox"/> Drive continuous improvement in food safety</li> <li><input type="checkbox"/> Develop crisis management plans</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Attract innovative &amp; intellectual capital into the beef industry</li> <li><input type="checkbox"/> Encourage the cooperation &amp; collaboration of existing industry advisory committees to identify &amp; prioritize research efforts</li> </ul>

**Committee(s) to Score this Tactic**

Consumer Trust	Domestic Marketing	International Marketing	Nutrition & Health	Safety & Product Innovation	Stakeholder Engagement
■	■	□	□	□	□

**Tactic Description:**

Consumer Outreach programming aims to connect and communicate directly with consumers, specifically but not limited to millennials and first-time veal eaters. Research indicates that, in large part, veal is an undiscovered protein in the minds of consumers. Many millennials have little to no knowledge of either veal’s taste approval or production practices leading to low demand and awareness of veal as a protein choice.

In FY21, outreach efforts focused on delivering concise and consistent messaging positioning veal as a protein of choice with much to be discovered regarding veal’s quality, taste, safety, nutrition, and an opportunity to discover veal’s quality and sustainability. Continuing into FY22, this tactic will focus on delivering important messaging to consumers, increasing the discovery of veal. Programming will continue to focus on increasing consumer’s awareness of veal and encouraging confidence when cooking with veal. While highlighting veal’s versatility and flavor, messaging and education will incorporate how veal is raised and the faces behind veal production.

Reach and Engagement with consumers through traditional consumer outreach like nationally syndicated Family Features will be considered to deliver promotional messaging for veal consumption. Family Features is the industry leader in food and lifestyle content that will be utilized to create and deliver branded content to millions of consumers. In FY21, an online campaign with Family Features achieved over 71 million impressions and a reach nearly 2 million consumers.

In FY21, this tactic engaged with seven different opportunities to host or co-host consumer-direct cooking classes. Consumers came away from these classes with new recipes and techniques for cooking with veal. All consumers were surveyed to measure an overall opinion of veal, and after these, overall consumers had a more positive perception of veal. One consumer stated, “I learned veal is more versatile than I thought.” The second focus of this tactic in FY22 will be to continue working with State Beef Councils for in-person or virtual cooking classes to educate and create national consumer awareness of the ease of cooking with veal and increasing confidence in veal.

### **Measurable Objectives**

*(For tactics \$100,000 or less two measurable objectives are required, and for tactics over \$100,000 at least three to five measurable objectives are required by the Checkoff Evaluation Committee):*

- Develop a State Beef Council partnership to engage and co-host a consumer event for their audiences with a goal of having at least 15 consumers engaged. Following this event, the goal is to have at least a 25% increase in consumer knowledge of the veal industry.
- Distribute a quarterly consumer e-newsletter in conjunction with other online marketing campaigns that will deliver key messaging of this AR, including but not limited to featuring producers and stakeholders in the industry, recipe reveals, and developed content for consumer's consumption with an average open rate of at least 17% and at least 200 new subscribers.
- Achieve at least an average positive opinion rating of veal and or veal industry at 75%, following all cooking or consumer events.

**CBB/BPOC Funding Request:** \$70,800

**Contractor: North American Meat Institute**

**Subcontractor: New York Beef Council**

**Tactic#: 2201-C: Veal Influencer Outreach**

**LRP Initiatives Addressed by this Tactic**

Drive Growth in Beef Exports	Grow Consumer Trust in Beef Production	Develop & Implement Better Business Models & Value Distribution Across All Segments	Promote & Capitalize on the Multiple Advantage of Beef	Improve the Business & Political Climate of Beef	Safeguard & Cultivate Investment in Beef, Industry Research, Marketing & Innovation
<ul style="list-style-type: none"> <li><input type="checkbox"/> Drive adoption of traceability</li> <li><input type="checkbox"/> Identify &amp; address export customer needs and values</li> <li><input type="checkbox"/> Collaborate with targeted partners to promote U.S. beef in foreign markets</li> <li><input type="checkbox"/> Invest in research, marketing &amp; education programs</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Measure, document, improve &amp; communicate the net environment impact of beef production</li> <li><input type="checkbox"/> Educate medical, diet &amp; health professionals about beef &amp; beef production</li> <li><input checked="" type="checkbox"/> Align and collaborate with traditional &amp; nontraditional partners to tell the positive story of beef production</li> <li><input type="checkbox"/> Engage positively in the sustainable nutrition conversation</li> <li><input checked="" type="checkbox"/> Expand efforts in education the general public about BQA program &amp; it's impact on animal well-being</li> <li><input type="checkbox"/> Expand BQA program to include verification</li> <li><input type="checkbox"/> Develop a direct-to-consumer beef safety campaign</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Use innovative methods &amp; technologies to value carcasses based on eating satisfaction &amp; red meat yield</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Promote the role of beef in a health &amp; sustainable diet</li> <li><input checked="" type="checkbox"/> Implement a marketing campaign that communicates beef's advantage compared to alternative proteins</li> <li><input checked="" type="checkbox"/> Develop targeted marketing programs focused on the highest opportunity market segments</li> <li><input checked="" type="checkbox"/> Cultivate collaborative promotion partnerships</li> <li><input type="checkbox"/> Promote innovative online marketing, packaging &amp; shipping solutions to enable the direct marketing of beef</li> <li><input checked="" type="checkbox"/> Engage consumers in a memorable beef eating experience</li> <li><input checked="" type="checkbox"/> Develop a more interactive &amp; exciting beef purchasing experience</li> <li><input type="checkbox"/> Promote underutilized beef cuts &amp; new variety meat product</li> </ul>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Demonstrate beef's positive sustainability message &amp; key role in regenerative agriculture</li> <li><input type="checkbox"/> Defend beef's product identity</li> <li><input type="checkbox"/> Ensure beef's inclusion in dietary recommendations</li> <li><input type="checkbox"/> Drive continuous improvement in food safety</li> <li><input type="checkbox"/> Develop crisis management plans</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Attract innovative &amp; intellectual capital into the beef industry</li> <li><input type="checkbox"/> Encourage the cooperation &amp; collaboration of existing industry advisory committees to identify &amp; prioritize research efforts</li> </ul>

**Committee(s) to Score this Tactic**

Consumer Trust	Domestic Marketing	International Marketing	Nutrition & Health	Safety & Product Innovation	Stakeholder Engagement
■	■	□	□	□	□

**Tactic Description:**

Influencer Outreach programming aims to further build veal awareness and confidence in veal through specialized influencer programs and immersion events. Culinary influencers, social influencers, and agriculture influencers will be engaged through online and in-person events and outreach. Research conducted by Civic Science in January 2019 reports that nearly 1/5th of American consumers have bought something because of an influencer or blogger. The number increased to 36% for respondents under 25. While 26% of respondents, 25-36, reported purchasing a product based on recommendation/promotion of the product or service by a social influencer. Programming and content will be designed to provide state beef councils both a framework and or opportunity to collaborate by developing opportunities for state curated influencers to attend.

This programming tactic will focus on creating engaging and unique learning experiences that integrate and highlight both veal’s production story and culinary virtues. The purpose is to educate the influencer and create veal advocates that will integrate the veal story and messaging into content for consumer outreach via social media channels. This tactic aims to increase consumer-focused recipe development, increase veal’s visibility on blogger platforms, and highlight veal’s culinary versatility utilizing culinary influencer’s expertise.

While veal is not prominent in conversations among Millennials now, their proclivity for food and food culture means that the opportunity is there to increase online conversations through partnerships with social influencers. Social media influencers will include, but not be limited to, “foodie bloggers,” influencers in the nutrition, fitness, and restaurant “social critic” will be considered part of influencer outreach. Influencer outreach will continue to be measured as it pertains to additional veal recipe posts and continued engagement opportunities with Veal.org and *Veal – Discover Delicious* platforms, both paid and unpaid.

**Measurable Objectives**

*(For tactics \$100,000 or less two measurable objectives are required, and for tactics over \$100,000 at least three to five measurable objectives are required by the Checkoff Evaluation Committee):*

- Engage with at least eight social media influencers to create and promote innovative content about veal and the industry, including recipes, video, collateral

for Veal.org, and other content or social media takeovers that reach at least 300,000 consumers (reach based on PEM goals).

- Perception of Veal as a protein choice and awareness will be measured via pre/post surveys for all influencer engagement events to show a 70% positive attitude toward veal and the veal industry.
- Engage or partner with at least four partners or stakeholders, including but not limited to State Beef Councils, contractors, and Industry Stake Holders, to share and develop relationships with influencers to create more veal advocates.

**CBB/BPOC Funding Request: \$70,800**



**Contractor: North American Meat Institute**

**Subcontractor: New York Beef Council**

**Tactic#: 2201-D: Veal Digital Marketing**

**LRP Initiatives Addressed by this Tactic**

Drive Growth in Beef Exports	Grow Consumer Trust in Beef Production	Develop & Implement Better Business Models & Value Distribution Across All Segments	Promote & Capitalize on the Multiple Advantage of Beef	Improve the Business & Political Climate of Beef	Safeguard & Cultivate Investment in Beef, Industry Research, Marketing & Innovation
<ul style="list-style-type: none"> <li><input type="checkbox"/> Drive adoption of traceability</li> <li><input type="checkbox"/> Identify &amp; address export customer needs and values</li> <li><input type="checkbox"/> Collaborate with targeted partners to promote U.S. beef in foreign markets</li> <li><input type="checkbox"/> Invest in research, marketing &amp; education programs</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Measure, document, improve &amp; communicate the net environment impact of beef production</li> <li><input type="checkbox"/> Educate medical, diet &amp; health professionals about beef &amp; beef production</li> <li><input checked="" type="checkbox"/> Align and collaborate with traditional &amp; nontraditional partners to tell the positive story of beef production</li> <li><input type="checkbox"/> Engage positively in the sustainable nutrition conversation</li> <li><input checked="" type="checkbox"/> Expand efforts in education the general public about BQA program &amp; it's impact on animal well-being</li> <li><input type="checkbox"/> Expand BQA program to include verification</li> <li><input type="checkbox"/> Develop a direct-to-consumer beef safety campaign</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Use innovative methods &amp; technologies to value carcasses based on eating satisfaction &amp; red meat yield</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Promote the role of beef in a health &amp; sustainable diet</li> <li><input checked="" type="checkbox"/> Implement a marketing campaign that communicates beef's advantage compared to alternative proteins</li> <li><input checked="" type="checkbox"/> Develop targeted marketing programs focused on the highest opportunity market segments</li> <li><input checked="" type="checkbox"/> Cultivate collaborative promotion partnerships</li> <li><input type="checkbox"/> Promote innovative online marketing, packaging &amp; shipping solutions to enable the direct marketing of beef</li> <li><input checked="" type="checkbox"/> Engage consumers in a memorable beef eating experience</li> <li><input checked="" type="checkbox"/> Develop a more interactive &amp; exciting beef purchasing experience</li> <li><input type="checkbox"/> Promote underutilized beef cuts &amp; new variety meat product</li> </ul>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Demonstrate beef's positive sustainability message &amp; key role in regenerative agriculture</li> <li><input type="checkbox"/> Defend beef's product identity</li> <li><input type="checkbox"/> Ensure beef's inclusion in dietary recommendations</li> <li><input type="checkbox"/> Drive continuous improvement in food safety</li> <li><input type="checkbox"/> Develop crisis management plans</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Attract innovative &amp; intellectual capital into the beef industry</li> <li><input type="checkbox"/> Encourage the cooperation &amp; collaboration of existing industry advisory committees to identify &amp; prioritize research efforts</li> </ul>

## Committee(s) to Score this Tactic

Consumer Trust	Domestic Marketing	International Marketing	Nutrition & Health	Safety & Product Innovation	Stakeholder Engagement
■	■	□	□	□	□

### Tactic Description:

This tactic aims to continue to capitalize on current and developing media communication and outreach opportunities to deliver memorable veal experiences. Messages will be delivered directly to consumers regarding the discovery, access, and confidence of veal from farm to fork by collaborating with State Beef Councils, industry stakeholders, and social influencers, trained through VQA and Tactic E. The goal of this messaging and partnerships is to increase consumer awareness and demand.

In FY21, the Veal Farm and Veal Made Easy Platforms were integrated into the brand *Veal – Discover Delicious* and Veal.org. This integration created one cohesive farm to fork message. This website initially saw great organic engagement with nearly 15,000 views in the first five months. This initial data created a benchmark for which to measure the success of the platform moving forward.

One of the major focuses of digital marketing in FY21 was to increase awareness of *Veal – Discover Delicious* and the new social media platforms: Facebook, Instagram, Twitter, YouTube, and Pinterest. Themed promotions and campaigns with social influencers aided in brand awareness of *Veal – Discover Delicious*. The creation of newly developed content in-house at the New York Beef Council enabled the social media platforms to feature new materials, imagery, and recipes for consumers.

As a part of this AR, a strong emphasis will be placed on sponsored Google searches and digital social media marketing based on seasonally themed marketing, integrating veal's production story with Veal.org and *Veal- Discover Delicious*. Pushing a progressive message of veal's global trending recipes, protein strength, versatility, transparency, and sustainability. The main geographical targets for digital outreach will be in both veal production states (New York, Pennsylvania, Indiana, Ohio, Michigan, and Wisconsin) where most of the veal is raised, sold, and consumed, and veal consumption states where both older generation consumers of veal and the next generation millennial consumers of veal reside (California, Arizona, Nevada Florida, Texas, Illinois, Massachusetts, Louisiana, and Maryland.)

A November 2018 survey conducted by YouGov reported that 63% of Americans said that if they found out a company had a bad reputation for animal welfare, it would make them less likely to buy meat processed by that company. The new website and newly branded social media platforms have been used to share veal's production story of quality, upcycling, and sustainability. Educating consumers and giving them the information to discover veal's reputation as a quality and responsibly raised protein choice.

Syracuse University's Hill Communications School research project with New York Beef Council showed the millennial audience as a primary demographic; in FY22, we will continue to capitalize on the discovery of veal as a protein choice among millennial consumers. Utilizing digital platforms to aid in the discovery of veal, how to access veal, and gain confidence in veal.

Veal-funded consumer research conducted in FY20 revealed that 85% of focus group participants were more inclined to try food that is seen on social media. In addition, 42% would be more inclined to try veal if they knew about the sustainability and ethical standards farmers adhere to.

Under the professional's page of the newly created Veal.org, a content library of sharable graphics for industry stakeholders and state beef councils was created in FY21. This branded content helps stakeholders share veal's story and provides more visibility for the new brand. Developed materials include veal lifecycle graphics, cooking, and recipe graphics, and social media imagery.

At the 2020 Veal Summit and again at the 2021 Veal Summit, industry stakeholders prioritized featuring veal in non-traditional ways through ethnic and family-focused recipes. This has been a goal through all tactics in FY21 featuring cooking classes for Cinco de Mayo, working with Latino chefs or social influencers, and by creating innovative recipes, all content that is now featured on Veal.org and in *Veal – Discover Delicious* social media platforms.

### **Measurable Objectives**

*(For tactics \$100,000 or less two measurable objectives are required, and for tactics over \$100,000 at least three to five measurable objectives are required by the Checkoff Evaluation Committee):*

- Reach more than 600,000 consumers (through organic and paid promotions) with existing and newly created content to create online consumer engagement by increasing the awareness of veal and consumer confidence in veal as a protein choice (reach based on PEM goals).
- Engage with more than 200,000 consumers through social media and consumer promotions with seasonal campaigns and monthly promotions (engagement based on PEM goals).
- Develop at least one digital marketing campaign utilizing Veal – Discover Delicious brand to increase visibility, confidence, and discovery of veal with consumers.

**CBB/BPOC Funding Request:** \$70,800

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

**Subcontractor: Subcontracting: Pennsylvania Beef Council through the Northeast**

**Beef Promotion Initiative (NEBPI)**

**Tactic#:** 2220-A: Impacting Consumer Trust Through Experts with Influence, Outreach and Engagement

**LRP Initiatives Addressed by this Tactic**

Drive Growth in Beef Exports	Grow Consumer Trust in Beef Production	Develop & Implement Better Business Models & Value Distribution Across All Segments	Promote & Capitalize on the Multiple Advantage of Beef	Improve the Business & Political Climate of Beef	Safeguard & Cultivate Investment in Beef, Industry Research, Marketing & Innovation
<ul style="list-style-type: none"> <li><input type="checkbox"/> Drive adoption of traceability</li> <li><input type="checkbox"/> Identify &amp; address export customer needs and values</li> <li><input type="checkbox"/> Collaborate with targeted partners to promote U.S. beef in foreign markets</li> <li><input type="checkbox"/> Invest in research, marketing &amp; education programs</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Measure, document, improve &amp; communicate the net environment impact of beef production</li> <li><input checked="" type="checkbox"/> Educate medical, diet &amp; health professionals about beef &amp; beef production</li> <li><input checked="" type="checkbox"/> Align and collaborate with traditional &amp; nontraditional partners to tell the positive story of beef production</li> <li><input checked="" type="checkbox"/> Engage positively in the sustainable nutrition conversation</li> <li><input type="checkbox"/> Expand efforts in education the general public about BQA program &amp; it's impact on animal well-being</li> <li><input type="checkbox"/> Expand BQA program to include verification</li> <li><input type="checkbox"/> Develop a direct-to-consumer beef safety campaign</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Use innovative methods &amp; technologies to value carcasses based on eating satisfaction &amp; red meat yield</li> </ul>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Promote the role of beef in a health &amp; sustainable diet</li> <li><input type="checkbox"/> Implement a marketing campaign that communicates beef's advantage compared to alternative proteins</li> <li><input checked="" type="checkbox"/> Develop targeted marketing programs focused on the highest opportunity market segments</li> <li><input checked="" type="checkbox"/> Cultivate collaborative promotion partnerships</li> <li><input type="checkbox"/> Promote innovative online marketing, packaging &amp; shipping solutions to enable the direct marketing of beef</li> <li><input checked="" type="checkbox"/> Engage consumers in a memorable beef eating experience</li> <li><input type="checkbox"/> Develop a more interactive &amp; exciting beef purchasing experience</li> <li><input type="checkbox"/> Promote underutilized beef cuts &amp; new variety meat product</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Demonstrate beef's positive sustainability message &amp; key role in regenerative agriculture</li> <li><input type="checkbox"/> Defend beef's product identity</li> <li><input type="checkbox"/> Ensure beef's inclusion in dietary recommendations</li> <li><input type="checkbox"/> Drive continuous improvement in food safety</li> <li><input type="checkbox"/> Develop crisis management plans</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Attract innovative &amp; intellectual capital into the beef industry</li> <li><input type="checkbox"/> Encourage the cooperation &amp; collaboration of existing industry advisory committees to identify &amp; prioritize research efforts</li> </ul>

## **Committee(s) to Score this Tactic**

Consumer Trust	Domestic Marketing	International Marketing	Nutrition & Health	Safety & Product Innovation	Stakeholder Engagement
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### **Tactic Description:**

The Northeast Dashboard Survey showed that health continues to be the main barrier within the Northeast when consumers are considering protein meals at home, followed by taste, value and safety. Work within this tactic, and across the entire AR, centers around ensuring beef is a trusted, high quality and consistently satisfying protein of choice for consumers in the Northeast.

We know that there is an increasing consumer desire to include more protein in their diets and there is an improving perception among consumers that beef is a nutritious protein source. However, today's consumer has more options for consuming protein than ever before. According to the Consumer Beef Tracker data from January-September 2020, the consumption of meat alternatives was higher in urban areas, like the Northeast. These consumers are still eating beef, with over two-thirds claiming they do so at least weekly.<sup>1</sup>

Consumer curiosity about meat alternatives is growing rapidly, with 18 percent of U.S. households having purchased them in 2020; up four percent from 2019<sup>2</sup>. This tactic will focus on delivering meaningful education to all audiences to address the many unique attributes and advantages of beef related to taste, nutrition, budget and ease of use. With the increasing availability of such options for purchase and the positioning of them as a more favorable choice, consumers will greatly benefit from guidance provided by our messaging to navigate such offerings and make an informed decision that is best for their own personal health, lifestyle, economic and family needs.

We also know that about 92% of consumers expect to eat at home at least as often, if not more often, after the pandemic ends<sup>3</sup>. More frequent dining at home is not without its challenges as consumers encounter difficulty with meal planning, a lack of time to cook and clean up and minimal cooking skills. Leveraging partnerships with key experts with influence, foodservice, retailers, medical, diet and health professionals, and others to engage consumers in a more memorable beef eating and purchasing experience will help to eliminate barriers to purchase and promote the role of beef in a healthy and sustainable diet.

In addition to engaging consumers on the beef eating experience, our experts with influence can effectively translate the latest evidence-based research into practical messaging for consumers to apply to their everyday food shopping, eating and cooking habits. Delivering such information through a variety of channels such as print, traditional and social media, as well as in person, has the potential to reach a vast number of consumers to positively influence their behavior. This approach also serves to satisfy the consumer's desire for transparency, positions beef as a healthful protein choice and fosters trust because the source is a credible healthcare professional.

Source:

<sup>1</sup>Consumer Beef Tracker January-December 2020 Data

<sup>2</sup>Supermarket News: U.S. Plant-Based Food Retail Sales Jumped 27% in 2020.

<https://www.supermarketnews.com/consumer-trends/us-plant-based-food-retail-sales-jumped-27-2020>

<sup>3</sup>Progressive Grocer: How the Pandemic Has Affected Eating Habits <https://progressivegrocer.com/how-pandemic-has-affected-eating-habits>

### **Measurable Objectives**

*(For tactics \$100,000 or less two measurable objectives are required and for tactics over \$100,000 at least three to five measurable objectives are required by the Checkoff Evaluation Committee):*

- Cultivate quarterly opportunities, which may include blog/social content, television segments, etc., to build collaborative beef promotion partnerships to expand consumer reach and broaden audience with a year-end goal of at least four collaborative partnerships.
- Increase access to consumers through influential nutrition audiences, which could include, but not be limited to pediatrics groups/practitioners/dietitians, medical doctors/physician assistants and retail dietitians with a year-end goal of at least two partnerships.
- Proactively leverage technology to deliver content centered on beef recipes and meal solutions, nutrition information, cut selection, preparation and storage to regional consumers to guide their purchasing decisions, with a year-end goal of 1 million views to Checkoff content.
- Identify and coordinate a minimum of one foodservice/retail promotion/campaign to capitalize on consumer use of online purchasing technology, with a year-end goal of reaching 50,000 target consumers with Checkoff messaging.

**CBB/BPOC Funding Request:** \$291,000

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

**Subcontractor: Subcontracting: Pennsylvania Beef Council through the Northeast**

**Beef Promotion Initiative (NEBPI)**

**Tactic#:** 2220-B: Positioning Beef as the Protein of Choice Among Northeast Consumers

**LRP Initiatives Addressed by this Tactic**

Drive Growth in Beef Exports	Grow Consumer Trust in Beef Production	Develop & Implement Better Business Models & Value Distribution Across All Segments	Promote & Capitalize on the Multiple Advantage of Beef	Improve the Business & Political Climate of Beef	Safeguard & Cultivate Investment in Beef, Industry Research, Marketing & Innovation
<ul style="list-style-type: none"> <li><input type="checkbox"/> Drive adoption of traceability</li> <li><input type="checkbox"/> Identify &amp; address export customer needs and values</li> <li><input type="checkbox"/> Collaborate with targeted partners to promote U.S. beef in foreign markets</li> <li><input type="checkbox"/> Invest in research, marketing &amp; education programs</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Measure, document, improve &amp; communicate the net environment impact of beef production</li> <li> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Educate medical, diet &amp; health professionals about beef &amp; beef production</li> <li><input checked="" type="checkbox"/> Align and collaborate with traditional &amp; nontraditional partners to tell the positive story of beef production</li> <li><input checked="" type="checkbox"/> Engage positively in the sustainable nutrition conversation</li> </ul> </li> <li><input type="checkbox"/> Expand efforts in education the general public about BQA program &amp; it's impact on animal well-being</li> <li><input type="checkbox"/> Expand BQA program to include verification</li> <li><input type="checkbox"/> Develop a direct-to-consumer beef safety campaign</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Use innovative methods &amp; technologies to value carcasses based on eating satisfaction &amp; red meat yield</li> </ul>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Promote the role of beef in a health &amp; sustainable diet</li> <li><input checked="" type="checkbox"/> Implement a marketing campaign that communicates beef's advantage compared to alternative proteins</li> <li><input checked="" type="checkbox"/> Develop targeted marketing programs focused on the highest opportunity market segments</li> <li><input checked="" type="checkbox"/> Cultivate collaborative promotion partnerships</li> <li><input type="checkbox"/> Promote innovative online marketing, packaging &amp; shipping solutions to enable the direct marketing of beef</li> <li><input checked="" type="checkbox"/> Engage consumers in a memorable beef eating experience</li> <li><input type="checkbox"/> Develop a more interactive &amp; exciting beef purchasing experience</li> <li><input type="checkbox"/> Promote underutilized beef cuts &amp; new variety meat product</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Demonstrate beef's positive sustainability message &amp; key role in regenerative agriculture</li> <li><input type="checkbox"/> Defend beef's product identity</li> <li><input type="checkbox"/> Ensure beef's inclusion in dietary recommendations</li> <li><input type="checkbox"/> Drive continuous improvement in food safety</li> <li><input type="checkbox"/> Develop crisis management plans</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Attract innovative &amp; intellectual capital into the beef industry</li> <li><input type="checkbox"/> Encourage the cooperation &amp; collaboration of existing industry advisory committees to identify &amp; prioritize research efforts</li> </ul>

## **Committee(s) to Score this Tactic**

Consumer Trust	Domestic Marketing	International Marketing	Nutrition & Health	Safety & Product Innovation	Stakeholder Engagement
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### **Tactic Description:**

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Consumer curiosity about meat alternatives is growing rapidly, with 18 percent of U.S. households having purchased them in 2020; up four percent from 2019<sup>5</sup>. This tactic will focus on delivering meaningful education to all audiences to address the many unique attributes and advantages of beef related to taste, nutrition, budget and ease of use. With the increasing availability of such options for purchase and the positioning of them as a more favorable choice, consumers will greatly benefit from guidance provided by our messaging to navigate such offerings and make an informed decision that is best for their own personal health, lifestyle, economic and family needs.

We also know that about 92% of consumers expect to eat at home at least as often, if not more often, after the pandemic ends<sup>6</sup>. More frequent dining at home is not without its challenges as consumers encounter difficulty with meal planning, a lack of time to cook and clean up and minimal cooking skills. Leveraging partnerships with key experts with influence, foodservice, retailers, medical, diet and health professionals, and others to engage consumers in a more memorable beef eating and purchasing experience will help to eliminate barriers to purchase and promote the role of beef in a healthy and sustainable diet.



In addition to engaging consumers on the beef eating experience, our experts with influence can effectively translate the latest evidence-based research into practical messaging for consumers to apply to their everyday food shopping, eating and cooking habits. Delivering such information through a variety of channels such as print, traditional and social media, as well as in person, has the potential to reach a vast number of consumers to positively influence their behavior. This approach also serves to satisfy the consumer's desire for transparency, positions beef as a healthful protein choice and fosters trust because the source is a credible healthcare professional.

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<sup>1</sup>Consumer Beef Tracker January-December 2020 Data

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<sup>3</sup>Progressive Grocer: How the Pandemic Has Affected Eating Habits <https://progressivegrocer.com/how-pandemic-has-affected-eating-habits>

### **Measurable Objectives**

*(For tactics \$100,000 or less two measurable objectives are required and for tactics over \$100,000 at least three to five measurable objectives are required by the Checkoff Evaluation Committee):*

- Cultivate quarterly opportunities, which may include blog/social content, television segments, etc., to build collaborative beef promotion partnerships to expand consumer reach and broaden audience with a year-end goal of at least four collaborative partnerships.
- Increase access to consumers through influential nutrition audiences, which could include, but not be limited to pediatrics groups/practitioners/dietitians, medical doctors/physician assistants and retail dietitians with a year-end goal of at least two partnerships.
- Proactively leverage technology to deliver content centered on beef recipes and meal solutions, nutrition information, cut selection, preparation and storage to regional consumers to guide their purchasing decisions, with a year-end goal of 1 million views to Checkoff content.
- Identify and coordinate a minimum of one foodservice/retail promotion/campaign to capitalize on consumer use of online purchasing technology, with a year-end goal of reaching 50,000 target consumers with Checkoff messaging.

**CBB/BPOC Funding Request: \$328,000**

**Contractor: National Cattlemen’s Beef Association**

**Subcontractor:**

**Tactic#: 2202-A: Beef It’s What’s for Dinner Marketing Content**

**LRP Initiatives Addressed by this Tactic**

Drive Growth in Beef Exports	Grow Consumer Trust in Beef Production	Develop & Implement Better Business Models & Value Distribution Across All Segments	Promote & Capitalize on the Multiple Advantage of Beef	Improve the Business & Political Climate of Beef	Safeguard & Cultivate Investment in Beef, Industry Research, Marketing & Innovation
<ul style="list-style-type: none"> <li><input type="checkbox"/> Drive adoption of traceability</li> <li><input type="checkbox"/> Identify &amp; address export customer needs and values</li> <li><input type="checkbox"/> Collaborate with targeted partners to promote U.S. beef in foreign markets</li> <li><input type="checkbox"/> Invest in research, marketing &amp; education programs</li> </ul>	<ul style="list-style-type: none"> <li>■ Measure, document, improve &amp; communicate the net environment impact of beef production</li> <li><input type="checkbox"/> Educate medical, diet &amp; health professionals about beef &amp; beef production</li> <li>■ Align and collaborate with traditional &amp; nontraditional partners to tell the positive story of beef production</li> <li>■ Engage positively in the sustainable nutrition conversation</li> <li>■ Expand efforts in education the general public about BQA program &amp; it’s impact on animal well-being</li> <li><input type="checkbox"/> Expand BQA program to include verification</li> <li><input type="checkbox"/> Develop a direct-to-consumer beef safety campaign</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Use innovative methods &amp; technologies to value carcasses based on eating satisfaction &amp; red meat yield</li> </ul>	<ul style="list-style-type: none"> <li>■ Promote the role of beef in a health &amp; sustainable diet</li> <li>■ Implement a marketing campaign that communicates beef’s advantage compared to alternative proteins</li> <li>■ Develop targeted marketing programs focused on the highest opportunity market segments</li> <li>■ Cultivate collaborative promotion partnerships</li> <li>■ Promote innovative online marketing, packaging &amp; shipping solutions to enable the direct marketing of beef</li> <li>■ Engage consumers in a memorable beef eating experience</li> <li><input type="checkbox"/> Develop a more interactive &amp; exciting beef purchasing experience</li> <li><input type="checkbox"/> Promote underutilized beef cuts &amp; new variety meat product</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Demonstrate beef’s positive sustainability message &amp; key role in regenerative agriculture</li> <li><input type="checkbox"/> Defend beef’s product identity</li> <li><input type="checkbox"/> Ensure beef’s inclusion in dietary recommendations</li> <li><input type="checkbox"/> Drive continuous improvement in food safety</li> <li><input type="checkbox"/> Develop crisis management plans</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Attract innovative &amp; intellectual capital into the beef industry</li> <li><input type="checkbox"/> Encourage the cooperation &amp; collaboration of existing industry advisory committees to identify &amp; prioritize research efforts</li> </ul>

## Committee(s) to Score this Tactic

Consumer Trust	Domestic Marketing	International Marketing	Nutrition & Health	Safety & Product Innovation	Stakeholder Engagement
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Tactic Description:

This tactic develops the *Beef. It's What's For Dinner.* marketing strategy; campaigns; and creative content and assets, such as videos, ads, audio ads, infographics, photography, web copy, web content and templates, banner ads and other creative digital content, including the beef virtual assistant, Chuck Knows Beef, in order to constantly drive demand for beef. All of this content is proactively shared with state beef council partners, as well as other contractors by request, via the Digital Asset Management system. This saves state beef councils thousands of dollars, annually and allows them to leverage existing content and marketing resources ensuring that beef messaging is synchronized across state and national programs. This tactic also allows NCBA to work closely with state beef council partners to provide counsel and develop state logos, digital ads, and custom content that can hyper-localize the *Beef. It's What's For Dinner.* brand on state websites and social media properties to ensure that the *Beef. It's What's For Dinner.* brand is carried through to the local level across the country. Not only does this build a cohesive message, it also makes the best use of all Checkoff resources.

The target audience for this tactic is primarily consumers, as well as beef industry stakeholders, to ensure that they can see their Checkoff-dollars at work. Recognizing that more than 90% of people eat beef, according to the Consumer Beef Tracker, this tactic aims to drive beef demand across audiences to ensure the most important messages reach a variety of audiences. This tactic utilizes key market research, specifically Beef Demand Drivers and Consumer Segmentation data, to help inform the type of content that is developed.

Since the *Beef. It's What's For Dinner.* relaunch in 2018, this tactic has evolved to ensure there is a steady drumbeat of positive information about beef being developed. From 2018 to 2021, *Beef. It's What's For Dinner.* developed and shared stories about all things beef: the people and production process of beef through campaigns such as Rethink The Ranch and the BQA Campaigns; the protein benefits of beef through campaigns like the Beef As a Food for Strength and the Beef in the Early Years; and the pleasurable eating experience of beef through campaigns such as the Beef Substitutes, Drool Log, United We Steak and Summer Grilling campaigns.

In FY2022, this tactic will evolve to utilize new Beef Demand Drivers research by developing campaigns and content that meet the following demand drivers:

- **How Beef is Raised and Grown** - According to the Consumer Beef Tracker, 73% of consumers say that they sometimes, often or always consider how a food

was grown or raised when choosing a protein, yet only 30% of consumers have familiarity with how cattle are raised. This gap creates an opportunity for *Beef. It's What's For Dinner.* to continue to showcase how beef is grown and raised in order to further drive beef demand. Campaigns will showcase animal welfare, sustainability, and other beef production stories.

- **Beef's Nutritional Value** – According to the Consumer Beef Tracker, more than 70% of consumers consider whether their food is nutritious or a healthy choice when choosing a protein. This creates an opportunity for *Beef. It's What's For Dinner.* to continue to showcase beef's nutritional value at a variety of ages, including the latest Dietary Guidelines for Americans which recommend introducing solid foods, like beef, to infants and toddlers, in order to pack every bite with protein, iron, zinc and choline. Campaigns will showcase how the high-quality protein, combined with essential nutrients, can help support health.
- **Beef's Eating Experience, Convenience & Versatility** – According to the Consumer Beef Tracker, the primary reason that consumers choose a protein is for taste, followed closely by attributes such as they know how to prepare the protein; the protein has a great eating experience; and the protein can fit with a variety of meals. This creates an opportunity for *Beef. It's What's For Dinner.* to continue to showcase the variety of beef meals, utilizing resources such as recipes or cooking instructions on platforms such as BeefItsWhatsForDinner.com, Chuck Knows Beef, or even third-party recipes created by influencers and key opinion leaders.

### **Measurable Objectives**

*(For tactics \$100,000 or less two measurable objectives are required and for tactics over \$100,000 at least three to five measurable objectives are required by the Checkoff Evaluation Committee):*

- Develop four marketing campaigns, based on Beef Demand Drivers and Consumer Segmentation, utilizing the *Beef. It's What's For Dinner.* brand and positively position beef.
- Develop 100 digital marketing assets per quarter, including but not limited to video, audio, photography, social and website content that drives demand for beef.
- Conduct at least two campaign planning sessions with stakeholders, such as state beef council partners, to get feedback and direction on what assets are needed by stakeholders.

**CBB/BPOC Funding Request:** \$4,571,500

**Contractor: National Cattlemen’s Beef Association**

**Subcontractor:**

**Tactic#: 2202-B: Social Media and Paid Advertising**

**LRP Initiatives Addressed by this Tactic**

Drive Growth in Beef Exports	Grow Consumer Trust in Beef Production	Develop & Implement Better Business Models & Value Distribution Across All Segments	Promote & Capitalize on the Multiple Advantage of Beef	Improve the Business & Political Climate of Beef	Safeguard & Cultivate Investment in Beef, Industry Research, Marketing & Innovation
<ul style="list-style-type: none"> <li><input type="checkbox"/> Drive adoption of traceability</li> <li><input type="checkbox"/> Identify &amp; address export customer needs and values</li> <li><input type="checkbox"/> Collaborate with targeted partners to promote U.S. beef in foreign markets</li> <li><input type="checkbox"/> Invest in research, marketing &amp; education programs</li> </ul>	<ul style="list-style-type: none"> <li>■ Measure, document, improve &amp; communicate the net environment impact of beef production</li> <li><input type="checkbox"/> Educate medical, diet &amp; health professionals about beef &amp; beef production</li> <li>■ Align and collaborate with traditional &amp; nontraditional partners to tell the positive story of beef production</li> <li>■ Engage positively in the sustainable nutrition conversation</li> <li>■ Expand efforts in education the general public about BQA program &amp; it’s impact on animal well-being</li> <li><input type="checkbox"/> Expand BQA program to include verification</li> <li><input type="checkbox"/> Develop a direct-to-consumer beef safety campaign</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Use innovative methods &amp; technologies to value carcasses based on eating satisfaction &amp; red meat yield</li> </ul>	<ul style="list-style-type: none"> <li>■ Promote the role of beef in a health &amp; sustainable diet</li> <li>■ Implement a marketing campaign that communicates beef’s advantage compared to alternative proteins</li> <li>■ Develop targeted marketing programs focused on the highest opportunity market segments</li> <li>■ Cultivate collaborative promotion partnerships</li> <li>■ Promote innovative online marketing, packaging &amp; shipping solutions to enable the direct marketing of beef</li> <li>■ Engage consumers in a memorable beef eating experience</li> <li><input type="checkbox"/> Develop a more interactive &amp; exciting beef purchasing experience</li> <li><input type="checkbox"/> Promote underutilized beef cuts &amp; new variety meat product</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Demonstrate beef’s positive sustainability message &amp; key role in regenerative agriculture</li> <li><input type="checkbox"/> Defend beef’s product identity</li> <li><input type="checkbox"/> Ensure beef’s inclusion in dietary recommendations</li> <li><input type="checkbox"/> Drive continuous improvement in food safety</li> <li><input type="checkbox"/> Develop crisis management plans</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Attract innovative &amp; intellectual capital into the beef industry</li> <li><input type="checkbox"/> Encourage the cooperation &amp; collaboration of existing industry advisory committees to identify &amp; prioritize research efforts</li> </ul>

## Committee(s) to Score this Tactic

Consumer Trust	Domestic Marketing	International Marketing	Nutrition & Health	Safety & Product Innovation	Stakeholder Engagement
☐	■	☐	☐	☐	☐

### Tactic Description:

This tactic manages the social media—organic (free content that is posted to a social media timeline) as well as paid social media (social media posts that reach beyond just the followers on the platform)—and other advertising platforms. This tactic ensures that *Beef. It's What's For Dinner.* is reaching more consumers, more frequently on the media platforms where consumers spend more time through video advertising, radio and audio advertising, paid search, social amplification, website/online advertising, native advertising, and even traditional advertising such as broadcast television. Specifically, this tactic manages the *Beef. It's What's For Dinner.* social media properties (1.025 MM+ Facebook fans, 37,900+ Twitter followers, 13,600+ Pinterest followers, 20,600+ Instagram followers, 6,900+ LinkedIn followers, 18,500+ YouTube subscribers and over 98 MM YouTube video views year-to-date) and all of the paid media properties to ensure there is a steady drumbeat of positive information about beef reaching consumers, as well as beef producers, on a regular basis. A critical part of this tactic is the state/national partnership with state beef councils. This tactic allows NCBA to work as a digital consulting agency, providing state beef councils with social media counsel and “how-to’s,” executing their online advertising, designing media plan approaches, and providing in-depth search engine optimization support for their individual state beef councils. On average, this saves state beef councils at least 15-20% by utilizing the in-house talent and counsel that NCBA provides. Not only is this a cost-savings for state partners and producers, but it ensures alignment and synchronization of beef messaging and content assets and stretches Checkoff resources further to ensure that the states can use more financial resources to reach consumers in their local areas.

The target audience for this tactic is primarily consumers, as well as beef industry stakeholders, to ensure that they can see their Checkoff-dollars at work. Recognizing that more than 90% of people eat beef according to the Consumer Beef Tracker, this tactic aims to drive beef demand across audiences to ensure that the most important messages are reaching a variety of audiences on a variety of platforms. This tactic utilizes key market research, specifically Beef Demand Drivers and Consumer Segmentation data, to help inform the type of content that is shared with specific audiences on specific channels. For example, based on market research data, parents of young children start to feed their children beef around 12 months of age. However, scientific research shows that starting at 6 months of age, foods like beef can be introduced to infants in purees or very finely chopped. Utilizing consumer targeting on advertising platforms such as native platforms, *Beef. It's What's For Dinner.* is able to target parents that have popular baby apps such as Glow or Nurture on their smartphones by serving them articles about the importance of feeding beef in the early years.

In FY2022, this tactic will evolve to utilize new Beef Demand Drivers research by targeting consumers on media platforms based on the following beef demand drivers:

- How Beef is Raised and Grown
- Beef's Nutritional Value
- Beef's Eating Experience, Convenience & Versatility

**Measurable Objectives**

*(For tactics \$100,000 or less two measurable objectives are required and for tactics over \$100,000 at least three to five measurable objectives are required by the Checkoff Evaluation Committee):*

- Distribute four paid media campaigns or event sponsorships, based on Beef Demand Drivers and Consumer Segmentation, utilizing the *Beef. It's What's For Dinner.* brand to positively position beef.
- Conduct a *Beef. It's What's For Dinner.* brand lift study following two media campaigns, with a brand lift goal of 3%.
- Conduct a market research analysis following one *Beef. It's What's For Dinner.* media campaign and one event sponsorship to measure if positive perceptions about beef increased on specific media platforms before/after the campaign. We'd anticipate an increase in positive perceptions of beef to rise at least 3%.
- Work with a minimum of 15 State Beef Councils to conduct paid media campaigns on their behalf at the state level.

**CBB/BPOC Funding Request:** \$6,377,700

**Contractor: National Cattlemen’s Beef Association**

**Subcontractor:**

**Tactic#: 2211-E: Foundational Market Research**

**LRP Initiatives Addressed by this Tactic**

Drive Growth in Beef Exports	Grow Consumer Trust in Beef Production	Develop & Implement Better Business Models & Value Distribution Across All Segments	Promote & Capitalize on the Multiple Advantage of Beef	Improve the Business & Political Climate of Beef	Safeguard & Cultivate Investment in Beef, Industry Research, Marketing & Innovation
<ul style="list-style-type: none"> <li><input type="checkbox"/> Drive adoption of traceability</li> <li><input type="checkbox"/> Identify &amp; address export customer needs and values</li> <li><input type="checkbox"/> Collaborate with targeted partners to promote U.S. beef in foreign markets</li> <li><input type="checkbox"/> Invest in research, marketing &amp; education programs</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Measure, document, improve &amp; communicate the net environment impact of beef production</li> <li><input type="checkbox"/> Educate medical, diet &amp; health professionals about beef &amp; beef production</li> <li><input type="checkbox"/> Align and collaborate with traditional &amp; nontraditional partners to tell the positive story of beef production</li> <li><input type="checkbox"/> Engage positively in the sustainable nutrition conversation</li> <li><input type="checkbox"/> Expand efforts in education the general public about BQA program &amp; it’s impact on animal well-being</li> <li><input type="checkbox"/> Expand BQA program to include verification</li> <li><input type="checkbox"/> Develop a direct-to-consumer beef safety campaign</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Use innovative methods &amp; technologies to value carcasses based on eating satisfaction &amp; red meat yield</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Promote the role of beef in a health &amp; sustainable diet</li> <li>■ Implement a marketing campaign that communicates beef’s advantage compared to alternative proteins</li> <li>■ Develop targeted marketing programs focused on the highest opportunity market segments</li> <li>■ Cultivate collaborative promotion partnerships</li> <li><input type="checkbox"/> Promote innovative online marketing, packaging &amp; shipping solutions to enable the direct marketing of beef</li> <li>■ Engage consumers in a memorable beef eating experience</li> <li>■ Develop a more interactive &amp; exciting beef purchasing experience</li> <li><input type="checkbox"/> Promote underutilized beef cuts &amp; new variety meat product</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Demonstrate beef’s positive sustainability message &amp; key role in regenerative agriculture</li> <li><input type="checkbox"/> Defend beef’s product identity</li> <li><input type="checkbox"/> Ensure beef’s inclusion in dietary recommendations</li> <li><input type="checkbox"/> Drive continuous improvement in food safety</li> <li><input type="checkbox"/> Develop crisis management plans</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Attract innovative &amp; intellectual capital into the beef industry</li> <li><input type="checkbox"/> Encourage the cooperation &amp; collaboration of existing industry advisory committees to identify &amp; prioritize research efforts</li> </ul>



**Committee(s) to Score this Tactic**

Consumer Trust	Domestic Marketing	International Marketing	Nutrition & Health	Safety & Product Innovation	Stakeholder Engagement
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Tactic Description:**

NCBA, on behalf of the Beef Checkoff, provides insights that enable all Checkoff programs to develop and implement more effective demand driving initiatives. Foundational Market Research accomplishes this by leveraging a variety of industry data sources and other fact-based information to inform channel and marketing programs about key trends impacting and driving demand for beef. It also plays an important role in the development of state, national and industry-wide annual and long-range plans, by spotlighting key industry challenges and opportunities.

Decisions that impact the beef industry, and ultimately beef demand, must be fact-based to ensure industry resources are applied as efficiently as possible. Industry stakeholders, including state and national Checkoff programs, rely on this Beef Checkoff-funded foundational research to make smart, strategic, and demand-driving decisions. For example, data and insights from this tactic were instrumental in keeping the Checkoff up to date on how beef was trending before and during the pandemic. This information was key to keeping producers, state partners and the channels informed to support planning efforts and ensure ongoing data-driven decisions were being made. Another example would be the tracking of plant-based meat substitutes and the recognition that despite the media attention they receive, these meat substitutes still only represent less than 1% share of the total beef market.

Specifically, this tactic will build on past industry metrics by continuing to monitor, analyze and disseminate information on consumer attitudes, perceptions, usage, beef retail and foodservice data for the industry. More specifically, examples of research in this tact include the Checkoff-funded consumer beef tracker that continues to build on years of insight on consumer attitudes and usage behavior. The tracker is an ongoing survey of 1500 consumers a month that allows for data summaries, available as needed, to support Checkoff programs and provide key demand-driving insights. Additionally, channel intelligence data (retail scanner data and foodservice operator data) will continue to be licensed, analyzed, and disseminated. Other research falling in this area includes state dashboards, providing state partners a local read at key consumers questions, and segmentation targeting persona updates. This tactic directly addresses all demand drivers; in addition to being the tactic that demand drivers are derived and updated from.

### **Measurable Objectives**

*(For tactics \$100,000 or less two measurable objectives are required and for tactics over \$100,000 at least three to five measurable objectives are required by the Checkoff Evaluation Committee):*

- Share foundational market research updates with all state beef council partners, key beef industry stakeholders and Checkoff program managers to help ensure Checkoff priority decisions continue to be data driven. Dissemination will include posting on relevant websites accessible by industry stakeholders and presentation of key findings (webinar or in-person) with at least fifteen state beef councils.
- Execute and present results of state dashboard measurements, as requested, for at least 10 state beef councils at least once a year.
- Disseminate a minimum of six results to industry partners and stakeholders.
- Convey industry thought leadership by writing eight summaries that that involve consumer insights, retail sales and foodservice trends for posting on properties such as beefitswhatsfordinner.com and beefresearch.org
- Average 8 channel or stakeholder data inquiries per month to broaden the reach of Checkoff-funded insights and support research and communications programs. Responses contingent on requests.

**CBB/BPOC Funding Request:** \$1,501,100

**Contractor: National Cattlemen’s Beef Association**

**Subcontractor:**

**Tactic#: 2211-F: Key Topic Market Research**

**LRP Initiatives Addressed by this Tactic**

Drive Growth in Beef Exports	Grow Consumer Trust in Beef Production	Develop & Implement Better Business Models & Value Distribution Across All Segments	Promote & Capitalize on the Multiple Advantage of Beef	Improve the Business & Political Climate of Beef	Safeguard & Cultivate Investment in Beef, Industry Research, Marketing & Innovation
<ul style="list-style-type: none"> <li><input type="checkbox"/> Drive adoption of traceability</li> <li><input type="checkbox"/> Identify &amp; address export customer needs and values</li> <li><input type="checkbox"/> Collaborate with targeted partners to promote U.S. beef in foreign markets</li> <li><input type="checkbox"/> Invest in research, marketing &amp; education programs</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Measure, document, improve &amp; communicate the net environment impact of beef production</li> <li><input type="checkbox"/> Educate medical, diet &amp; health professionals about beef &amp; beef production</li> <li><input type="checkbox"/> Align and collaborate with traditional &amp; nontraditional partners to tell the positive story of beef production</li> <li><input type="checkbox"/> Engage positively in the sustainable nutrition conversation</li> <li><input type="checkbox"/> Expand efforts in education the general public about BQA program &amp; it’s impact on animal well-being</li> <li><input type="checkbox"/> Expand BQA program to include verification</li> <li><input type="checkbox"/> Develop a direct-to-consumer beef safety campaign</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Use innovative methods &amp; technologies to value carcasses based on eating satisfaction &amp; red meat yield</li> </ul>	<ul style="list-style-type: none"> <li>■ Promote the role of beef in a health &amp; sustainable diet</li> <li>■ Implement a marketing campaign that communicates beef’s advantage compared to alternative proteins</li> <li>■ Develop targeted marketing programs focused on the highest opportunity market segments</li> <li><input type="checkbox"/> Cultivate collaborative promotion partnerships</li> <li>■ Promote innovative online marketing, packaging &amp; shipping solutions to enable the direct marketing of beef</li> <li>■ Engage consumers in a memorable beef eating experience</li> <li>■ Develop a more interactive &amp; exciting beef purchasing experience</li> <li>■ Promote underutilized beef cuts &amp; new variety meat product</li> </ul>	<ul style="list-style-type: none"> <li>■ Demonstrate beef’s positive sustainability message &amp; key role in regenerative agriculture</li> <li><input type="checkbox"/> Defend beef’s product identity</li> <li>■ Ensure beef’s inclusion in dietary recommendations</li> <li>■ Drive continuous improvement in food safety</li> <li><input type="checkbox"/> Develop crisis management plans</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Attract innovative &amp; intellectual capital into the beef industry</li> <li><input type="checkbox"/> Encourage the cooperation &amp; collaboration of existing industry advisory committees to identify &amp; prioritize research efforts</li> </ul>

**Committee(s) to Score this Tactic**

Consumer Trust	Domestic Marketing	International Marketing	Nutrition & Health	Safety & Product Innovation	Stakeholder Engagement
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Tactic Description:**

NCBA, on behalf of the Beef Checkoff, will explore key topic areas, with individual studies digging deep on a specific subject. An example is the research conducted to support the development and execution of the Sustainability campaign launched in Spring of 2021. Included in this tactic will be studies designed to inform program efforts in the areas of marketing communication, nutrition, issues management and production that address beef-specific challenges and opportunities. These studies focus primarily on the consumer, but strategic learnings from key influencers are considered and pursued as necessary.

Projects in this tactic planned for FY2022 directly addresses all demand drivers influencing consumption, value and preference:

- Nutrition, Safety, Quality and Sustainability Market Research – Checkoff-funded studies in this area directly support our technical research departments and their research roadmaps that drive demand for beef. Previous examples include deep dives into beef in in the early years and a consumer deep dive on sustainability.
- Marketing Communication – Checkoff-funded studies in this area support the development and execution of Checkoff-funded promotional campaigns that are meant to support the primary drivers of beef. Previous examples include several rounds of concept and content testing for the holiday, summer grilling, and sustainability campaigns.
- Consumer Trends with Beef – Checkoff-funded studies in this area directly support several long-range plan initiatives that support the primary drivers of beef. These projects allow us to uncover changing consumer behaviors. Examples of past projects include, consumer stocking-up behavior, e-commerce and beef, and consumer comfort with holiday activities.

### **Measurable Objectives**

*(For tactics \$100,000 or less two measurable objectives are required and for tactics over \$100,000 at least three to five measurable objectives are required by the Checkoff Evaluation Committee):*

- Conduct a minimum of one study that supports the roadmaps of the Beef Checkoff's technical research departments (e.g., message testing, topic exploration etc.). Disseminate insights that support beef demand with Checkoff programs and industry stakeholders, including state beef councils.
- Conduct research on a minimum of eight marketing communication concepts/content pieces (e.g., message testing, video treatments, social posts, etc.). Disseminate insights that support beef demand with Checkoff programs and industry stakeholders, including state beef councils.
- Conduct a minimum of one study that supports changing consumer behavior as it relates to beef, e.g., shopping experience, cooking trends, foodservice experiences, etc.). Disseminate insights that support beef demand with Checkoff programs and industry stakeholders, including state beef councils.

**CBB/BPOC Funding Request:** \$1,104,400

**Contractor: National Cattlemen’s Beef Association**

**Subcontractor:**

**Tactic#: 2222-A: Food, Culinary & Ag Thought Leader Outreach and Engagement**

**LRP Initiatives Addressed by this Tactic**

Drive Growth in Beef Exports	Grow Consumer Trust in Beef Production	Develop & Implement Better Business Models & Value Distribution Across All Segments	Promote & Capitalize on the Multiple Advantage of Beef	Improve the Business & Political Climate of Beef	Safeguard & Cultivate Investment in Beef, Industry Research, Marketing & Innovation
<ul style="list-style-type: none"> <li><input type="checkbox"/> Drive adoption of traceability</li> <li><input type="checkbox"/> Identify &amp; address export customer needs and values</li> <li><input type="checkbox"/> Collaborate with targeted partners to promote U.S. beef in foreign markets</li> <li><input type="checkbox"/> Invest in research, marketing &amp; education programs</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Measure, document, improve &amp; communicate the net environment impact of beef production</li> <li><input type="checkbox"/> Educate medical, diet &amp; health professionals about beef &amp; beef production</li> <li><input checked="" type="checkbox"/> Align and collaborate with traditional &amp; nontraditional partners to tell the positive story of beef production</li> <li><input type="checkbox"/> Engage positively in the sustainable nutrition conversation</li> <li><input type="checkbox"/> Expand efforts in education the general public about BQA program &amp; it’s impact on animal well-being</li> <li><input type="checkbox"/> Expand BQA program to include verification</li> <li><input type="checkbox"/> Develop a direct-to-consumer beef safety campaign</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Use innovative methods &amp; technologies to value carcasses based on eating satisfaction &amp; red meat yield</li> </ul>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Promote the role of beef in a health &amp; sustainable diet</li> <li><input type="checkbox"/> Implement a marketing campaign that communicates beef’s advantage compared to alternative proteins</li> <li><input type="checkbox"/> Develop targeted marketing programs focused on the highest opportunity market segments</li> <li><input type="checkbox"/> Cultivate collaborative promotion partnerships</li> <li><input type="checkbox"/> Promote innovative online marketing, packaging &amp; shipping solutions to enable the direct marketing of beef</li> <li><input checked="" type="checkbox"/> Engage consumers in a memorable beef eating experience</li> <li><input type="checkbox"/> Develop a more interactive &amp; exciting beef purchasing experience</li> <li><input type="checkbox"/> Promote underutilized beef cuts &amp; new variety meat product</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Demonstrate beef’s positive sustainability message &amp; key role in regenerative agriculture</li> <li><input type="checkbox"/> Defend beef’s product identity</li> <li><input type="checkbox"/> Ensure beef’s inclusion in dietary recommendations</li> <li><input type="checkbox"/> Drive continuous improvement in food safety</li> <li><input type="checkbox"/> Develop crisis management plans</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Attract innovative &amp; intellectual capital into the beef industry</li> <li><input type="checkbox"/> Encourage the cooperation &amp; collaboration of existing industry advisory committees to identify &amp; prioritize research efforts</li> </ul>

## **Committee(s) to Score this Tactic**

Consumer Trust	Domestic Marketing	International Marketing	Nutrition & Health	Safety & Product Innovation	Stakeholder Engagement
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### **Tactic Description:**

Thought leaders are individuals recognized as an authority in a specialized field and whose expertise is sought. They are the “go-to” people in their field and the trusted sources who move and inspire others. NCBA, on behalf of the Beef Checkoff, builds relationships and leverages “thought leaders” to share their perspectives about beef to inspire their peers and consumers. The thought leader target audiences of this tactic include culinary leaders, bloggers, beef industry experts, and others with influence on consumer or peer attitudes and perceptions about how beef is raised, its nutritional value and how to prepare it.

Historically, this program area has built strong and lasting relationships with a variety of thought leaders using techniques including immersion experiences that facilitate first-hand exposure to beef’s benefits from both a product and production standpoint and by addressing topics like how beef is raised, antibiotic and hormone use, cuts and preparation and beef in a healthy, sustainable diet. Experiences have also included training and engagement on preparing beef with food-focused culinarians, bloggers and other thought leaders. In 2021, this tactic leveraged key thought leaders for activations on holiday preparation, beef substitutes, summer grilling, sustainability and others, as well as providing beef education to consumers and their peers.

The tactic will allow the Beef Checkoff to identify individuals, organizations or events that target a variety of thought leader audiences on topics across nutrition, product, and production to serve as an educational resource for thought leaders wanting to learn more about beef. New content will be created for and with identified thought leaders and will be leveraged through digital and in-person opportunities.

### **Measurable Objectives**

*(For tactics \$100,000 or less two measurable objectives are required and for tactics over \$100,000 at least three to five measurable objectives are required by the Checkoff Evaluation Committee):*

- Maintain the Beef Expert Network to include subject matter experts across the food, culinary and beef industry thought leader categories while establishing new relationships for future project activation.
- Identify and execute three influencer campaigns utilizing thought leaders in the culinary, food and ag space.
- Develop relationships with at least four new food, culinary or ag influencer partners.

- Provide education content to food, culinary and ag influencers via one digital or in-person touchpoint.

**CBB/BPOC Funding Request: \$1,395,000**



**Contractor: National Cattlemen’s Beef Association**

**Subcontractor:**

**Tactic#: 2222-D: Supply Chain Engagement**

**LRP Initiatives Addressed by this Tactic**

Drive Growth in Beef Exports	Grow Consumer Trust in Beef Production	Develop & Implement Better Business Models & Value Distribution Across All Segments	Promote & Capitalize on the Multiple Advantage of Beef	Improve the Business & Political Climate of Beef	Safeguard & Cultivate Investment in Beef, Industry Research, Marketing & Innovation
<ul style="list-style-type: none"> <li><input type="checkbox"/> Drive adoption of traceability</li> <li><input type="checkbox"/> Identify &amp; address export customer needs and values</li> <li><input type="checkbox"/> Collaborate with targeted partners to promote U.S. beef in foreign markets</li> <li><input type="checkbox"/> Invest in research, marketing &amp; education programs</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Measure, document, improve &amp; communicate the net environment impact of beef production</li> <li><input type="checkbox"/> Educate medical, diet &amp; health professionals about beef &amp; beef production</li> <li><input checked="" type="checkbox"/> Align and collaborate with traditional &amp; nontraditional partners to tell the positive story of beef production</li> <li><input type="checkbox"/> Engage positively in the sustainable nutrition conversation</li> <li><input checked="" type="checkbox"/> Expand efforts in education the general public about BQA program &amp; it’s impact on animal well-being</li> <li><input type="checkbox"/> Expand BQA program to include verification</li> <li><input type="checkbox"/> Develop a direct-to-consumer beef safety campaign</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Use innovative methods &amp; technologies to value carcasses based on eating satisfaction &amp; red meat yield</li> </ul>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Promote the role of beef in a health &amp; sustainable diet</li> <li><input checked="" type="checkbox"/> Implement a marketing campaign that communicates beef’s advantage compared to alternative proteins</li> <li><input checked="" type="checkbox"/> Develop targeted marketing programs focused on the highest opportunity market segments</li> <li><input checked="" type="checkbox"/> Cultivate collaborative promotion partnerships</li> <li><input checked="" type="checkbox"/> Promote innovative online marketing, packaging &amp; shipping solutions to enable the direct marketing of beef</li> <li><input checked="" type="checkbox"/> Engage consumers in a memorable beef eating experience</li> <li><input checked="" type="checkbox"/> Develop a more interactive &amp; exciting beef purchasing experience</li> <li><input checked="" type="checkbox"/> Promote underutilized beef cuts &amp; new variety meat product</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Demonstrate beef’s positive sustainability message &amp; key role in regenerative agriculture</li> <li><input type="checkbox"/> Defend beef’s product identity</li> <li><input type="checkbox"/> Ensure beef’s inclusion in dietary recommendations</li> <li><input type="checkbox"/> Drive continuous improvement in food safety</li> <li><input type="checkbox"/> Develop crisis management plans</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Attract innovative &amp; intellectual capital into the beef industry</li> <li><input type="checkbox"/> Encourage the cooperation &amp; collaboration of existing industry advisory committees to identify &amp; prioritize research efforts</li> </ul>

## **Committee(s) to Score this Tactic**

Consumer Trust	Domestic Marketing	International Marketing	Nutrition & Health	Safety & Product Innovation	Stakeholder Engagement
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### **Tactic Description:**

NCBA, on behalf of the Beef Checkoff, has a rich history of success in positioning beef as the most valuable protein in the meat case and on the menu. Supply chain operators - from marketing contacts to meat executives to meat procurement and buyers – continue to lean on NCBA to be a steady partner in bringing great beef to a willing consumer.

This tactic uniquely provides knowledge, education and resources that drive supply chain operators' decisions to sell beef on topics such as taste, nutrition, production, sustainability, etc. For example, popular webinars that have been hosted for supply chain operators on Beef Quality Assurance, sustainability and meat substitutes have resulted in hundreds of influential business-decision makers hearing accurate information about how beef is raised such as digital assets including ads, images, recipes, website or social content or other tools. This important educational content is also extended through one-on-one dialogue with operator contacts, access to internal subject matter experts to help solve unique company challenges (i.e., product mix, sourcing, sustainability, culinary, etc.) hosted webinars, executed conference sponsorships and panel presentations, published trade media content, the popular Beef News Now e-newsletter, a Wholesale Price Update email blast and a robust dedicated supply chain section of BeefItsWhatsforDinner.com. And, this tactic allows for staff expertise and these educational resources to be leveraged through other Checkoff tactics, such as Media Relations & Public Relations. Existing content (such as photography, infographics, recipe inspiration, presentations, and other shopper marketing tools and learnings) as well as ongoing beef supply chain knowledge and expertise will be shared with key national supply chain stakeholders and with state beef council partners who work with more regional supply chain stakeholders.

Long-term relationships with beef supply chain companies will continue to be critical to the beef industry to prompt continued strong sales of beef through retail and foodservice outlets in a world of increasing protein competition. This tactic directly addresses the demand drivers of eating experience, convenience/versatility, price, nutrition and raised/grown.

### **Measurable Objectives**

*(For tactics \$100,000 or less two measurable objectives are required and for tactics over \$100,000 at least three to five measurable objectives are required by the Checkoff Evaluation Committee):*

- Reach supply chain partners with *Beef. It's What's For Dinner.* brand educational messaging and/or assets at least once per month (including via presentations, email newsletters, social media, webinars, etc.).
- Identify and execute a minimum of two beef education opportunities that reach supply chain operators nationwide.
- Continue one-on-one corporate relationships with at least 15 leading supply chain companies.

**CBB/BPOC Funding Request:** \$1,679,200

**Contractor: National Cattlemen’s Beef Association**

**Subcontractor:**

**Tactic#: 2222-E: E-Commerce Partnerships**

**LRP Initiatives Addressed by this Tactic**

Drive Growth in Beef Exports	Grow Consumer Trust in Beef Production	Develop & Implement Better Business Models & Value Distribution Across All Segments	Promote & Capitalize on the Multiple Advantage of Beef	Improve the Business & Political Climate of Beef	Safeguard & Cultivate Investment in Beef, Industry Research, Marketing & Innovation
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## **Committee(s) to Score this Tactic**

Consumer Trust	Domestic Marketing	International Marketing	Nutrition & Health	Safety & Product Innovation	Stakeholder Engagement
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### **Tactic Description:**

This tactic identifies unique moments in today's consumer purchase lifecycle and executes e-commerce digital marketing campaigns that drive beef sales online and that measure campaign ROI through increased beef sales and beef purchase intent.

E-commerce is projected to continue its upward trajectory, reaching 12% of total retail food and beverage dollars by the end of 2021, up from 9.5% in 2020. (Source: [https://www.winsightgrocerybusiness.com/technology/5-things-online-grocery-shoppers-gravitate-toward?utm\\_source=Marketo&utm\\_medium=email&utm\\_campaign=NL\\_GRO\\_Daily\\_06-08-21&LID=1942471&mkt\\_tok=NTYxLVpOUC04OTcAAAF9ikGU0Tegd7kXURnYZsaHXaP3LeztMjKAb6SfiHQJt6gZKeaKhKA-JT1bbJOaKWmxuSAJ3ARiJkkR\\_Ea5c\\_hlVfta8kTTRghBgMy\\_47wVwRK](https://www.winsightgrocerybusiness.com/technology/5-things-online-grocery-shoppers-gravitate-toward?utm_source=Marketo&utm_medium=email&utm_campaign=NL_GRO_Daily_06-08-21&LID=1942471&mkt_tok=NTYxLVpOUC04OTcAAAF9ikGU0Tegd7kXURnYZsaHXaP3LeztMjKAb6SfiHQJt6gZKeaKhKA-JT1bbJOaKWmxuSAJ3ARiJkkR_Ea5c_hlVfta8kTTRghBgMy_47wVwRK)). Moreover, 87% of grocery CEOs listed continued growth of e-commerce as one of their top 5 trends for 2021, while 69% reported the same for digital profitability. (Source: [https://www.grocerydive.com/news/e-commerce-profitability-is-a-top-priority-for-grocery-ceos-survey-finds/602288/?utm\\_source=Sailthru&utm\\_medium=email&utm\\_campaign=Issue:%202021-06-23%20Grocery%20Dive%20%5Bissue:35027%5D&utm\\_term=Grocery%20Dive](https://www.grocerydive.com/news/e-commerce-profitability-is-a-top-priority-for-grocery-ceos-survey-finds/602288/?utm_source=Sailthru&utm_medium=email&utm_campaign=Issue:%202021-06-23%20Grocery%20Dive%20%5Bissue:35027%5D&utm_term=Grocery%20Dive))

NCBA, on behalf of the Beef Checkoff, has been conducting pilot e-commerce campaigns with well-known national retail partners that have resulted in return on ad spend values of up to \$5.20 and sales lifts of up to 7%. Learnings from these pilot campaigns will be leveraged to further develop deeper, more informed and targeted e-commerce campaigns to drive more beef sales and to continue to position Beef as a leader in the fresh meat e-commerce space. This will result in direct engagement with a small number of retail partner contacts to develop campaigns, and a large amount of consumer reach and engagement.

Building on the previous success of these e-commerce campaigns will continue to be critical to the growth and longevity of consumer beef sales. Through this tactic, NCBA will continue to work with leading companies to drive more growth of the overall beef category via online sales. This tactic directly addresses the demand drivers of taste, convenience/versatility and price.

### **Measurable Objectives**

*(For tactics \$100,000 or less two measurable objectives are required and for tactics over \$100,000 at least three to five measurable objectives are required by the Checkoff Evaluation Committee):*

- Conduct at least three e-commerce campaigns that measure and aim to increase beef sales and/or beef purchase intent.
- Explore at least one new e-commerce tactic or partner for a new campaign opportunity.
- Offer at least one e-commerce campaign to state beef councils to partner on to further extend campaign reach.
- Share e-commerce campaign results with beef supply chain industry to encourage new ways to market and merchandise beef through website articles, email newsletters, etc.

**CBB/BPOC Funding Request: \$959,700**