

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



**Nutrition & Health**  
**Committee**

# NUTRITION & HEALTH COMMITTEE

## TACTIC OVERVIEW

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3-9	2210-B	Science Based Research on the Nutritional and Health Benefits of Processed Beef, Knowledge Dissemination and Stakeholder Engagement	FMPRE
10-12	2220-A	Impact Consumer Trust Through Experts with Influence, Outreach, and Engagement	MICA/NEBPI
13-15	2220-B	Positioning Beef as the Protein of Choice Among Northeast Consumers	MICA/NEBPI
16-18	2211-B	Nutrition Research and Scientific Affairs	NCBA
19-20	2222-B	Nutrition & Health Thought Leader Outreach and Engagement	NCBA

**Contractor: Foundation for Meat and Poultry Research and Education**

**Subcontractor:**

**Tactic#: 2210-B: Science-Based Research on the Nutritional and Health Benefits of Processed Beef, Knowledge Dissemination and Stakeholder 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 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 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 checked="" 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 checked="" 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:**

All meat is processed to varying degrees. This can include any meat product produced via the physical or biochemical transformation of meat from its native form (*i.e.* carcass, wholesale cut) into a final or finished product deemed desirable by consumers.

For this purpose, the definition of further processed, as defined by the American Meat Science Association Meat Science Lexicon, will serve as the definition of processed meat.

**Further Processing:**

Any process where meat products undergo a transformation, beyond minimal processing, containing approved ingredients, and may be subjected to a preservation or processing step(s) through the application of salting, curing, fermentation, thermal processing (smoking and/or cooking), batter/breading, or other processes to enhance sensory, quality, and safety attributes. These products may include ready-to-cook and ready-to-eat products.<sup>1</sup>

Within this definition, there are varying degrees or levels of complexity of processing ranging from seasoning and drying to make a product like beef jerky to multipart recipes requiring ingredients, formation and cooking for products like beef hot dogs. Given the differences in preparation, there are thousands of different varieties of processed meats.

Processed beef products can fit easily into healthy meals. Products such as marinated beef fajita strips and beef dinner sausage can be center of the plate food items joining vegetables and grains which together can lead to greater nutrition and nutrient absorption. Deli roast beef can easily be incorporated into a sandwich or as a salad topping for a healthy meal. Menu models have demonstrated how these processed products fit in a dietary pattern.

Research conducted within this tactic will provide scientific evidence to support the beef industry’s ability to produce, market and maintain the public enjoyment of processed beef products as a convenient, affordable and safe source of high-quality protein. While the scope of processed beef products is broad in general, specific product types will be selected for research. These products may include, but are not limited to, beef jerky, beef snack sticks, deli beef products, beef hot dogs and beef

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<sup>1</sup> Seman, D. L., D. D. Boler, C. C. Carr, M. E. Dikeman, C. M. Owens, J. T. Keeton, T. D. Pringle, J. J. Sindelar, D. R. Woerner, A. S. de Mello, and T. H. Powell. 2018. Meat Science Lexicon. Meat and Muscle Biology 2:1-15. doi:10.22175/mmb2017.12.0059.

sausages. Through science-based research, the role of processed beef products in a healthy, well-balanced diet will be defined. Data collected will be shared with key nutrition opinion leaders, regulatory authorities and all stakeholders, including State Beef Councils and producers.

Promoting processed beef products is critical to the bottom line of producers. A major component of many ready-to-eat and ready-to-cook processed beef items is 50 percent chemical lean (CL) beef trim. Approximately 10 percent of the weight of a fed steer carcass ends up as 50 percent CL trim, which is essentially, the largest “wholesale cut” on the beef carcass. Accordingly, the market value of the 50 percent CL trim, like the cut-out values of whole muscle cuts, directly affects live cattle prices. By creating demand for processed beef items, demand is created for 50 percent CL, which in turn bolsters live cattle prices and ROI for producers. If 50 percent CL were not used, the product would be rendered, which could result in losses approaching \$1 per pound.

Retail reports underscore how promoting processed beef products is critical to the bottom line of cattle producers. The *Power of Meat 2021* report provides insights into consumer purchasing behaviors, preferences and beef’s role in the meat case.

- In 2020 alone, total processed meat surged for a gain of 16.2%, reflecting \$3.8 billion in additional revenue.<sup>2</sup>
- Deli meat annual sales in 2020 grew 9.3% to \$7.2 billion, and packaged luncheon meat annual sales also grew 9.3% to \$5.5 billion.
- Deli meat sales increases in 2020 for specific grab-&-go deli meats ranged from 23% to 95% versus the year before.<sup>3</sup>

Applying the Meat Science Lexicon definition, fully-cooked and value-added meat products are both processed meats. The *Power of Meat 2021* defined value-added products for the survey as “items that are pre-marinated, pre-cut, or pre-seasoned, such as kabobs, meatloaf, meatballs. The report showed that value-added meat products provided for \$4.6 billion in sales in 2020, with beef accounting for more than half sales at \$2.6 billion.<sup>4</sup> Further, seven in 10 meat shoppers expect to buy about the same amount of value-added products demonstrating consumers positive experiences with value-added meat’s convenience. “Value-added meat has been a growth driver for several years based on the combination of higher consumption frequency and an increase in household penetration.”<sup>5</sup> Interest in fully-cooked meat increased in 2021 to 47 percent. Fully-cooked, heat and eat meat and poultry products accounted for nearly \$18.9 billion in storewide sales last year, an increase of 14.7 percent in dollar sales.

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<sup>2</sup> 210 Analytics. *2021 Power of Meat: An In Depth Look at Meat Department Through the Shoppers Eyes*. FMI – The Food Industry Association and Foundation for Meat and Poultry Research and Education.

<sup>3</sup> International Dairy Deli Bakery Association (IDDBA) by IRI

<sup>4</sup> *Ibid.*

<sup>5</sup> *Ibid.*

During the unprecedented times of 2020, shoppers changed some of their purchasing habits. Thirty-one percent of the population at large ordered meat online with some regularity, up from 14% in 2019. These online meat purchases include any type of kind, including fully-cooked, frozen, value-added, processed or fresh meat/poultry. Additionally, brands mattered more in the pandemic year, in part, due to greater brand loyalty in online ordering in processed meats, 67% prefer purchasing national and private brands. Finally, 42 percent of all online shoppers purchased hot dogs, bacon and other processed meat.<sup>6</sup> No matter how you slice it, processed beef is extremely valuable to our industry.

However, a number of significant challenges face the processed beef category and are rooted in the same dogma—limit the consumption of red and processed meat for optimum health. The Scientific Report of the 2020 Dietary Guidelines Advisory Committee (Report) recognized lean meat as part of healthy dietary patterns. However, the Report also found dietary patterns lower in red and processed meats have a reduced risk of colorectal cancer, type 2 diabetes, cardiovascular disease and all-cause mortality.<sup>7</sup> Red and processed meats are often grouped together as foods to reduce or limit, and lean meats as foods to encourage. Rarely is it recognized that red meat and processed meats can be different foods or the same, and that they can be lean. The lack of clarity around meat terms was recognized in the Report and could be a hinderance to recognizing the role all types of beef products, including processed beef products can play in healthy dietary patterns.

While the Report and subsequently the policy document, *Dietary Guidelines for Americans, 2020-2025*,<sup>8</sup> (*Guidelines*) recognize the importance of animal proteins, especially beef, at certain life stages, e.g. complementary feeding, there are still several concerns. The Guidelines say

intakes of protein foods are close to the target amounts...about three-quarters of Americans meet or exceed the recommendations for meats, poultry, and eggs.... Protein foods are generally consumed in forms with higher amounts of saturated fat or sodium and often part of mixed dishes (e.g., sandwiches, casseroles, pasta dishes) that include other ingredients that are not in nutrient-dense forms.... Replacing processed or high-fat meats (e.g., hot dogs, sausages, bacon) with seafood could help lower intake of saturated fat and sodium, nutrients that are

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<sup>6</sup> 210 Analytics. *2021 Power of Meat: An In Depth Look at Meat Department Through the Shoppers Eyes*. FMI – The Food Industry Association and Foundation for Meat and Poultry Research and Education.

<sup>7</sup> Dietary Guidelines Advisory Committee. 2020. *Scientific Report of the 2020 Dietary Guidelines Advisory Committee: Advisory Report to the Secretary of Agriculture and the Secretary of Health and Human Services*. U.S. Department of Agriculture, Agricultural Research Service, Washington, DC. Available at <https://www.dietaryguidelines.gov/2020-advisory-committee-report>.

<sup>8</sup> U.S. Department of Agriculture and U.S. Department of Health and Human Services. *Dietary Guidelines for Americans, 2020-2025*. 9th Edition. December 2020. Available at [DietaryGuidelines.gov](https://www.dietaryguidelines.gov).

often consumed in excess of recommended limits. Replacing processed or high-fat meats with beans, peas, and lentils would have similar benefits, as well as increasing dietary fiber, a dietary component of public health concern.

As the *Guidelines* are the basis for all federal nutrition policies and programs, recommendations to reduce or replace processed beef products is extremely concerning. Continued research demonstrating the role of processed beef in healthy dietary patterns is critical to ensure they remain part of federal dietary guidance.

There are also several other reports questioning the role of processed beef in dietary patterns. In January 2019, the EAT-*Lancet* report on “Food in the Anthropocene: the EAT-*Lancet* Commission on healthy diets from sustainable food systems” was published. The report outlined dietary recommendations it claims are ideal for human and planetary health. The diet suggested that people limit red meat consumption to one serving per week and poultry to two servings per week.

In July and September 2021, a special UN Food Systems Summit<sup>9</sup> will convene in Rome and New York respectively. The Summit is focused on transforming the worldwide food system to align with the [2030 UN Sustainable Development Goals](#)<sup>10</sup> and meet the objectives of the Paris Climate Accord. Many of the leaders tapped to build a framework of action for the Summit are associated with the EAT Foundation and other strong voices seeking to drastically reduce animal protein consumption around the world. It is expected, the Summit will recommend a 25 percent reduction in animal protein consumption worldwide to meet the sustainable development goals.

The International Agency for Research on Cancer (IARC) published the long awaited the monograph declaring processed meats and red meats as carcinogenic agents in March 2018.<sup>11</sup> IARC is an authoritative body and this monograph can be included as support for federal or state polices or regulations. The World Cancer Research Fund’s (WCRF) *Third Expert Report: Diet, Nutrition, Physical Activity and Cancer: a Global Perspective*, released in May 2018 is another challenge. The Report’s Cancer Prevention Recommendations include “limit red and processed meat – eat no more than moderate amounts of red meat, such as beef...eat little, if any, processed meat.”<sup>12</sup> More recently, the American Cancer Society updated it’s Guidelines for Diet and Physical Activity for Cancer Prevention. These guidelines include a recommendation that a healthy eating pattern limits or does not include red and processed meats.<sup>13</sup>

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<sup>9</sup> UN Food Systems Summit. Available at <https://www.un.org/en/food-systems-summit>.

<sup>10</sup> UN Sustainable Development Goals. Available at <https://sdgs.un.org/goals>. Accessed July 15, 2021.

<sup>11</sup> IARC Monographs on the Evaluation of Carcinogenic Risks to Humans Volume 114: Red Meat and Processed Meat. <http://publications.iarc.fr/564>. Accessed June 12, 2020.

<sup>12</sup> World Cancer Research Fund Third Expert Report, “Diet, Nutrition, Physical Activity and Cancer: a Global Perspective.” 2018. <https://www.wcrf.org/dietandcancer/recommendations/limit-red-processed-meat>. Accessed June 22, 2021.

<sup>13</sup> American Cancer Society Guideline for Diet and Physical Activity for Cancer Prevention, CA Cancer J Clin 2020;0:1-27.

By demonstrating how processed beef products fit in healthy dietary patterns associated with positive health outcomes, the conversation can be turned towards how these products can contribute to overall health and well-being and away from the focus on negative health outcomes. Research findings will be critical to ensure processed beef remains in dietary guidance. Every opportunity will be pursued to submit scientific research to add to the body of evidence in support of this effort.

A standing advisory committee of industry and academic experts and practitioners will establish research priorities and evaluate proposals. Based upon their recommendations, contracts are awarded based on merit and priority need. After the award, the research contracts will be closely monitored to ensure timely and complete research work products are available for distribution to the industry. This tactic is focused on processed beef. If complementary research with other meat animal species is developed, they will be expected to contribute proportionally to the research funding.

### **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):*

- Manage the execution of a minimum of three research projects addressing current knowledge gaps. Topics may include but are not limited to: conducting a risk-benefit analysis on the consumption of further processed beef (including items that would be considered “ultra-processed” based on the NOVA Food Classification System or other similar classification systems) products as a component of a healthy diet and lifestyle; investigating the relationship between types, ratios, and sources (animal based and non-animal based) of dietary fat consumed at *each stage of life* and neurocognitive development (birth to 18 years), neurocognitive health throughout aging, risk of cancer, cardiovascular health, and all-cause mortality; conducting menu modeling demonstrating the role of further processed beef products in the healthy dietary patterns identified in the [\*Dietary Guidelines for Americans, 2020-2025\*](#); evaluating how different dietary patterns meet, have difficulty meeting or cannot meet amino acid requirements; investigating the role of minimally and further processed beef in supporting immune health and contributing to a healthy gut microbiome as well as nutrients needs; evaluating the accuracy of commonly referred to observational nutrition studies in classifying further processed beef items.
- Assess research impact over time by cataloging citations for research funded by the Beef Checkoff and administered by the Foundation. Since Foundation administered research in this area is relatively new, the target remains 2 references citing Beef Checkoff funded research used to develop regulatory guidelines, standard operating procedures or best practices by the end date of this AR.



- Facilitate the dissemination of research data and knowledge sharing through cumulatively four meetings, webinars, documents or other events targeted to nutrition and beef industry professionals, key opinion leaders, registered dietitians, healthcare professions and retail influencers.
  - Reach at least 1,000 stakeholders through combined activities.
  - Newsletter distribution will achieve at least 28 percent open rate.

**CBB/BPOC Funding Request: \$600,000**

**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> <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> <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> </ul> </li> <li> <ul style="list-style-type: none"> <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> </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><input checked="" type="checkbox"/> 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 checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Tactic Description:**

There is an increased desire among all consumers to know more about the origin of their food and how it is produced. This desire rings true to the consumers located within the Northeast. According to the Northeast Dashboard survey, our consumers claim to have less trust and low knowledge about beef, but would like to learn more about where their beef comes from and how it is raised<sup>1</sup>. Consumer willingness to learn more provides a great opportunity for the Beef Checkoff to gain consumer trust by directly reaching consumers where they are already spending time and through experts with influence.

With increasing societal interest and focus on natural resources, climate change and the environment, coupled with a growing desire among consumers to know more about how cattle are raised and how beef is produced, work within this tactic will utilize experts with influence to reach those within our target audiences – retail and foodservice partners, consumers and nutrition professionals.

By definition, an influencer is a person or thing that influences another in a positive or negative way. They exhibit much power of opinion over their unique audience, who views them as a trusted voice and guides them in determining how to formulate their own personal values, and beliefs, in turn influencing buying behavior and purchase decisions.

Our plan is to strategically partner with credible experts with influence, including health professionals, fitness professionals, credentialed nutrition experts and communicators, medical doctors/physician assistants, retail registered dietitians, butchers, culinary leaders, bloggers, Team Beef members, beef industry experts, beef producers and others, allowing us to leverage the trust audiences have in these individuals to positively influence the level of confidence our target audiences have in beef. Our own staff registered dietitian nutritionist will also serve as a trusted voice in communications that reach our target audiences.

A survey conducted by American Farm Bureau found that 88% of Americans trust farmers. Farmers are highly trusted, by consumers, to tell the story of agriculture and explain how production practices align with societal values.<sup>2</sup> Engaging with beef producers provides the transparency consumers are craving. Producers equipped with the latest research, nutrition information, and more can aid in narrowing the rural/urban divide that is threatening agriculture. Beef producers within the Northeast region are

much more likely to direct market their product to consumers, therefore, they already have established a relationship with target consumers and can further grow trust.

The selected experts with influence will inspire peer and consumer acceptance of beef through a variety of engaging and interactive outreach efforts that are centered on delivering memorable messages regarding beef's nutritional attributes, quality, versatility, and safety, as well as the beef community's commitment to animal well-being and the sustainable use of natural resources.

These experts of influence will engage their unique audiences through traditional and social media activations related to current food, nutrition and culinary trends, seasonality and others, as well as, but not limited to speaking at conferences, on webinars and for continuing education credits for health professionals, supply chain professionals and consumers.

Building and fostering relationships with such experts is key in extending the reach and making an impact with our Northeast consumers. Our experts with influence will be invited to participate in trainings that may include, but are not limited to, farm tours, media training, culinary innovation, mock interviews/demos and others to get a pulse on today's consumer attitudes related to beef, how today's beef is raised, the latest science-based nutrition research, sustainability and more. They will also be armed with approved sound-bite messages intended for our target audiences.

Source:

<sup>1</sup>Northeast State Dashboard November 2019; Total US N=501; Northeast N=747

<sup>2</sup>Public Attitudes about Farmers and Farming: A Golden Opportunity -

<https://www.fb.org/viewpoints/public-attitudes-about-farmers-and-farming-a-golden-opportunity>

### **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):*

- Identify, have a presence at, coordinate or sponsor a minimum of three targeted retail and/or foodservice events, such as promotions, conferences, trainings, immersive on-farm experiences and/or virtual or in-person meetings with a year-end goal to engage with retail and foodservice partners with influence.
- Extend *Beef. It's What's For Dinner* brand assets through targeted regional digital marketing campaigns, earning a minimum of 5.5 million consumer views to Checkoff content.
- Measure and maintain the consumer's overall positive perception of beef at or above 69%. Favorability will be measured via a survey/questionnaire, which will be woven into consumer marketing efforts and may include consumer-facing events, expert with influence farm tours, etc.

- Engage regional beef producers in quarterly workshops, in-person and/or virtually, to provide insights surrounding consumer attitudes related to beef, how beef is raised, the latest science-based nutrition research, sustainability and more, with a year-end goal of engaging with at least 50 regional beef producers.
  - Regional beef producers will be better equipped to have impactful interactions with their customers, as well as serve as industry spokespeople following these workshops.
- Support at least 40 Northeast-based Team Beef members during FY22 and build on previous team successes, increasing the impact of members activities, involvement, and social presence with their circles of influence, with a goal to meet or exceed FY21 program reach and engagement metrics.

**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
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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 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>14</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>15</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

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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: \$328,000**



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

**Subcontractor:**

**Tactic#: 2211-B: Nutrition Research and Scientific Affairs**

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

**Tactic Description:**

NCBA, on behalf of the Beef Checkoff, leads scientific research on beef’s role in a healthy diet and directly shares it with the scientific community. This work is also used to ensure beef nutrition communications to media and other consumer influencers are based on sound science, as well as considered in dietary recommendations. As the only beef centric U.S. based nutrition research initiative on understanding beef’s positive role in health, this program uniquely contributes to the “body of science” needed to promote, protect, and defend beef’s role in healthy diets to nourish and optimize Americans’ health at every life stage.

This program is targeted to the scientific community including those in academia, government and health organizations (such as American Heart Association), scientific associations (American Society for Nutrition and Institute of Food Technologists), other Checkoff programs, state beef council partners, and industry (corporate scientists in food and/or health and wellness companies).

Recently, this program has demonstrated beef’s positive role in healthy diets across the lifespan, such as: the importance of beef as a source of iron and other nutrients in the diets of infants and children, beef’s role in preserving muscles through aging and how beef can support weight management, heart health, and blood sugar control. Checkoff research utilizes science to drive understanding of how beef is a source of nourishment in sustainable, healthy diets.

With the new LRP, a new research roadmap has been developed with input from an industry and external expert advisory group. In 2022, research projects will be funded in alignment with the roadmap, focusing on evaluating beef’s role in optimal human health and wellbeing and the prevention of chronic diseases. Scientific reviews of emerging beef relevant topics will also be commissioned. Through scientific affairs activities, such as briefings, symposia, conferences, written materials and visual tools (infographics), this program will aim to drive acceptance of beef nutrition science within the scientific community. This tactic directly addresses the demand drivers of nutrition and how a food is raised/grown that influence preference and consumption.

### **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 three original human nutrition research studies focused on the new research roadmap pillars of original science and existing research assessments about beef's role in a healthy diet.
- Maintain engagement at 45%, in 2022, of the top 100 Nutrition Science Influencers (as identified by historical data monitoring).
- Disseminate a minimum of five human nutrition research results in support of the new research roadmap posted on BeefResearch.org.

**CBB/BPOC Funding Request:** \$2,638,500

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

**Subcontractor:**

**Tactic#: 2222-B: Nutrition & Health 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> <ul style="list-style-type: none"> <li>■ Educate medical, diet &amp; health professionals about beef &amp; beef production</li> </ul> </li> <li><input type="checkbox"/> Align and collaborate with traditional &amp; nontraditional partners to tell the positive story of beef production</li> <li> <ul style="list-style-type: none"> <li>■ 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> <ul style="list-style-type: none"> <li>■ Promote the role of beef in a health &amp; sustainable diet</li> </ul> </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 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> <ul style="list-style-type: none"> <li>■ Ensure beef’s inclusion in dietary recommendations</li> </ul> </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 type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Tactic Description:**

Nutrition and health “thought leaders” are individuals and organizations who are considered trusted sources of medical, health, and fitness advice. NCBA, on behalf of the Beef Checkoff, builds relationships and partners with “thought leaders” to share credible perspectives about beef to inspire authentic peer and consumer support. The thought leader target audiences for this tactic include health and fitness professionals, credentialed nutrition experts and communicators, medical doctors/physician assistants, nurses, non-governmental organizations (NGOs), and others with trustworthy influence on consumer or peer attitudes and perceptions about beef’s health value.

This tactic engages key thought leaders by providing rich educational programs including hands-on learning experiences and access to leading beef industry experts. As a result of the education provided, thought leaders will be encouraged and strategically positioned to share reliable information about the health benefits and positive role of beef in sustainable, healthy diets through speaking engagements, specifically tailored for health professional audiences by providing continuing education credits, at conferences, on webinars, and in social media.

The tactic will allow the Beef Checkoff to identify individual, groups or events that influence a variety of thought leaders within the target audience. The extension of speaker bureaus/seminar programs will supply compelling experts for both national and state events attended by these thought leaders. New content will be created in collaboration with identified thought leaders and, along with previously developed content, will be leveraged through on-line 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 relationships with at least 10 top-tier, credentialed health experts to form a dependable Beef Expert Network.
- Identify and execute two influencer campaigns focused on creating content in collaboration with nutrition and health thought leaders.
- In conjunction with an established research tactic, leverage a minimum of two research results via digital or written content or through a presentation extended to other influencers.

**CBB/BPOC Funding Request:** \$1,648,700

