

## AUTHORIZATION REQUEST FOR FY 2022

CBB Budget Category: **Consumer Information**

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

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

Start Date: 10/1/2021

End Date: 9/30/2022

### **AR OVERVIEW**

#### **AR Purpose and Description:**

The Northeast region is home to more than 72 million consumers, which equates to approximately 22%<sup>1</sup> of the United States population and encompasses four of the top ten United States metro cities – New York City, Boston, Philadelphia, and Washington D.C. The Northeast Beef Promotion Initiative (NEBPI), which was established during the 2005-2006 fiscal year, has continued to play a key role, in conjunction with our regional State Beef Council (SBC) partners. The program's mission is to extend nationally developed Beef Checkoff messaging and content to the Northeast region, where people outnumber cattle fourteen to one<sup>3,4</sup>, by bridging the knowledge and resource gap with our target audiences – supply chain experts with influence, consumers and nutrition experts with influence. Program work centers around maintaining beef as the protein of choice, coupled with trust and respect for beef producers' long-standing commitment to high quality, safety and sustainability.

The Northeast region is immensely consumer-heavy in comparison to our cattle population. In fact, only 2.8% of the national Beef Checkoff dollars are being collected within the 12-state region<sup>2</sup>. The NEBPI plays a vital role in extending nationally developed Checkoff messaging and content, as five of the region's 12 states lack SBC presence. The NEBPI strives to constantly evolve and grow to best reach and engage our target audiences, all while making the most positive impact for the beef industry. This is achieved by judiciously putting Checkoff dollars to work through targeted engagements that focus on the highest opportunity market segments to communicate beef's compelling value proposition. The Checkoff's growth in reaching our Northeast audience is attributed to the continued support of SBC funding partners. Overall, 38% of the total budget for the NEBPI's 2020-2021 fiscal year was provided by our seven SBC partners.

Source:

1. U.S. Census Bureau, Vintage 2019 Population Estimates
2. Cattlemen's Beef Promotion and Research Board, Statement of Assets, Liabilities and Net Assets, September 30, 2020
3. USDA NASS Cattle Data from January 29, 2021 - <https://downloads.usda.library.cornell.edu/usda-esmis/files/h702q636h/n009ww19g/9880wj45t/catl0121.pdf>
4. Annual Estimates of the Resident Population: 2019 Population Estimates (as of July 1, 2020) - <https://www2.census.gov/programs-surveys/popest/tables/2010-2020/state/totals/nst-est2020.xlsx>

**2019 Northeast Dashboard Survey:** The importance of strategically connecting with our Northeast audiences is an on-going need as we continue to judiciously put Checkoff dollars to work to increase beef demand within the region. The foundation for all programming executed within the Northeast region is the Beef Industry Long Range Plan (LRP), in conjunction with the consumer demand drivers that come out of the Northeast Dashboard survey. To keep a pulse on consumer attitudes and attitudinal shifts, the NEBPI invested in a heavy-up of the Dashboard Survey, conducted by the National Cattlemen's Beef Association (NCBA), a contractor to the Beef Checkoff. The regional data was collected within five metropolitan cities - Boston, Hartford, New York City, Philadelphia, and Washington D.C.- as well as from consumers across Pennsylvania and New York state. High-level findings from the survey revealed the following:

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

While this research helps to point out those differing opinions among our Northeast consumers, ultimately it highlights key opportunities for continued success of programming to reach those consumers, who are far removed from agriculture. Our research shows **health** continues to be the main barrier within the Northeast, followed secondarily by production-related aspects.

By utilizing these research-based consumer insights, we can align programs and projects with the needs of our Northeast consumers while addressing desired outcomes of the Beef Industry's LRP. We will also be leveraging the expertise of our newest team member, a credentialed registered dietitian nutritionist, to communicate beef's nutrition/health messaging to Northeast consumers and experts with influence in a fresh

and meaningful way. Throughout the fiscal year, NEBPI program staff will continue to position beef as a trusted, high quality and consistently satisfying protein for consumers.

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

NEBPI program staff will plan to heavy-up on the State Dashboard study in 2021 to measure any attitudinal shifts among Northeast consumers as a result of the COVID-19 pandemic. Study findings will be integrated into programming to ensure that Northeast consumers are met with messaging that resonates with their needs and continues to move the needle when it comes to increasing beef demand.

To ensure that messaging resonates with our target Northeast consumers through program outreach, including digital, our strategy is comprehensive and well-rounded to maximize the reach of program dollars within the region. Staff will strive to establish a benchmark within FY2022 that looks at the conversion rate, the percentage of visitors to our website that complete a desired goal (conversion) out of the total number of visitors, to guide future content creation/dissemination surrounding Checkoff content. This will ensure that the content being shared is making a difference with our consumers and is ultimately moving the needle for beef and beef demand within the region.

Funding	Direct Costs	Implementation	Total
CBB/BPOC Funding Request:	\$324,280	\$170,480	\$494,760

Other Potential Funding	Direct Costs	Implementation	Total
Federation of SBCs Pledges: (Informational Only)	\$0	\$0	\$0
Other Funding: (Informational Only)	\$0	\$0	\$0

#### Beef Industry Long Range Plan (LRP) Core Strategies Addressed by this AR

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

**PROGRAM INFORMATION FOR THIS AR****Tactic A**

**Tactic Name:** Impacting Consumer Trust Through Experts with Influence, Outreach and Engagement

**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. Such partnerships will allow us to leverage the trust audiences have in these individuals to positively influence the level of confidence our target audiences have in beef - nutrition, role in a sustainable diet, selection, preparation and production practices. Our own staff registered dietitian nutritionist will also serve as a trusted voice in communications that reach our target audiences. Within the Northeast region, our target consumer demographic is the older Millennial parent, the meal-time decision maker, ages 20-44. Additional behavioral characteristics are included based on the messaging and goal of outreach. For example, if a program effort is seasonal, i.e. summer grilling, additional targeting would include additional interests such as barbecue, grilling, smoking, cooking, etc.

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. All experts with influence will be vetted prior to executing programming to ensure that their opinions and beliefs align with the beef industry's goals. This ensures that we are engaging with quality experts who will help move the needle for beef and beef demand.

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.

New this fiscal year, we are looking to host 1-2 workshops with Northeast beef producers. We know that over the last 18 months our Northeast Beef Directory has proven to be a valuable resource for consumers within the region. The Directory is an online resource designed to help connect Northeast-based families with local beef markets and farmers selling beef directly. The Directory has robust educational resources that inform families about their options for choosing beef, and allows families to discover that regardless of where they purchase beef, their choices are wholesome, nutritious, and delicious. During the height of the COVID-19 pandemic we saw more than 8,000 new visitors to the site. Engaging this core group of beef producers in quarterly workshops, hosted in-person and/or virtually will provide the opportunity to grow upon the successes seen in FY2021 and further engage producers in collaborative

partnerships. Workshops will provide insights surrounding consumer attitudes related to beef, how beef is raised, the latest science-based nutrition research, sustainability and more. Following these workshops regional beef producers will be better equipped to have impactful interactions with their customers, and serve as industry spokespeople within the region and beyond.

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 two 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 and at least a 4% engagement rate with 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 1-2 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 30 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.

**Performance Efficiency Measures**

**Consumer Reach Goal:** 5,500,000

**Consumer Engagement Goal:** 65,000

**Key Opinion Leader Reach Goal:** 8,900

**Key Opinion Leader Engagement Goal:** 670

**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
<input type="checkbox"/> Drive adoption of traceability <input type="checkbox"/> Identify & address export customer needs and values <input type="checkbox"/> Collaborate with targeted partners to promote U.S. beef in foreign markets <input type="checkbox"/> Invest in research, marketing & education programs	<input type="checkbox"/> Measure, document, improve & communicate the net environmental impact of beef production <input type="checkbox"/> Educate medical, diet & health professionals about beef & beef production <input type="checkbox"/> Align and collaborate with traditional & nontraditional partners to tell the positive story of beef production <input type="checkbox"/> Engage positively in the sustainable nutrition conversation <input type="checkbox"/> Expand efforts in education the general public about BQA program & its impact on animal well-being <input type="checkbox"/> Expand BQA program to include verification <input type="checkbox"/> Develop a direct-to-consumer beef safety campaign	<input type="checkbox"/> Use innovative methods & technologies to value carcasses based on eating satisfaction & red meat yield <input type="checkbox"/> Align and collaborate with traditional & nontraditional partners to tell the positive story of beef production <input type="checkbox"/> Engage positively in the sustainable nutrition conversation <input type="checkbox"/> Promote innovative online marketing, packaging & shipping solutions to enable the direct marketing of beef <input type="checkbox"/> Engage consumers in a memorable beef eating experience <input type="checkbox"/> Develop a more interactive & exciting beef purchasing experience <input type="checkbox"/> Promote underutilized beef cuts & new variety meat products	<input type="checkbox"/> Promote the role of beef in a health & sustainable diet <input type="checkbox"/> Implement a marketing campaign that communicates beef's advantage compared to alternative proteins <input type="checkbox"/> Develop targeted marketing programs focused on the highest opportunity market segments <input type="checkbox"/> Cultivate collaborative promotion partnerships <input type="checkbox"/> Promote innovative online marketing, packaging & shipping solutions to enable the direct marketing of beef <input type="checkbox"/> Engage consumers in a memorable beef eating experience <input type="checkbox"/> Develop a more interactive & exciting beef purchasing experience <input type="checkbox"/> Promote underutilized beef cuts & new variety meat products	<input type="checkbox"/> Demonstrate beef's positive sustainability message & key role in regenerative agriculture <input type="checkbox"/> Defend beef's product identity <input type="checkbox"/> Ensure beef's inclusion in dietary recommendations <input type="checkbox"/> Drive continuous improvement in food safety <input type="checkbox"/> Develop crisis management plans	<input type="checkbox"/> Attract innovative & intellectual capital into the beef industry <input type="checkbox"/> Encourage the cooperation & collaboration of existing industry advisory committees to identify & prioritize research efforts

**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 B**

**Tactic Name:** Positioning Beef as the Protein of Choice Among Northeast Consumers

**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.

In summary, beef will be positioned as the protein of choice among our Northeast consumers in many ways including, utilizing experts with influence who will share out beef's multiple advantages, including beef's positive nutritional attributes, beef's versatility in terms of preparation, recipes, etc. and the story behind the people who raise and bring beef from pasture to plate. Programming efforts will also consider the health concerns that have been identified as decision drivers among our Northeast consumers, based on data from the Northeast Dashboard Study, to ensure we are meeting our consumers with the information they need to make purchasing decisions for themselves and their families.

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 a minimum of 2-3 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 and at least 4% engagement rate with 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 40,000 target consumers with Checkoff messaging.

**Performance Efficiency Measures**

**Consumer Reach Goal:** 1,315,000

**Consumer Engagement Goal:** 29,500

**Key Opinion Leader Reach Goal:** 2,200

**Key Opinion Leader Engagement Goal:** 400

**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
<input type="checkbox"/> Drive adoption of traceability <input type="checkbox"/> Identify & address export customer needs and values <input type="checkbox"/> Collaborate with targeted partners to promote U.S. beef in foreign markets <input type="checkbox"/> Invest in research, marketing & education programs	<input type="checkbox"/> Measure, document, improve & communicate the net environmental impact of beef production <input type="checkbox"/> Educate medical, diet & health professionals about beef & beef production <input type="checkbox"/> Align and collaborate with traditional & nontraditional partners to tell the positive story of beef production <input type="checkbox"/> Engage positively in the sustainable nutrition conversation <input type="checkbox"/> Expand efforts in education the general public about BQA program & its impact on animal well-being <input type="checkbox"/> Expand BQA program to include verification <input type="checkbox"/> Develop a direct-to-consumer beef safety campaign	<input type="checkbox"/> Use innovative methods & technologies to value carcasses based on eating satisfaction & red meat yield <input type="checkbox"/> Align and collaborate with traditional & nontraditional partners to tell the positive story of beef production <input type="checkbox"/> Engage positively in the sustainable nutrition conversation <input type="checkbox"/> Expand efforts in education the general public about BQA program & its impact on animal well-being <input type="checkbox"/> Expand BQA program to include verification <input type="checkbox"/> Develop a direct-to-consumer beef safety campaign	<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> </ul> <input type="checkbox"/> Promote innovative online marketing, packaging & shipping solutions to enable the direct marketing of beef	<input type="checkbox"/> Demonstrate beef's positive sustainability message & key role in regenerative agriculture <input type="checkbox"/> Defend beef's product identity <input type="checkbox"/> Ensure beef's inclusion in dietary recommendations <input type="checkbox"/> Drive continuous improvement in food safety <input type="checkbox"/> Develop crisis management plans	<input type="checkbox"/> Attract innovative & intellectual capital into the beef industry <input type="checkbox"/> Encourage the cooperation & collaboration of existing industry advisory committees to identify & prioritize research efforts

**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 type="checkbox"/>

**SUPPLEMENTAL INFORMATION FOR THIS AR****1. Please explain changes from FY 2021 approved AR:**

N/A

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

2060 Digital, Two Way Street Digital, Kascom Media, Meltwater, The Promo Girl and Purple Martin Creative

**3. Will all work with vendors/agencies be competitively bid?**

No

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

The Northeast Beef Promotion Initiative will leverage the ongoing relationships with agencies/vendors who have historical knowledge with our program and needs. New contracts, fees and deliverables are reviewed every year and all agencies/vendors are expected to meet or exceed contractual goals. As needed, work may be contracted out with new consultants, who will be competitively bid at that time.

**4. Please list any relationships between this AR and projects previously funded by the Beef Promotion Operating Committee (BPOC):**

The work outlined within this AR continues to build upon and enhance the work previously done by the NEBPI through the previous 16 ARs. ARs continue to become more efficient, streamlined, targeted and focused in the work accomplished. Funding support from State Beef Council partners continues to grow and enhance each of the program tactics.

**5. If applicable, explain how this AR can be extended by State Beef Councils.**

Funding support from State Beef Council partners grows and enhances the reach of the programs outlined within our AR. Programs and work executed within this AR can be extended by State Beef Councils.

**DETAILED BUDGET SUMMARY****AR# 2220-CI****CBB/BPOC Funding Request:**

Committee Name	Tactic	Tactic Name	Funding Source	Direct	Impl.	Total
Domestic Marketing and Nutrition & Health	A	Impacting Consumer Trust Through Experts with Influence, Outreach, and Engagement	BPOC	\$ 145,880	\$ 85,240	\$ 231,120
Domestic Marketing and Nutrition & Health	B	Positioning Beef as the Protein of Choice Among Northeast Consumers	BPOC	\$ 178,400	\$ 85,240	\$ 263,640
<b>AR Totals</b>				<b>\$ 324,280</b>	<b>\$ 170,480</b>	<b>\$ 494,760</b>

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

Committee	Tactic	Tactic Name	Funding Source	Direct	Impl.	Total
Domestic Marketing and Nutrition & Health	A	Impacting Consumer Trust Through Experts with Influence, Outreach, and Engagement	Federation/ Other			\$ -
Domestic Marketing and Nutrition & Health	B	Positioning Beef as the Protein of Choice Among Northeast Consumers	Federation/ Other			\$ -
<b>AR Totals</b>				<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>

## Summary of Prior Year AR Budgets and Expenses:

AR# 2220-CI

FY 2021 Approved Budgets	CBB/BPOC	FSBCs	Other Source(s)	Total	Direct Cost	Impl.	Total
AR Totals	\$ 497,034	\$ -	\$ -	\$ 497,034	\$ 305,034	\$ 192,000	\$ 497,034

FY 2021 Actual Expenses (through June 30, 2021)	CBB/BPOC	FSBCs	Other Source(s)	Total	Direct Cost	Impl.	Total
AR Totals	\$ 357,701			\$ 357,701	\$ 216,072	\$ 141,629	\$ 357,701

## Historical Summary of Budgets and Expense: *(includes all funding sources listed in original AR)*

	Total Approved Budgets			Total Actual Expenses		
	FY 2020	FY 2019	FY 2018	FY 2020	FY 2019	FY 2018
AR Totals	\$ 498,786	\$ 437,000	\$ 406,000	\$ 450,644	\$ 434,906	\$ 381,329