

AUTHORIZATION REQUEST FOR FY 2022

CBB Budget Category: **Industry Information**

Name of Contractor: **National Institute for Animal Agriculture**

Name of Organization Subcontracting:

Start Date: **10/1/2021**

End Date: **9/30/2022**

AR OVERVIEW

AR Purpose and Description:

Farmers and ranchers are facing an ever-changing landscape in the arena of responsible antibiotic use. They are required to address competing priorities between maintaining the health of their animals and increasing demands from consumers looking for “free from” labels. Unfortunately, the responsible use of antibiotics in beef production is one of the most misunderstood topics amongst influencers and consumers and one that causes the most severe reactions. Farmers and ranchers must be engaged in the conversations that are framing future initiatives that impact antibiotic use and the tactics within this AR are an opportunity for farmers and ranchers (beef producers) to be empowered with the knowledge, skills, and resources that will allow their voices, and, most importantly, their values and experiences to be heard amongst the “noise” of less-informed voices. In addition, tactics within this AR will amplify farmers and ranchers’ (beef producers’) voices through influencer engagement to reach consumers who are concerned about antimicrobial resistance and the responsible use of antibiotics on the farm/ranch.

The National Institute for Animal Agriculture (NIAA) – like many animal agriculture leaders, sees the future of responsible antibiotic use will be shaped by consistent, effective communication of scientific collaboration, and a commitment on the part of the broad animal agriculture sector and its allies to combat antimicrobial resistance (AMR). At the 11th annual NIAA Antibiotic Symposium, farmers and ranchers, veterinarians, animal health professionals and additional leaders within animal agriculture will hone their ability to engage with influencers in meaningful ways. The knowledge and skills garnered and honed at Symposium will then allow beef producers to engage with influential leaders at The Centers for Disease Control who affect consumer attitudes regarding beef purchasing/consumption.

Funding	Direct Costs	Implementation	Total
CBB/BPOC Funding Request:	\$52,500	\$26,660	\$79,160

Other Potential Funding	Direct Costs	Implementation	Total
Federation of SBCs Pledges: (Informational Only)	\$0	\$0	\$0
Other Funding: (Informational Only)	\$110,000	\$0	\$110,000

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

PROGRAM INFORMATION FOR THIS AR

Tactic A

Tactic Name: 11th Annual NIAA Antibiotic Symposium

Tactic Description:

The 11th Annual NIAA Antibiotic Symposium will continue the work and collaborations established in prior symposia, funded in part by the Beef Checkoff. The Symposium will focus on continued knowledge and insights about responsible antibiotic use and the primary efforts aimed at combating antimicrobial resistance (AMR). All components of the Symposium impact the beef value chain:

- 1) **Science:** understanding causal links, resistance mechanisms, bacterial genomics, the microbiome, current/future research, and more.
- 2) **Alternatives:** preventative and intervention strategies, ensuring antibiotic stewardship, needs and challenges, innovation, and technology.
- 3) **Communication:** How to effectively engage beef producers with reliable and information, which can be shared when beef producers are engaging with influencers and consumers.
- 4) **Education:** How are colleges and universities preparing the next generation of animal agriculture leaders to utilize antibiotics responsibly while engaging in AMR conversations and solutions?

Researchers who explore the consumer decision-making process continually find that shared values are what drive human decision-making (The Center for Food Integrity, 2009). Upon establishment of shared values, messengers (beef producers) can then share scientific and economic facts that will also be used within the decision-making process. The 2021 Symposium will ensure beef producers and their fellow attendees are prepared to engage with influencers and consumers through shared values while also having the knowledge and insights about the science behind responsible antibiotic use and measures to address antimicrobial resistance (AMR) by animal agriculture leaders. Each of these areas will be addressed in the content that will drive improvements in how animal agriculture communicates and engages, leading with common values and science.

The Symposium is unique in its design as it follows the **One Health** approach. **One Health** recognizes the health of people is connected to the health of animals and the environment. Building upon the 2020 Symposium and current societal drivers, the Symposium will more significantly explore and connect the responsible use of antibiotics to environmental stewardship.

The Symposium creates a synergistic environment where stakeholders from the Centers for Disease Control & Prevention (CDC), the U.S. Food & Drug Administration (FDA), United States Department of Agriculture (USDA), American Veterinary Medical Association (AVMA), National Institute for Antimicrobial Resistance Research and Education (NIAMRRE), state public health offices, and experts from all points along the beef (animal agriculture) supply chain (producers, packers, retailers, etc.), industry associations, and other animal agriculture leaders can come together to celebrate the progress and diligent efforts of industry and veterinary medicine and the work that has broadened the **One Health** collaboration with human medicine and environmental activities. In addition, the Symposium fosters shared learning, networking, and collaboration as, together, food and agriculture system leaders continuously improve the responsible use of antibiotics in animal agriculture while ensuring animal agriculture is doing its part to combat antimicrobial resistance (AMR).

Through keynote addresses, panel conversations and breakout sessions that allow for further exploration and application of knowledge, beef producers will leave the 2021 Symposium and follow-up conversations with skills, knowledge, and insights to more effectively engage with key opinion leaders as they preserve and enhance trust in beef production, safety, and products. Farmers and ranchers also will leave with additional resources to add to the 2020 toolkit of resources to ensure they are able to engage with influencers and consumers on a variety of platforms – social media, traditional media, in-person, etc.

As society continues to come out of the COVID-19 pandemic, NIAA and its planning committee for the 2021 Symposium are planning a hybrid Symposium setting – in-person and virtual options, for attendance.

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):

- 175 stakeholders from the following segments will attend the 2021 Symposium: Animal agriculture leaders (including beef producers), processors, retailers, research scientists, academia, environmental NGOs, human health professionals, and government. Success is:
 - At least 80 percent of attendees sharing that the Symposium improves their knowledge and understanding of responsible antibiotic use and measure to combat AMR.
 - A successful Symposium will have 80 percent of attendees reporting increased knowledge and skills about communicating with influencers and consumers.
- Engage at least two state beef councils in pre- and post-Symposium media interviews, such as commercial radio, podcasts, farm news, etc. that reach a minimum of 20,000 beef producers with key take-aways advanced by the Symposium agenda.

Performance Efficiency Measures

Producer Reach Goal: 65,000

Producer Engagement Goal: 1,750

Key Opinion Leader Reach Goal: 600

Key Opinion Leader Engagement Goal: 125

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"> <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 	<ul style="list-style-type: none"> <input type="checkbox"/> Measure, document, improve & communicate the net environment impact of beef production <ul style="list-style-type: none"> ■ Educate medical, diet & health professionals about beef & beef production ■ 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 <ul style="list-style-type: none"> ■ Expand efforts in education the general public about BQA program & it's 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"> <input type="checkbox"/> Use innovative methods & technologies to value carcasses based on eating satisfaction & red meat yield 	<ul style="list-style-type: none"> <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 product 	<ul style="list-style-type: none"> <ul style="list-style-type: none"> ■ 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 	<ul style="list-style-type: none"> <input type="checkbox"/> Attract innovative & intellectual capital into the beef industry <ul style="list-style-type: none"> ■ 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"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Tactic B

Tactic Name: Beef Producer Engagement with the Centers for Disease Control and Prevention (CDC)

Tactic Description:

Previously, the Beef Checkoff has provided specific funding for beef producers to engage in antibiotic symposia events and a subsequent meeting with the Centers for Disease Control and Prevention (CDC) and related stakeholder groups. Building on the positive outcomes of previous producer engagement with the CDC, a group (approx. 15 to 20) of state beef council producer leaders will attend and participate in the Antibiotic Symposium and after the Symposium at least 15 to 20 beef producers will attend meetings at the CDC in Atlanta, GA.

Beef producers will be empowered to use face-to-face presentations to share information on both scientific developments learned at the Symposium and at the CDC meeting specifically within the beef industry to influence their peers' commitment toward continuous improvement, related to responsible antibiotic use. In addition, they will share the results of communication strategies and effectively communicating the safety and wholesomeness of beef.

This tactic includes support for working with Qualified State Beef Councils (QSBCs) to identify targeted in-person and online tools and events that can be leveraged to engage beef producers in important antibiotics-related conversations, that can be conducted via online webinars, state and regional cattle association meeting presentations, unique social media events, sponsored producer influencer events, etc.

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):

- Between 15 to 20 beef producers will participate in a tour, presentations, demonstrations, and discussions with officials from the Centers for Disease Control, engaging in open dialogue, questions on next steps in communication and collaboration opportunities.
 - A minimum of five (5) beef producer participants will further engage with CDC leaders to serve as trusted resources on information related to

farm/ranch practices. This will be measured via three-month, six-month and twelve-month surveys.

- At least two (2) CDC professionals will visit/tour a beef farm/ranch.
- Create a short video featuring beef producers, and professionals from CDC, FDA or USDA to share the responsible use of antibiotics across the beef value chain. Share the video with a minimum of two influencer-based organizations such as the Food Marketing Institute, Grocery Manufacturers Association, National Restaurant Association, American Academy of Pediatrics, etc.

Performance Efficiency Measures

Producer Reach Goal: 2,000

Producer Engagement Goal: 325

Key Opinion Leader Reach Goal: 325

Key Opinion Leader Engagement Goal: 100

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"> <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 	<ul style="list-style-type: none"> <input type="checkbox"/> Measure, document, improve & communicate the net environment impact of beef production ■ Educate medical, diet & health professionals about beef & beef production ■ 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 ■ Expand efforts in education the general public about BQA program & it's 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"> <input type="checkbox"/> Use innovative methods & technologies to value carcasses based on eating satisfaction & red meat yield 	<ul style="list-style-type: none"> <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 product 	<ul style="list-style-type: none"> ■ 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 	<ul style="list-style-type: none"> <input type="checkbox"/> Attract innovative & intellectual capital into the beef industry ■ 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"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

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

The 2021 Symposium will build upon the previous symposia – especially as attendees are empowered to enhance their communications about responsible antibiotic use and antimicrobial resistance (AMR) with various audiences. Leaders from across animal agriculture also will explore how, together, they can collaborate on research and educational curriculum needs at colleges of veterinary medicine, within the animal health business community and with NGOs vested in responsible antibiotic use and combatting AMR.

In addition, the 2021 Symposium will include additional QSBC leaders, and these leaders will receive ongoing support after the Symposium as they engage with thought leaders and consumers and share their story as responsible users of antibiotics on their farms and ranches.

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

N/A

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

If not, why not?

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

The work executed via this AR will continue on the decade plus leadership of NIAA in to enhance an animal agriculture industry that is aligned with judicious antibiotic use policies and practices. The FY 2022 AR also will build upon NIAA's success of empowering farmers, ranchers, QSBC professional staff and veterinarians as they engage with various influential audiences – dietitians, medical professionals, consumers, etc.

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

Building upon feedback from the Evaluation Committee, this AR is specifically designed to reach all interested QSBCs with information and resources that can empower their work with influencers and consumers. In the fall of 2020, the NIAA board of directors reaffirmed NIAA's mission and guiding principles. This exercise solidified NIAA's role as a "behind-the-scenes" organization that empowers consumer-facing entities and professionals, e.g., QSBCs.

DETAILED BUDGET SUMMARY

AR# 2231-II

CBB/BPOC Funding Request:

Committee Name	Tactic	Tactic Name	Funding Source	Direct	Impl.	Total
Safety & Product Innovation & Stakeholder Engagement	A	11th Annual NIAA Antibiotic Symposium	BPOC	\$ 35,000	\$ 16,660	\$ 51,660
Safety & Product Innovation & Stakeholder Engagement	B	Beef Producer Engagement with the Centers for Disease Control and Prevention (CDC)	BPOC	\$ 17,500	\$ 10,000	\$ 27,500
AR Totals				\$ 52,500	\$ 26,660	\$ 79,160

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

Committee	Tactic	Tactic Name	Funding Source	Direct	Impl.	Total
Safety & Product Innovation & Stakeholder Engagement	A	11th Annual NIAA Antibiotic Symposium	Partners & Registrations	\$ 100,000		\$ 100,000
Safety & Product Innovation & Stakeholder Engagement	B	Beef Producer Engagement with the Centers for Disease Control and Prevention (CDC)	NIAA Partners	\$ 10,000		\$ 10,000
AR Totals				\$ 110,000	\$ -	\$ 110,000

Summary of Prior Year AR Budgets and Expenses:

FY 2021 Approved Budgets	CBB/BPOC	FSBCs	Other Source(s)	Total	Direct Cost	Impl.	Total
	AR Totals	\$ 89,466	\$ -	\$ 83,000	\$ 172,466	\$ 159,466	\$ 13,000

FY 2021 Actual Expenses (through June 30, 2021)	CBB/BPOC	FSBCs	Other Source(s)	Total	Direct Cost	Impl.	Total
	AR Totals	\$ 54,267		\$ 75,000	\$ 129,267	\$ 126,441	\$ 2,826

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	\$ 149,757	\$ 140,000	\$ 183,150	\$ 155,594	\$ 130,000	\$ 183,150