

**Tactic Quick Guides
Preliminary FY23 Tactics**



**Nutrition & Health
Committee**

NUTRITION & HEALTH COMMITTEE

TACTIC OVERVIEW

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3-9	2320-A	Impacting Consumer Trust Through Experts with Influence, Outreach and Engagement	MICA/NEBPI
10-15	2320-B	Positioning Beef as the Protein of Choice Among Northeast Consumers	MICA/NEBPI
16-19	2311-B	Nutrition Research and Scientific Affairs	NCBA
20-23	2322-B	Nutrition & Health Thought Leader Outreach and Engagement	NCBA
24-32	2310-B	Science Based Research on the Nutritional and Health Benefits of Processed Beef, Knowledge Dissemination and Stakeholder Engagement	FMPRE

Name of Contractor: Meat Import Council of America

Name of Organization Subcontracting: Northeast Beef Promotion Initiative

Start Date: 10/1/2022

End Date: 9/30/2023

CBB/BPOC Funding Request for this AR: \$620,000

CBB/BPOC Funding Request for this Tactic: \$293,000

Tactic#: 2320-A

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

Tactic Description:

Program efforts under this tactic will leverage the trust audiences have in credible experts with influence to positively impact the level of confidence our target audiences have in beef – nutrition, role in a sustainable diet, selection, preparation and production practices.

Background:

According to the Northeast Dashboard Survey, Northeast consumers claim quick recipes, healthy recipes and more information surrounding beef producers and beef production could encourage them to consume more beef.¹ 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 continued 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 expert with influence 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.

A recent study conducted by Forbes Magazine states that in the past year 72% of consumers say their trust in experts with influence has increased, 66% say their purchasing decisions are often driven by experts with influence and 64% say that experts with influence help them discover new brands.² Partnering with key experts with influence allows the Checkoff to broaden the scope and reach of key messages, which have the impact to positively drive demand for beef and beef products.

According to a study by Sideqik, 50% of Millennials feel that they know the experts with influence they follow on social media better than their friends. As a result, seven out of 10 consumers trust recommendations shared by experts with influence equally as much as the opinion of their personal friends. The study also noted the importance of authenticity, stating that for 94% of consumers it is a primary reason they choose to follow select experts with influence.² This further illustrates the importance of properly vetting experts with influence prior to entering into a partnership with them. Ensuring that they authentically trust and believe in beef nutrition and production practices and are regularly using beef is key to delivering messages that are well-received by their audiences and in-turn deliver positive and impactful engagements for beef and beef demand.

Within the Northeast region, our target consumer demographic continues to be 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.

Shifting Consumer Perception

Our plan is to strategically partner with credible experts with influence, including health and/or fitness professionals, credentialed nutrition experts and communicators, medical doctors/physician assistants, retail registered dietitians, butchers, culinary leaders, bloggers, athletic directors/coaches, Team Beef members, beef industry experts, beef producers and others. Our own staff registered dietitian nutritionist will also continue to serve as a trusted voice in communications that reach our target audiences. Emphasis will be placed on building up relationships that the Checkoff has already invested in throughout previous program work, as well as continually cultivating new relationships and partnership opportunities.

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 around 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 with 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 and best interest. This ensures that we are engaging with quality experts who believe in beef and will ultimately help move the needle for beef and beef demand.

Building new relationships and fostering existing relationships with such experts is key in extending the reach and making an impact with our Northeast consumers, given the large consumer base and limited budget within the region. 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.

Connecting Consumers and Producers

The Northeast State Dashboard revealed that Northeast consumers are seeking more information surrounding beef producers and beef production. By sharing meaningful messages on these topics, this audience may ultimately be encouraged to consume more beef. Farmers and ranchers, as well as scientists are the most believable sources when it comes to beef sustainability messages.³ Although Northeast consumers place much less emphasis on beef production attributes when considering protein meals, we know that perceptions of beef in the Northeast are less positive overall.¹ Engaging with beef producers provides the transparency that consumers desire. 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 an established relationship with target consumers and can further grow trust for the entire industry.

During fiscal year 2021-2022, the NEBPI hosted a hybrid workshop which had an emphasis on in-person attendees, with beef producers from across the Northeast region. We know, and the Northeast Dashboard Survey confirmed, the Northeast Beef Directory has proven to be a valuable resource for consumers seeking local beef producers within the region. The Directory is an online resource designed to help connect Northeast-based families with local beef markets and producers selling beef directly. The Directory also contains 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 (March/April 2020) we saw more than 8,000 new visitors to the site. The Directory continues to see considerable traffic, with over 14,600 users and 27,800 pageviews from January – May 2022. Building upon the successes from this initial producer workshop, which centered around engaging a core group of beef producers will provide the opportunity to further engage producers in collaborative partnerships. Workshop(s) hosted in fiscal year 2022-2023 and beyond will continue to provide the latest insights surrounding consumer attitudes related to beef,

how beef is raised, the latest science-based nutrition research, sustainability and more. After completion of these workshops, regional beef producers will be better equipped to have impactful interactions with their customers and serve as industry spokespeople within their local communities, the region and beyond. Emphasis will be placed on bolstering representation and participation from beef producers within each state within the Northeast, this will ensure that the Beef Checkoff has positive representation and reach across the region as a whole.

Citations:

¹Northeast State Dashboard (derived from the National Consumer Beef Tracker Survey data), August 2021; Total U.S. n = 1,000, Northeast n=755

²Loeb, W. (2022, February 9). *Influencer Impact on Consumers Increasing – Facebook has Less Power*.

Forbes. <https://www.forbes.com/sites/walterloeb/2022/02/03/influencer-impact-on-consumers-increasing--facebook-has-less-power/?sh=61b0cba54bad>

³Sustainability Perceptions and Proof Point Assessment, Dynata Platforms, April 2021

Measurable Objectives

For tactics requesting \$100,000 or less of CBB/BPOC funding, two measurable objectives are required. For tactics requesting over \$100,000 of CBB/BPOC funding, at least three to five measurable objectives are required.

1. Engage regional beef producers in a minimum of one in-person and/or virtual workshop to provide insights and training on consumer attitudes related to beef, how beef is raised, the latest science-based nutrition research, sustainability, existing Checkoff-funded resources and more. Aiming for a year-end goal of engaging with a minimum of 40 regional beef producers to better equip them to have impactful interactions with consumers and industry partners. Emphasis will be placed to engage producers within each of the states in the Northeast region.
2. Extend nationally developed beef resources, including *Beef. It's What's for Dinner* brand assets through targeted regional digital and social marketing campaigns, earning a minimum reach of 3.6 million, while maintaining engagement with Checkoff content.
3. Foster relationships with influential retail and foodservice partners through involvement in a minimum of two targeted retail and/or foodservice events, promotions, conferences, trainings, immersive on-farm experiences and/or virtual/in-person meetings.
4. Support at least one collegiate-level athletic program during FY23 and build upon previous program work by furthering beef resource distribution among, but not limited to coaching staff, team dietitian(s), athletes, and fans.

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 the adoption of traceability for all U.S. cattle to help promote U.S. beef through (verified) value-added programs, while protecting the health & well-being of cattle and our markets from the effects of contagious diseases <input type="checkbox"/> Identify & address export customer needs & 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 climate and environmental impact of beef production <ul style="list-style-type: none"> ■ Educate medical, diet & health professionals about beef & beef production ■ Align & collaborate with traditional & nontraditional partners to tell the positive story of beef production ■ Engage positively in the sustainable nutrition conversation <input type="checkbox"/> Intensify efforts in educating consumers as well as supply chain decision makers about the benefits of animal care programs like BQA & their 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 <input type="checkbox"/> Develop production/processing/marketing systems that result in more equitable margin distribution <input type="checkbox"/> Explore business models and risk management tools that result in more sustainable producer profit opportunities 	<ul style="list-style-type: none"> <ul style="list-style-type: none"> ■ 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 <ul style="list-style-type: none"> ■ Develop targeted marketing programs focused on the highest opportunity market segments ■ Cultivate collaborative promotion partnerships <input type="checkbox"/> Promote innovative online marketing, packaging & shipping solutions to enable the direct marketing of beef <ul style="list-style-type: none"> ■ 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 	<ul style="list-style-type: none"> <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 	<ul style="list-style-type: none"> <input type="checkbox"/> Attract innovation & intellectual capital & cultivate the next generation of talent into the beef industry <input type="checkbox"/> Encourage the cooperation & collaboration of existing industry advisory committees to identify & prioritize research efforts <input type="checkbox"/> Increase industry funds for beef marketing, promotion, and research

NUTRITION & HEALTH COMMITTEE
Tactic Score Sheet Considerations, Scores, and Notes

	Tactic Considerations	Table Agreement Level
1.	<p>This tactic addresses the LRP initiatives.</p>	
2.	<p>This tactic addresses an industry need that will aid in stimulating, either directly or indirectly, the demand for beef.</p>	
Additional Notes:		

Name of Contractor: Meat Import Council of America

Name of Organization Subcontracting: Northeast Beef Promotion Initiative

Start Date: 10/1/2022

End Date: 9/30/2023

CBB/BPOC Funding Request for this AR: \$620,000

CBB/BPOC Funding Request for this Tactic: \$327,000

Tactic#: 2320-B

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

Tactic Description:

Program work within this tactic, and across the entire Authorization Request, centers around ensuring beef is a trusted, high quality and consistently satisfying protein of choice for consumers in the Northeast.

Background:

The Northeast Dashboard Survey showed that health continues to be the main barrier within the Northeast region when consumers are considering protein meals, followed by taste and safety.¹ The Survey also showed that the Northeast consumes less beef on a weekly basis than the total U.S., however when asked what would encourage them to prepare or eat beef meals more often, Northeast consumers claim quick recipes, healthy recipes and more information on cattle could drive them to consume more beef.¹ According to the Consumer Beef Tracker data from January – December 2021, frequent meat alternative consumers are also eating a variety of other animal proteins, including beef. Additionally, 73% of weekly meat alternative eaters are also include beef in their weekly meal line-up.² This information is encouraging to see, despite the numerous protein options available to consumers in the region, they are still routinely including beef. This provides opportunity for the Checkoff to aim at increased meal occurrences that include beef among consumers in the Northeast, which would ultimately drive additional demand for beef.

According to a shopper survey conducted by Chicory, recipes remain the number one driver consumers use to try new products. Of the consumers surveyed, 43% indicate that an ingredient being featured in a recipe is what inspires them to try new products. The survey also showed that 83% of respondents said they use recipes to prepare for

and make lists for their shopping trips.³ These valuable insights confirm the importance that recipes serve in consumers purchasing habits. Programming will continue to highlight quick and easy beef recipes, as part of consumers buying journey, to build additional demand for beef among Northeast shoppers.

The Northeast Dashboard Survey revealed that 73% of meals in the Northeast are being cooked at home.¹ More frequent preparation and consumption of meals at home is not without its challenges as consumers encounter difficulty with meal planning, a lack of time to cook and clean up and various cooking skill levels. Leveraging partnerships with key experts with influence, foodservice, retailers, medical, health professionals, and others to engage consumers in a more memorable beef eating and purchasing experience will help eliminate barriers to purchase and consumption, while promoting the role of beef in a healthy and sustainable diet.

Social media continues to serve as a common place consumers seek recipe inspiration, and they are particularly influenced by popular social media food trends. A recent survey conducted by Instacart found that 90% of consumers say they have added at least one of these trending recipes to their regular cooking rotation and 11% say they have added more than five recipes to the rotation.⁴ Maintaining a consistent presence on top social media platforms, while keeping a pulse on the latest food trends/viral recipes provides a unique opportunity to engage with consumers in the digital space.

Inspiring Consumers with Meaningful Content

In addition to engaging consumers on the beef eating experience and sharing quick and easy beef recipes, 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 has the potential to reach a broad audience and 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 information is coming from/through a credible source.

Plans to reach consumers with key messages that drive demand for and positively influence perception of beef center around partnering with external registered dietitian nutritionists (RDN), nutrition students and dietetic interns and our own staff RDN. These influential nutrition experts work in a variety of specialty areas from hospital settings to supermarkets, private practice and school foodservice and are well-equipped to translate science-based messages into understandable sound bites related to beef and its role in an overall healthy diet to consumers. Further this group can execute creative and engaging programs within an array of channels sharing beef's positive nutrition attributes, ease of use, taste, affordability and more to reach our target audiences.

In addition to interfacing with nutrition professionals, it is crucial that we reach physicians, nurse practitioners, nurses, physician's assistants, etc. with current nutrition research on beef as well. Patients trust and value the expertise of such healthcare professionals who are uniquely positioned to communicate recommendations for

healthy habit change based on medical diagnosis. Ensuring that this audience is armed with adequate resources will remain a top priority within this tactic.

Possible high-level program activations to engage healthcare professional audiences in a meaningful way include, but are not limited to, beef nutrition and media training workshops, professional meetings, educational webinars, on-farm tours, in-person/virtual cooking and education classes and print and digital activations with food retailers and nutrition and medical professional organizations.

Beef will be positioned as the protein of choice among our Northeast consumers in a variety of ways that may include utilizing experts with influence to share beef's multiple advantages, such as the positive nutritional attributes, versatile 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 Survey, to ensure we are meeting our consumers with the information they need to make purchasing decisions for themselves and their families.

Leveraging partnerships with key experts with influence, foodservice, school foodservice, retailers, healthcare professionals, and others to engage consumers in a more memorable beef eating and purchasing experience may help eliminate barriers to purchase and consumption, while promoting the role of beef in a healthy and sustainable diet.

Citations:

¹Northeast State Dashboard (derived from the National Consumer Beef Tracker Survey data), August 2021; Total U.S. n = 1,000, Northeast n=755

²Consumer Beef Tracker January – December 2021 Data

³ Chicory. (2021, August 18). *Chicory's New Shopper surveys reveal omnichannel preferences and recipe usage patterns*. Chicory's New Shopper Surveys Reveal Omnichannel Preferences and Recipe Usage Patterns. <https://www.prnewswire.com/news-releases/chicorys-new-shopper-surveys-reveal-omnichannel-preferences-and-recipe-usage-patterns-301357304.html>

⁴ Moran, C. D. (2021, December 10). *Viral recipes are becoming kitchen mainstays, Instacart says*. Grocery Dive. <https://www.grocerydive.com/news/viral-recipes-are-becoming-kitchen-mainstays-instacart-says/611328/>

Measurable Objectives

For tactics requesting \$100,000 or less of CBB/BPOC funding, two measurable objectives are required. For tactics requesting over \$100,000 of CBB/BPOC funding, at least three to five measurable objectives are required.

1. Cultivate a minimum of four collaborative beef promotion partnerships where content is delivered by experts with influence and focused on positioning beef as the protein of choice, while expanding consumer reach.
2. Arm influential healthcare professional audiences which could include, but not be limited to, registered dietitian nutritionists, physicians, nurse practitioners or physician assistants with the latest science-based nutrition research and resources. Programs may include sponsored webinars, attendance at educational conferences or immersive nutrition and culinary events with a year-end goal of two activations.
3. Leverage digital media platforms to deliver timely and seasonally relevant content centered around beef recipes and meal solutions, nutrition information, cut selection, preparation, and storage to regional consumers to guide their purchasing decisions, earning a minimum reach of 1 million, while maintaining engagement with Checkoff content.
4. Conduct a minimum of two regional retail and/or foodservice e-commerce campaign that aims to increase beef sales and/or intent to purchase beef through online purchasing/ ordering technology.

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 the adoption of traceability for all U.S. cattle to help promote U.S. beef through (verified) value-added programs, while protecting the health & well-being of cattle and our markets from the effects of contagious diseases <input type="checkbox"/> Identify & address export customer needs & 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 climate and environmental impact of beef production <ul style="list-style-type: none"> ■ Educate medical, diet & health professionals about beef & beef production ■ Align & collaborate with traditional & nontraditional partners to tell the positive story of beef production ■ Engage positively in the sustainable nutrition conversation <input type="checkbox"/> Intensify efforts in educating consumers as well as supply chain decision makers about the benefits of animal care programs like BQA & their 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 <input type="checkbox"/> Develop production/processing/marketing systems that result in more equitable margin distribution <input type="checkbox"/> Explore business models and risk management tools that result in more sustainable producer profit opportunities 	<ul style="list-style-type: none"> ■ Promote the role of beef in a health & sustainable diet ■ Implement a marketing campaign that communicates beef's advantage compared to alternative proteins ■ Develop targeted marketing programs focused on the highest opportunity market segments ■ Cultivate collaborative promotion partnerships <input type="checkbox"/> Promote innovative online marketing, packaging & shipping solutions to enable the direct marketing of beef ■ 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 	<ul style="list-style-type: none"> <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 	<ul style="list-style-type: none"> <input type="checkbox"/> Attract innovation & intellectual capital & cultivate the next generation of talent into the beef industry <input type="checkbox"/> Encourage the cooperation & collaboration of existing industry advisory committees to identify & prioritize research efforts <input type="checkbox"/> Increase industry funds for beef marketing, promotion, and research

NUTRITION & HEALTH COMMITTEE

Tactic Score Sheet Considerations, Scores, and Notes

	Tactic Considerations	Table Agreement Level
1.	This tactic addresses the LRP initiatives.	
2.	This tactic addresses an industry need that will aid in stimulating, either directly or indirectly, the demand for beef.	
Additional Notes:		

Name of Contractor: National Cattlemen’s Beef Association

Name of Organization Subcontracting:

Start Date: 10/1/2022

End Date: 9/30/2025

CBB/BPOC Funding Request for this AR: \$9,627,100

CBB/BPOC Funding Request for this Tactic: \$3,335,200

Tactic#: 2311-B

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 Name: Nutrition Research and Scientific Affairs

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 with the purpose of educating broadly and engaging advocates. This work also builds the scientific foundation for beef nutrition communications, health professional education and consumer messages. 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 is also the program that is responsible for providing the scientific evidence about beef’s role in health to authoritative bodies like the *Dietary Guidelines for Americans* and others that guide consumers on what/how eat.

This program targets and partners with 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), and industry (corporate scientists in food and/or health and wellness companies). Through collaborations with State Beef Councils, other NCBA Checkoff programs, as well other Checkoff contractors (e.g., NEBPI, FMPRE, etc.) research and education outcomes are further leveraged for broader impact.

Recently, this program has highlighted beef’s superior protein quality in comparison to plant-based alternatives and has demonstrated the positive role of beef’s nutrient profile across the lifespan, from enhancing the diets of infants and young children to its role in

healthy aging, heart health and weight management. Checkoff research also drives understanding of how beef is a source of nourishment in sustainable, healthy diets.

The current research roadmap developed and maintained with an industry expert advisory group builds a foundation of research that addresses challenges and opportunities related to beef's role in optimal human health, the prevention of chronic diseases and aims to understand beef's unique matrix. 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 and provides value to the industry by providing science-based information to promote and defend the nutritional attributes of beef in healthy diets. Strategic planning sessions will be conducted as needed with third-party experts to refine beef nutrition research gaps. This tactic directly addresses the demand drivers of nutrition that influence preference and consumption.

Measurable Objectives

For tactics requesting \$100,000 or less of CBB/BPOC funding, two measurable objectives are required. For tactics requesting over \$100,000 of CBB/BPOC funding, at least three to five measurable objectives are required.

1. Conduct a minimum of three original human nutrition research studies focused on the research roadmap pillars (original scientific research, existing research assessments and scientific community education).
2. Engage 45% of the top 100 Nutrition Science thought leaders (as identified by historical data monitoring).
3. Secure placement of at least 100 nutrition research results external to this tactic.

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 the adoption of traceability for all U.S. cattle to help promote U.S. beef through (verified) value-added programs, while protecting the health & well-being of cattle and our markets from the effects of contagious diseases <input type="checkbox"/> Identify & address export customer needs & 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 climate and environmental impact of beef production <ul style="list-style-type: none"> ■ Educate medical, diet & health professionals about beef & beef production <input type="checkbox"/> Align & 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"/> Intensify efforts in educating consumers as well as supply chain decision makers about the benefits of animal care programs like BQA & their 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 <input type="checkbox"/> Develop production/processing/marketing systems that result in more equitable margin distribution <input type="checkbox"/> Explore business models and risk management tools that result in more sustainable producer profit opportunities 	<ul style="list-style-type: none"> <ul style="list-style-type: none"> ■ 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 	<ul style="list-style-type: none"> <input type="checkbox"/> Demonstrate beef's positive sustainability message & key role in regenerative agriculture <input type="checkbox"/> Defend beef's product identity <ul style="list-style-type: none"> ■ 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 innovation & intellectual capital & cultivate the next generation of talent into the beef industry <input type="checkbox"/> Encourage the cooperation & collaboration of existing industry advisory committees to identify & prioritize research efforts <input type="checkbox"/> Increase industry funds for beef marketing, promotion, and research

NUTRITION & HEALTH COMMITTEE

Tactic Score Sheet Considerations, Scores, and Notes

	Tactic Considerations	Table Agreement Level
1.	This tactic addresses the LRP initiatives.	
2.	This tactic addresses an industry need that will aid in stimulating, either directly or indirectly, the demand for beef.	
Additional Notes:		

Name of Contractor: National Cattlemen’s Beef Association

Name of Organization Subcontracting:

Start Date: 10/1/2022

End Date: 9/30/2023

CBB/BPOC Funding Request for this AR: \$7,437,600

CBB/BPOC Funding Request for this Tactic: \$1,480,500

Tactic#: 2322-B

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 Name: Nutrition & Health Thought Leader Outreach and Engagement

Tactic Description:

Nutrition and health thought leaders are individuals and organizations who are considered trusted sources of medical, health, and fitness advice. They educate broadly and inspire people to choose beef for health. NCBA, on behalf of the Beef Checkoff, builds relationships and collaborates with engaged advocates to share credible perspectives about beef to inspire authentic peer and consumer support for beef’s role in a healthy diet.

Audiences for this tactic include credentialed health and wellness experts including registered dietitians, medical doctors, physician assistants, nurses, fitness professionals, non-governmental organizations (NGOs), and other science-based associations with influence on consumer or peer attitudes and perceptions about beef’s health value.

This tactic engages experts through rich educational programs and online activation with leading health and beef industry experts. Expert advocates learn, develop and share science-based content, including “how-to” information for including beef in sustainable, healthy diets. This is accomplished through tailored educational programming including webinars, speaker bureaus/seminar programs, conferences, immersive experiences and podcasts as well as online engagement using social media, website content and e-newsletters. Through this program, the Beef Checkoff also uses its own nutrition expertise to develop and extend original content and programming. This provides the entire beef industry with access to a valuable repository of credible information to use to encourage consumers to choose beef for health. Through collaboration with state beef councils, other NCBA Checkoff programs, as well

as other Checkoff contractors (e.g., NEBPI, FMPRE, etc.) these programs are further leveraged for broader impact.

Measurable Objectives

For tactics requesting \$100,000 or less of CBB/BPOC funding, two measurable objectives are required. For tactics requesting over \$100,000 of CBB/BPOC funding, at least three to five measurable objectives are required.

1. Develop a community of at least 25 nutrition experts that participate in immersive educational experiences about beef nutrition and beef production; at least six of which contribute subject matter experts to the Beef Expert Network.
2. Execute two nutrition-centric influencer campaigns focused on creating social and digital content targeted to nutrition and health thought leaders.
3. Develop and execute at least two nutrition science-based education programs to reach a broad health professional audience.

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 the adoption of traceability for all U.S. cattle to help promote U.S. beef through (verified) value-added programs, while protecting the health & well-being of cattle and our markets from the effects of contagious diseases <input type="checkbox"/> Identify & address export customer needs & 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 climate and environmental impact of beef production <input type="checkbox"/> Educate medical, diet & health professionals about beef & beef production <input type="checkbox"/> Align & 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"/> Intensify efforts in educating consumers as well as supply chain decision makers about the benefits of animal care programs like BQA & their 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 <input type="checkbox"/> Develop production/processing/marketing systems that result in more equitable margin distribution <input type="checkbox"/> Explore business models and risk management tools that result in more sustainable producer profit opportunities 	<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 products 	<ul style="list-style-type: none"> <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 	<ul style="list-style-type: none"> <input type="checkbox"/> Attract innovation & intellectual capital & cultivate the next generation of talent into the beef industry <input type="checkbox"/> Encourage the cooperation & collaboration of existing industry advisory committees to identify & prioritize research efforts <input type="checkbox"/> Increase industry funds for beef marketing, promotion, and research

NUTRITION & HEALTH COMMITTEE

Tactic Score Sheet Considerations, Scores, and Notes

	Tactic Considerations	Table Agreement Level
1.	This tactic addresses the LRP initiatives.	
2.	This tactic addresses an industry need that will aid in stimulating, either directly or indirectly, the demand for beef.	
Additional Notes:		

Name of Contractor: Foundation for Meat and Poultry Research and Education

Name of Organization Subcontracting:

Start Date: 10/1/2022

End Date: 9/30/2025

CBB/BPOC Funding Request for this AR: \$950,000

CBB/BPOC Funding Request for this Tactic: \$300,000

Tactic#: 2310-B

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 Name: Science-Based Research on Nutrition and Health Benefits of Processed Beef, Knowledge, and Dissemination and 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. Processing is an important component of ensuring a safe, accessible, affordable, nutritious, and sustainable food supply. It allows perishable products to last longer through freezing, canning, and other preservation methods. Such production practices allow for maximum utilization of cattle and minimize the potential for food waste.¹

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.²

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 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 2022* report provides insights into consumer purchasing behaviors, preferences and beef's role in the meat case. Applying the Meat Science Lexicon definition, fully-cooked and value-added meat products are both processed meats.

The report defined value-added products for the survey as "items that are pre-marinated, pre-cut, or pre-seasoned, such as kabobs, meatloaf, meatballs" and showed that value-added meat products provided for \$5.1 billion in sales in 2021, with beef accounting for more than half sales at \$2.8 billion.³ More than nine percent of fresh meat sales are derived from value-added products. "In 2016, 37 percent of meat shoppers purchased value-added products sometimes or frequently. In 2022, this increased to 67 percent – an increase of 30 percentage points. Demographically and

behaviorally, high-frequency value-added meat buyers skew towards Gen Z and Millennials in urban areas with a high propensity for online shopping.”⁴

Research conducted by Technomic found that while 68 percent of consumers perceived beef as nutritious, only 34 percent felt that way about processed meats. Consumers are seeking more information and improved education on the healthfulness of processed meats.⁵ This AR is an opportunity to provide that information to consumers through research. 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.⁶ 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*,⁷ (*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 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.

The process to develop the *2025-2030 Dietary Guidelines for Americans* has already begun. Among the topics the Dietary Guidelines Advisory Committee is expected to review are the role of “ultra-processed foods” and health outcomes, as well as food sources of saturated fat.

It is concerning that the processing level would be used to determine whether a food can be part of healthy dietary patterns instead of considering its nutrient content. Such a recommendation would be difficult to implement in the U.S. because evaluating the nutrient intake of participants in NHANES 2009-2011 showed that 57.5 percent of calories consumed in the U.S. are from ultra-processed foods.⁸ Using a processing classification system would have broad implications not only because more than half of energy intake is from ultra-processed foods but unknown is its impact on land use, food markets, food systems, and retail prices.⁹

Further, no consideration is provided regarding the impact an avoidance recommendation could have on an aging population; a population with decreased appetite and increased protein needs. The importance of the high protein quality in meat and meat products in maintaining autonomy and musculoskeletal health (*i.e.*, preventing falls, sarcopenia) in older adults cannot be understated. A review in the journal *Applied Physiology, Nutrition, and Metabolism* stated that the growing body of evidence indicates that protein intakes well above the current Recommended Dietary Allowance help promote healthy aging.¹⁰ Higher protein intakes may help prevent age-related sarcopenia, losing muscle mass that predisposes older adults to frailty, disability, and loss of autonomy. Products that may fall into the ultra-processed group are options to help this population subgroup meet nutrient requirements.

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.

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 2018.¹¹ 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.”¹² 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.¹³

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.

Citations:

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3. 210 Analytics. 2022 *The Power of Meat: An in-depth look at meat through the shopper's eyes*. FMI – The Food Industry Association and Foundation for Meat and Poultry Research and Education.
4. 4 *Ibid*.
5. Technomic. NAMI Protein PACT Q1 2022 Report. April 25, 2022.
6. 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>.
7. 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).
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10. Phillips SM, Chevalier S, Leidy HJ. Protein "requirements" beyond the RDA: implications for optimizing health. *Appl Physiol Nutr Metab*. 2016 May;41(5):565-72. doi: 10.1139/apnm-2015-0550. Epub 2016 Feb 9.
11. 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.
12. 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.
13. American Cancer Society Guideline for Diet and Physical Activity for Cancer Prevention, *CA Cancer J Clin* 2020;0:1-27.

Measurable Objectives

For tactics requesting \$100,000 or less of CBB/BPOC funding, two measurable objectives are required. For tactics requesting over \$100,000 of CBB/BPOC funding, at least three to five measurable objectives are required.

1. 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 saturated 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.
2. 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.
3. 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.

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 the adoption of traceability for all U.S. cattle to help promote U.S. beef through (verified) value-added programs, while protecting the health & well-being of cattle and our markets from the effects of contagious diseases <input type="checkbox"/> Identify & address export customer needs & 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 climate and environmental impact of beef production <ul style="list-style-type: none"> ■ Educate medical, diet & health professionals about beef & beef production ■ Align & 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"/> Intensify efforts in educating consumers as well as supply chain decision makers about the benefits of animal care programs like BQA & their 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"> <ul style="list-style-type: none"> ■ Use innovative methods & technologies to value carcasses based on eating satisfaction & red meat yield <input type="checkbox"/> Develop production/processing/marketing systems that result in more equitable margin distribution <input type="checkbox"/> Explore business models and risk management tools that result in more sustainable producer profit opportunities 	<ul style="list-style-type: none"> <ul style="list-style-type: none"> ■ Promote the role of beef in a health & sustainable diet ■ 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 	<ul style="list-style-type: none"> <input type="checkbox"/> Demonstrate beef's positive sustainability message & key role in regenerative agriculture <ul style="list-style-type: none"> ■ 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 innovation & intellectual capital & cultivate the next generation of talent into the beef industry <input type="checkbox"/> Encourage the cooperation & collaboration of existing industry advisory committees to identify & prioritize research efforts <input type="checkbox"/> Increase industry funds for beef marketing, promotion, and research

NUTRITION & HEALTH COMMITTEE

Tactic Score Sheet Considerations, Scores, and Notes

	Tactic Considerations	Table Agreement Level
1.	This tactic addresses the LRP initiatives.	
2.	This tactic addresses an industry need that will aid in stimulating, either directly or indirectly, the demand for beef.	
Additional Notes:		