

## AUTHORIZATION REQUEST FOR FY 2022

CBB Budget Category: **Promotion**

Name of Contractor: **North American Meat Institute**

Name of Organization Subcontracting: **New York Beef Council**

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

End Date: **9/30/2022** BPOC Approved AR Extension Date: **12/31/2022**

### **AR OVERVIEW**

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

Consumers are engaged in their kitchens now more than ever, and they are looking to “Discover Delicious” in new culinary adventures. Veal is versatile and the perfect choice.

It is a marketable protein that offers a positive, sustainable story and employs self-mandated animal welfare practices. Veal lends itself as a safe, quality protein due to adherence to an extensive Veal Quality Assurance (VQA) program, giving the ever-concerned consumer permission to enjoy veal. Extensive research, done by Syracuse University Students in FY20, revealed that veal is an unknown culinary delight. In FY21, the promotion focused on new marketing techniques that introduced veal to a larger and broader audience.

Veal industry stakeholders gathered (virtually) and discussed FY21 marketing techniques and their successes. During the 2021 Veal Summit held in May 2021, veal growers, industry leaders, and State Beef Councils participated in an online meeting to prioritize initiatives and realign the Veal Industry Long Range Plan created in FY20 with the new Beef Long Range Plan. Input continued to prioritize the following strategic initiatives:

- Facilitate innovative approaches for consumers to access and purchase veal
- Enhance veal eating experiences by creating meal solutions and capitalizing on taste, value, and versatility
- Grow consumer trust and confidence in veal and veal production

The focus on all programming and messaging that was set in FY20, will continue to include three areas in FY22: Discovery of, Access to, and Confidence in Veal as a protein choice.

Millennial consumers today continue to have little awareness or knowledge of veal as a meat choice. Furthermore, the availability and visibility of veal in the marketplace is a challenge. The emphasis on discovery, access, and confidence is designed to address

this. A 2019 Veal Industry Survey reported 60% of veal is consumed in foodservice and 40% at retail. The leading veal consumption markets include Baltimore/Washington DC, Los Angeles / Southern California, New York City metro, New Orleans, Philadelphia, Boston, Chicago, Dallas, Las Vegas, and Miami. There are several online options available for consumers to purchase veal direct. However, awareness and knowledge of veal as a choice is minimal.

Discovery, access, and confidence are essential marketing themes to enhance veal demand.

The tactics in this promotion AR will focus on growing consumer trust and confidence in veal production. The program plans meet both the veal industry stakeholder priorities as well as the Beef Checkoff's Consumer Trust Committee priorities.

## BACKGROUND ABOUT VEAL

Uniquely positioned between both the dairy and beef industries, veal is a meat derived primarily from young Holstein bull calves. Bull calves are typically sold shortly after birth through local auction markets or purchased directly by others who will raise them for beef or veal. Most Holstein bull calves are raised for beef and a small percentage are raised for veal.

There are two primary sources of veal.

VEAL CALVES	2020 USDA Annual Harvest	AGE AT MARKET	NOTEWORTHY
<b>Bob veal</b>	253,343 head	Dairy bull calves sold and marketed shortly after birth	
<b>Formula-fed veal</b> <i>Formula-fed veal calves can be referred to as milk-fed or special-fed. These animals also receive grain and are a ruminating animal at the time of harvest.</i>	160,207 head	Dairy bull calves that are raised for about <b>six months</b> and harvested at approximately <b>500 pounds.</b>	<i>Most of the veal meat – 66% -- in the marketplace for consumption today is derived from formula-fed/grain-fed veal calves.</i>

Veal is primarily raised in the Northeast including the states of New York, Pennsylvania, Ohio, Michigan, Wisconsin and Indiana. Raising veal is very much a family affair. Most farms annually raise about 400 calves and many farmers raising veal today are Amish or Mennonite.

Sales of formula-fed calves typically contribute \$2 to the Beef Checkoff for each calf.

Veal meat is light grayish-pink to pink in color. Veal is very tender and has a mild flavor making it popular with restaurant and home chefs for taking on flavors. Cutlets are the most common cut of veal; roasts, chops, and ground veal are also popular.

Veal is a lean, versatile meat that can be sautéed, grilled, braised, stewed, or broiled. While it contains less fat than beef, veal is a high-quality protein source rich in essential vitamins and minerals like vitamin B-12, niacin, zinc, and selenium. A 3-ounce serving of cooked, trimmed lean veal has just about 170 calories, making it one of the most nutrient-dense protein foods around.

While veal production in the U.S. has had a “troubled past,” according to some, for more than a decade, veal production has reinvented itself with new and updated facilities, including group housing for all calves and best management practices that consistently deliver safe, quality meat. The industry has a solid commitment to providing high standards of animal care as outlined by the Veal Quality Assurance (VQA) program. Confirmed through licensed veterinarians, 95% of all U.S. domestically produced formula-fed Veal is VQA certified.

After touring veal farms in Pennsylvania, Tara Vander Dussen ([@newmexicomilkmaid](#)), a popular dairy blogger, shared, “This was an amazing trip. My community had a ton of interest and questions about veal. Any time I have the chance to learn and share more about veal, I absolutely will.” She also shared that she didn’t have much firsthand knowledge of veal, and what she thought she knew was negative, but this tour made a vast improvement for her.

At a time when consumers are carefully considering their protein options, veal’s on-farm story of animal care and sustainability is worth sharing. The Nielsen Global Corporate Sustainability Report indicates high levels of interest from millennials to sustainability and brands. The report found that 90% of millennials are willing to spend more money on sustainable products than 61% of boomers.

This AR aims to inspire consumers looking to discover delicious in a unique, delicious, and versatile protein: Veal. These consumer promotion efforts lend support to veal attributes of being a great tasting, versatile and high-quality protein source for millennials. Activities in this AR will utilize efforts to help inspire confidence in veal and veal production by sharing the industry’s story of animal care and sustainability.

<b>Funding</b>	<b>Direct Costs</b>	<b>Implementation</b>	<b>Total</b>
<b>CBB/BPOC Funding Request:</b>	\$306,230	\$50,000	\$356,230

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:** Channel Marketing

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

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

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

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

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

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

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

### **Measurable Objectives**

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

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

**Performance Efficiency Measures**

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

**Consumer Engagement Goal: 9,000**

**Key Opinion Leader Reach Goal: 500**

**Key Opinion Leader Engagement Goal: 150**

**LRP Initiatives Addressed by this Tactic**

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

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

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

**Tactic B**

**Tactic Name:** Consumer Outreach and Engagement

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

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

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

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



**Measurable Objectives**

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

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

**Performance Efficiency Measures**

**Consumer Reach Goal:** 1,700,000

**Consumer Engagement Goal:** 200,000

**Key Opinion Leader Reach Goal:** NA

**Key Opinion Leader Engagement Goal:** NA

**LRP Initiatives Addressed by this Tactic**

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

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

**Tactic C**

**Tactic Name:** Influencer Outreach

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

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

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

**Measurable Objectives**

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

- Engage with at least six social media influencers to create and promote innovative content about veal and the industry, including recipes, video, collateral for Veal.org, and other content or social media takeovers that reach at least 300,000 consumers (reach based on PEM goals).
- Perception of Veal as a protein choice and awareness will be measured via pre/post surveys for all influencer engagement events to show a 70% positive attitude toward veal and the veal industry.
- Engage or partner with at least four partners or stakeholders, including but not limited to State Beef Councils, contractors, and Industry Stake Holders, to share and develop relationships with influencers to create more veal advocates.

**Performance Efficiency Measures**

**Consumer Reach Goal:** 300,000

**Consumer Engagement Goal:** 6,000

**Key Opinion Leader Reach Goal:** 175

**Key Opinion Leader Engagement Goal:** 60

**LRP Initiatives Addressed by this Tactic**

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

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

**Tactic D**

**Tactic Name:** Digital Marketing

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

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

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

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

A November 2018 survey conducted by YouGov reported that 63% of Americans said that if they found out a company had a bad reputation for animal welfare, it would make

them less likely to buy meat processed by that company. The new website and newly branded social media platforms have been used to share veal's production story of quality, upcycling, and sustainability. Educating consumers and giving them the information to discover veal's reputation as a quality and responsibly raised protein choice.

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

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

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

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

### **Measurable Objectives**

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

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

**Performance Efficiency Measures**

**Consumer Reach Goal: 3,500,000**

**Consumer Engagement Goal: 250,000**

**Key Opinion Leader Reach Goal: NA**

**Key Opinion Leader Engagement Goal: NA**



**LRP Initiatives Addressed by this Tactic**

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

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

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

**Tactic E**

**Tactic Name:** Advocacy Training and Communication

**Tactic Description:** Research continues to show consumers trust farmers and other on-farm experts when they can hear from them directly to help answer their questions about how food is produced. At past Veal Summit’s, industry leaders have requested additional resources and training to ensure the industry has knowledgeable and effective advocates for veal.

Advocates for veal must be continually identified and empowered to share cohesive messaging about the veal industry. These advocates include, but are not limited to, veal growers, veterinarians and animal nutritionists, dairy farmers, State Beef Council staff, social influencers, and other stakeholders that partner or engage with veal through the other tactics.

Online dairy influencers will be identified and engaged with to create more empowered voices for the veal industry. These advocates are particularly interested in the veal industry because of the direct relationship with the dairy industry. This additional collaboration is also beneficial given more than 50% of veal growers are Amish or Mennonite and are unavailable for media and online outreach. In FY21, two dairy bloggers joined a veal tour in Pennsylvania. As a result, their content about veal had around a million impressions on social media.

In FY22, program elements will continue to identify prospective advocates and training and empower individuals to help extend the on-farm veal message. Key messaging, communication guidelines, fact sheets, infographics, photography, video, and other resources as needed will be created or provided to support their efforts.

This tactic will also include continued communication with industry stakeholders through the annual Veal Summit with key input from Veal Quality Assurance as a part of the Industry Information AR. As an extension of the other AR tactics that share the on-farm veal story of animal care and sustainability, this tactic also extends education to consumers through key advocates and partners with cohesive messaging. The overall on-farm messaging will inspire millennial consumers to discover veal, know where they can purchase it (access), and be confident in the protein and the industry.

**Measurable Objectives**

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

- Conduct at least one advocacy or outreach planning program session with identified stakeholders to complete at least one initiative directed towards consumers to educate about veal and the veal industry.
- Develop a relationship with at least one dairy influencer to share the veal farm story in an online campaign that includes a series of at least 3 social media posts, with an estimated consumer reach of 7,000.
- Deliver at least one training session to an event such as the Center of the Plate training conducted by NAMI or other similar information transfer events. The training session provided results in a favorable rating of 70% or higher for veal from the attendees.

**Performance Efficiency Measures**

**Consumer Reach Goal: 7,000**

**Consumer Engagement Goal: 1,000**

**Key Opinion Leader Reach Goal: 200**

**Key Opinion Leader Engagement Goal: 15**

**LRP Initiatives Addressed by this Tactic**

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

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

**SUPPLEMENTAL INFORMATION FOR THIS AR**

**1. Please explain changes from FY 2021 approved AR:**

Taking FY21’s new programs and initiatives, this year’s AR will build on the foundation established to expand outreach in all tactics. For example, in FY21 there was one campaign in Chicory, in FY22 to continue this success two campaigns with Chicory will be explored. The objective is to create more opportunity among the millennial generation to discover veal. Veal’s reach and engagement will also be maximized through digital strategies and by creating new branded partnerships when feasible to capitalize on branding outreach and awareness.

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

This year’s AR will build on the foundation established in FY21’s programming to expand outreach in all tactics. For example, in FY21 there was one campaign in Chicory, in FY22 to continue this success two campaigns with Chicory will be explored. The objective is to create more opportunity among the millennial generation to discover veal. Veal’s reach and engagement will also be maximized through digital strategies and by creating new branded partnerships when feasible to capitalize on branding outreach and awareness.

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

No

**If not, why not?**

New York Beef Council's initiative will be to utilize the learnings, resources, and relationships with Look East that have been involved for many years in veal production and marketing.

Quadsimia was utilized in FY21 for the rebranding and building of Veal.org. They will be utilized for additional outreach and resources to continue building and growing this platform in FY22 to ensure optimal search engine optimization (SEO).

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

This AR for FY22 is capitalizing on the Veal Industry's new focus and new start in FY21. NAMI reached out and enlisted the NYBC for FY21, who has a strong history of successful collaboration and engagement with many beef industry state partners, national programs, and contractors to extend beef messages.

Lastly, this AR builds upon the accomplishments of previous Beef Checkoff-funded veal programs and aligns itself with the current Beef Industry Long Range Plan by creating a more cohesive, focused program that will capitalize on the Veal Industry Information AR and engage State Beef Councils with direct ties with the Veal Industry as either a production state and or consumer state.

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

The programs utilized and materials created in this AR can be used and extended by State Beef Councils numerous ways. For example, in FY21 this AR saw partnerships with State Beef Councils not only in contributions of funds in the successful Chicory campaign but also in cost sharing programs and in co-hosting of programs. This program also saw engagement in sharing of social media content.

In FY22, this AR will continue to extend invitations to State Beef Councils to engage with content and welcome cost sharing opportunities to extend checkoff dollars.

**DETAILED BUDGET SUMMARY**

**AR# 2201-P**

**CBB/BPOC Funding Request:**

<b>Committee Name</b>	<b>Tactic</b>	<b>Tactic Name</b>	<b>Funding Source</b>	<b>Direct</b>	<b>Impl.</b>	<b>Total</b>
<i>Domestic Marketing</i>	A	Channel Marketing	BPOC	\$ 71,246	\$ 10,000	\$ 81,246
<i>Domestic Marketing and Consumer Trust</i>	B	Consumer Outreach and Engagement	BPOC	\$ 81,246	\$ 10,000	\$ 91,246
<i>Domestic Marketing and Consumer Trust</i>	C	Influencer Outreach	BPOC	\$ 61,246	\$ 10,000	\$ 71,246
<i>Domestic Marketing and Consumer Trust</i>	D	Digital Marketing	BPOC	\$ 61,246	\$ 10,000	\$ 71,246
<i>Consumer Trust</i>	E	Advocacy Training and Communication	BPOC	\$ 31,246	\$ 10,000	\$ 41,246
<b>AR Totals</b>				\$ 306,230	\$ 50,000	\$ 356,230

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

<b>Committee Name</b>	<b>Tactic</b>	<b>Tactic Name</b>	<b>Funding Source</b>	<b>Direct</b>	<b>Impl.</b>	<b>Total</b>
<i>Domestic Marketing</i>	A	Channel Marketing	Federation/ Other	\$ -	\$ -	\$ -
<i>Domestic Marketing and Consumer Trust</i>	B	Consumer Outreach and Engagement	Federation/ Other	\$ -	\$ -	\$ -
<i>Domestic Marketing and Consumer Trust</i>	C	Influencer Outreach	Federation/ Other	\$ -	\$ -	\$ -
<i>Domestic Marketing and Consumer Trust</i>	D	Digital Marketing	Federation/ Other	\$ -	\$ -	\$ -
<i>Consumer Trust</i>	E	Advocacy Training and Communication	Federation/ Other	\$ -	\$ -	\$ -
<b>AR Totals</b>				\$ -	\$ -	\$ -

**Summary of Prior Year AR Budgets and Expenses:**

**AR# 2201-P**

FY 2021 Approved Budgets	CBB/BPOC	FSCBs	Other Source(s)	Total	Direct Cost	Impl.	Total
	AR Totals	\$ 298,220			\$ 298,220	\$ 258,220	\$ 40,000

FY 2021 Actual Expenses (through June 30, 2021)	CBB/BPOC	FSCBs	Other Source(s)	Total	Direct Cost	Impl.	Total
	AR Totals	\$ 125,698	\$ -	\$ -	\$ 125,698	\$ 102,382	\$ 23,316

**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	\$ 299,272	\$ 300,000	\$ 300,000	\$ 281,433	\$ 299,457	\$ 291,130



## POTENTIAL PARTNERSHIP LIST FY 2022

**Please list all potential partners/collaborators\* for the related AR and details including the nature and extent of collaboration:** *(include any partnership and/or collaborations with a third party by identifying the third party, the nature of the collaboration and extent of the collaboration.)*

1. Victoria's Pasta Sauce: Co-sponsored promotions
2. Idaho Potato: Co-sponsored promotions
3. Mushroom Council: Co-sponsored promotions
5. Palmers Foodservice Group: Foodservice partnership
6. Veal Packers and Processors: Cost-share partnership
7. State Beef Councils: Cost-share partnership

\*Partners/collaborators does NOT include subcontractors