

AUTHORIZATION REQUEST FOR FY 2023

CBB Budget Category: Promotion

Name of Contractor: North American Meat Institute

Name of Organization Subcontracting: New York Beef Council

Start Date: 10/1/2022

End Date: 9/30/2023

AR OVERVIEW

AR Purpose and Description

Veal is a very versatile and undiscovered protein. In the United States there is under 400,000 veal calves grown and processed a year¹. This veal supply is supplemented by imports of whole carcasses as well as bone-in and boneless cuts. Both veal Authorization Requests (ARs) use Beef Checkoff dollars contributed by the veal industry to promote and protect the protein's image. Though undiscovered by many consumers in the United States, veal provides a unique and desirable eating experience at home and in restaurants.

When consumers are considering their protein options, veal is often forgotten. Through Veal.org and Veal – Discover Delicious, this AR hopes to increase consumers consideration of veal. Programming efforts in this AR work to expose consumers to all aspects of the veal industry, from farm to fork. Promoting the consumption and discovery of veal to consumers at multiple points of interest; online marketing, in e-commerce, through work with key opinion leaders, in foodservice establishments, and through media placement.

Ethnic and older demographics have historically been the major consumers of veal. This AR's programming works to expose a younger demographic to the protein, while also promoting veal education to those that may have forgotten about it. While aligning with the goals of the Beef Industry Long Range Plan, the veal promotion AR continues to focus on increasing the discovery of, access to, and confidence in veal as a protein choice.

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.

While USDA categorizes four different types of veal calves, the majority of veal meat (nearly 70%) in the market comes from milk-fed veal calves.

The 2021 USDA harvest data is as follows:

- **Bob veal calves:** Dairy bull calves marketed 3-5 days after birth
 - 220,051 head
- **Formula-fed:** Dairy bull calves that are raised for about six months and harvested at approximately 500 pounds (also known as special-fed or milk-fed, these animals also receive grain and are ruminating animals at the time of harvest)
 - 137,245 head

Two other categories tracked by USDA include:

- **Non-milk Fed Veal:** 7,846 head
- **Heavy Calves:** 18,859 head

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 per calf to the Beef Checkoff.

Veal meat is light 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.

The programming in this authorization request will use the third-party research commissioned by the Evaluation Committee and executed by Rose Research in building programs for FY23. While the results of this research supported our program efforts, it will be used to further support and enhance this program messaging to reach consumers.

Citations:

¹USDA Ag Marketing Service Reports: <https://www.ams.usda.gov/market-news/lamb-veal-and-other-meat-reports>

FY23 CBB/BPOC Funding Request		
Direct Costs	Implementation	Total
\$247,500	\$52,500	\$300,000

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

(Check all that apply)

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 and Engagement

Tactic Description

This tactic works with channel decisions makers, e-commerce, and chef or culinary experts to increase access and discovery of veal among consumers. Global e-commerce sales are expected to reach \$6 trillion by 2024¹. With prices increasing in all markets, veal's presence in front of consumers continues to be important to the growth of the industry.

Reaching consumers through marketing at the purchasing point provides veal the opportunity for recognition. It also provides the opportunity of awareness and education of the protein. In FY 2022, a campaign with Chicory to market veal as a great home menu option resulted in a return of approximately \$3.84 on each dollar invested in the campaign, this happens to also be a \$5.49 return on just the Beef Checkoff dollars invested.

In FY 2023, this tactic will continue to identify unique opportunities to market veal as a desirable protein through e-commerce, grocery retail, and among chef or culinary experts. This tactic also utilizes Veal.org as a resource and place of education, for consumers as well as channel decision makers.

Citations:

¹Shopify: <https://www.shopify.com/research/future-of-commerce/future-of-ecommerce>

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. Host at least one e-commerce campaigns, promoting the sale of veal through geographic targeted advertisements to consumers that results in 5,000 confirmed purchases.
2. Engage with at least 15 chefs or culinary professionals through an education initiative about veal and the veal industry.

Performance Efficiency Measures

A tactic can have up to three identified target audiences for the “General Target Audience” and “Key opinion Leaders” categories.

General Target Audience:

- Consumer Reach Goal: 500,000
- Consumer Engagement Goal: 5,000

Key Opinion Leaders:

- Key Opinion Leaders Reach Goal: 30
- Key Opinion Leaders Engagement Goal: 15

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 ■ 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 ■ 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

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 Marketing and Engagement

Tactic Description

This tactic includes the development of marketing campaigns utilizing Veal.org and the social channels of Veal – Discover Delicious, including content creation, google ad campaigns, blog articles, and other engaging assets. It also includes programs to increase awareness of the Veal.org and Veal – Discover Delicious brand among consumers, such as co-hosting cooking classes, working with State Beef Councils, and earned media placement.

The audience for this tactic is consumers in two target groups, returning consumers and new consumers. In FY 2022, this programming took place in two separate tactics but had the same audience and basic goals. In FY 2023, combining the two tactics will allow for a more cohesive outreach strategy to consumers. The programming in this tactic will now include both paid and unpaid advertising in social media and online, as well as partnerships on sponsored consumer events, such as consumer cooking classes, and article placements in media.

Major messaging of this tactic will continue to encourage consumers to discover the truth about veal farming as well as discover the versatility of the protein in their home kitchens. Continuing to establish Veal.org as the go to place to learn about veal, at a time when there is an overabundance of both accurate and inaccurate information available to consumers. A new addition to this programming in FY23 is utilizing the platform Cision, a public relations and earned media software company, to place stories in media outlets online. Utilizing this company will allow us to place more stories about veal and drive more consumers to Veal.org. Overall, this programming will create memorable experiences around veal through partnerships and market opportunities.

The third-party research commissioned by the Checkoff Evaluation Committee and executed by Rose Research will be utilized in guiding the marketing messaging in this tactic. While the results of this research supported our program efforts, it will also help to dial in the messaging to appeal to consumers in the most effective way possible.

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. Execute a digital marketing campaign to drive consumers of major domestic marketing area's (DMA's) to Veal.org establishing the platform as the go to place for veal recipes and information. This campaign will include advertising that results in the goal engagement of at least 3,000 consumers.
2. Work to place at least three stories about veal in media outlets online. With the goal of reaching consumers in major domestic marketing area's (DMA's) such as Florida, New York City, Philadelphia, Washington D.C., etc. This goal will be reached by utilizing media outlets such as Healthline, Reader's Digest, Living Magazine, among others to enhance the marketing of veal.
3. 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 250 new subscribers.

Performance Efficiency Measures

A tactic can have up to three identified target audiences for the "General Target Audience" and "Key opinion Leaders" categories.

General Target Audience:

- Consumer Reach Goal: 431,000
- Consumer Engagement Goal: 31,940

Key Opinion Leaders:

- Reach Goal: N/A
- Engagement Goal: N/A

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 ■ 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

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 C

Tactic Name: Key Opinion Leader Outreach and Engagement

Tactic Description

This tactic engages with Key Opinion Leaders (KOLs) to encourage education about veal and the industry. The goal is that the identified KOLs will continue to spread awareness about veal among their audiences. Key Opinion Leader audiences include influencers and industry stakeholders.

Partnering with influencers provides access to a bigger audience, it allows brands to build trust and increase site traffic. Influencers build their platforms and following on being authentic, relatable, and accessible. Historically, veal has been the exact opposite of this. Moving into FY 2023, this AR plans to continue to work with these influencers to aid veal in becoming more authentic, relatable, and accessible among consumer audiences.

In FY 2023, influencers will include chefs, food bloggers, dairy advocates, and nutritionists. These audiences have been identified as key to the industry. For example, more than 50% of the veal carcass is utilized in foodservice. This makes chefs important to the success of the veal industry and to spreading awareness about veal. One program that engages with culinary students is the State and National Collegiate Veal Competition. This educates students about veal before they move on to become decision makers in the foodservice industry.

Stakeholders in the veal industry are also an important KOL audience and they must continue to be empowered to share the Veal Promotion and Veal Industry Information Authorization Requests (ARs) cohesive messaging. These stakeholders include certain state beef council staff, veal producers, veal processors, and brands marketing veal. Engagement with this audience includes industry support meetings such as the Veal Industry Summit and shareable content for social.

Overall, the use of KOL's in this tactic develops collaborative programming and partnerships to share the positive story and attributes of veal. Creating and identifying experts that consumers can continue to trust as experts for the veal industry.

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. Host a program that engages with culinary students, encouraging them to discover veal as a protein, with the goal of engaging with at least 5 students.
2. Engage with at least eight key opinion leaders with presence online, whether that be nutritionists, recipe bloggers, or dairy influencers to create innovative content about veal that will reach at least 200,000 consumers.
3. Host or attend at least two events (in-person or virtual) to educate Key Opinion Leaders (KOL) about veal and the industry initiatives, with the goal of engaging at least 30 different KOL's.
4. Execute a Quarterly e-newsletter that updates industry stakeholders and state beef councils about programming in this AR as well as shares opportunities and ideas for partnership, with a goal of reaching at least 60 key opinion leaders.

Performance Efficiency Measures

A tactic can have up to three identified target audiences for the "General Target Audience" and "Key opinion Leaders" categories.

General Target Audience:

- Consumer Reach Goal: 300,000
- Consumer Engagement Goal: 800

Key Opinion Leaders:

- Influencers and Industry Stakeholders Reach Goal: 56
- Influencers and Industry Stakeholders Engagement Goal: 41

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 checked="" type="checkbox"/> Align & collaborate with traditional & nontraditional partners to tell the positive story of beef production <input checked="" type="checkbox"/> Engage positively in the sustainable nutrition conversation <input checked="" 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

Committee(s) to Score this Tactic

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

SUPPLEMENTAL INFORMATION FOR THIS AR**1. Please explain changes from the FY 2022 approved AR:**

In FY23, the main goals of this AR will continue to be promoting the consumption and education of veal, but some programming changes and measurable objectives have been changed or adjusted, for example:

- In FY 23, this AR will combine tactics B and D from past years to create a cohesive outreach strategy targeting consumers as described in the Tactic B description.
- In FY23, this AR combines Tactic C and Tactic E from FY22 into one cohesive outreach strategy to Key Opinion Leaders.
- Prior to FY22, the advocacy tactic (Tactic D) was a part of the Veal Industry AR. In FY22, this tactic became a part of the Veal Promotion AR. In FY23, programming in this tactic will be adjusted based on feedback from the industry in FY22. Tactic D will support the industry through meetings such as the Veal Summit as well as support meetings that will help the industry in their outreach objectives for veal.
- In FY23, this AR sees the addition of media placement utilizing the program Cision as a part of Tactic B.

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

2060 Digital

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

2060 Digital: We explored a few options for assistance in website management and marketing campaigns for FY 2023. 2060 Digital has been used by other Checkoff programs and did a thorough job in their pitch and plans for the programs needs in FY 2023. This is why we decided to utilize them as an agency for website management and campaigns.

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

This AR is a continuation of past Veal Promotion ARs funded by the BPOC in an altered form. While the goals of this AR are relatively same as in the past, to increase education and consumption of veal, this AR sees changes year to year based on available budget and programming opportunity.

This AR also works closely with the Veal Industry Information AR, which oversees the Veal Quality Assurance program.

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

This AR can be extended through partnerships with some State Beef Councils (SBCs) and contractors. Most SBC's do not have a veal programming budget or component. Those that do have these funds available, work with us when possible. For example, partnerships on programs such as Veal and Beef Day at the Pennsylvania Farm Show or partnership on influencers to create content utilizing veal.

This AR also partners with contractors when the opportunity arises, but like SBC's most Beef Checkoff-funded ARs do not include a veal component or budget. An example where there is partnership opportunity sometimes is with the Northeast Beef Promotion Initiative through education efforts.

This AR works particularly close with the Veal Industry Information AR, extending information to consumers about the Veal Quality Assurance program and also while working with partners that are stakeholders in the veal industry.

POTENTIAL PARTNERSHIP LIST

Partners/collaborators does NOT include subcontractors.

State Beef Councils: Florida Beef Council, Pennsylvania Beef Council, New York Beef Council, Wisconsin Beef Council, Ohio Beef Council

Industry Stakeholders: Midwest Veal

Veal Brands: Catelli Brothers, Inc. Marcho Farms, Inc., Strauss Packing, Mosner Family Brands, Berry Veal

DETAILED BUDGET SUMMARY

In the following three sections, use the tables to report program budget information from the following funding sources:

- Cattlemen's Beef Board/Beef Promotion Operating Committee (CBB/BPOC)
- "Other Funding" sources such as:
 - Federation of State Beef Councils (FSBC)
 - Individual Qualified State Beef Council (QSBC) Funds
 - Government Funds (e.g., Market Access Program, Foreign Market Development)
 - Grain/Oilseed Funds (e.g., National Corn Growers Association, American Soybean Association)
 - Corporate Funds (e.g., tech and pharma companies)
 - Etc.

Section 1 – FY23 Funding Requested by Tactic**CBB/BPOC Funding Requested by Tactic**

The following table outlines the amount of CBB/BPOC funding that is being requested for each tactic within this AR, and the committee(s) that has been selected to score each tactic.

CBB/BPOC Funding Requested by Tactic					
Committee Name	Tactic	Tactic Name	Direct Costs	Implementation	Total
Domestic Marketing	A	Channel Marketing and Engagement	\$41,442.88	\$17,500	\$58,942.88
Domestic Marketing	B	Consumer Marketing and Engagement	\$124,282.58	\$17,500	\$141,782.58
Consumer Trust	C	Key Opinion Leader Outreach and Engagement	\$81,774.54	\$17,500	\$99,274.54
TOTAL			\$247,500	\$52,500	\$300,000

Other Funding Sources Requested by Tactic

The following table reports the amount of proposed and/or anticipated "Other Funding" sources that would be applied to this AR's tactics. The funding information in this table is for informational purposes only and demonstrates external collaboration as delineated in the 2021-2025 Beef Industry Long Range Plan.

Other Funding Sources Requested by Tactic <i>(Informational Only)</i>			
Funding Source	Tactic	Tactic Name	Total
N/A	A	Channel Marketing and Engagement	\$
N/A	B	Consumer Marketing and Engagement	\$
N/A	C	Key Opinion Leader Outreach and Engagement	\$
TOTAL			\$

Use the space to below if you wish to provide additional comments/information on the FY23 CBB/BPOC or Other Funding amount that are being requested for this AR's tactics.

In FY23, we have potential partnership funding, but this funding is dependent upon our partners funding opportunity. In FY21 and FY22, we had partnership funding made available to support our programming, but there is no guarantee until we are in FY23 that these partners will be able to financially support our programming. These partnerships are also dependent on the funding we receive from the Beef Checkoff, as they are supporting funding sources and cannot fund a program on their own.

Section 2 – Summary of FY22 AR Budgets and Expenses

AR Classification

This section reports budget information on ARs that are continuing program work from last year. The below description outlines the classification category the describes this AR.

Classification: This AR is a continuation of, or builds up, program work from last year. CBB will report information in the "FY22 CBB/BPOC Funding" table and the contractor will provide information for the "FY22 Other Funding Sources" table.

FY22 CBB/BPOC Funding

The following table reports the amount of awarded and expended CBB/BPOC funding for this AR in FY22.

FY22 CBB/BPOC Funding			
<i>Note: The Cattlemen's Beef Board completed the fields in this table.</i>			
	AR# 2201-P		
	Direct Costs	Implementation	Total
Funds Awarded	\$306,230	\$50,000	\$356,230
Actual Expenses (October 1, 2021 – June 30, 2022)	\$75,282	\$33,392	\$108,674

FY22 Other Funding Sources

The following table reports the amount of committed and expended "Other Funding" sources for this AR in FY22. The funding information in this table is for informational purposes only and demonstrates external collaboration as delineated in the 2021-2025 Beef Industry Long Range Plan.

FY22 Other Funding Sources <i>(Informational Only)</i>			
AR# 2201-P			
	Funding Source	Funds Committed	Funds Expended <i>(October 1, 2021 – June 30, 2022)</i>
A	QSBC Funds	\$2,000	\$2,000
B	Veal Brand Partners	\$14,000	\$14,000

Use the space to below if you wish to provide additional comments/information on the FY22 CBB/BPOC or Other Funding budget and expense summaries.

The above other funding summaries do not take into account in-kind partnerships. For example, our programming includes an on farm tour where our partners take a lot of staff time to bring groups onto the farm and help the program educate. Another example is in FY22 Marcho Farms, Inc. (a veal brand partner) provided all the veal and staff time for the program to create new cut charts and create some great foodservice videos. These types of partnerships cannot always be monetized, but are invaluable to the AR's programming.

Section 3 – Historical Summary of AR Budgets and Expenses

AR Classification

This section reports budget information on ARs that are continuing program work from last two years (or longer). The below description outlines the classification category the describes this AR.

Classification: This AR is a continuation of, or builds upon, program work from the last two years (or longer). CBB will report information in the "CBB/BPOC Historical" table, and we will provide information for the "Other Funding Sources Historical" table.

CBB/BPOC Funding – Historical Summary

The following table reports the amount of awarded and expended CBB/BPOC funding for this AR in FY19, FY20, and FY21.

CBB/BPOC Funding				
<i>Note: The Cattlemen's Beef Board completed the fields in this table.</i>				
		FY21 AR# 2101-P	FY20 AR# 2001-P	FY19 AR# 1901-P
AR Period ¹	<i>Start Date:</i>	October 1, 2020	October 1, 2019	October 1, 2018
	<i>End Date:</i>	September 30, 2021	September 30, 2020	September 30, 2019
Funds Awarded		\$298,220	\$299,272	\$300,000
Actual Expenses ²		\$293,267	\$281,433	\$299,457

¹For multiyear ARs, the "End Date" reflects the date that the AR is schedule to be completed.

²If the AR "End Date" has not year occurred, actual expenses will be reflective of the following time period:
AR Start Date - June 30, 2022.

Other Funding – Historical Summary

The following table reports the amount of "Other Funding" source expenditures for this AR in FY19, FY20, and FY21. The funding information in this table is for informational purposes only and demonstrates external collaboration as delineated in the 2021-2025 Beef Industry Long Range Plan.

Other Funding Sources <i>(Informational Only)</i>						
	FY21 AR# 2101-P		FY20 AR# 2001-P		FY19 AR# 1901-P	
	Funding Source	Total Expenditures	Funding Source	Total Expenditures	Funding Source	Total Expenditures
A	QSBC Funds	\$2,500	N/A	\$	N/A	\$
B	Veal Brand Partners	\$12,000	N/A	\$	N/A	\$

Use the space to below if you wish to provide additional comments/information on the historical CBB/BPOC or Other Funding budget and expense summaries.

As of June 30, 2022.