

AUTHORIZATION REQUEST FOR FY 2023**CBB Budget Category:** Promotion**Name of Contractor:** National Cattlemen's Beef Association**Name of Organization Subcontracting:****Start Date:** 10/1/2022**End Date:** 9/30/2023**AR OVERVIEW****AR Purpose and Description**

The National Cattlemen's Beef Association (NCBA), working in conjunction with State Beef Council partners, has developed a three-year strategy to ensure they are conducting work that aligns with the Beef Industry Long Range Plan and executing their work in the most effective and efficient way possible. This process has allowed NCBA to ensure they are working to meet the national needs of the industry in each Authorization Request. It also maximizes their ability to expand the reach and impact of their Checkoff-funded work at the national, regional, state, and local levels. It also allows their research, marketing, promotion, and educational resources to be extended in ways that exceed industry expectations.

NCBA has outlined 2023 AR tactics in accordance with this strategy. The proposed programs will continue to build on beef's position as the top protein. Each tactic centers around one or more of the Consumer Beef Demand Drivers (eating experience, nutrition, raised and grown, price and convenience/versatility) and focuses on the following strategic goals.

- Build Foundation - use resources to increase efficiency and impact
- Educate Broadly - empower others through greater knowledge and understanding
- Engage Advocates - arm stakeholders to further NCBA's message for exponential reach
- Inspire People - enable greater excitement, connection, and loyalty to beef

The partnership with State Beef Councils, the focus on demand drivers, and the alignment across ARs to these goals has enabled NCBA to make strategic requests that are broad and multi-channel. These efforts will result in meaningful national programs to serve the beef industry.

Through these programs, and to accomplish the stated deliverables and outcomes, traveling to/from and attending key influencer/stakeholder/partner meetings may be required. The attendance will enable staff to gain or provide more strategic guidance and training, engage in briefings and/or educational sessions/events and disseminate knowledge. To accomplish this, it may be necessary for the Checkoff to fund international travel to/from the U.S. AR funds may be used to communicate results to stakeholders, including producers, and to implement current and previously funded ARs. Also note that legal counsel may be sought for routine, day-to-day content development, program planning and contracting to ensure compliance with federal rules or regulations.

FY23 CBB/BPOC Funding Request		
Direct Costs	Implementation	Total
\$5,825,400	\$3,274,600	\$9,100,000

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: *Beef. It's What's For Dinner.* Marketing Content

Tactic Description

This tactic develops the *Beef. It's What's For Dinner.* marketing strategy, campaigns, and creative content. Content will be developed to elevate the brand, to inspire and educate consumers to increase beef purchase intent, and to strengthen perceptions of beef and cattle farmers and ranchers. The goal is to capture the attention of target audiences through a high level of visual imagery and motivating content. Assets include videos, audio, photography, recipes,

BeefItsWhatsForDinner.com web content and digital advertising development. All content is shared with State Beef Council partners, as well as other contractors, by request. This saves State Beef Councils dollars by leveraging existing content that has been developed and customizing it, when needed, so it can be used in state marketing efforts. Not only does this build a cohesive message but it also increases efficient use of Checkoff resources.

The target audience for this tactic is primarily consumers and beef industry stakeholders. Most efforts are focused on specific segments as identified by consumer segmentation research. This research allows targeted efforts to reach consumers who have interest in topics related to beef and the beef industry. Content is designed to drive beef demand to ensure the most important messages reach a variety of segments while also building brand awareness. In addition, the tactic includes working with State Beef Council partners and other contractors to develop content customized to meet their needs.

Since the *Beef. It's What's For Dinner.* relaunch in 2018, this tactic has created assets to reach consumers with content focused on areas known to drive consumer demand for beef. Previous work includes the development of content to share stories of industry sustainability and the Beef Quality Assurance program, celebrate the moments that matter the most with beef during the holidays or summer months, to share information on beef's nutritional value and the importance of beef in early childhood nutrition.

Beef. It's What's For Dinner. marketing content will be developed to educate and inspire consumers as well as increase brand awareness and in turn develop a greater affinity for beef and the *Beef. It's What's For Dinner.* brand. In FY23, *Beef. It's What's For Dinner.* marketing content will be developed to meet identified demand drivers as well as build brand awareness with a broad audience. Primarily, *Beef. It's What's For Dinner.* marketing content will focus on the following areas:

How Beef is Raised and Grown: How beef is raised and grown is one of the primary demand drivers identified through consumer research; and animal welfare is the top concern consumers have about both beef production and sustainability. This work will focus on providing education to consumers on how beef is raised safely, sustainably, and humanely, featuring BQA and ESAP award winning producers.

Beef's Nutritional Value: Being rich in nutrients and high-quality protein, beef is often associated with physical strength. However, the goal is to expand the reach of this messaging to go beyond physical strength. This campaign will communicate the many forms of strength that beef provides. Not only will it be educational, but also inspirational. This new campaign will roll out during the year based on new research and featuring new messages and content weaved throughout consumer marketing efforts.

Beef's Eating Experience, Convenience & Versatility: This work highlights the beauty of beef while playing on the joy of gathering with family and friends. The goal is to create stimulating imagery and messaging to drive consumption and inspire

consumers to incorporate more beef into their meal plans. Being able to play into the emotional connections while incorporating messaging of value, taste, experience, and versatility will allow *Beef. It's What's For Dinner.* to drive awareness, the desire of beef and consumption.

BeefItsWhatsForDinner.com is the hub for all things beef, drawing millions of visitors to the site each year. Consumers visit the website to get new recipes, information on beef cuts, cooking tips and campaign content. Content will be developed to ensure the website is up to date with new recipes and cooking methods being developed with insights from industry experts, educational information from researchers and all things campaign related.

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 four national marketing campaigns, based on Consumer Beef Demand Drivers and segmentation, using the *Beef. It's What's For Dinner.* brand to positively position beef.
2. Develop 75 digital marketing assets per quarter, including but not limited to video, audio, photography, social and website content that drive demand for beef.
3. Conduct campaign input sessions with stakeholders, such as State Beef Council partners, to share campaign strategy, creative content and plans to allow the SBCs time to proactively provide feedback and direction on what assets are needed for state level deployment.
4. Rollout complete campaigns and distribute modular campaign toolkits for flexible state activation.
5. Develop at least 10 new beef recipes that support national campaigns or State Beef Council marketing efforts.

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: 5,100,000
- Consumer Engagement Goal: 288,000

Key Opinion Leaders:

- State Partners/Agencies, Retailers, Brand Partners, Influencers, Educators, Producers Reach Goal: 1,500
- State Partners/Agencies, Retailers, Brand Partners, Influencers, Educators, Producers Engagement Goal: 3,000

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"> ■ 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 ■ Align & collaborate with traditional & nontraditional partners to tell the positive story of beef production ■ Engage positively in the sustainable nutrition conversation ■ 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 ■ 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 B

Tactic Name: *Beef. It's What's For Dinner.* Consumer Advertising

Tactic Description

This tactic manages the social media, paid media (digital and traditional), event activations, partnerships, and other brand focused advertising efforts. Consumer advertising efforts are the Beef Checkoff's guaranteed voice in the marketplace, working to deliver inspirational and educational messages about beef's unmatched taste, thoughtful production practices and strong nutritional profile. A wide variety of efficient platforms are used to get beef messages directly to consumers to ensure that *Beef. It's What's For Dinner.* is reaching more consumers, more often where they spend more time. This includes buying media on various platforms including radio, paid search, social media, website/online, native, broadcast television and more.

The programming funded by this tactic also supports State Beef Councils, helping them to be more cost-effective in reaching local consumers with relevant content in innovative ways. NCBA works as a digital agency, providing State Beef Councils with custom media plans, recommendations for local media buys and full support in the execution of online advertising. In FY 2022 the team placed media on behalf of 34 State Beef Council partners with no agency fees. On average, utilizing these services saves State Beef Councils between 15-20%. Not only is this a cost-savings for state partners and producers, but it ensures alignment and synchronization of beef messaging and content assets and stretches Checkoff resources further.

The target audience for this tactic is primarily consumers as well as beef industry stakeholders. Most efforts are focused on specific segments as identified by consumer segmentation research. By utilizing this research, NCBA is not only able to place content where consumers get their information, but also specifically target consumers who have interest in or questions about topics related to beef and the beef industry. Recognizing that more than 90% of people eat beef, according to the Consumer Beef Tracker, this tactic aims to drive beef demand across audiences. Using a variety of platforms allows a range of consumer targeting from niche to broad audiences.

Over the last several years, *Beef. It's What's For Dinner.* content has been shared on a variety of popular platforms including Google Search, YouTube, Spotify, SiriusXM, and Cable TV channels such as ESPN Networks, Fox Sports (FS1), Food Network and the Hallmark Channel. The continued exploration of new platforms that provide audience targeting, efficient spend and effective message delivery allow for continued growth in brand awareness and purchase intent.

In FY2023, this tactic will be responsible for the management of the *Beef. It's What's For Dinner.* social media properties (Facebook, Twitter, Pinterest, Instagram, TikTok, LinkedIn and YouTube) to ensure there is a steady, continual drumbeat of positive information about beef reaching consumers and members of the beef community alike.

NCBA will work to expand audience size and engagement on the Beef. It's What's For Dinner. social media properties by exploring new brand and content creator partnerships. Additionally, in partnership with State Beef Councils, this tactic will support the creation of quarterly social media toolkits to provide state partners with the resources they need to ensure they are reaching their social media audiences with timely, relevant information to help grow their social media communities.

This tactic will also continue to maximize the learnings from Checkoff-funded research including beef demand drivers and consumer segmentation. New platforms will be evaluated and identified to expand the avenues available for reaching consumers, leveraging messages focused on the key areas we know drive beef demand: how beef is raised and grown, beef's nutritional value, beef's eating experience and convenience & versatility. Efforts will also include generating brand awareness with a broad audience to build equity in the Beef. It's What's For Dinner. brand. NCBA will continue to work closely with many State Beef Council programs to deliver the Checkoff message. Additionally, new partnerships will be developed to further extend the reach of content and messages via digital, social, in-store and various other platforms.

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. Distribute four paid media campaigns or event activations, based on Beef Demand Drivers and Consumer Segmentation, utilizing the *Beef. It's What's For Dinner.* brand to positively position beef.
2. Conduct a *Beef. It's What's For Dinner.* brand lift study following two media campaigns, with a brand lift goal of 3%.
3. Work with a minimum of 30 State Beef Councils to conduct paid media campaigns on their behalf at the state level.
4. Create and post 11 social media-specific videos to drive community engagement on the *Beef. It's What's For Dinner.* social media platforms.
5. Develop and distribute quarterly social media toolkits to State Beef Councils with assets that coordinate with national efforts to ensure NCBA's partners have the resources and content needed to build an engaged community on social media.

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: 767,456,544
- Consumer Engagement Goal: 2,836,044

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"> ■ 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 ■ Align & collaborate with traditional & nontraditional partners to tell the positive story of beef production ■ Engage positively in the sustainable nutrition conversation ■ 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 ■ 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"/>

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

NCBA is proposing ways to be more efficient and drive brand exposure with high profile programs such as broadcast ads, Beef. It's What's For Dinner. 300 and the incorporation of Tony Romo in ad production/placements. Consumer marketing efforts will continue to thrive in FY23; bringing more efficient media buys, greater content, reach and engagement without an agency of record. Culinary programming has been moved to the Promotion AR from Research to support recipe content production for BeefItsWhat'sForDinner.com and campaign work.

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

Content production/development: Jessica Grenier Photography, Rush Wade 2, Elizabeth Hawkins LLC, Shirley Hamilton Inc., BTC Communications, Copeland Estates (Tactic A)

Media placements: Crown Media, Google, Spotify, Extreme Reach, YouTube, Mountain, SiriusXM, Nativo, Web Partnerships (Web MD, Cubby, Buzz Feed), ESPN, Food Network, True Impact Media Services, Linhart PR, 4Media, Paradowski Creative and various freelancers or consultants will be used from time to time to support program work, as needed. (Tactic B)

Media monitoring & social media vendors: Meltwater, Sprinklr

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

Yes, for new vendors/agencies.

Linhart PR is the public relations agency of record for NCBA and was selected in 2019 after a competitive bid process. They were selected based on their experience, media relationships and ability to secure positive media coverage on behalf of the Beef Checkoff. They have been retained due to their performance. The relationship is ongoing and contractual. They may support promotions work in FY 2023.

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

NCBA has directed the "*Beef. It's What's For Dinner.*" advertising campaign for over 30 years on behalf of the Beef Checkoff. Creative materials produced within the promotion AR are also leveraged by other contractors, national program outreach areas, and most of State Beef Councils.

In 2022, NCBA's Promotion AR funded a brand awareness effort with Daytona International Speedway. This effort continues in the 2023 AR.

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

The Promotions program is developed in partnership with the State Beef Councils. Campaign input sessions serve as an opportunity to share campaign strategy, creative content, and plans in advance of campaign launch dates. These sessions will allow the State Beef Councils time to proactively provide feedback and direction on what assets are needed for state level deployment. Prior to campaign launch, NCBA will rollout complete campaigns and will distribute modular campaign toolkits for flexible state activation. All content produced under NCBA's Promotions AR is developed so that state partners have full rights to use the content (such as video, audio, website, display ads) in their own local marketing efforts. Additionally, Tactic B allows NCBA to work as a digital advertising agency to conduct paid advertising buys on behalf of State Beef Councils. This uses the Checkoff dollars by ensuring content synergies, as well as advertising placement and targeting, so that the state and national dollars are working together resulting in greater efficiency and improved results.

POTENTIAL PARTNERSHIP LIST

Partners/collaborators does NOT include subcontractors.

1. State Beef Councils
2. U.S. Meat Export Federation (USMEF)
3. American Heart Association (AHA)
4. Northeast Beef Promotion Initiative (NEBPI)
5. Daytona International Speedway
6. Various chefs and other influencer partners
7. Other beef industry brands
8. Complimentary brands to beef (Kings Hawaiian, Pit Boss, Meater, etc.)

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	<i>Beef. It's What's For Dinner.</i> Marketing Content	\$2,244,700	\$1,724,000	\$3,968,700
Domestic Marketing	B	<i>Beef. It's What's For Dinner.</i> Marketing Content	\$3,580,700	\$1,550,600	\$5,131,300
TOTAL			\$5,825,400	\$3,274,600	\$9,100,000

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	<i>Beef. It's What's For Dinner.</i> Marketing Content	\$
N/A	B	<i>Beef. It's What's For Dinner.</i> Marketing Content	\$
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.

The federation funds are placeholders only and are subject to change. The Federation Division of the NCBA Executive Committee will have the jurisdiction and approval over how these funds will be applied to Checkoff programs in FY 2023. For FY2023, if the threat of legal challenges does not impact State Beef Council investments, approximately \$4-\$5 million will be voluntarily invested by SBCs to supplement NCBA's ARs. This assumes the underlying ARs are funded at a sufficient level to execute the core elements of the programs. The supplemental funding will be used consistent with the principles outlined in the AR and deliverables for the industry will increase accordingly.

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 that 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# 2202-P		
	Direct Costs	Implementation	Total
Funds Awarded	\$6,723,900	\$2,478,700	\$9,202,600
Actual Expenses (October 1, 2021 – June 30, 2022)	\$1,989,383	\$1,373,159	\$3,362,542

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# 2202-P			
	Funding Source	Funds Committed	Funds Expended <i>(October 1, 2021 – June 30, 2022)</i>
A	FSBC Funds	\$1,745,000	\$769,926

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.

As of June 30, 2022.

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# 2102-P	FY20 AR# 2002-P	FY19 AR# 1902-P
AR Period ¹	<i>Start Date:</i>	<i>October 1, 2020</i>	<i>October 1, 2019</i>	<i>October 1, 2018</i>
	<i>End Date:</i>	<i>September 30, 2022</i>	<i>September 30, 2021</i>	<i>September 30, 2020</i>
Funds Awarded		\$8,946,611	\$9,427,054	\$9,600,000
Actual Expenses ²		\$8,926,040	\$9,426,712	\$9,575,435

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# 2102-P		FY20 AR# 2002-P		FY19 AR# 1902-P	
	Funding Source	Total Expenditures	Funding Source	Total Expenditures	Funding Source	Total Expenditures
A	FSBC Funds	\$3,162,434	FSBC Funds	\$2,981,624	FSBC Funds	\$2,937,111

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.