

AUTHORIZATION REQUEST FOR FY 2023**CBB Budget Category:** Consumer Information**Name of Contractor:** Meat Import Council of America**Name of Organization Subcontracting:** Northeast Beef Promotion Initiative**Start Date:** 10/1/2022**End Date:** 9/30/2023**AR OVERVIEW****AR Purpose and Description**

The Northeast Beef Promotion Initiative (NEBPI), which was established during the 2005-2006 fiscal year continues to play a key role, in conjunction with our regional State Beef Council (SBC) partners, extending nationally developed Beef Checkoff messaging and content to the Northeast region, where people outnumber cattle fifteen to one^{1,2}. Program efforts aim to bridge the knowledge and resource gap with our target audiences, including supply chain experts with influence, consumers and nutrition professionals with the goal of positioning beef as the protein of choice, while building trust in and respect for beef producers' long-standing commitment to high quality, safety and sustainability.

The Northeast region is immensely consumer-heavy (more than 73 million consumers¹) in comparison to the cattle population. In fact, only 2.8% of the national Beef Checkoff dollars are being collected within the 12-state region, covering Maine to Virginia³. The NEBPI programs plays a vital role in extending nationally developed Checkoff messaging and content, as five of the region's 12 states lack SBC presence. The NEBPI strives to constantly evolve and grow to best reach and engage our target audiences, while making the most positive impact for the beef industry. This is achieved by judiciously putting Checkoff dollars to work through targeted engagements and partnerships that focus on the highest opportunity market segments to communicate beef's compelling value proposition. The Checkoff's growth in reaching our Northeast audience is attributed to strategic partnerships, when applicable, with other Checkoff contractors, as well as the continued support of SBC funding partners.

This Authorization Request and the funding awarded by the Beef Promotion Operating Committee are the driving force behind the NEBPI program and the ability to extend and disperse Checkoff-funded materials and resources to the growing Northeast population in an effort to move the needle for beef demand. The additional funding support from our SBC partners amplifies the reach and geographic footprint reached through programming efforts, however the funding from those partners could not afford the opportunities at hand, it is truly a joint partnership.

2021 Northeast Dashboard Survey: The importance of strategically connecting with our Northeast audiences is an on-going need as we continue to thoughtfully put Checkoff dollars to work to increase beef demand within the region. The foundation for all programming executed in the region is the Beef Industry Long Range Plan (LRP). We also leverage consumer demand drivers derived from the Northeast Dashboard Survey.

To keep a pulse on consumer attitudes and attitudinal shifts, the NEBPI invested in a heavy-up of the National Consumer Beef Tracker Survey, conducted by the National Cattlemen's Beef Association (NCBA), a contractor to the Beef Checkoff. The regional data was collected in four sets – the Mid-Atlantic states (NY, NJ, MD, DE, VA, PA), the New England states (ME, RI, CT, MA, NH, VT), Pennsylvania and within five metropolitan cities – New York City, Philadelphia, Boston, Hartford, and Washington D.C. High-level findings from the survey revealed the following:

- Unique to the Northeast consumer, **health** is a top factor when considering protein meals, followed by taste and safety.
- Individuals in the Northeast consume less beef on a weekly basis than the total U.S. and perceptions of beef in the Northeast are less positive overall – driven by many variables, including versatility and safety.
- Nearly half of Northeast consumers are ordering groceries online at least monthly.

While this research helps to capture differing opinions among our Northeast consumers, it also highlights key opportunities for continued programming success. Our research shows **health** continues to be the main barrier within the Northeast, followed secondarily by production-related aspects. We also know these consumers are far removed from agriculture.

Utilizing research-based consumer insights allows us to better align programs and outreach with the needs of our Northeast consumers while addressing desired outcomes of the Beef Industry's LRP.

We will also continue to leverage the expertise of our credentialed registered dietitian nutritionist to communicate beef's nutrition/health message to Northeast consumers and experts with influence in a fresh and meaningful way. Throughout the fiscal year, NEBPI program staff will continue to position beef as a trusted, high quality and consistently satisfying protein for consumers.

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

To ensure that messaging resonates with our target Northeast consumers through program outreach, including digital, in-person, retail/foodservice promotions, etc., we can implement learnings from the various data sets included within the 2021 Northeast State Dashboard, based on the specific state/area of focus. This will continue to confirm that our strategy is comprehensive and well-rounded to maximize the reach of program dollars within the region.

NEBPI program staff will look to invest in the State Dashboard study again during the 2022-2023 fiscal year to measure any new attitudinal shifts and behavior trends among Northeast consumers. Study findings will be integrated into programming to ensure that Northeast consumers are continually met with messaging that resonates with their needs and continues to move the needle when it comes to increasing demand for beef.

Citations:

¹Census.gov, Annual Estimates of the Resident Population: 2021 Population Estimates (as of July 1, 2021) - <https://www2.census.gov/programs-surveys/popest/tables/2020-2021/state/totals/NST-EST2021-POP.xlsx>

²USDA NASS Cattle Data from January 31, 2022 <https://downloads.usda.library.cornell.edu/usda-esmis/files/h702q636h/pn89f870n/jw828f69f/catl0122.pdf>

³Cattlemen’s Beef Promotion and Research Board, Statement of Assets, Liabilities and Net Assets, September 30, 2021

| FY23 CBB/BPOC Funding Request | | |
|-------------------------------|----------------|-----------|
| Direct Costs | Implementation | Total |
| \$302,500 | \$247,500 | \$550,000 |

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

Tactic Description

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

Background:

According to the Northeast Dashboard Survey, Northeast consumers claim quick recipes, healthy recipes and more information surrounding beef producers and beef production could encourage them to consume more beef.¹ Consumer willingness to learn more provides a great opportunity for the Beef Checkoff to gain consumer trust by directly reaching consumers where they are already spending time and through experts with influence.

With continued societal interest and focus on natural resources, climate change and the environment, coupled with a growing desire among consumers to know more about how cattle are raised and how beef is produced, work within this tactic will utilize experts with influence to reach those within our target audiences – retail and foodservice partners, consumers, and nutrition professionals.

By definition, an expert with influence is a person or thing that influences another in a positive or negative way. They exhibit much power of opinion over their unique audience, who views them as a trusted voice and guides them in determining how to formulate their own personal values, and beliefs, in turn influencing buying behavior and purchase decisions.

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

According to a study by Sideqik, 50% of Millennials feel that they know the experts with influence they follow on social media better than their friends. As a result, seven out of 10 consumers trust recommendations shared by experts with influence equally as much as the opinion of their personal friends. The study also noted the importance of authenticity, stating that for 94% of consumers it is a primary reason they choose to

follow select experts with influence.² This further illustrates the importance of properly vetting experts with influence prior to entering into a partnership with them. Ensuring that they authentically trust and believe in beef nutrition and production practices and are regularly using beef is key to delivering messages that are well-received by their audiences and in-turn deliver positive and impactful engagements for beef and beef demand.

Within the Northeast region, our target consumer demographic continues to be the older Millennial parent, the meal-time decision maker, ages 20-44. Additional behavioral characteristics are included based on the messaging and goal of outreach.

Shifting Consumer Perception

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

The selected experts with influence will inspire peer and consumer acceptance of beef through a variety of engaging and interactive outreach efforts that are centered around delivering memorable messages regarding beef's nutritional attributes, quality, versatility, and safety, as well as the beef community's commitment to animal well-being and the sustainable use of natural resources.

These experts with influence will engage their unique audiences through traditional and social media activations related to current food, nutrition and culinary trends, seasonality and others, as well as, but not limited to speaking at conferences, on webinars and for continuing education credits for health professionals, supply chain professionals and consumers. All experts with influence will be vetted prior to executing programming to ensure that their opinions and beliefs align with the beef industry's goals and best interest. This ensures that we are engaging with quality experts who believe in beef and will ultimately help move the needle for beef and beef demand.

Building new relationships and fostering existing relationships with such experts is key in extending the reach and making an impact with our Northeast consumers, given the large consumer base and limited budget within the region. Our experts with influence will be invited to participate in trainings that may include, but are not limited to, farm tours, media training, culinary innovation, mock interviews/demos and others to get a pulse on today's consumer attitudes related to beef, how today's beef is raised, the latest science-based nutrition research, sustainability and more. They will also be armed with approved sound-bite messages intended for our target audiences.

Connecting Consumers and Producers

The Northeast State Dashboard revealed that Northeast consumers are seeking more information surrounding beef producers and beef production. By sharing meaningful messages on these topics, this audience may ultimately be encouraged to consume more beef. Farmers and ranchers, as well as scientists are the most believable sources when it comes to beef sustainability messages.³ Although Northeast consumers place much less emphasis on beef production attributes when considering protein meals, we know that perceptions of beef in the Northeast are less positive overall.¹ Engaging with beef producers provides the transparency that consumers desire. Producers equipped with the latest research, nutrition information, and more can aid in narrowing the rural/urban divide that is threatening agriculture. Beef producers within the Northeast region are much more likely to direct market their product to consumers, therefore, they already have an established relationship with target consumers and can further grow trust for the entire industry.

During fiscal year 2021-2022, the NEBPI hosted a hybrid workshop which had an emphasis on in-person attendees, with beef producers from across the Northeast region. We know, and the Northeast Dashboard Survey confirmed, the Northeast Beef Directory has proven to be a valuable resource for consumers seeking local beef producers within the region. The Directory is an online resource designed to help connect Northeast-based families with local beef markets and producers selling beef directly. The Directory also contains robust educational resources that inform families about their options for choosing beef and allows families to discover that regardless of where they purchase beef, their choices are wholesome, nutritious, and delicious. During the height of the COVID-19 pandemic (March/April 2020) we saw more than 8,000 new visitors to the site. The Directory continues to see considerable traffic, with over 14,600 users and 27,800 pageviews from January – May 2022. Building upon the successes from this initial producer workshop, which centered around engaging a core group of beef producers will provide the opportunity to further engage producers in collaborative partnerships. Workshop(s) hosted in fiscal year 2022-2023 and beyond will continue to provide the latest insights surrounding consumer attitudes related to beef, how beef is raised, the latest science-based nutrition research, sustainability and more. After completion of these workshops, regional beef producers will be better equipped to have impactful interactions with their customers and serve as industry spokespeople within their local communities, the region and beyond. Emphasis will be placed on bolstering representation and participation from beef producers within each state within the Northeast, this will ensure that the Beef Checkoff has positive representation and reach across the region as a whole.

Citations:

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

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

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

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

Measurable Objectives

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

1. Engage regional beef producers in a minimum of one in-person and/or virtual workshop to provide insights and training on consumer attitudes related to beef, how beef is raised, the latest science-based nutrition research, sustainability, existing Checkoff-funded resources and more. Aiming for a year-end goal of engaging with a minimum of 35 regional beef producers to better equip them to have impactful interactions with consumers and industry partners. Emphasis will be placed to engage producers within each of the states in the Northeast region.
2. Extend nationally developed beef resources, including *Beef. It's What's for Dinner.* brand assets through targeted regional digital and social marketing campaigns, earning a minimum reach of 3.3 million, while maintaining engagement with Checkoff content.
3. Foster relationships with influential retail and foodservice partners through involvement in a minimum of one targeted retail and/or foodservice events, promotions, conferences, trainings, immersive on-farm experiences and/or virtual/in-person meetings.
4. Support at least one collegiate-level athletic program during FY23 and build upon previous program work by furthering beef resource distribution among, but not limited to coaching staff, team dietitian(s), athletes, and fans.

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: 4,000,000
- Consumer Engagement Goal: 57,000

Key Opinion Leaders:

- Producer Advocates Reach Goal: 275
- Producer Advocates Engagement Goal: 35
- Experts with Influence Reach Goal: 5,500
- Experts with Influence Engagement Goal: 1,700

LRP Initiatives Addressed by this Tactic

| Drive Growth in Beef Exports | Grow Consumer Trust in Beef Production | Develop & Implement Better Business Models & Value Distribution Across All Segments | Promote & Capitalize on the Multiple Advantage of Beef | Improve the Business & Political Climate of Beef | Safeguard & Cultivate Investment in Beef, Industry Research, Marketing & Innovation |
|---|---|---|--|--|--|
| <ul style="list-style-type: none"> <input type="checkbox"/> Drive the adoption of traceability for all U.S. cattle to help promote U.S. beef through (verified) value-added programs, while protecting the health & well-being of cattle and our markets from the effects of contagious diseases <input type="checkbox"/> Identify & address export customer needs & values <input type="checkbox"/> Collaborate with targeted partners to promote U.S. beef in foreign markets <input type="checkbox"/> Invest in research, marketing & education programs | <ul style="list-style-type: none"> <input type="checkbox"/> Measure, document, improve & communicate the net climate and environmental impact of beef production <ul style="list-style-type: none"> ■ Educate medical, diet & health professionals about beef & beef production ■ Align & collaborate with traditional & nontraditional partners to tell the positive story of beef production ■ Engage positively in the sustainable nutrition conversation <input type="checkbox"/> Intensify efforts in educating consumers as well as supply chain decision makers about the benefits of animal care programs like BQA & their impact on animal well-being <input type="checkbox"/> Expand BQA program to include verification <input type="checkbox"/> Develop a direct-to-consumer beef safety campaign | <ul style="list-style-type: none"> <input type="checkbox"/> Use innovative methods & technologies to value carcasses based on eating satisfaction & red meat yield <ul style="list-style-type: none"> <input type="checkbox"/> Develop production/processing/marketing systems that result in more equitable margin distribution <input type="checkbox"/> Explore business models and risk management tools that result in more sustainable producer profit opportunities | <ul style="list-style-type: none"> <ul style="list-style-type: none"> ■ Promote the role of beef in a health & sustainable diet <input type="checkbox"/> Implement a marketing campaign that communicates beef's advantage compared to alternative proteins <ul style="list-style-type: none"> ■ Develop targeted marketing programs focused on the highest opportunity market segments ■ Cultivate collaborative promotion partnerships <input type="checkbox"/> Promote innovative online marketing, packaging & shipping solutions to enable the direct marketing of beef <ul style="list-style-type: none"> ■ Engage consumers in a memorable beef eating experience <input type="checkbox"/> Develop a more interactive & exciting beef purchasing experience <input type="checkbox"/> Promote underutilized beef cuts & new variety meat products | <ul style="list-style-type: none"> <input type="checkbox"/> Demonstrate beef's positive sustainability message & key role in regenerative agriculture <input type="checkbox"/> Defend beef's product identity <input type="checkbox"/> Ensure beef's inclusion in dietary recommendations <input type="checkbox"/> Drive continuous improvement in food safety <input type="checkbox"/> Develop crisis management plans | <ul style="list-style-type: none"> <input type="checkbox"/> Attract innovation & intellectual capital & cultivate the next generation of talent into the beef industry <input type="checkbox"/> Encourage the cooperation & collaboration of existing industry advisory committees to identify & prioritize research efforts <input type="checkbox"/> Increase industry funds for beef marketing, promotion, and research |

Committee(s) to Score this Tactic

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

Tactic B

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

Tactic Description

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

Background:

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

According to a shopper survey conducted by Chicory, recipes remain the number one driver consumers use to try new products. Of the consumers surveyed, 43% indicate that an ingredient being featured in a recipe is what inspires them to try new products. The survey also showed that 83% of respondents said they use recipes to prepare for and make lists for their shopping trips.³ These valuable insights confirm the importance that recipes serve in consumers purchasing habits. Programming will continue to highlight quick and easy beef recipes, as part of consumers buying journey, to build additional demand for beef among Northeast shoppers. Emphasis will also be placed on ensuring that recipe and beef preparation ideas take into account potential regional barriers, for example, focusing on sous-vide or indoor grilling for those consumers who are not able to have outdoor grills.

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

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

Inspiring Consumers with Meaningful Content

In addition to engaging consumers on the beef eating experience and sharing quick and easy beef recipes, our experts with influence can effectively translate the latest evidence-based research into practical messaging for consumers to apply to their everyday food shopping, eating and cooking habits. Delivering such information through a variety of channels has the potential to reach a broad audience and positively influence their behavior. This approach also serves to satisfy the consumer's desire for transparency, positions beef as a healthful protein choice and fosters trust because the information is coming from/through a credible source.

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

In addition to interfacing with nutrition professionals, it is crucial that we reach physicians, nurse practitioners, nurses, physician's assistants, etc. with current nutrition research on beef as well. Patients trust and value the expertise of such healthcare professionals who are uniquely positioned to communicate recommendations for healthy habit change based on medical diagnosis. Ensuring that this audience is armed with adequate resources will remain a top priority within this tactic.

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

Beef will be positioned as the protein of choice among our Northeast consumers in a variety of ways that may include utilizing experts with influence to share beef's multiple advantages, such as the positive nutritional attributes, versatile recipes, etc. and the

story behind the people who raise and bring beef from pasture to plate. Programming efforts will also consider the health concerns that have been identified as decision drivers among our Northeast consumers, based on data from the Northeast Dashboard Survey, to ensure we are meeting our consumers with the information they need to make purchasing decisions for themselves and their families.

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

Citations:

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

²Consumer Beef Tracker January – December 2021 Data

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

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

Measurable Objectives

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

1. Cultivate a minimum of three collaborative beef promotion partnerships where content is delivered by experts with influence and focused on positioning beef as the protein of choice, while expanding consumer reach.
2. Arm influential healthcare professional audiences which could include, but not be limited to, registered dietitian nutritionists, physicians, nurse practitioners or physician assistants with the latest science-based nutrition research and resources. Programs may include sponsored webinars, attendance at educational conferences or immersive nutrition and culinary events with a year-end goal of two activations.

3. Leverage digital media platforms to deliver timely and seasonally relevant content centered around beef recipes and meal solutions, nutrition information, cut selection, preparation, and storage to regional consumers to guide their purchasing decisions, earning a minimum reach of 800,000 consumer views, while maintaining engagement with Checkoff content.
4. Conduct a minimum of one regional retail and/or foodservice e-commerce campaign that aims to increase beef sales and/or intent to purchase beef through online purchasing/ ordering technology.

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: 2,400,000
- Consumer Engagement Goal: 67,640

Key Opinion Leaders:

- Experts with Influence Reach Goal: 3,950
- Experts with Influence Engagement Goal: 1,865

- Social Influencers Reach Goal: 10
- Social Influencers Engagement Goal: 3

LRP Initiatives Addressed by this Tactic

| Drive Growth in Beef Exports | Grow Consumer Trust in Beef Production | Develop & Implement Better Business Models & Value Distribution Across All Segments | Promote & Capitalize on the Multiple Advantage of Beef | Improve the Business & Political Climate of Beef | Safeguard & Cultivate Investment in Beef, Industry Research, Marketing & Innovation |
|---|---|---|---|--|--|
| <ul style="list-style-type: none"> <input type="checkbox"/> Drive the adoption of traceability for all U.S. cattle to help promote U.S. beef through (verified) value-added programs, while protecting the health & well-being of cattle and our markets from the effects of contagious diseases <input type="checkbox"/> Identify & address export customer needs & values <input type="checkbox"/> Collaborate with targeted partners to promote U.S. beef in foreign markets <input type="checkbox"/> Invest in research, marketing & education programs | <ul style="list-style-type: none"> <input type="checkbox"/> Measure, document, improve & communicate the net climate and environmental impact of beef production <ul style="list-style-type: none"> ■ Educate medical, diet & health professionals about beef & beef production ■ Align & collaborate with traditional & nontraditional partners to tell the positive story of beef production ■ Engage positively in the sustainable nutrition conversation <input type="checkbox"/> Intensify efforts in educating consumers as well as supply chain decision makers about the benefits of animal care programs like BQA & their impact on animal well-being <input type="checkbox"/> Expand BQA program to include verification <input type="checkbox"/> Develop a direct-to-consumer beef safety campaign | <ul style="list-style-type: none"> <input type="checkbox"/> Use innovative methods & technologies to value carcasses based on eating satisfaction & red meat yield <ul style="list-style-type: none"> <input type="checkbox"/> Develop production/processing/marketing systems that result in more equitable margin distribution <input type="checkbox"/> Explore business models and risk management tools that result in more sustainable producer profit opportunities | <ul style="list-style-type: none"> ■ Promote the role of beef in a health & sustainable diet ■ Implement a marketing campaign that communicates beef's advantage compared to alternative proteins ■ Develop targeted marketing programs focused on the highest opportunity market segments ■ Cultivate collaborative promotion partnerships <input type="checkbox"/> Promote innovative online marketing, packaging & shipping solutions to enable the direct marketing of beef ■ Engage consumers in a memorable beef eating experience <input type="checkbox"/> Develop a more interactive & exciting beef purchasing experience <input type="checkbox"/> Promote underutilized beef cuts & new variety meat products | <ul style="list-style-type: none"> <input type="checkbox"/> Demonstrate beef's positive sustainability message & key role in regenerative agriculture <input type="checkbox"/> Defend beef's product identity <input type="checkbox"/> Ensure beef's inclusion in dietary recommendations <input type="checkbox"/> Drive continuous improvement in food safety <input type="checkbox"/> Develop crisis management plans | <ul style="list-style-type: none"> <input type="checkbox"/> Attract innovation & intellectual capital & cultivate the next generation of talent into the beef industry <input type="checkbox"/> Encourage the cooperation & collaboration of existing industry advisory committees to identify & prioritize research efforts <input type="checkbox"/> Increase industry funds for beef marketing, promotion, and research |

Committee(s) to Score this Tactic

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

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

The FY23 AR will continue to evolve and build upon the successes achieved throughout the FY22 AR, as well as previously funded program work. This will be achieved by continuously forging new relationships, as well as fostering existing relationships with our target audiences, Supply Chain Experts with Influence, Consumers and Nutrition Experts with Influence to ensure that positive beef messaging and content is effectively reaching each audience. Program work within the FY23 AR will continue to build upon the way Northeast consumers are consuming information, for example, taking advantage of digital, online opportunities like online cooking classes featuring beef, integrated e-commerce retail campaigns or engaging webinars with our targeted nutrition audiences to name a few.

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

2060 Digital, Meltwater, The Promo Girl and Purple Martin Creative, Seton Hall Sports Properties

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

The Northeast Beef Promotion Initiative will continue to leverage the ongoing relationships with agencies/vendors who have historical knowledge with our program and its needs. New contracts, fees and deliverables are reviewed each year and all agencies/vendors are expected to meet or exceed contractual goals. As needed, work may be contracted out with new consultants, who will be competitively bid at that time.

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

The work outlined within this AR continues to build upon and enhance the work previously executed by the NEBPI through the previous 17 ARs. ARs continue to become more efficient, streamlined, targeted and focused on the work accomplished. Funding support from our State Beef Council (SBC) partners continues to further enhance each of the program tactics.

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

Programs and work executed within this AR can be extended by State Beef Councils, either through direct partnership and/or by taking the proven program(s) and associated learnings and then extending within their own state. Funding support from State Beef Council partners continues to further enhance each of our program tactics.

This AR continually works to collaborate among Checkoff Contractors, as we extend nationally developed messaging and resources created through the *Beef. It's What's for Dinner.* program, as well as working alongside the Veal Promotion AR, when applicable to ensure that beef and veal are strongly represented through programs, where goals align.

POTENTIAL PARTNERSHIP LIST

Partners/collaborators does NOT include subcontractors.

1. Fresh Direct; Hello Fresh; Blue Apron; Peapod; Instacart; Giant Markets; Weis Markets; Stop and Shop; Redner's and Big Y are potential supply chain partners, extending beef content to brick and mortar and online retail space to increase beef purchases.
2. A variety of online experts with influence and bloggers to create third party content promoting beef's taste, health attributes and sustainability related to all program areas in this AR. A few identified partners could include: Snacking in Sneakers, Chrissy Carroll, RD; It Is A Keeper, Christina Hitchcock; Enjoy Food, Enjoy Life.; Nicole Rodriguez, RD; Chef Abbie Gellman, RD; Chef Julie Harrington, RD; Cindy Chan Phillips Nutrition, Cindy Chan Phillips, RD, Jessica Levinson, MS, RDN, CDN, Liz's Healthy Table; Liz Weiss, RDN, Erin Palinski-Wade, RD, CDE, Busy Mom Nutrition; Sara Gold, MS, RDN, Bucket List Tummy; Sarah Schlichter, MPH, RD; Jenny Shea Rawn, MS, MPH, RD; Dalina Soto, MS, RDN, LDN.
3. Academy of Family Physicians; Academy of Nutrition & Dietetics; Academy of Pediatrics; State Osteopathic Medical Associations and School Nutrition Associations are identified as current and potential future partners related to all program areas in this AR.
4. Complementary commodity group partnerships, which could include, but not be limited to, American Dairy North East; Cabot Creamery; Avocados from Mexico; USA Rice and others.
5. Bunzl/Koch Supplies; McAneny Brothers; JBS; Waltons; Phoenix Scales and Cargill are potential partners and sponsors of contests, trainings and other opportunities targeted towards, but not limited to, butchers, retail meat cutters, retail meat managers and learning how to fabricate and market beef value cuts.

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, Nutrition & Health | A | Impacting Consumer Trust Through Experts with Influence, Outreach and Engagement | \$136,170 | \$123,750 | \$259,920 |
| Domestic Marketing, Nutrition & Health | B | Positioning Beef as the Protein of Choice Among Northeast Consumers | \$166,330 | \$123,750 | \$290,080 |
| TOTAL | | | \$302,500 | \$247,500 | \$550,000 |

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 |
| QSBC Funds | A | Impacting Consumer Trust Through Experts with Influence, Outreach and Engagement | \$124,000 |
| QSBC Funds | B | Positioning Beef as the Protein of Choice Among Northeast Consumers | \$128,000 |
| TOTAL | | | \$252,000 |

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.

All "Other Funding" amounts are pending approval by each QSBC Board of Directors.

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# 2220-CI | | | |
| | Direct Costs | Implementation | Total |
| Funds Awarded | \$324,280 | \$170,480 | \$494,760 |
| Actual Expenses <i>(October 1, 2021 – June 30, 2022)</i> | \$182,339 | \$121,324 | \$303,663 |

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# 2220-CI | | | |
| | Funding Source | Funds Committed | Funds Expended <i>(October 1, 2021 – June 30, 2022)</i> |
| A | QSBC Funds | \$271,000 | \$170,097 |

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.

N/A

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# 2120-CI | FY20 AR# 2020-CI | FY19 AR# 1920-CI |
| 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, 2021</i> | <i>September 30, 2020</i> | <i>September 30, 2019</i> |
| Funds Awarded | | \$497,034 | \$498,786 | \$417,000 |
| Actual Expenses ² | | \$476,224 | \$449,149 | \$414,893 |

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# 2120-CI | | FY20 AR# 2020-CI | | FY19 AR# 1920-CI | |
| | Funding Source | Total Expenditures | Funding Source | Total Expenditures | Funding Source | Total Expenditures |
| A | QSBC Funds | \$273,029.42 | QSBC Funds | \$253,522.31 | QSBC Funds | \$269,694.21 |

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.

N/A