

AUTHORIZATION REQUEST FOR FY 2023

CBB Budget Category: Industry Information

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
\$361,100	\$2,138,900	\$2,500,000

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 checked="" type="checkbox"/>	<input type="checkbox"/>

PROGRAM INFORMATION FOR THIS AR

Tactic A

Tactic Name: Issues Crisis Management and Planning

Tactic Description

Effectively preparing for and managing issues and crises as they arise is critical to maintaining the marketing environment for beef. This tactic delivers the resources needed to prepare for potential issues and crises and develops the appropriate tools (such as crisis plans, talking points, media statements, fact sheets, infographics, videos, and various digital assets) to deploy when issues or crises arise.

Recognizing state beef councils and other contractors to the Beef Checkoff are important partners in managing issues, this tactic also supports states and various industry partners in their issues response preparation and training efforts.

Having plans and resources in place allows for quick and effective communication with consumers, media, influencers and other stakeholders when an issue or crisis arise. Effective communication is crucial to protecting the beef industry and driving demand.

NCBA, a contractor to the Beef Checkoff, has a long history of leading the beef industry through issues and crisis situations. From the 2003 case of bovine spongiform encephalopathy (BSE or “mad cow disease”), to lean finely textured beef (aka “Pink Slime”) in 2012, to responding to the EAT-Lancet Commission on Food, Planet and Health report in 2019, to the COVID-19 pandemic, NCBA has the experience, expertise, passion, plans and resources in place to deploy the right message, to the right audience, at the right time. In these cases, and for the numerous issues that arise daily, Beef Checkoff-funded programs have maintained consumer confidence in beef and helped grow consumer demand. This is thanks to the continuous media and pop culture monitoring, planning and preparation efforts conducted with funding from this Authorization Request. For example, during the COVID-19 crisis, NCBA developed and provided State Beef Council partners with a variety of messaging documents to address the situation and answer common consumer and stakeholder questions. Similarly, the team produces a variety of sustainability materials and resources for events like Earth Day and Climate Week NYC. These materials are not only used by State Beef Councils but also across NCBA Checkoff-funded programming and audiences to ensure consistent messaging and availability of the resources and information that consumers are looking for. Other key issues-related topics addressed by NCBA in FY22 include ongoing misinformation about beef sustainability, production, and nutrition.

Today, utilizing the beef Digital Command Center, which allows for around-the-clock monitoring of traditional media and social media platforms, NCBA responds to issues and crises in real time, and looks for trends and opportunities to tell beef’s positive stories and address prevalent myths about beef. Thanks to the advanced monitoring capabilities funded by this AR, and the expert analysis done by the issues management team, NCBA can create and disseminate materials addressing the beef topics most prevalently covered by media and discussed in social media. NCBA is also able to quickly identify conversations around topics known as Consumer Beef Demand Drivers and use the insights to create content that not only addresses the topics but will respond to or compliment the real-time conversation. Specific topics that drive demand and are of particular interest to media and consumers include, but are not limited to beef prices, how beef is raised and beef’s nutritional value. This monitoring ensures NCBA’s issues response tactics are appropriate for any given issue and informs other teams to help make NCBA programming relevant and effective in relation to current events and conversations. Additionally, the team provides regular monitoring services and reports to state beef councils, as well as resources and counsel when an issue does arise. The NCBA team has 24/7 access to its monitoring systems and has staffing redundancies in place to ensure monitoring can be continuous and robust.

In addition to the general issues monitoring, planning, and resource creation outlined above, in the coming fiscal year, NCBA will continue preparing for a possible Foot and Mouth Disease (FMD) outbreak via coordination with the FMD Cross-Species Team. This team works together across dairy, sheep and pork to prepare coordinated plans and materials for use in the event of an outbreak. In conjunction with ongoing FMD planning on behalf of the beef industry, this tactic ensures that the entire beef industry, including all Beef Checkoff contractors, has access to the resources and information needed to respond to a variety of issues and crises and, ultimately, that the beef industry maintains consumer confidence and demand when issues and crises arise.

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. Maintain the issues management program as a “trusted counselor” and “go-to resource” for State Beef Councils, achieving an average agreement score of eight on a 10-point scale according to the annual CBB survey.
2. Lead three beef issues training workshops with State Beef Councils.
3. Produce and distribute four Quarterly Issues Newsletters summarizing issues management work and trending issues and develop and distribute Beef Issues Alerts as needed, maintaining an open rate of 30% for Beef Issues Alerts.
4. Maintain the digital command center and it’s monitoring software and monitor at least 100 topics related to the beef 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:

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

Key Opinion Leaders:

- Producer Advocates & Leaders Reach Goal: 57,000
- Producer Advocates & Leaders Engagement Goal: 5,500

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 checked="" 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 checked="" 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 checked="" 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 checked="" 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"/>

Tactic B

Tactic Name: Beef Advocacy Training and Engagement

Tactic Description

Research funded by the Beef Checkoff repeatedly shows that consumers and influencers trust farmers and ranchers. When they have questions about farming and ranching practices, consumers favorably respond to answers from the people who produce the food. NCBA, on behalf of the Beef Checkoff, provides training to develop credible advocates and spokespeople within the beef community, and equips them with information and resources to engage readily in conversations and address consumer concerns about beef and how cattle are raised.

These advocates and spokespeople reach consumers through many avenues, including conversations with consumers online and in-person, and they participate in traditional and digital media opportunities. Through these communication efforts, advocates and spokespeople help educate consumers and influencers about the role of beef in a healthy diet and how beef farmers and ranchers raise beef responsibly and sustainably. These advocates also help to respond when there is misinformation in the public about beef production and other beef-related issues.

As part of the beef advocacy training and engagement (BATE) program, advocates and spokespeople are equipped to share their beef stories and expertise through the completion of the online Masters of Beef Advocacy (MBA) courses, the advanced spokesperson development program, Trailblazers, and in-person training events. The MBA program comprises five online courses to equip advocates and spokespeople with knowledge of the beef lifecycle and information to respond to consumer concerns. In FY2022, MBA modules and MBA teacher toolkit were updated to include the latest beef facts and improve user experience for teachers and students. NCBA plans to continue to provide the latest facts about beef and find ways to improve the user experience in FY2023.

Upon completion of the MBA courses advocates and spokespeople (more than 21,000 to date) are continuously provided resources and information and called on to engage on specific platforms or topics in response to consumer concerns, through monthly emails, continuing education webinars and a private MBA alumni Facebook group.

A portion of the success of these activations and BATE programs is through the collaboration with teams from other tactics. BATE takes an integrated approach with content and programs to leverage other tactics' research and information, including campaigns from the Beef Checkoff and *Beef. It's What's For Dinner.* to help extend information to a larger audience and better equip and inform advocates.

As an example, in FY2022 MBA extended the *Beef. It's What's for Dinner*. Raised and Grown Campaign, focused on showcasing how around the country, in every state, beef farmers and ranchers are raising sustainable beef. This campaign was delivered to MBA graduates through a monthly newsletter, private MBA Alumni Facebook group, and by leveraging NCBA's in-house experts to co-host a continuing education webinar instructing advocates about the topic and strategies for sharing their story with their audiences.

In FY2023, NCBA plans to continue this work with other teams and state partners to leverage their content to trained advocates and spokespeople for their campaign activations and executions to integrate all Checkoff-funded activities more fully. They will also continue to find efficiencies with the Beef Quality Assurance program, nutrition outreach, and supply chain outreach. One way they do this is by sharing technology platforms for their respective online training programs. NCBA will also continue to cross-promote programs between teams.

As part of the BATE program, advocates and spokespeople from the beef community receive continuous training to strengthen their communication and advocacy skills to be influential advocates and spokespeople at the local, state, and national level. Training programs include in-person or virtual training for media, communication, and advocacy skills for members of the beef community; including producers, service providers, food influencers, athletes fueled by beef, among others.

Since 2014, NCBA has offered different levels of training, including advanced instruction through national and state programs to identify and equip top level advocates in becoming well-rounded communication experts to address tough conversations and questions in a variety of settings. In FY2022, they designed a program to take top-level advocacy training to the next level. This program, titled Trailblazers, was designed to complement the Masters of Beef Advocacy (MBA) program by working in unison to establish a grassroots cadre of well-trained agriculturalists who can competently and confidently approach beef-related issues in all social environments. Highly trained producer advocates and spokespeople are critical to responding to misinformation in the media and sharing beef's story across communication channels. In FY2023, NCBA plans to continue developing top advocates through the Trailblazers program and finding opportunities for them to engage with media and consumers.

The training efforts established by the MBA and Trailblazers programs, respectively, provide support to beef community spokespeople in preparing for proactive and reactive communication strategies. Training efforts by the BATE team allow for the continuation of an enhanced database of go-to spokespeople that continue to build trust in the individuals who raise beef. Furthermore, the continuation of adding new MBA graduates and conducting advanced training programs will assist in creating empowered, well-informed, and prepared community members of grassroots advocates who can be mobilized and called upon to act within their respective communities, further exposing the benefit of the Beef Checkoff to uniformed audiences.

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. Add 800 new MBA graduates to the nationwide network.
2. Produce and distribute at least 12 email campaigns for advocate information, activation, or engagement, maintaining an open rate of at least 15%.
3. Conduct at least 15 in-depth training sessions and/or educational sessions for state and national advocates, staff and third-party subject matter experts, and key food and agriculture influencers from across the beef community.
4. Select and employ the 2023 cohort of Trailblazers to participate in yearlong training as official spokespeople for the beef community.

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:

- Producer Reach Goal: 117,000
- Producer Engagement Goal: 49,000

Key Opinion Leaders:

- Producer Advocates & Leaders Reach Goal: 2,000
- Producer Advocates & Leaders Engagement Goal: 1,000

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
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Committee(s) to Score this Tactic

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

Tactic C

Tactic Name: Beef Quality Assurance

Tactic Description

Cattle producers must effectively “walk the walk,” in raising healthy, thriving cattle that meet consumer expectations. The beef industry’s primary mechanism to aid producers in successfully accomplishing this expectation is through education programs, such as Beef Quality Assurance (BQA). NCBA, on behalf of the Beef Checkoff, provides producers with the education and training needed to help ensure cattle are raised responsibly and enhance consumer trust in how beef is raised. The BQA program not only targets producers with its programming but also engages and collaborates with stakeholders across the supply chain to develop and implement the necessary tools, resources, and programs to ensure responsible cattle care. The BQA program has a long-standing history of delivering educational programs to producers focused on issues that impact consumer trust and consumer demand in beef, ranging from cattle well-being to quality assurance and certification.

In FY 2023, BQA programming will provide updated content, including revisions of BQA Transportation training resources, additional online training modules, and other tools for training so producers (seedstock; cow-calf; stocker/backgrounders; feeders; youth, through support of the Youth for the Quality Care of Animals (YQCA); dairy, through support of the National Dairy Farmers Assuring Responsible Management (FARM); calf ranches through the Calf Care & Quality Assurance (CCQA) program, auction markets and transporters) can become certified and/or adopt current cattle rearing techniques and methods (i.e., cattle care and handling in multiple languages). External review of the BQA program, tools and materials will be considered as a strategy to increase program credibility and standing with key stakeholders. Programming will continue to enhance collaboration between the beef and dairy sectors of the cattle production industry.

Collaborating on BQA training and certification efforts with NCBA's state coordinator network is a hallmark of the program. They will continue to collaborate, offer training resources and data management support, as well as look for ways to continue creating more consistency across programs. They will also collaborate on research, often with state BQA program coordinators, which strengthens BQA guidance and/or content. Extending BQA promotion resources, content and tools through state beef councils, state cattlemen’s and breed associations, state extension programs, veterinary organizations and other livestock organizations willing to partner in promoting BQA will continue to be a focus through traditional and social media, demonstrations, seminars/webinars, speakers for panels and other engagement opportunities. The national program will continue efforts to promote training and certification through relevant award recognition, public relations, advertisement, sponsorships, face-to-face and virtual opportunities. NCBA will also continue to find efficiencies with the Masters of Beef Advocacy program. One way they continue to do this is by sharing technology

platforms and customer service resources for Checkoff-funded online training programs at NCBA.

Promoting the understanding of the BQA program and the positive outcomes it provides for the cattle industry will be leveraged to the supply chain. This will be even more important in 2023 as NCBA finalizes the research phases of the latest National Beef Quality Audit and move forward with the strategy meeting and results roll-out.

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. Maintain the number of producers that are BQA certified (or equivalent) equal to 2022 certification numbers.
2. Develop at least two new producer facing resources supporting the rollout of the latest National Beef Quality Audit.
3. Engage over half of the nation's state BQA coordinators (coordinators from at least twenty-three states) in continuing education and collaboration by conducting a minimum of three "in-person" and/or virtual meetings.

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:

- Producer Reach Goal: 85,000
- Producer Engagement Goal: 75,000

Key Opinion Leaders:

- Producer Advocates & Leaders Reach Goal: 15,000
- Producer Advocates & Leaders Engagement Goal: 10,000

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
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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 checked="" type="checkbox"/>

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

In FY23 the program will update and build new issues response resources and talking points, continue to monitor media and look for new trends and issues to respond to and continue preparing for a major crisis or FMD outbreak with resources both internally and in coordination with the cross species working group.

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

FoodMinds, CattleFax, Swanson Russell, Linhart PR, Ready Inc, Grant Communications, Baxter Communications, Vivayic, NCBA's Cattlemen to Cattlemen, Angus Media, National Milk Producers Federation, Youth for the Quality Care of Animals, Calf Care & Quality Assurance, Sprinklr, Nuvi, Brand Watch, Meltwater, and other subcontractors as needed.

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

Vivayic has been contracted to assist with BQA and BATE online learning platforms, which is a multi-year process. Swanson-Russell has been contracted to assist BQA with cattle producer focused marketing and public relations, this is ongoing work that is subject to competitive bid approximately every five years.

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 the industry's issues and reputation management programs, which began in the 1980s. This AR is also a continuation of the industry's quality assurance initiative and further builds upon and expands previous efforts and programs developed and implemented by the industry's quality assurance initiative. The beef industry's quality assurance commitment and initiative began in 1987. This AR also includes rollout of the next in a series of National Beef Quality Audits, first completed in 1990 and repeated approximately every five years. The programs, projects, and educational materials to be developed as outlined in this fiscal year AR will further support and advance the producer's commitment to addressing consumers' concerns about production practices that influence the safety, wholesomeness and quality of beef and beef products.

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

Both the BATE and BQA programs are extended by most states through in-person and locally focused training and/or activation events.

Issues and Crisis trainings and materials are provided to State Beef Councils. Additionally, state-specific issues monitory, and support is provided when needed.

POTENTIAL PARTNERSHIP LIST

Partners/collaborators does NOT include subcontractors.

The Beef Quality Assurance (Tactic C – BQA) program collaborates with the following organizations to lead the Youth for the Quality Care of Animals program: National Milk Producers Federation, National Pork Board, American Sheep Industry Association, and state youth livestock extension programs.

The BQA program is the title sponsor for award programs that receive additional support from Cargill.

The BQA program is a collaborating partner in the Stockmanship & Stewardship educational program which receives additional funding from Merck Animal Health. The BQA program's annual meeting of state coordinators has received support from Neogen.

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
Consumer Trust	A	Issues Crisis Management and Planning	\$110,000	\$632,400	\$742,400
Consumer Trust, Stakeholder Engagement	B	Beef Advocacy Training & Engagement	\$88,500	\$484,200	\$572,700
Consumer Trust, Stakeholder Engagement	C	Beef Quality Assurance	\$162,600	\$1,022,300	\$1,184,900
TOTAL			\$361,100	\$2,138,900	\$2,500,000

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	Issues Crisis Management and Planning	\$
N/A	B	Beef Advocacy Training & Engagement	\$
N/A	C	Beef Quality Assurance	\$
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# 2233-II		
	Direct Costs	Implementation	Total
Funds Awarded	\$663,620	\$1,810,200	\$2,473,820
Actual Expenses (October 1, 2021 – June 30, 2022)	\$410,938	\$1,169,445	\$1,580,383

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# 2233-II		
	Funding Source	Funds Committed	Funds Expended <i>(October 1, 2021 – June 30, 2022)</i>
A	FSBC Funds	\$310,000	\$50,117

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# 2132-II	FY20 AR# 2033-II	FY19 AR# 1933-II
AR Period ¹	<i>Start Date:</i>	October 1, 2020	October 1, 2019	October 1, 2018
	<i>End Date:</i>	September 30, 2022	September 30, 2021	September 30, 2020
Funds Awarded		\$3,081,611	\$3,192,230	\$2,850,000
Actual Expenses ²		\$2,987,347	\$3,189,865	\$2,846,946

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# 2132-II		FY20 AR# 2033-II		FY19 AR# 1933-II	
	Funding Source	Total Expenditures	Funding Source	Total Expenditures	Funding Source	Total Expenditures
A	FSBC Funds	\$941,186	FSBC Funds	\$202,945	FSBC Funds	\$50,000

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.