

Tactic Quick Guides

Preliminary FY24 Tactics



Consumer Trust
Committee

CONSUMER TRUST COMMITTEE TACTIC OVERVIEW

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2421-A

Immersive professional development and accurate science education materials for STEM educators

Name of Contractor: American Farm Bureau Foundation for Agriculture

Start Date: 10/1/2023

End Date: 9/30/2024

CBB/BPOC Funding Request for this AR: \$2,231,470

CBB/BPOC Funding Request for this Tactic: \$2,231,470

Tactic A | 2421-CI

Immersive professional development and accurate science education materials for STEM educators

American Farm Bureau Foundation for Agriculture

Tactic Description:

NOTE: STEM stands for science, technology, engineering, and mathematics. In this AR, the term STEM is used to categorize teaching and learning that incorporates the concepts of these fields. Often, teachers work in departments made up of instructors from each discipline, or many districts offer courses that incorporate each field of study as a single class or section.

Tactic Description:

Tactic A continues the work that has been produced in prior years with the goal of expanding reach and impact. This AR will build the capacity of teachers to work directly with agricultural literacy groups in their states to deliver immersive events similar to the national On The Farm STEM events as well as develop the skills of educators to deliver professional development around beef-funded education materials at their local or regional education centers, creating a system in which state agricultural literacy groups could take the lead in planning and executing these types of events and could rely on “beef-trained” teacher facilitators.

Tactic A is built around three pillars: Professional Development, Education Resources, and Partnerships. Throughout all three categories, this program plans to expand its reach by providing the resources and materials needed to those facilitating these efforts at the state/local level and preparing teachers to accurately implement science lessons built with context from the beef industry. Efforts in the FY24 AR expand impact with direct teacher and student interactions. Programming continues to extend its reach as this program includes virtual and in-person learning experiences as well as e-learning opportunities.

The Need

The need to provide support and resources to educators that present scientifically accurate, unbiased messaging about the science of beef production is at an all-time high. Teachers and students are receiving information from educationally trusted sources that do not represent agriculture accurately or in a balanced way, and beef production might be the target of the misinformation.

As the Next Generation Science Standards (NGSS) and K-12 Framework are implemented in 44 states across the country, science teachers face a new educational landscape in which they must alter or rewrite their curricula. This new direction from the NGSS requires teachers to connect students with more tangible, real-world contexts. Agriculture continues to prove it is a useful context for science education in this regard. However, as teachers turn toward the internet for information when designing lessons, they are faced with sorting through misinformation and propaganda from various groups pushing agendas.

Furthermore, NGSS requires teachers to approach challenging topics such as climate change and sustainability. Teachers and students are receiving information from educationally trusted sources that do not represent agriculture accurately or in a balanced way, and beef production is often the target of the misinformation. To achieve balance and to

ensure the accuracy of information, a concerted effort must be made to engage teachers in the conversation around these topics.

The cattle industry actively uses and implements research, technology, and science to seek solutions toward a sustainable future, and we intend to introduce teachers - and therefore students - to those efforts and concepts. This connection will lead to a deeper understanding and appreciation of the beef industry as current and future consumers become better equipped to sort fact from fiction.

The Proposed Solution

This tactic will continue to focus on strengthening relationships with State Beef Councils (SBCs) to maximize the number of educators and students reached with the program. AFBFA and select teachers from its expansive network will work with SBCs to implement aspects of this initiative to obtain a broader level of participation and further reach of resources. AFBFA will work at a national level to train facilitators that are prepared to lead additional state-level events put on by SBCs and educational partners. AFBFA will work to

make these important connections and to support both SBCs and educational entities. This will create more opportunities for teachers to be reached in their own localities and will strengthen connections to key industry leaders.

AFBFA proposes the following activities to continue building and supporting a community of science education change-makers:

In-Person Professional Development

1. On The Farm STEM – National Events (2 Events)

Elementary, middle, and high school science teachers and administrators will engage in extensive training on the NGSS and apply their learning through an immersive experience that connects teachers, cattle producers, and industry experts. These national events will serve to grow the pool of educators eligible to join the On The Farm STEM Train-the-Trainer Program (described in number 2). These teachers will work to accomplish the following:

- Gain an understanding of the relevancy of beef production to society and science education.
- Design materials for the On The Farm STEM Open Education Resource (OER) platform, the Food and Agriculture Center for Science Education (The Center). Open Education Resources are classroom materials that are freely available and contain a Creative Commons license, meaning other people have the right to share, use, and build upon a work that has been created. OER materials have been the leading trend in education for a number of years as teachers work toward acquiring more equitable resources.
- Implement and modify materials across their district's science curriculum.
- Create lasting partnerships with education and industry professionals and address common misconceptions about production, animal welfare, sustainability, and more.

An important expansion in this year's proposal is the inclusion of two On The Farm STEM– National Events. In FY22, 379 viable applications were submitted from 46 states and Puerto Rico. We select the top 30 most influential applicants and have seen the potential for selecting another cohort of educational change makers in the same year. A significant increase in the number of applications from elementary school, middle school, and high school science teachers and administrators from FY22 indicates the need for more immersive On The Farm STEM events.

2. On The Farm STEM Train-the-Trainer Program

Through the On the Farm STEM Local Affiliate Program, this event will prepare three SBCs (implementing organization) and their educational partners* (facilitation organization) to enter a yearlong program to learn how to facilitate the connections between science and beef production with accuracy and impact. Based on the successful On The Farm STEM program, this initiative is designed to empower state agricultural literacy groups and On the Farm STEM alumni, partnered with SBCs, to host immersive science education events in their own states.

State Beef Councils, along with educational partners, and AFBFA will collaborate to achieve the following results through this initiative:

- Train teachers on NGSS connections and how to contextualize science education through the lens of beef

production.

- Produce a facilitator guide that state science education facilitators can use to plan and deliver events.
- Update the On The Farm STEM program website to include login access for implementing and facilitating organizations (e.g. On The Farm STEM program alumni).
- Formalize an instructor-led training that teachers can use when facilitating education and industry connections.
- Educational partners and SBCs deliver 3 state-level On The Farm STEM events.

*Educational partners could include science education facilitators familiar with NGSS, such as local education departments, informal education outreach groups, etc. Science education facilitators would be required to facilitate NGSS context while working closely with their State Beef Council for content and communications accuracy.

3. On The Farm STEM – State Events

This event, delivered by SBCs, introduces science teachers and administrators to the scientific concepts that drive the cattle industry. This immersive experience would link science teachers and influencers directly to beef farmers and ranchers, industry scientists, and other industry experts at the local level. These three On the Farm STEM- State Events will be in addition to the two state events conducted by SBCs that were trained in the FY23 AR. By scaling up this program, this training will build the capacity for more teachers and students to have awareness and understanding of beef production and deliver accurate science experiences in the K-12 classroom, while strengthening connections at the state level. State Beef Councils would be required to implement and meet certain benchmarks of the national On The Farm STEM model to ensure quality and consistency.

Virtual Professional Development

1. Professional Development Livestream Events

These two half-day online events continue the success from our livestream events of the past four years. Guest speakers from the industry will provide context to the application of scientific principles and information on STEM career pathways in the beef industry (e.g. geneticists, range-land scientists, food safety inspectors, microbiologists, embryologists, and veterinarians). These non-biased experts help teachers and students understand challenging concepts they may have never discussed or experienced otherwise. Data from student surveys conducted by AFBFA in FY22 demonstrate a high interest in the science of food production, specifically beef. The results showed students were curious about beef production's impact on sustainability, climate change, and food security. This interest shows us that beef production holds relevance to students' lives and that they are eager to learn more. It is important that students receive information that is accurate and comes from trusted sources. Connecting teachers and students to these experts ensure they receive accurate information directly from the source rather than an opinion piece found online.

2. “*Science through the Lens of Agriculture*” Webinar Series – Beef Focused

This series of webinars is proposed to feature the materials created by AFBFA as a contractor to the Beef Checkoff. An observation from the FY22 third-party external program review (managed through the Checkoff Evaluation Committee) was that teachers are hungry for more materials and guidance on the implementation of those materials. This series of webinars will promote and support teacher efforts to include beef-funded education materials in their classroom.

3. Virtual On The Farm STEM- Educators

Individuals not selected for the in-person On The Farm STEM – National Event will be given the option to participate in a virtual professional development event that will engage teachers and administrators in wide-ranging training on the NGSS and apply their learning through a virtual experience that connects teachers, cattle producers, and industry experts.

An important iteration of this year's proposal is the inclusion of a virtual On The Farm STEM event for educators. Knowing that facilitating around 12 in-person On The Farm STEM events per year is unattainable based on the current planning and preparation required for each event (379 viable applications divided by the 30 in-person attending applicants), developing a virtual On The Farm STEM would allow all interested teachers and administrators to still

connect with cattle producers and industry experts and learn how to incorporate beef production into science education.

4. Virtual On The Farm STEM- Students

An important expansion of this year's proposal is the creation of a virtual On The Farm STEM experience for students. As mentioned above, data from student surveys conducted by AFBFA in FY22 demonstrate a high interest in the science of food production, specifically beef.

By leveraging our current teacher connections and On The Farm STEM participant alumni, for the first time, students will be able to participate in a virtual On The Farm STEM classroom experience. Through this program, students will be able to engage directly with cattle producers and beef production experts during this virtual experience.

Educational Resources

1. Classroom Resources (Lessons, Assessments, Teacher Guides, Media Bank, etc.)

According to the external review of AFBFA programming, 9 out of 10 teachers reported a high interest in obtaining more materials that feature agriculture and beef production as a context for teaching science.* AFBFA will maintain/update existing materials while creating additional beef-science resources, including:

- Iterative improvement of current units of instruction based on user feedback to make them better as a larger scope of students and teachers engage with the beef-science units of instruction. Keeping the units current and improving will ensure better implementation.
- Data from surveys conducted by AFBFA in FY22 demonstrate that 88% of teachers have a high need for the creation of week-long, NGSS, beef-science lessons. AFBFA will create materials to meet that need.
- 2023 marked the twelfth year of My American Farm. The interactive, educational online resource was launched in January 2011. The site features 27 relevant, engaging games and 253 free educational resources, two of which are "The Steaks are High" and "Grocery Grab" games, both funded by the Beef Checkoff. In addition, the games are now offered in various platforms: a full online version, an offline version for use at fairs and in-person events, and four interactive apps, one of which is the "All About Beef" mobile app. Data collection began in 2011 related to site use and engagement. Cumulative data indicate the site has drawn over 4.39 million page views from people all across the U.S. and around the globe. Since launching both games, "The Steaks are High," "Grocery Grab," and the "All About Beef" mobile app in 2015, beef production facts within the learning platforms are out of date. Improvements to all three learning platforms are necessary for ensuring better implementation and engagement for a K-12 grade audience.

Although creating and updating learning materials that feature agriculture and beef production has been a part of previous year's proposals, we have seen an increased desire (9 out of 10 teachers) for additional materials beyond what has already been created. By creating and updating additional NGSS curricula and the My American Farm platforms, teachers and students will have a greater awareness and understanding of the beef industry through education.

* Prompted by the Beef Checkoff Evaluation Committee – External Program Review Report distributed by CBB Staff

Partnerships

1. Collaborative Partnerships between Beef and Education

This effort continues to connect groups of educators with beef industry experts. These partnerships could include, but are not limited to, teacher support networks, school district partnerships, non-formal educational institutes such as national rangelands and museums, pilot programs, and more. AFBFA is dedicated to continuing efforts to keep educators engaged with beef producers and scientists.

These partnerships not only build trusting relationships but they help in evaluating all components of this programming through feedback, iterations, and test trials; bringing teachers together with the industry allows for honest conversations, further spreading the positive impact the beef industry has not only on the food supply chain but also on society at large.

Communications and Promotions

1. Teaching Association Partnerships

Continue strategic partnerships and promotion within the educational community to target educational influencers and key opinion leaders to broaden the network of people engaging with the beef-science units and professional development opportunities. This will be completed by engaging with the National Science Teaching Association (NSTA) or other science teaching organizations, along with direct engagement with district and state curriculum administrators.

2. Educational Articles and Publications

Draft publications such as white papers, blog posts, articles, etc. for educational publications making the case for incorporating agriculture in general science education. Use these articles and publications to share the success of these programs.

3. Volunteer Engagement

Engage and equip volunteers (Farm Bureau members, past On The Farm STEM program participants, Cattlemen's Beef Board and Federation of State Beef Council members, and other organizations) to use beef resources in classroom visits, school engagements, and other promotional efforts. As part of a broader effort to engage local volunteers passionate about ag literacy, AFBFA is committed to equipping volunteers with strategies and tools to use the developed beef resources in classroom visits and administrative meetings and as part of the overall community support movement with educators using beef-science in their curriculum.

▼ Measurable Objectives

Measurable Objective #1

Maintain an average satisfaction score (among participants) of 4 or higher on a 5-point Likert scale for all professional development events.

Measurable Objective #2

At least 80% of participants of professional development events or use Checkoff-funded AFBFA educational materials will report a positive perception of the beef industry.

Measurable Objective #3

Equip at least three State Beef Councils with standardized resources to hold On The Farm STEM immersive state events that engage educators and students on beef production scientific concepts such as animal care, sustainability, and environmental stewardship to increase their understanding and positive perceptions of the beef industry.

Measurable Objective #4:

Establish and set a baseline metric of alumni engagement with the in-person and virtual professional development events.

LRP Initiatives Addressed by this Tactic

Grow Consumer Trust in Beef Production

- Align and collaborate with traditional and nontraditional partners to tell the positive story of beef cattle production

▼ Checkoff Program Committee(s) to Score This Tactic

Committee(s) to Score This Tactic:

Consumer Trust

CONSUMER TRUST COMMITTEE

Tactic Score Sheet Considerations, Scores, and Notes

Tactic Considerations	Table Agreement Level
<p>Recognizing potential Beef Checkoff Contractors have drafted their tactics to align with the Beef Industry Long Range Plan and Beef Demand Drivers consider these expectations when providing scores and comments.</p> <p>For this tactic, quantify your table's level of agreement using the following 5-point scale.</p> <p><i>1 = Strongly Disagree</i> <i>2 = Disagree</i> <i>3 = Neither Agree nor Disagree</i> <i>4 = Agree</i> <i>5 = Strongly Agree</i></p>	
<p>Comments: Provide up to four constructive or actionable comments that outline what the table likes or dislikes about the tactic. These comments will be shared with the potential Beef Checkoff Contractor and the Beef Promotion Operating Committee.</p> <ul style="list-style-type: none"> • If a member(s) at the table is in favor of this tactic, list specifics about what is liked. • If a member(s) at the table does not like the tactic, list specific areas of concern and/or provide comments on what the tactic should be doing differently. 	
<p>1.</p> <p>2.</p> <p>3.</p> <p>4.</p>	

2411-D: Sustainability Research and Scientific Affairs

Name of Contractor: National Cattlemen's Beef Association

Start Date: 10/1/2023

End Date: 9/30/2026

CBB/BPOC Funding Request for this AR: \$9,643,600

CBB/BPOC Funding Request for this Tactic: \$1,496,700

Tactic D | 2411-R

Sustainability Research and Scientific Affairs

National Cattlemen's Beef Association

Tactic Description:

NCBA, on behalf of the Beef Checkoff, leads scientific research to inform and engage industry stakeholders on the comprehensive topic of beef sustainability. This work also builds the scientific foundation for beef sustainability communications, thought leader education and consumer messages. Though a complex topic for all audiences, sustainability research continues to provide clarity for audiences by identifying and benchmarking areas for improvement.

Multiple audiences are targeted with this program work, including the scientific community, regulatory decision makers, the supply chain sectors (retail, foodservice, packers, and the feeding sector), and those that influence consumer opinion (thought leaders, influencers, and consumer media). Through collaborations with State Beef Councils, other NCBA Checkoff programs as well as other Checkoff contractors (e.g., American Farm Bureau Federation, USMEF, etc.) research and education outcomes are further leveraged for broader impact.

Previous completion of the foundational U.S. beef sustainability life cycle assessment (LCA) established a baseline measurement of beef's environmental footprint and identified areas of improvement throughout the supply chain for continual advancement of sustainable beef production. The collection of region-specific data continues to reflect the geographical differences in how beef is raised sustainably. The program has evolved to identify high-priority research needs in line with the three sustainability pillars (social, economic and environmental) to reflect the true sustainability of beef more accurately, and better inform future sustainability assessments and opportunities for further improvement. It is critical for the beef industry to better understand these complex topics to maintain consumer confidence in beef production.

The current research roadmap developed and maintained with an industry expert advisory group, builds a foundation of research that addresses challenges and opportunities related to beef sustainability focusing on the three pillars of sustainability: environmental, economic and social sustainability. Scientific outreach will focus on leveraging research results and content to key audiences, including through development of technical presentations and educational tools with other tactics. Strategic planning sessions will be conducted as needed to identify research gaps and collaborative research opportunities with third-party experts. This tactic directly addresses the demand driver of how food is raised/grown that influence consumption.

▼ Measurable Objectives

Measurable Objective #1

Conduct a minimum of five original sustainability scientific research projects or technical assessments focused on the research roadmap pillars (environmental, economic and social research) as published on beefresearch.org that leads to discoveries about beef sustainability and strengthens the scientific foundation and/or balances the body of evidence to reinforce beef's positive sustainability role within the scientific community.

Measurable Objective #2

To build broader scientific understanding in beef’s sustainability, conduct science briefings with targeted sustainability thought leaders with varied expertise in areas of the research roadmap pillars (minimum of 40). Target at least five new thought leaders (ex. emerging investigators) to expand support for research discovery/scientific interest in beef.

Measurable Objective #3

Secure placement of beef sustainability research results, (minimum of 40) internally (in other tactics/ARs or State Beef Council partners) or externally (conferences, industry meetings, supply chain partners, communications/educational outlets, etc.) to provide the science-based information about beef sustainability research discoveries and what it means for overall beef sustainability.

LRP Initiatives Addressed by this Tactic

Grow Consumer Trust in Beef Production

- Measure, document, improve, and communicate the net climate and environmental impact of beef production

Promote & Capitalize on the Multiple Advantages of Beef

- Promote the role of beef in a healthy and sustainable diet

Improve the Business & Political Climate of Beef

- Demonstrate beef’s positive sustainability message and key role in regenerative agriculture

▼ Checkoff Program Committee(s) to Score This Tactic

Committee(s) to Score This Tactic:

Consumer Trust

CONSUMER TRUST COMMITTEE

Tactic Score Sheet Considerations, Scores, and Notes

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2422-C: Public Relations

Name of Contractor: National Cattlemen's Beef Association

Start Date: 10/1/2023

End Date: 9/30/2024

CBB/BPOC Funding Request for this AR: \$7,606,300

CBB/BPOC Funding Request for this Tactic: \$2,000,100

Tactic C | 2422-CI

Public Relations

National Cattlemen's Beef Association

Tactic Description:

The public relations tactic works to positively influence public perception of beef and protect the reputation of the beef industry by educating consumers and inspiring them to eat beef. To do this, the NCBA public relations team develops and implements a robust communications strategy, combining earned media, paid media and strategic partnerships to reach a broad audience with positive messaging through a variety of media outlets and platforms.

The NCBA public relations team continuously works to build relationships with members of the media and place stories on topics that we know drive beef demand, including how beef is raised and grown, beef's versatility, beef's great taste and the nutritional benefits of beef. The team combines learnings from media monitoring with data from NCBA's consumer market research program to craft stories and messaging that take advantage of trends and moments in time to increase the chances of placement and ensure they resonate with both the targeted media outlets and consumers. By being timely, creative, and leveraging experts, influencers and advocates, NCBA has helped increase positive media coverage around key beef moments and holidays as well as topics that consumers are particularly interested in, like sustainability, nutrition and food trends.

With today's rapidly changing news cycle, it is crucial that we respond quickly to inaccurate media stories and common misconceptions about beef AND share positive, proactive stories about beef with consumers. This comes to life in a variety of ways, including work with media outlets (broadcast, print, digital, radio, podcasts and more), as well as event sponsorships and involvement. In the first half of FY23 alone, NCBA, a contractor to the Beef Checkoff, has secured more than 3,000 media placements through press releases, letters to the editor, story pitching and content partnerships. Many of these stories were placed in coordination with state partners and numerous others leveraged trained beef advocates or influencers identified and recommended by other areas of NCBA Beef Checkoff- funded programming. Additionally, to date in FY23, NCBA has hosted two satellite media tours reaching millions of consumers across the country with beef recipes and tips to make beef more approachable.

In FY24, NCBA will build on this momentum, continuing to share positive stories about beef and protect the reputation of the industry. This will be achieved through a strategic communications plan that will include continued satellite media tours, press releases, proactive pitching of stories and cooking segments, content partnerships and strategic placement of stories and facts to combat misinformation. In addition to proactively placing content in a variety of media outlets, response tactics will be used to correct inaccurate information and build relationships with key journalists and outlets.

Additionally, NCBA will continue to cultivate and leverage relationships with top-tier consumer media contacts to ensure stories about beef are fair, accurate and include the perspective of the Beef Checkoff. Through both earned and strategic paid media opportunities, NCBA will position beef as the top protein with consumers and tell stories to help drive beef demand. NCBA will also continue to work with supply chain/channel media to share content and relevant news with retail and foodservice decision makers.

In conjunction with other tactics in the consumer information, industry information, research and promotion Authorization Requests, this earned media and public relations tactic will reach important consumer and stakeholder audiences with timely and valuable stories about beef and how it is produced.

▼ Measurable Objectives

Measurable Objective #1

Host four Satellite Media Tours reaching 15 or more media markets each time. SMTs reach consumers through their local, trusted news stations with information about beef and inspire them to cook beef through education and cooking segments.

Measurable Objective #2

Place at least seven positive stories, including but not limited to features, op-eds, quotes and/or key data about the beef eating experience, beef's great versatility, beef prices, how beef is raised or beef's nutritional value in top-tier national consumer media outlets to educate consumers and provide information they are looking for about beef and beef production.

Measurable Objective #3

Place at least four positive stories, including but not limited to features, op-eds, quotes and/or key data about the beef eating experience, beef's great versatility, beef prices, how beef is raised or beef's nutritional value in top-tier supply chain media outlets (ex. Progressive Grocer, National Provisioner, etc.)

Measurable Objective #4:

Execute at least six content partnerships addressing concerns about beef nutrition or how beef is raised to protect beef's reputation by educating consumers and helping them relate to producers.

LRP Initiatives Addressed by this Tactic

Grow Consumer Trust in Beef Production

- Measure, document, improve, and communicate the net climate and environmental impact of beef production
- Align and collaborate with traditional and nontraditional partners to tell the positive story of beef cattle production
- Engage positively in the sustainable nutrition conversation

Promote & Capitalize on the Multiple Advantages of Beef

- Promote the role of beef in a healthy and sustainable diet

Improve the Business & Political Climate of Beef

- Demonstrate beef's positive sustainability message and key role in regenerative agriculture

▼ Checkoff Program Committee(s) to Score This Tactic

Committee(s) to Score This Tactic:

Consumer Trust

CONSUMER TRUST COMMITTEE

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2433-A: Issues and Crisis Management and Planning

Name of Contractor: National Cattlemen's Beef Association

Start Date: 10/1/2023

End Date: 9/30/2024

CBB/BPOC Funding Request for this AR: \$3,593,000

CBB/BPOC Funding Request for this Tactic: \$675,400

Tactic A | 2433-II
Issues and Crisis Management and Planning
National Cattlemen's Beef Association

Tactic Description:

Effectively preparing for and managing issues and crises is critical to combatting detractors and misinformation and maintaining the marketing environment for beef. NCBA, a contractor to the Beef Checkoff, has a long history of leading the beef industry through issues and crisis situations, and through the funding in this tactic, continues to prepare for future crises. This tactic is responsible for developing tools (such as crisis plans, talking points, fact sheets, infographics, videos, and various digital assets) to leverage 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 monitoring, response preparation and training efforts.

Today, utilizing the Beef Digital Command Center, which allows for around-the-clock monitoring of traditional media and social media platforms, NCBA has the ability to anticipate, evaluate and respond to issues and crises in real time, and address the topics most prevalently covered by media and discussed by consumers. The team has 24/7 access to its monitoring systems and has staffing redundancies in place to ensure monitoring can be continuous and robust. Thanks to the advanced monitoring capabilities funded by this AR, and the expert analysis done by the issues management team, NCBA looks for trends and opportunities to tell beef's positive stories and address prevalent misinformation about beef. The team is also able to quickly identify conversations around topics that are known to drive beef demand and use the insights to create content that not only addresses the topics but will respond to or compliment the real-time conversation. 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.

Using the learnings from media monitoring, trend analysis and event tracking, the team continuously develops and updates foundational resources, like talking points and infographics, for routine media and issues response. Additionally, the team develops more specific resources and materials for events like Earth Day and Climate Week NYC. These materials are used across NCBA Checkoff-funded programming and made available to State Beef Council partners to ensure consistent messaging and availability of the resources and information that consumers are looking for.

Through the funding of this tactic, the issues team supports State Beef Councils in a variety of ways. In addition to the messaging and resources developed, the team provides regular custom monitoring services and reports to help State Beef Councils monitor local news coverage and identify local trends in relation to beef. The team also leads state issues workshops and provides specific resources and counsel in the event of a local issue.

In addition to the day-to-day issues monitoring, planning and resource creation outlined above, this tactic funds preparation for a possible Foot and Mouth Disease (FMD) outbreak. The NCBA Checkoff-funded issues management team is responsible for developing and maintaining beef-specific FMD resources, including crisis plans at national and state levels, talking points, market research insights and fact sheets and social media resources. Additionally, the team plans and facilitates FMD drills and planning sessions both nationally and at the state level. The team also participates in the FMD Cross-Species Team and is responsible for housing and managing the FMDInfo.org website on behalf of the group. The Cross-Species Team is comprised of associations representing beef, dairy, pork and sheep, as well as the Livestock Marketing Association, and works to prepare coordinated plans and materials for use in the event of an outbreak.

The work done through this tactic builds the foundation for quick and effective communication with consumers, media, influencers and other stakeholders to protect the beef industry. Ultimately, this tactic ensures that the entire beef industry has access to the resources and information needed to maintain consumer confidence and demand when issues and crises arise.

▼ Measurable Objectives

Measurable Objective #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.

Measurable Objective #2

Lead six beef issues training workshops with State Beef Councils. This training equips state beef councils to respond to local issues and provides them with the resources they need to tell beef’s positive story and/or address misinformation about beef.

Measurable Objective #3

Maintain the digital command center and its monitoring software and monitor at least 200 topics related to the beef industry to identify trending topics, inform messaging and ensure the issues team can quickly identify and respond to issues.

LRP Initiatives Addressed by this Tactic

Grow Consumer Trust in Beef Production

- Measure, document, improve, and communicate the net climate and environmental impact of beef production

Promote & Capitalize on the Multiple Advantages of Beef

- Promote the role of beef in a healthy and sustainable diet

Improve the Business & Political Climate of Beef

- Demonstrate beef’s positive sustainability message and key role in regenerative agriculture
- Develop crisis management plans

▼ Checkoff Program Committee(s) to Score This Tactic

Committee(s) to Score This Tactic:

Consumer Trust

CONSUMER TRUST COMMITTEE

Tactic Score Sheet Considerations, Scores, and Notes

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2433-B: Beef Advocacy Training & Engagement

Name of Contractor: National Cattlemen's Beef Association

Start Date: 10/1/2023

End Date: 9/30/2024

CBB/BPOC Funding Request for this AR: \$3,593,000

CBB/BPOC Funding Request for this Tactic: \$758,500

Tactic B | 2433-II

Beef Advocacy Training & Engagement

National Cattlemen's Beef Association

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) course, the advanced spokesperson development program, Trailblazers, and in-person training events. The MBA program comprises five online courses to equip advocates with knowledge of the beef lifecycle and information to respond to consumer concerns. In FY23, multiple MBA modules were updated to include the latest beef facts and the MBA teacher toolkit was adapted to create more flexibility for classroom delivery which increased classroom toolkit adoption by teachers. NCBA plans to continue to innovate and improve user experience in FY24, including making more updates to the MBA Classroom Toolkit.

Upon completion of the MBA courses advocates and spokespeople (more than 23,000 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 opportunities and a private MBA alumni Facebook group. In FY24, NCBA plans to streamline communication, house resources and virtual educational opportunities, and improve the advocate user experience with a platform that brings the full advocacy experience together in one place.

A portion of the success of the BATE program 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 FY23 MBA extended the *Beef. It's What's for Dinner.* Brand Anthem campaign and used multiple consumer holidays, such as Earth Day, to extend relevant Beef Checkoff resources including content from *Beef. It's What's For Dinner.* to advocates. This content 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 continuing education webinars instructing advocates about the topic and inspiring advocates to share their story with their audiences.

In FY24, 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.

The BATE program also readies members of the beef community interested in becoming top advocates with advanced communication and spokesperson training. Top advocates trained in media relations and digital media trends along with advanced communication techniques are vital to the beef industry's ability to share its story, correct misinformation, and amplify the good work of the beef industry to consumers through producer voices. The Trailblazers program was launched as a complement to the Masters of Beef Advocacy program to train top advocates as well rounded, communication experts and establish a grassroots cadre of well-trained agriculturalists who can competently and confidently approach beef-related issues in all social environments. In FY23, ten Trailblazers completed several advanced advocacy sessions and media training, were featured in news stories focused on beef industry sustainability, and used their own social media platforms to share facts about beef and their personal ranching stories. In FY24, 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.

Citations:

*Consumer Beef Tracker, 2023.

▼ Measurable Objectives

Measurable Objective #1

Add 800 new MBA graduates to the nationwide network and expand the footprint of the MBA classroom toolkit with the facilitation of at least one MBA Classroom Toolkit workshop, where participants will then be able to utilize the MBA Classroom toolkit with their class/group.

Measurable Objective #2

Produce and distribute at least 12 email campaigns for advocate information, activation, or engagement, providing advocates with the data and resources they need to respond to questions about beef production and share beef's positive story, maintaining an open rate of at least 17%.

Measurable Objective #3

Conduct at least 25 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 to provide them with the content and skills to respond to misinformation and address concerns about the beef industry.

Measurable Objective #4:

Select and employ the 2024 cohort of ten Trailblazers to participate in yearlong training as official national spokespeople for the beef community, equipping them with the tools and resources to participate in top-tier media interviews and higher-profile national opportunities.

Measurable Objective #5:

Realign communication and advocacy training resources to a central platform/hub and conduct at least one workshop to demonstrate the functionality of the platform to effectively meet the needs of state partners and top advocates.

LRP Initiatives Addressed by this Tactic

Grow Consumer Trust in Beef Production

- Educate medical, diet and health professionals about beef and beef production
- Align and collaborate with traditional and nontraditional partners to tell the positive story of beef cattle production

Promote & Capitalize on the Multiple Advantages of Beef

- Promote the role of beef in a healthy and sustainable diet

Improve the Business & Political Climate of Beef

- Demonstrate beef's positive sustainability message and key role in regenerative agriculture

▼ Checkoff Program Committee(s) to Score This Tactic

Committee(s) to Score This Tactic:

Consumer Trust, Stakeholder Engagement

CONSUMER TRUST COMMITTEE

Tactic Score Sheet Considerations, Scores, and Notes

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2433-C: Beef Quality Assurance (BQA)

Name of Contractor: National Cattlemen's Beef Association

Start Date: 10/1/2023

End Date: 9/30/2024

CBB/BPOC Funding Request for this AR: \$3,593,000

CBB/BPOC Funding Request for this Tactic: \$2,159,100

Tactic C | 2433-II
Beef Quality Assurance (BQA)
National Cattlemen's Beef Association

Tactic Description:

Beef Quality Assurance is a program that provides systematic information to U.S. beef producers of how good husbandry techniques can be coupled with accepted scientific knowledge to raise cattle under optimum management conditions. BQA certification is the leading way cattle producers can effectively "walk the walk," in raising healthy, thriving cattle that meet consumer expectations. 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 FY24, BQA programming will provide updated content, including revisions of BQA national manual, additional online training module development, and other training and education tools. These tools are being developed for producers in each sector, and in partnership with sector specific partners (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). These efforts support cattle owners, managers, and workers to be 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. Development of improved resources for Spanish language speakers will be a renewed focus. 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 the state BQA coordinator network is a hallmark of the program. Support of states will continue with in-person training resource development and data management support, as well as continued efforts to maintain consistency across programs. National BQA 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, livestock marketing organizations, 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 BQA program will continue efforts to promote training and certification through relevant award recognition, public relations, advertisement, sponsorships, face-to-face and virtual training opportunities. NCBA will also continue to find efficiencies between BQA and 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. The 2022 National Beef Quality Audit results will continue to be leveraged to both producers and supply chain audiences in 2024.

▼ Measurable Objectives

Measurable Objective #1

Increase the number of producers that are BQA certified (or equivalent) by 10% over 2023 certification numbers to grow the industry's commitment to effectively "walk the walk" in raising healthy, thriving cattle that meet consumer expectations.

Measurable Objective #2

Update and re-publish the national Beef Quality Assurance manual to ensure content accounts for the latest scientific advances, technological innovation, and regulatory changes.

Measurable Objective #3

Engage over half of the nation's state BQA coordinators (coordinators from at least twenty-three states) by conducting a minimum of three "in-person" and/or virtual meetings which focus on continuing education and collaboration toward compelling and aligned BQA programs.

Measurable Objective #4:

Develop one additional continuing education module for the Beef Quality Assurance online certification platform so that users have compelling and relevant educational content to help them achieved re-certification.

Measurable Objective #5:

Develop a benchmark survey of state BQA coordinators to evaluate national program support, services, and resources so that successes (or challenges) in these areas can be tracked over time.

LRP Initiatives Addressed by this Tactic

Grow Consumer Trust in Beef Production

- Intensify efforts in educating consumers as well as supply chain decision makers about the benefits of animal care programs like BQA and their impacts on animal well-being

Improve the Business & Political Climate of Beef

- Demonstrate beef's positive sustainability message and key role in regenerative agriculture
- Drive continuous improvement in food safety

▼ Checkoff Program Committee(s) to Score This Tactic

Committee(s) to Score This Tactic:

Consumer Trust, Stakeholder Engagement

2430-A: Veal Quality Assurance

Name of Contractor: North American Meat Institute

Start Date: 10/1/2023

End Date: 9/30/2024

CBB/BPOC Funding Request for this AR: \$100,000

CBB/BPOC Funding Request for this Tactic: \$100,000

Tactic A | 2430-II
Veal Quality Assurance
North American Meat Institute

Tactic Description:

Veal Quality Assurance (VQA) is the program that certifies and verifies production practices for raising formula-fed veal. The program provides the framework for this certification supported by educational resources to convey best management practices and desired outcomes to ensure calves receive optimal care for their health and well-being.

The FY24 VQA AR continues program management to ensure all independent and company-owned formula-fed veal calves are raised on farms with farmers/managers that are VQA certified. This includes communication outreach to veal farmers, veterinarians, calf procurement managers and veal packer/processors involved in veal production as well as dairy industry partners who supply calves to veal growers/farmers. This AR includes activities to support, verify and record certification initiatives and updates which are necessary for the integrity of the program.

In FY23, a technical advisory group reviewed the content of the VQA program and recommended updates to the program reflecting the most current animal welfare science. The group also provided input to enhance the VQA manual strengthening the overall program. A key focus of the FY24 AR will be communication outreach to market the updated program to industry stakeholders and farmers. This effort will include an educational webinar, a mailing, email marketing and other resources relevant to the target market as needed.

▼ Measurable Objectives

Measurable Objective #1:

Provide ongoing program management to ensure 95% of all domestically produced U.S formula-fed veal calves are derived from VQA- certified farms as confirmed by licensed veterinarians. (Ongoing)

Measurable Objective #2:

Provide program and industry updates on VQA to veal farmers and industry professionals through a minimum of one communication piece (emailed and printed) to approximately 225 farmer and industry contacts. (Q2 & Q3) Through this communication veal farmers and industry professional will be informed of the new VQA program updates and have knowledge and resources to implement best management practices to help ensure safe, quality veal is available in the market for consumers.

Measurable Objective #3:

Present a VQA program update and solicit input from a minimum of 20 stakeholders at the 2024 Veal Summit held in the Spring. (Q2) This engagement from industry stakeholders is valuable to ensure the program is providing relevant and meaningful program resources which in turn helps with education and certification efforts.

Measurable Objective #4:

Develop educational resources of the updated VQA program content (Q1) and promote the new program manual to industry stakeholders and farmers through an educational webinar, media release and email marketing. (Q2) Creating awareness of the updated program and technical review that was completed is important to the program credibility and ensure all veal farmers and industry stakeholders are aware of the program updates and any changes to the best management practices to implement.

Measurable Objectives #5:

In collaboration with the New York Beef Council, promote the significance of the VQA program to consumer influencers, retail and foodservice professionals to help address the growing interest in animal welfare practices on the farm and enhance understanding of production practices including meat labels relevant to veal production. *(Measurable objectives documented in the Promotion AR)*

LRP Initiatives Addressed by this Tactic

Grow Consumer Trust in Beef Production

- Align and collaborate with traditional and nontraditional partners to tell the positive story of beef cattle production
- Intensify efforts in educating consumers as well as supply chain decision makers about the benefits of animal care programs like BQA and their impacts on animal well-being

▼ Checkoff Program Committee(s) to Score This Tactic

Committee(s) to Score This Tactic: Consumer Trust

CONSUMER TRUST COMMITTEE
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2401-C: Key Opinion Leader Outreach and Engagement

Name of Contractor: North American Meat Institute

Name of Subcontractor: New York Beef Council

Start Date: 10/1/2023

End Date: 9/30/2024

CBB/BPOC Funding Request for this AR: \$300,000

CBB/BPOC Funding Request for this Tactic: \$77,417

Tactic C | 2401-P
Key Opinion Leader Outreach and Engagement
North American Meat Institute

Tactic Description:

This tactic programming strategically partners with key opinion leaders (KOL) that are credible experts and have influence in areas such as nutrition, food and fitness, culinary, and veal industry, among others, to relay important information to consumers.

While 8 in 10 consumers believe that “veal is versatile and can be used in many different ways,” over 4 in 10 “don’t know a lot of ways to use veal at home,” which illustrates the importance of using these key opinion leader experts to develop new and exciting content to share with consumers. In addition to this, 51% of consumers still share concerns about how veal is raised and grown (Rose Research, June 2022.) These key opinion leaders and the programming in this tactic is especially important to demonstrate to consumers the ease of buying and cooking the protein, as well as veal humane raising practices certified by the Veal Quality Assurance Program.

Partnering with industry KOLs provides additional opportunities to share credible information with consumers. Veal industry KOLs need to be empowered to share their stories, as well as to create cohesive messaging with Beef Checkoff-funded programs when communicating with consumers.

Ultimately, the use of KOLs in this tactic develops collaborative programming and partnerships to share the positive story and attributes of veal. Creating and identifying experts that consumers can continue to trust to share the truth about the veal industry.

Citations:

Rose Research (June 2022) *External program review of Beef Checkoff consumer-focused programs (Veal Consumer Market Research Survey – n = 1,500)*. Commissioned by the Checkoff Evaluation Committee.

▼ Measurable Objectives

Measurable Objective #1:

Engage with at least ten key opinion leaders to create innovative content on the veal industry’s humane raising practices (as certified by the Veal Quality Assurance program), veal’s nutrient-dense profile, and its versatile use in everyday recipes that reach at least 200,000 consumers.

Measurable Objective #2:

Partner with at least one industry partner to create content that can be used to educate consumers about veal and its great attributes.

Measurable Objective #3:

Host an engaging veal industry summit that provides an update on Beef Checkoff programming as well as shares updates on the industry, with the goal of having at least 20 attendees.

Measurable Objective #4:

Execute a quarterly e-newsletter that updates industry stakeholders and state beef councils about programming in this AR as well as shares opportunities and ideas for partnership, with a goal of reaching at least 100 key opinion leaders.

LRP Initiatives Addressed by this Tactic

Grow Consumer Trust in Beef Production

- Align and collaborate with traditional and nontraditional partners to tell the positive story of beef cattle production
- Intensify efforts in educating consumers as well as supply chain decision makers about the benefits of animal care programs like BQA and their impacts on animal well-being

Promote & Capitalize on the Multiple Advantages of Beef

- Promote the role of beef in a healthy and sustainable diet
- Cultivate collaborative promotion partnerships
- Promote underutilized beef cuts and new variety meat products

▼ Checkoff Program Committee(s) to Score This Tactic

Committee(s) to Score This Tactic:

Consumer Trust

CONSUMER TRUST COMMITTEE

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