

Tactic Quick Guides Preliminary FY24 Tactics



Nutrition & Health
Committee

NUTRITION & HEALTH COMMITTEE TACTIC OVERVIEW

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2411-B: Nutrition 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: \$3,014,900

Tactic B | 2411-R

Nutrition Research and Scientific Affairs

National Cattlemen's Beef Association

Tactic Description:

NCBA, on behalf of the Beef Checkoff, leads scientific research on beef's role in a healthy diet and directly shares it with the scientific community. This work also builds the scientific foundation for beef nutrition communications, health professional education and consumer messages. As the only beef-centric U.S. based nutrition research initiative on understanding beef's positive role in health, this program uniquely contributes to the "body of science" needed to promote, protect, and defend beef's role in healthy diets to nourish and optimize Americans' health at every life stage, including early childhood into adolescence, as well as healthy aging. This is also the program that is responsible for providing the scientific evidence about beef's role in health to authoritative bodies like the *Dietary Guidelines for Americans* and others that guide consumers on what/how to eat.

This program targets and partners with the scientific community including those in academia, government, and health organizations, scientific associations (including American Society for Nutrition and Institute for the Advancement of Food and Nutrition Sciences), and industry (corporate scientists in food and/or health and wellness companies). Through collaborations with State Beef Councils, other NCBA Checkoff programs, as well other Checkoff contractors (e.g., NEBPI, FMPRE, etc.) research and education outcomes are further leveraged for broader impact.

Recently, this program has highlighted beef's superior protein quality in comparison to plant-based alternatives and has demonstrated the positive role of beef's nutrient profile across the lifespan, from enhancing the diets of infants and young children to its role in healthy aging, heart health and weight management. Checkoff research also drives understanding of how beef is a source of nourishment in sustainable, healthy diets.

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's role in optimal nourishment, preventing chronic diseases and aims to understand beef's unique matrix. Scientific reviews and evaluations of emerging beef relevant topics will also be commissioned.

Through scientific affairs activities, such as briefings, symposia, research summits, conferences, written materials, and visual tools (infographics), this program will aim to drive acceptance of beef nutrition science within the scientific community and provides value to the industry with science-based information to promote and defend the nutritional attributes of beef in healthy diets. 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 drivers of nutrition that influence preference and consumption.

▼ Measurable Objectives

Measurable Objective #1

Conduct a minimum of four original nutrition scientific research projects or technical assessments focused on the research roadmap pillars (original scientific research, existing research assessments and scientific community education) that leads to discoveries about beef's nutritional value and strengthens the scientific foundation and/or balances the body of evidence to reinforce beef's positive role in healthy diets within the scientific community.

Measurable Objective #2

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

Measurable Objective #

Secure placement of nutrition research results (minimum of 70) 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 nutrition research discoveries and what it means for public health.

LRP Initiatives Addressed by this Tactic

Grow Consumer Trust in Beef Production

- Educate medical, diet, and health professionals about beef and 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

- Ensure beef's inclusion in dietary recommendations

▼ Checkoff Program Committee(s) to Score This Tactic

Committee(s) to Score This Tactic:

Nutrition & Health

NUTRITION & HEALTH 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></p> <p><i>2 = Disagree</i></p> <p><i>3 = Neither Agree nor Disagree</i></p> <p><i>4 = Agree</i></p> <p><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.	
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2422-B: Nutrition, Health and Medical Experts

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: \$1,573,000

Tactic B | 2422-CI
Nutrition, Health and Medical Experts
National Cattlemen's Beef Association

Tactic Description:

Nutrition is an established driver of beef demand. Public attention on beef's role in a healthy, sustainable diet is at an all-time high and advice from nutrition experts shapes public opinion about beef. As trusted sources of nutrition and health advice, they serve as "key opinion leaders" who define healthy diets and as "thought leaders" who advocate for certain ways of eating. They are also "influencers" who educate and amplify advice about beef to other health professionals and consumers. NCBA, on behalf of the Beef Checkoff, identifies, builds relationships and partners with these experts to inspire authentic advocacy for beef's role in a healthy diet.

Audiences for this tactic include credentialed health and wellness experts including registered dietitians, medical doctors, physician assistants, nurses, fitness professionals, non-governmental organizations (NGOs), and other science-based associations with influence on consumer or peer attitudes and perceptions about beef's healthfulness.

Education and relationship-building have proven to be the lynchpin for successful demand building through this tactic. Historically, consumers defined healthy diets more simplistically, however this definition has evolved to a broader perspective that encompasses their physical and emotional well-being, and the health of their communities and their planet. This tactic has expanded to encompass how beef supports this broader view of wellness.

This tactic engages experts through immersive experiences, educational programs, social and digital activation, and strategic partnerships with credible health organizations. Expert advocates learn, develop and share science-based content, including "how-to" information for including beef in sustainable, healthy diets. Tailored programming includes webinars, speaker bureaus/seminar programs, conferences, an interactive digital community, as well as social media, website and e-newsletter content. Through this program, the Beef Checkoff also extends nutrition research results and uses its own nutrition expertise to create original content and programming. This provides the entire beef industry with access to a valuable repository of credible information to use to encourage consumers to choose beef for health. Through collaboration with state beef councils, other NCBA Checkoff programs, as well as other Checkoff contractors (e.g., NEBPI, FMPRE, etc.) these programs are further leveraged for broader impact. This tactic directly addresses the demand driver of nutrition while leveraging the other demand drivers with the target audience.

▼ Measurable Objectives

Measurable Objective #1

Engage nutrition and health experts (physicians, dietitians, other health and wellness experts) through at least two interactive educational-based events to build understanding of beef's role in wellbeing to provide research and resources encouraging them to include beef in the foods they recommend to their patients, clients and the other audiences they reach.

Measurable Objective #2

Identify and execute at least five content partnerships with nutrition, health and medical experts to inspire digital and social content creation, provide subject matter expertise, and share beef nutrition research, information and resources with peers and consumers to reinforce beef's health benefits online and in social media.

Measurable Objective #3

Develop and distribute at least five health professional education tools, such as newsletters, webinars, or advertisements to health professionals that highlight beef's nutritional benefits and provide evidence-based recommendations that health experts can use to educate their audiences on beef's health benefits.

LRP Initiatives Addressed by this Tactic

Grow Consumer Trust in Beef Production

- Educate medical, diet, and health professionals about beef and beef 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

- Ensure beef's inclusion in dietary recommendations

▼ Checkoff Program Committee(s) to Score This Tactic

Committee(s) to Score This Tactic:

Nutrition & Health

NUTRITION & HEALTH COMMITTEE

Tactic Score Sheet Considerations, Scores, and Notes

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2412-A: The Effects of a Beef Enriched Carnivore Diet on Human Health

Name of Contractor: United States Cattlemen's Association

Name of Subcontractor: Applied Science and Performance Institute

Start Date: 10/1/2023

End Date: 9/30/2024

CBB/BPOC Funding Request for this AR: \$413,280

CBB/BPOC Funding Request for this Tactic: \$413,280

Tactic A | 2412-R

The Effects of a Beef Enriched Carnivore Diet on Human Health

United States Cattlemen's Association

Tactic Description:

The Dietary Guidelines for Americans recommends maximizing carbohydrate rich foods while limiting red meat to one serving weekly. These recommendations have not resulted in favorable health changes in the U.S. population; in fact, we have observed a robust rise in metabolic syndrome, a cluster of mortality risk factors driven by impaired glucose intolerance (fasting blood glucose >99 mg/dL) (Bansal, 2015).

Thirty seven percent of the U.S. adult population has impaired glucose tolerance or are prediabetic (Bansal, 2015). Impaired glucose tolerance increases the risk of obesity, inflammation, hypertension, liver disease, hypertriglyceridemia, and cardiovascular disease (Grundy, 2012). Inflammation triggered by impaired glucose tolerance involves a continual widespread cascade of complex signaling pathways and processes that are initiated and maintained by the immune system, affecting virtually all aspects of physiology, including energy metabolism (Grundy, 2012).

Extensive research has demonstrated that diets which limit carbohydrate and optimize protein rich foods have shown promising success in a myriad of outcomes including reducing BMI, blood glucose, cardiovascular risk profiles and inflammation (Paoli et al., 2013). Moreover, research conducted by the Applied Science and Performance Institute found that *increasing* rather than *minimizing* daily beef protein consumption was able to increase lean mass and lower body fat over 8 weeks (Sharp et al., 2018). Moreover, we have found on multiple occasions that low-carbohydrate diets support greater body fat loss than a low-fat diet (Wilson et al., 2020; Kephart et al., 2018).

A novel diet in the reduced carbohydrate category which is increasing in popularity is the Carnivore diet. This approach consists of eating primarily animal sourced foods, such as ruminant meat (beef, lamb, goat, deer, elk, etc), pork, eggs, and seafood, while reducing carbohydrate load. However, this diet has yet to be studied in a controlled clinical trial. Therefore, the purpose of this study will be to investigate the impact of an "Modified Carnivore diet" on inflammation, cardiovascular health, blood glucose and insulin regulation.

Study Protocol

This study will enroll approximately 50 overweight and obese men and women (40-70 years of age), with a minimum finishing number of 40 subjects. Subjects will be recruited using our research participant database system, word of mouth and advertising campaigns and they will be required to have access to a laptop or desktop computer equipped with WIFI. Subjects will be randomized and divided into one of two groups: (i) Control or (ii) Carnivore diet.

Subjects in the control group will continue their normal diet, while subjects in the Carnivore diet group will be on a diet which consists of beef consumed daily and excludes starchy carbohydrates and sugar sweetened beverages for a total of 12 weeks. Blood samples will be collected to assess a variety of indices of systemic inflammation, blood glucose regulation and cardiovascular risk factors that are directly impacted by diet. Body mass index, body weight and body composition will also be collected. All variables will be assessed at baseline and 12-weeks post-treatment.

Primary Endpoints: *Tests will be taken at baseline and at 12-weeks post supplementation.*

- C-Reactive Protein for Inflammation
- Blood Glucose Regulation Panel: Blood Glucose, Insulin, and HbA1c
- Lipid & Cardiovascular Risk Panel: Total cholesterol, Triglycerides, HDL cholesterol, LDL cholesterol (calc.), VLDL cholesterol (calc.), Total cholesterol/HDL ratio, Estimated CHD risk (Cholesterol / HDL Ratio), apoB - Cardiovascular event risk factor
- Blood Panel for Organ Health (Liver, Kidney, Blood Cell) (CBC/CMP)
- Weight
- Body composition and VAT

Secondary Endpoints: *Tests will be taken at baseline and at 12-weeks post supplementation.*

- Depression - Patient Health Questionnaire-9 (PHQ-9), a standardized 9-item scale for determining the presence of depression and estimating depression severity
- Energy, Fatigue, Quality of Life - Short Form 36 (SF-36) - includes energy, fatigue, general quality of life
- Satisfaction With Life - Satisfaction With Life Scale
- Stress - Perceived Stress Scale (PSS)
- Positive emotion, Negative Emotion, Engagement, Relationships, Meaning, and Accomplishment - PERMA Profiler
- Vitality and Libido - Derogatis interview for sexual functioning self report (DISF-SR)
- Mood - Abbreviated Profile of Mood States (POMS) Evaluates 40 mood states categorized into 7 domains: tension, anger, fatigue, depression, esteem-related affect, vigor, and confusion.

Subcontractor Applied Science and Performance Institute (ASPI) will handle submission and approval of the study by the Institutional Review Board, a Food and Drug Administration (FDA) panel designated to review and monitor biomedical research involving human subjects. ASPI will also manage the recruitment and eligibility of subjects, taking special care to select participants that would be most likely to adhere to and complete the diet protocol. Tangible deliverables from this study include a static analysis of human health data points and an executive study report outlining outcomes and conclusions on all outcome variables.

Proposed Timeline:

- IRB Submission and Approval: October 1
- Recruitment of Subjects: November 1
- Intervention: February 1
- Final Analysis and Reporting: July 1

Citations:

Bansal, N. (2015). Prediabetes diagnosis and treatment: A review. *World journal of diabetes*, 6(2), 296. doi: <https://doi.org/10.4239%2Fwj.d.v6.i2.296>

Grundy, S. M. (2012). Pre-diabetes, metabolic syndrome, and cardiovascular risk. *Journal of the American College of Cardiology*, 59(7), 635-643. doi: <https://doi.org/10.1016/j.jacc.2011.08.080>

Kephart, W.C., Pledge, C.D., Roberson, P.A., Mumford, P.W., Romero, M.A., Mobley, C.B., Martin, J.S., Young, K.C., Lowery, R.P., Wilson, J.M. and Huggins, K.W., 2018.

The three-month effects of a ketogenic diet on body composition, blood parameters, and performance metrics in CrossFit trainees: a pilot study. *Sports*, 6(1), p.1.

Le Couteur, David G., et al. "The impact of low-protein high-carbohydrate diets on aging and lifespan." *Cellular and Molecular Life Sciences* 73 (2016): 1237-1252.

Paoli, Antonio, et al. "Beyond weight loss: a review of the therapeutic uses of very-low-carbohydrate (ketogenic) diets." *European journal of clinical nutrition* 67.8 (2013): 789-796.

Sharp, M. H., Lowery, R. P., Shields, K. A., Lane, J. R., Gray, J. L., Partl, J. M., ... & Wilson, J. M. (2018). The effects of beef, chicken, or whey protein after workout on body composition and muscle performance. *The Journal of Strength & Conditioning Research*, 32(8), 2233-2242.

Wycherley, T. P., Brinkworth, G. D., Clifton, P. M., & Noakes, M. (2012). Comparison of the effects of 52 weeks weight loss with either a high-protein or high-carbohydrate diet on body composition and cardiometabolic risk factors in overweight and obese males. *Nutrition & diabetes*, 2(8), e40-e40.

Wilson, J.M., Wilson, S.M. C., Loenneke, J.P., Wray, M., Lowery, R., & Stout, J.R. (2012). Effects of amino acids and their metabolites on aerobic and anaerobic sports. *Strength and Conditioning Journal*. 34 (4): 33-48.

Wilson, J. M., Lowery, R. P., Roberts, M. D., Sharp, M. H., Joy, J. M., Shields, K. A., ... & D'Agostino, D. P. (2020). Effects of ketogenic dieting on body composition, strength, power, and hormonal profiles in resistance training men. *The Journal of Strength & Conditioning Research*, 34(12), 3463-3474.

Thorogood, A., Khaw, K.-T., & Mann, J. (2007). Red meat intake and risk of type 2 diabetes: a prospective study of 21,000 European men and women. *The BMJ*, 335(7627), 819. doi:10.1136/bmj.39341.469166.AE

Measurable Objectives

Measurable Objective #1

Determine the effects of a high beef carnivore-based diet on metabolic health as measured by glucose, A1C, insulin and inflammation.

Measurable Objective #2

Determine the effects of a high beef carnivore-based diet on body composition and Body Mass Index (BMI).

Measurable Objective #3

Produce an executive report outlining outcomes and conclusions on all outcome variables, in addition to shareable content highlighting the favorable results of the study. Widely disseminate results to media and producers.

LRP Initiatives Addressed by this Tactic

Grow Consumer Trust in Beef Production

- Educate medical, diet, and health professionals about beef and beef 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

Checkoff Program Committee(s) to Score This Tactic

Committee(s) to Score This Tactic:

Nutrition & Health

NUTRITION & HEALTH COMMITTEE

Tactic Score Sheet Considerations, Scores, and Notes

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2420-A

Engaging Influential Nutrition and Healthcare Professionals, Stakeholders and Thought Leaders to Impact Consumer Trust

Name of Contractor: Meat Import Council of America

Name of Subcontractor: Northeast Beef Promotion Initiative

Start Date: 10/1/2023

End Date: 9/30/2024

CBB/BPOC Funding Request for this AR: \$1,122,728

CBB/BPOC Funding Request for this Tactic: \$262,723

Tactic A | 2420-CI

Engaging Influential Nutrition and Healthcare Professionals, Stakeholders and Thought Leaders to Impact Consumer Trust
Meat Import Council of America

Tactic Description:

Credible and influential nutrition and healthcare professionals, stakeholders and thought leaders that broadly educate consumers in a variety of settings play a vital role in communicating beef's positive story as it relates to health, nutrition, culinary applications, beef production practices and beyond. Program efforts under this tactic will leverage the trust consumers have in these audiences to reach them wherever conversations about nutrition and health may be happening; in the clinic, at the supermarket, online or in broadcast media to inspire authentic consumer and peer support for beef's role in a healthy, sustainable diet.

The key audiences for this tactic include, but are not limited to, credentialed nutrition and healthcare professionals, such as medical doctors, physician assistants, registered dietitians, dietetic students/interns, nurses, and others. Our own staff registered dietitian nutritionist will also continue to serve as a trusted voice in communications that reach our target audiences. Emphasis will be placed on fostering relationships that the Checkoff has already invested in throughout previous program work, as well as continually cultivating new relationships and partnerships. Opportunities to collaborate with other groups and organizations will also be explored to further the program reach and efficiently utilize Checkoff dollars within the region.

Background:

According to the 2022 International Food Information Council (IFIC) Food and Health Survey¹, consumers place the greatest amount of trust in nutrition recommendations and advice from registered dietitians and their personal healthcare team over media personalities, influencers, websites and friends and family. This data strongly reaffirms NEBPI's marketing and outreach strategy which places strong emphasis on building new and fostering existing relationships with those in the credible and highly trusted nutrition and healthcare professional audience.

Healthcare professionals are well-equipped to translate the latest evidence-based research about beef's role in a healthy, sustainable diet into practical messaging that their patients and clients can put into practice when meal planning, food shopping, cooking at home or dining out, thereby reducing barriers to purchase, and ultimately driving beef demand.

Engagement and Outreach Efforts

Our efforts to position beef as a healthful protein choice and impact the level of trust among Northeast consumers will leverage our own staff registered dietitian nutritionist to engage external nutrition professionals, students, and dietetic interns with beef nutrition research and resources. With the broad variety of specialty areas that RDNs work in, from hospital settings to supermarkets, private practice, school foodservice and more, they are individually reaching thousands of consumers on an annual basis through one-on-one nutrition consultations, nutrition education programs, cooking classes/demonstrations, media appearances, social media and blog content, print materials and beyond. This group is also highly skilled at the development and execution of programming efforts that inspire healthy lifestyle

change, where beef's positive nutrition attributes, ease of use, taste and value can be seamlessly woven in.

Based on the level of engagement achieved through our healthcare/nutrition professional webinar series, which was launched in FY23 targeting nutrition professionals in our region, we can comfortably say that these experts are seeking to learn more about beef's role in a healthy, sustainable diet and are receptive to the messages and resources being shared. The FY23 series of three webinars allowed us to directly engage with nearly 500 attendees residing primarily in the Northeast region, as well as states that span the country and even overseas. Post-webinar survey data shows that 92 percent of attendees are also very likely or likely to recommend beef to their patients and clients as a result of webinar participation. Offering continuing education opportunities where dietitians were able to earn up to four credits at no charge by tuning in live or viewing the recorded version also sends a hugely positive message to this influential audience.

Second to RDNs, the IFIC survey reveals that consumers also trust the source of nutrition guidance when it is delivered by a personal healthcare professional, such as a physician, physician's assistant, nurse or nurse practitioner. These individuals are uniquely positioned to communicate high level nutrition recommendations for habit change based on medical diagnosis or a preventative approach to manage a health condition. They can also steer their patients and clients to free resources for more information and practical application tips, such as a website that features a collection of American Heart-Check certified recipes or guidance on selection of lean cuts of beef. Ensuring that this audience is correctly informed and armed with adequate resources will remain a top priority within this tactic. Failure to engage with this audience may result in the unintentional sharing of misinformation by said healthcare professionals, thus causing less trust and overall, more confusion about beef's role in a healthy, sustainable diet by Northeast consumers.

At a high level, program activations to engage nutrition and healthcare professional, stakeholder and thought leader audiences may include beef nutrition and media training workshops, professional meetings, educational webinars, farm tours, in-person/virtual cooking and education classes, print and digital activations with food retailers and nutrition and medical professional organizations. Resources for these audiences will be carefully curated to meet the needs of their unique patient and client populations, whether that be in the form of heart-healthy diet information, budget-friendly recipes, beef's positive production story or another. For cost efficiency and collaboration, we will continue to lean heavily on the nationally developed Checkoff content and resources created by the NCBA Nutrition Team that's timely, relevant and aligned with the latest beef nutrition research.

In turn, the audiences targeted by this tactic will educate those within their circles of influence through nutrition counseling, traditional and social media activations related to nutrition, health, food and culinary trends and seasonality, and speaking at professional conferences and on webinars in order to accomplish our goal of driving beef demand.

Citations:

¹2022 International Food Information Council Food and Health Survey; <https://foodinsight.org/wp-content/uploads/2022/06/IFIC-2022- Food-and-Health-Survey-Report-May-2022.pdf>

▼ Measurable Objectives

Measurable Objective #1

Cultivate a minimum of four collaborative beef promotion partnerships where content is delivered by a nutrition or healthcare professional, stakeholder or thought leader focused on positioning beef as the protein of choice, while expanding consumer reach.

Measurable Objective #2

Through a minimum of three educational conferences, equip nutrition and healthcare professionals, stakeholders, and thought leaders with evidence-based research about beef's role in a healthy, sustainable diet that can be incorporated into practical messaging for their patients and clients seeking nutrition recommendations when meal planning, food shopping, cooking at home, or dining out.

Measurable Objective #3

Engage targeted audiences in a minimum of two immersive beef education events to include, but not be limited to, farm tours, culinary experiences and/or media training workshops.

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
- 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
- Develop targeted marketing programs focused on the highest opportunity market segments
- Cultivate collaborative promotion partnerships
- Engage consumers in a memorable beef eating experience

▼ Checkoff Program Committee(s) to Score This Tactic

Committee(s) to Score This Tactic:

Nutrition & Health

NUTRITION & HEALTH COMMITTEE

Tactic Score Sheet Considerations, Scores, and Notes

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Aligning with Athletics to Capitalize on the Multiple Advantages of Beef

Name of Contractor: Meat Import Council of America

Name of Subcontractor: Northeast Beef Promotion Initiative

Start Date: 10/1/2023

End Date: 9/30/2024

CBB/BPOC Funding Request for this AR: \$1,122,728

CBB/BPOC Funding Request for this Tactic: \$499,827

Tactic C | 2420-CI

Aligning with Athletics to Capitalize on the Multiple Advantages of Beef

Meat Import Council of America

Tactic Description:

Program efforts under this tactic will leverage and further solidify the multiple advantages of beef through strategic partnerships with athletics. This will allow for positive beef messaging and content to reach athletes and fans, alike.

Aligning with athletics has proven to be a successful avenue to reach athletes, fans, coaching staff, etc. with positive beef messaging and content to improve the overall image of beef and the beef industry with the goal of increasing demand for beef. The NEBPI program has engaged with collegiate sports properties through relationships with Learfield since 2019.

Learfield, formerly Learfield IMG College, is a large collegiate sports marketing company, who represents more than 200 of the nation's top collegiate properties, including the NCAA and its 89 championships, NCAA Football, leading conferences, and many of the most prestigious colleges and universities in the country. Learfield engages 182+ million loyal and passionate fans across the country with unrivaled leadership across sponsorship, ticketing, licensing, and more. They provide partners, like the Beef Checkoff through the NEBPI, access to technology and data to better connect our beef messages with targeted fans in key, highly populated metropolitan markets.

According to a recent Trust in Advertising Study, conducted by Nielsen, consumers view brand sponsorships in sporting events as very trustworthy, in fact 81% of consumers either completely trust or somewhat trust branded sponsorships in sporting events. According to the recent study, only recommendations from people (89% of consumers either completely trust or somewhat trust) and branded websites (84% of consumers either completely trust or somewhat trust) rank higher in consumer trust.¹

Aligning beef and athletics through brand partnerships provides the Checkoff with the opportunity to have multiple touchpoints with the fan base throughout the year, think of it as an always-on, surround sound approach. For example, partnership components are running throughout the athletic season, however certainly elements may be grouped around a flagship sport, i.e. Men's Basketball. This approach provides the Checkoff will a greater return on investment compared to a one-off event (i.e. sponsorship of an event that is in a key metropolitan center for one weekend). Having various touchpoints with consumers throughout the athletic season keeps beef top of mind and only furthers the trust and confidence people will have surrounding beef.

Seton Hall Sports Properties Success

The NEBPI was in discussion(s) with Seton Hall Sports Properties for two years prior to formalizing the partnership during the 2021- 2022 fiscal year. The partnership has been a mutually beneficial opportunity to share positive beef messaging and content with the network of over 800,000 Pirate fans. Seton Hall is located just 14 miles from New York City, a metropolitan center of interest.

Aligning with Seton Hall Athletics has afforded the Beef Checkoff with numerous opportunities to reach athletes and fans, alike, with key beef messages. A few highlights include:

- Designation of Beef as the Preferred Protein of the Seton Hall Pirates during the 2022-2023 athletic season

- Placement of beef jerky and Build Your Base with Beef program assets in the Refueling Station, which all student athletes have access to
- Pirates Nutritional Video Series, featuring NEBPI's Registered Dietitian Nutritionist, Beth Stark, and Seton Hall Sports Dietitian Matt Abel. The series features four videos which share information related to beef's role in a healthy diet, meal planning tips, recipe inspiration and more.
 - The videos can be viewed at the below links:
 - Episode One - <https://fb.watch/kRYdzR2AM1/>
 - Episode Two - <https://fb.watch/kRYbqX4kbB/>
 - Episode Three - <https://fb.watch/kRYhckQl4b/>
 - Episode Four - https://fb.watch/kRYeUbaBh_/
- Taste of the Pirates Fan Recipe Guide, which is an interactive 11-page digital piece that features quick and easy beef recipes geared towards tailgating, as well as information surrounding beef cuts, beef cookery, nutrition and more. The full recipe guide can be viewed at, <https://digital.learfield.com/setonhall-22-recipe.html?fbclid=IwAR1cff2h39Ls0fulpe2QnQCVs42NEj6Qx1TPG4aCtR0eOKQBjiARiOKvPgw>
- Farm Tour Experience with Athletics and Gourmet Dining Services, the NEBPI staff had the opportunity to take key members of the athletics staff and members of the on-campus dining team on a beef farm tour at Clover Valley Farm located in Southampton, NJ in May 2023.

An additional benefit of our partnership with Seton Hall Sports Properties were the additional opportunities to engage with key contacts at Seton Hall, including Gourmet Dining, responsible for all on-campus dining, as well as Gourmet Dining's Nutrition Services program's Registered Dietitian Nutritionist.

Gourmet Dining is the premier foodservice company serving New Jersey, New York and Pennsylvania rooted in higher education. Gourmet Dining specializes in operating on-site food service management for universities and colleges in which employs over 2,500 employees. In May 2023, the NEBPI had the opportunity to execute a Feature Station Takeover in the Pirate Dining Room. The Feature Station showcases a new meal option each day for students, often focusing on trendy options. The NEBPI was able to work with key members of the Gourmet Dining team to take over the Feature Station during Finals Week and showcase Beef Smash burgers. During the peak lunchtime rush there were over 250 burgers served to hungry students. NEBPI staff were also on-site in the Pirate Dining Room, with Jennifer Bostedo, RDN, Gourmet Dining's Nutrition Service program coordinator to engage with students about beef's role as part of a healthy, sustainable diet.

Seton Hall Sports Properties is dedicated to continually providing value to our partnership and is always looking at new ways to elevate beef's messaging to the Pirate fanbase.

Expanding Collegiate Success to Additional Metropolitan Markets

Following the direction of Checkoff Program Committee members, the NEBPI staff has been actively engaging in discussions with key members of the Learfield team to discuss strategies to expand the success that has been cultivated at Seton Hall into additional key metropolitan markets within the Northeast region. The goal in expanding the network of schools that the program is aligned with is ultimately reaching new consumers within key population centers to further the reach of key beef messages to drive demand for beef and beef products.

The NEBPI team has identified three additional properties within the region that are aligned with our goals, including Boston College Sports Properties (Boston, MA), UConn Sports Properties (Hartford, CT) and Providence Friars Sports Properties (Providence, RI). These properties have been identified as high priority given their geographic location in three top metropolitan centers within the Northeast region. Find some key statistics outlined for each property below:

- Boston College Sports Properties
 - 334,000 Known Boston College Eagle Fans in the Northeast
 - 232,000+ Social Media Followers
 - 2.4+ Million Unique Website Visitors
 - Over 354,000 Fans Attended Home Athletic Events in 2022-2023

- UConn Sports Properties
 - 337,930 Known UConn Fans in the Northeast
 - 853,140+ Social Media Followers
 - 3.36+ Million Unique Website Visitors
 - Over 500,000 Fans Attended Home Athletic Events in 2022-2023

- Providence Friars Sports Properties
 - 95,000+ Known Providence Friars Fans in the Northeast 186,586 Social Media Followers
 - 232,705 Fans Attended Men's Basketball and Men's Ice Hockey Events in 2022-2023
 - 287,421 Overall Attendance for Providence Bruins Professional Ice Hockey League (36 Home Games)
 - Ranks 4th in AHL Attendance
 - 172,600+ Followers on the Providence Bruins Social Channels
 - 245,000+ Attendees of Family Shows and Concerts hosted at Amica Mutual Pavillion

Engaging with High School Athletes

The NEBPI has also seen a large success in engaging with high school athletes, coaching staff and fans through various high school interscholastic athletic association relationships. High school athletes are forming habits that will carry them into adulthood and beyond. Ensuring that these student athletes, their coaches, and parents have a positive image surrounding the nutritional profile of beef is essential to ensure that beef is a protein source of choice for these athletes during not only their training and performance, but also in everyday life.

A working relationship exists with the Pennsylvania Interscholastic Athletic Association (PIAA) in Pennsylvania. The membership of PIAA consists of 1,431 schools, of which 583 are senior high schools and 594 are junior high/middle schools. Of that membership 40 are Charter senior high schools, 144 are Private senior high schools, 17 are Charter junior high/middle schools, and 53 are Private junior high/middle schools. More than 350,000 students participate in interscholastic athletics at all levels (varsity, junior varsity, or otherwise) of competitions under PIAA jurisdiction, which placed Pennsylvania sixth among the state organizations in 2017-2018.

In an effort to replicate the success that has been generated through the partnership with PIAA, discussions have been on-going with the New Jersey State Interscholastic Athletic Association (NJSIAA), as well as the Virginia Independent Schools Athletic Association (VISAA), and the District of Columbia State Athletic Association (DCSAA).

Find a high-level overview of the potential reach of beef messaging and content to high school athletes, coaching staff, and parents outlined below:

- NJSIAA Overview
 - 33 Championship Sports
 - 435 Member High Schools
 - 283,650 Student Athletes

- VISAA Overview
 - 2 State Championship Events
 - 100+ Member High Schools
 - 23,000 Students

- DCSAA Overview
 - 51 Member High Schools
 - 35 State Championship Events
 - 85,000 Students

Aligning with athletics to capitalize on the multiple advantages of beef, has the opportunity to further grow the trust student athletes, coaches, fans, etc. have in beef, therefore furthering the demand for beef within the Northeast region.

Honing in on opportunities that are located within heavily populated areas will ensure that beef messaging and content is seen and heard by as many people as possible within our budget, therefore tapping into high opportunity market areas.

Extending Build Your Base with Beef Program Assets

The NEBPI program staff continues to collaborate with other contractors and established programs to further elevate relevant content, that the Checkoff is already investing in, to further enhance the various partnerships mentioned above.

An example of such a collaboration is tapping into the Build Your Base (BYB) program out of South Dakota. BYB is a comprehensive sports nutrition program that utilizes beef as its premier protein. It strives to prepare athletes and their families for a successful sports season through ready-to-use materials, best-in-class sports nutrition education, and high-quality protein to support optimal performance. The program is made possible through a collaborative partnership between the South Dakota Beef Industry Council, Sanford Health, and the Sanford Sports Science Institute.

The BYB program has several components to build engaged communities and further position beef as the protein of choice among athletes, including:

- **Community Focused:** helping and arming local communities with the information and resources to support the health and efforts of their local athletes
- **Recipes and Meal Plans:** providing simple-to-follow, easy-to-make beef powered recipes and meal plans that support athletic performance and recovery
- **Actionable Advice:** giving athletes, their families, and coaches tips and strategies that they can put into action to perform better and be healthier
- **Evidence-Based:** providing athletes with up-to-date, evidence-based tips and strategies, for using protein to support muscle growth and recover
- **Nutrition Support:** the BYB community, combined with regional and nationally renowned experts, provides the support needed so every athlete can succeed
- **Performance and Health:** helping student athletes eat to perform better on the field and court is second to helping them gain the nutrition skills needed to be healthy throughout their life

In FY24, emphasis will be placed on furthering the distribution of these assets to student athletes, as well as pursuing more engagement opportunities with athletes and coaching staff – i.e. workshop that touches on the various program components mentioned above.

Citations:

¹<https://www.nielsen.com/insights/2022/sports-sponsorships-are-raising-more-than-just-brand-awareness/>

▼ Measurable Objectives

Measurable Objective #1

Through a minimum of two collegiate-level athletics partnerships, located within key metropolitan centers, equip student athletes, coaches, team dietitian(s), and fans with evidence-based information about beef's role in a healthy, sustainable diet that can be incorporated into practical application when meal planning, food shopping, cooking at home, dining out or, during athletic performance and training.

Measurable Objective #2

Through a minimum of at least one new athletics partnership, either collegiate-level and/or high school interscholastic athletic association, expand the reach of evidence-based beef messaging to student athletes, coaching staff, and fans alike to drive trust in beef.

Measurable Objective #3

Through a minimum of at least one in-depth beef immersion experience, which could include, but not be limited to, nutrition workshop(s), farm tour(s), beef culinary experience(s), etc., equip key members within the Checkoff's athletic partnerships with evidence-based information surrounding beef and beef production.

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
- 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
- Develop targeted marketing programs focused on the highest opportunity market segments
- Cultivate collaborative promotion partnerships

▼ Checkoff Program Committee(s) to Score This Tactic

Committee(s) to Score This Tactic:

Domestic Marketing, Nutrition & Health

NUTRITION & HEALTH 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></p> <p><i>2 = Disagree</i></p> <p><i>3 = Neither Agree nor Disagree</i></p> <p><i>4 = Agree</i></p> <p><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>	