

National Cattlemen's Beef Association

AR# 2411-R
AR Title: Pre-Harvest Safety & Foundational Research

AR Purpose and Description:

The National Cattlemen’s Beef Association (NCBA), working in conjunction with Qualified State Beef Councils, is executing the second year of a three-year strategy to ensure the work done in each Authorization Request (AR) effectively and efficiently supports the Beef Industry Long Range Plan and meets the national needs of the industry. By maximizing NCBA’s ability to extend the reach and impact of Checkoff-funded work at the national, regional, state, and local levels, it also allows Beef Checkoff-funded research, marketing, promotion, and educational efforts to be extended in ways that exceed industry expectations.

NCBA has outlined Fiscal Year 2024 AR tactics in accordance with this strategy. The proposed programs will continue to build on beef’s position as the top protein. Each tactic supports one or more of the Consumer Beef Demand Drivers (eating experience, nutrition, raised and grown, price and convenience/versatility) which research shows directly impact consumers’ decision to purchase beef.

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

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

CBB Budget Category: Research

Name of Subcontractor:

Start Date: 10/1/2023

End Date: 9/30/2026

FY24 CBB/BPOC Funding Request		
Direct Costs	Implementation	Total
\$4,283,500.00	\$3,516,500.00	\$7,800,000.00

Beef Industry Long Range Plan (LRP) Core Strategies Addressed by this AR:

- Grow Consumer Trust in Beef Production
- Develop and Implement Better Business Models to Improve Price Discovery and Value Distribution Across All Segments
- Promote and Capitalize on the Multiple Advantages of Beef
- Improve the Business and Political Climate of Beef

AR Tactic(s)

Tactic A | 2411-R
Safety Research and Scientific Affairs
National Cattlemen's Beef Association

Tactic Description:

NCBA, on behalf of the Beef Checkoff, leads scientific research on pre-harvest beef and directly shares it with key decision makers. This work also builds the scientific foundation for pre-harvest beef safety communications, thought leader education and consumer messages. Historical and active program results demonstrate the industry's commitment to ensuring the safety of beef and addresses improvements that can be made pre-harvest to reduce food safety hazards to the rest of the industry and to consumers.

Results generated through this program are targeted at the scientific community including academia, scientific organization (American Meat Science Association, International Association for Food Protection), beef safety decision makers throughout the industry (feedlot operators, packers, processors, retail, foodservice, corporate food safety scientist) and regulatory sectors. Through collaborations with State Beef Councils, other NCBA Checkoff programs, as well as other Checkoff contractors (e.g., USMEF, FMPRE, etc.), research and education outcomes are further leveraged for broader impact.

Over time, this program has evolved from a single pathogen focus (*E. coli*) to address several potentially harmful bacterial, chemical, or physical threats to beef safety. As the beef supply and microbial environment evolves, other pathogens such as *Salmonella* challenge beef's safety. Today, consumers expect beef to be safe from all safety threats, but also expect the beef industry to take steps to evolve and improve the safety of the beef they purchase. Research in this program advances the industry's commitment and progress towards addressing these consumer/influencer concerns.

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 pre-harvest beef safety focusing on pathogen mitigation strategies, pathogen harbors, and microbial physiology. Scientific reviews of emerging beef safety topics will also be commissioned. Research outcomes will be shared with advisory groups developing safety guidance, and scientific and regulatory communities through public forums/symposia (e.g., Beef Industry Safety Summit and other scientific forums), through written materials, visual tools or in-person meetings/briefings.

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 eating experience and how food is raised/grown that influence consumption and preference.

Measurable Objectives

Measurable Objective #1

Conduct a minimum of three original pre-harvest safety scientific research projects or technical assessments focused on the research roadmap pillars (mitigation strategies, harbors and physiology) as published on Beefresearch.org that leads to discoveries about pre-harvest beef safety and strengthens the scientific foundation and/or balances the body of evidence to reinforce beef safety within the scientific community.

Measurable Objective #2

To build broader scientific understanding in beef safety, conduct science briefings with targeted safety thought leaders with varied expertise in areas of the research roadmap pillars (minimum of 25). 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 pre-harvest beef safety research results (minimum of 30) internally (in other tactics/ARs or State Beef Council partners) or externally (conferences, industry meetings, supply chain partners, communication/educational outlets, etc.) to provide the science-based information about pre-harvest beef safety research discoveries and what it means for overall beef safety.

LRP Initiatives Addressed by this Tactic

Improve the Business & Political Climate of Beef

- Drive continuous improvement in food safety

Checkoff Program Committee(s) to Score This Tactic

Committee(s) to Score This Tactic:

Safety & Product Innovation

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 25). Target at least five new thought leaders (e.g., emerging investigators) to expand support for research discovery/scientific interest in beef.

Measurable Objective #

Secure placement of nutrition research results (minimum of 50) 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

Tactic Description:

NCBA, on behalf of the Beef Checkoff, leads the primary product quality focused research initiative in the U.S. and shares findings with the scientific community and industry stakeholders. This program also builds the scientific foundation and generates unique research insights to reduce product inconsistencies, optimize product utilization, and improve beef eating satisfaction. This is essential for the beef industry as it is the only research funded on beef quality that is not proprietary or for competitive advantage.

Results generated through this program are targeted at the scientific community including academia, product quality decision makers, industry partners, and science associations (American Meat Science Association, American Association of Meat Processors, etc.).

Through collaborations with State Beef Councils, other NCBA Checkoff programs, as well as other Checkoff contractors (e.g., USMEF, FMPRE, etc.) research and education outcomes are further leveraged for broader impact.

Over time, this program has evolved from a focus on beef tenderness challenges to address several factors of overall eating experience including aging, cooking, and beef flavor as well product storage and processing evolutions post-pandemic. As the beef industry evolves, the program addresses inconsistency from production, product management, end user decisions, and supply challenges. Today, consumers expect beef to provide a quality and repeatable eating experience. Research in this program advances the industry's commitment and progress towards addressing these consumer/influencer concerns.

The current research roadmap developed and maintained with an industry expert advisory group builds a foundation of research that addresses challenges and opportunities focusing on beef palatability and product yield. Scientific reviews of emerging beef relevant topics will also be commissioned. Strategic planning sessions will be conducted as needed to identify research gaps and collaborative research opportunities with third-party experts. Through scientific affairs activities, such as public conferences (e.g., the annual Reciprocal Meats Conference), written materials, visual tools and/or in-person meetings/briefings, this program will aim to drive product consistency. Taste is beef's top demand driver and the top reason consumers chose beef. To protect the most important product attribute - taste, this tactic directly addresses the demand drivers of eating experience, convenience/versatility and price.

Measurable Objectives

Measurable Objective #1

Conduct a minimum of seven original product quality scientific research projects or technical assessments focused on the research roadmap pillars (applied research, basic research and technical services) as published on beefresearch.org that leads to discoveries about beef quality and strengthens the scientific foundation and/or balances the body of evidence to reinforce beef's quality attributes within the scientific community.

Measurable Objective #2

To build broader scientific understanding in beef quality, conduct science briefings with targeted product quality thought leaders with varied expertise in areas of the research roadmap pillars (minimum of 25). 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 product quality research results (minimum of 30) internally (other tactics/ARs or State Beef Council partners) or externally (conferences, industry meetings, supply chain partners, communication/education outlets, etc.) to provide the science-based information about beef quality research discoveries and what it means for overall beef quality.

LRP Initiatives Addressed by this Tactic

Develop and Implement Better Business Models to Improve Price Discovery and Value Distribution Across All Segments

- Use innovative methods and technologies to value carcasses based on eating satisfaction and red meat yield

Promote & Capitalize on the Multiple Advantages of Beef

- Implement a marketing campaign that communicates beef's advantage compared to competing proteins
- Engage consumers in a memorable beef eating experience
- Promote underutilized beef cuts and new variety meat products

Checkoff Program Committee(s) to Score This Tactic

Committee(s) to Score This Tactic:

Safety & Product Innovation

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 four 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 25). 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 30) 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

Tactic Description:

NCBA, on behalf of the Beef Checkoff, provides insights that enable all Checkoff programs to develop and implement more effective data-driven and demand-driving initiatives by exploring key topics, testing messages and assets, and by leveraging a variety of industry data sources to inform state, national and industry-wide annual and long-range plans of demand building and protecting activities.

State and national Checkoff programs rely on the insights from this tactic to make smart, strategic, and demand-driving decisions including, but not limited to channel marketing for retail and foodservice beef sales insights, issues management and public relations for key messages to respond to media requests, consumer marketing for asset testing and insights into consumer purchasing behaviors as well as influencer/thought leader programs for insights conveying beef's demand building and protecting efforts. Industry stakeholders utilize consumer insights from the tactic to build additional marketing programs for their brands to build overall beef demand.

This program has evolved from multiple tactics to one streamlined, efficient effort to track consumer beef behaviors and investigate new topics related to beef over time. From production and nutrition perceptions to purchase intent, to actual beef purchases through in-person technology-driven opportunities, the target consumer audience for beef is ever evolving. This tactic continues to monitor the consumer population and generational and belief-inspired differences in their preference/limitations for beef to inform other checkoff programs. This data allows for monitoring against other protein competition, both traditional animal proteins and non-traditional protein offerings. Each year, new assets for consumers, influencers, channel marketing, media, scientists, and other partners are developed.

This tactic provides the platform and process to test and refine assets to ensure success with the target audience before market placement.

This tactic will build on past industry metrics by continuing to monitor, analyze and disseminate information on consumer attitudes, perceptions and purchases through the consumer beef tracker that continues to build on years of insight. The ongoing tracker survey of at least 1,000 consumers a month allows for data summaries to be developed to support Checkoff programs both state and national and with a larger sample size than in previous years to improve overall analysis capabilities and accuracy, including data segmentation/cross tabs for key consumer audiences. Comparison of state to national consumer trends will be developed for SBC partner program planning and segmentation will provide targeting insights for all consumer facing programming. Channel intelligence data (retail scanner data and foodservice operator data) will continue to be licensed, analyzed, and disseminated. Where applicable, other consumer market data/insights will be evaluated for context that may impact the beef consumer and beef demand. Projects to assess program effectiveness will allow for continuous improvement of the *Beef. It's What's For Dinner.* brand and digital properties as well as other program efforts. This tactic directly addresses all demand drivers; besides being the tactic from which demand drivers are derived and updated.

Measurable Objectives

Measurable Objective #1

Conduct a minimum of 25 state dashboard projects and follow-up presentations to leverage consumer insights for state partners to build impactful programming.

Measurable Objective #2

Conduct a minimum of eight research projects related to demand driver activity, asset testing or continuous consumer monitoring that inform campaign/program direction and provide insights to content and/or messages that resonate with the designated audience.

Measurable Objective #3

Prepare ten beef insight reports to understand consumer sentiment or knowledge levels around demand driving topics to be shared publicly (BeefItsWhatsForDinner.com and/or Beefresearch.org).

Measurable Objective #4:

Secure placement of consumer market research results or insights (minimum of 100) internally (in other tactics/ARs or State Beef Council partners) or externally (conferences, industry meetings, supply chain partners, communication/educational outlets, etc.) to provide the science-based information about beef consumer perceptions, behaviors and purchasing insights and what it means for beef demand.

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 prod

Promote & Capitalize on the Multiple Advantages of Beef

- Implement a marketing campaign that communicates beef's advantage compared to competing proteins
- Develop targeted marketing programs focused on the highest opportunity market segments
- Cultivate collaborative promotion partnerships
- Engage consumers in a memorable beef eating experience
- Develop a more interactive and exciting beef purchasing experience

Checkoff Program Committee(s) to Score This Tactic

Committee(s) to Score This Tactic:

Domestic Marketing

Supplemental Information for This AR

1. Please explain changes from the FY23 approved AR:

The tactics in this AR are foundational to other national and state checkoff programs. Each technical research tactic will explore different research questions related to the pillars of each respective research roadmap that align with the Beef Industry Long Range Plan objective.

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

Various laboratories, universities, health science centers and their affiliated research scientists, independent research companies, government agencies and other contractors and vendors may be used to complete research. Subcontractors will be chosen via a request for proposals process and/or through the development of targeted research projects that are based on previous research expertise, budget rational, and industry need and/or research roadmap priorities.

Pure Spectrum and Qualtrics, or comparable vendors, will be utilized as the sample provider for cost effective and efficient surveying and analyzing. Work related to consumer tracking and segmentation will be conducted by Directions Research. They were selected after a competitive bid process due to their deeper knowledge of consumer tracking and segmentation analysis as well as of the beef industry and competitive landscape. GlobalData will provide insights into the foodservice channel. They also provide a suite of strategic services and proprietary databases by foundational market research to explore and act on a variety of foodservice insights. NielsenIQ has built a custom system for analyzing the value of beef sold at retail, starting with scanner data, and reassembling cuts back to beef primals, so that long-term value to producers can be tracked. Other contractors will be selected based on expertise in respective areas (e.g., nutrition, channel data analysis, focus group facilitation, etc.) and will be part of the competitive bid process.

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

No. Because of the broad scope of the work in this AR, various entities will be utilized for expertise, see above.

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

The programs in this AR build on, but do not duplicate work from previous ARs and is leveraged by other Checkoff programs, key industry stakeholders and the research community.

Some of the research included in this AR is ongoing tracking research that has been funded for a number of years. It is important that the industry stay current on consumer trends and perceptions to ensure that the industry is properly responding to changes as they occur.

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

Key insights from this and previous Research ARs are utilized by State Beef Councils as the foundation for programming in other budget categories. Insights are shared upon request and at an annual industry session. As State Beef Councils conduct research, expertise and insights are shared as appropriate.

▼ Potential Partnerships

Please list all potential partners/collaborators for this AR, and include any partnership and/or collaborations with a third party by identifying the third party, the nature of the collaboration, and extent of the collaboration.

Potential Partnership List:

1. Food Marketing Institute (FMI)
2. International Food Information Council (IFIC)

3. American Meat Science Association (AMSA)
4. U.S. Meat Export Federation (USMEF)
5. Beef Industry Food Safety Council (BIFSCo)
6. American Heart Association (AHA)
7. Academy of Science and Nutrition (ASN)
8. American Association of Meat Processors (AAMP)
9. American Farm Bureau Federation (AFBF)
10. North American Meat Institute (NAMI)
11. Foundation for Meat & Poultry Research and Education (FMPRE)
12. International Association of Food Protection (IAFP)
13. Institute of Food Technologist (IFT)
14. International Meat Secretariat (IMS)
15. American Society of Animal Science (ASAS)
16. Foundation for Food and Agriculture Research (FFAR)
17. Noble Foundation
18. US Roundtable for Sustainable Beef (USRSB)
19. National Grazing Lands Coalition (NatGLC)
20. Ecosystem Service Market Consortium (ESMC)
21. Partnership of Rangeland Trusts Property and Environment Research Center (PERC)
22. Society for Range Management (SRM)
23. Sustainable Rangelands Roundtable (SRR)
24. American Forage and Grasslands Council (AFGC)
25. Western Agriculture Economics Association (WAEA)
26. Institute for the Advancement of Food and Nutrition Science

Detailed Budget Summary

The tables in the following three sections report program budget information from the following funding sources:

1. Cattlemen's Beef Board/Beef Promotion Operating Committee (CBB/BPOC) Funding
2. "Other Funding" sources such as:
 - Federation of State Beef Councils (FSBC) Funds
 - Individual Qualified State Beef Council (QSBC) Funds
 - Government Funds (e.g., Market Access Program, Foreign Market Development) Grain/Oilseed Funds (e.g., National Corn Growers Association, American Soybean Association)
 - Corporate Funds (e.g., tech and pharma companies)
 - Other

Section 1 - Funding Requested by Tactic

CBB/BPOC Funding Requested by Tactic

The following table outlines the amount of CBB/BPOC funding that is being requested for each tactic within this AR, and the committee(s) that has been selected to score each tactic.

CBB/BPOC Funding Requested by Tactic					
Committee Name	Tactic	Tactic Name	Direct Costs	Implementation	Total
Safety & Product Innovation	Tactic A	Safety Research and Scientific Affairs	\$600,000.00	\$345,800.00	\$945,800.00
Nutrition & Health	Tactic B	Nutrition Research and Scientific Affairs	\$1,600,000.00	\$813,600.00	\$2,413,600.00
Safety & Product Innovation	Tactic C	Product Quality Research and Technical Expertise	\$600,000.00	\$287,700.00	\$887,700.00
Consumer Trust	Tactic D	Sustainability Research and Scientific Affairs	\$600,000.00	\$595,900.00	\$1,195,900.00
Domestic Marketing	Tactic E	Consumer Market Research	\$883,500.00	\$1,473,500.00	\$2,357,000.00
		Total	\$4,283,500.00	\$3,516,500.00	\$7,800,000.00

Other Funding Sources Requested by Tactic

The following table reports the amount of proposed and/or anticipated "Other Funding" sources that would be applied to this AR's tactics. The funding information in this table is for informational purposes only and demonstrates external collaboration as delineated in the 2021-2025 Beef Industry Long Range Plan.

Other Funding Sources Requested by Tactic (Informational Only)			
Funding Source	Tactic	Tactic Name	Total
Other: N/A	Tactic A	Safety Research and Scientific Affairs	
Other: N/A	Tactic B	Nutrition Research and Scientific Affairs	
Other: N/A	Tactic C	Product Quality Research and Technical Expertise	
Other: N/A	Tactic D	Sustainability Research and Scientific Affairs	
Other: N/A	Tactic E	Consumer Market Research	
Other Funding Total			

Use the space below if you wish to provide additional comments/information on the FY24 CBB/BPOC or Other Funding amounts that are being requested for this AR's tactic(s).

N/A

Section 2 - Summary of FY23 AR Budgets and Expenses

Classification:

This AR is a continuation of, or builds upon, program work from last year. CBB will report information in the "FY23 CBB/BPOC Funding" table and we will provide information for the "FY23 Other Funding Sources" table.

FY23 CBB/BPOC Funding

This table reports the amount of awarded and expended CBB/BPOC funding for this Authorization Request in FY23.

FY23 CBB/BPOC Funding

Note: The Cattlemen's Beef Board will complete the fields in this table.

	AR# 2311-R		
	Direct Costs	Implementation	Total
Funds Awarded	\$4,688,300.00	\$3,411,700.00	\$8,100,000.00
Actual Expenses <i>(October 1, 2022 - June 30, 2023)</i>	\$1,064,608.00	\$1,552,701.00	\$2,617,309.00

FY23 Other Funding Sources

The following table reports the amount of committed and expended "Other Funding" sources for this AR in FY23. The funding information in this table is for informational purposes only and demonstrates external collaboration as delineated in the 2021-2025 Beef Industry Long Range Plan.

FY23 Other Funding Sources *(Informational Only)*

	AR# 2311-R		
	Other Funding Source	Funds Committed	Funds Expended <i>(October 1, 2022 – June 30, 2023)</i>
A	FSBC Funds	\$966,000.00	\$339,900.00

Use the space below if you wish to provide additional comments/information on the FY23 CBB/BPOC or Other Funding budget and expense summaries.

N/A

Section 3 - Historical Summary of AR Budgets and Expenses

Classification:

This AR is a continuation of, or builds upon, program work from the last two years (or longer). CBB will report information in the "CBB/BPOC Historical" table, and we will provide information for the "Other Funding Sources Historical" table.

CBB/BPOC Funding – Historical Summary

The following table reports the amount of awarded and expended CBB/BPOC funding for this AR in FY20, FY21, and FY22.

CBB/BPOC Funding - Historical Summary				
<i>Note: The Cattlemen's Beef Board will complete the fields in this table.</i>				
		FY22 AR# 2211-R	FY21 AR# 2111-R	FY20 AR# 2011-R
AR Period¹	<i>Start Date:</i>	<i>Oct. 1, 2021</i>	<i>Oct. 1, 2020</i>	<i>Oct. 1, 2019</i>
	<i>End Date:</i>	<i>Sep. 30, 2024</i>	<i>Sep. 30, 2023</i>	<i>Sep. 30, 2022</i>
Funds Awarded		\$8,100,000.00	\$8,250,764.00	\$8,379,603.00
Actual Expenses²		\$6,171,973.00	\$7,576,354.00	\$8,376,324.00

¹For multiyear ARs, the "End Date" reflects the date that the AR is scheduled to be completed.

²If the AR "End Date" has not year occurred, actual expenses will be reflective of the following time period:
AR Start Date - June 30, 2023

Other Funding - Historical Summary

The following table reports the amount of "Other Funding" source expenditures for this AR in FY20, FY21, and FY22. The funding information in this table is for informational purposes only and demonstrates external collaboration as delineated in the 2021-2025 Beef Industry Long Range Plan.

Other Funding Sources – Historical Summary (Informational Only)						
	FY22 AR# 2211-R		FY21 AR# 2111-R		FY20 AR# 2011-R	
	Other Funding Source	Total Expenditures	Other Funding Source	Total Expenditures	Other Funding Source	Total Expenditures
A	FSBC Funds	\$461,250.00	FSBC Funds	\$676,804.30	FSBC Funds	\$828,163.00