

AUTHORIZATION REQUEST FOR FY 2023

CBB Budget Category: Producer Communications

Name of Contractor: Cattlemen’s Beef Board

Name of Organization Subcontracting:

Start Date: 10/1/2022

End Date: 9/30/2023

BPOC Approved AR Extension Date: 12/31/2023

AR OVERVIEW

AR Purpose and Description

The programs defined in this AR align with the Stakeholder Engagement Program Committee’s purpose to “engage beef community stakeholders in programs that enhance understanding of the Beef Checkoff and the advance of the beef industry.”

The Producer Communications program is important and central to the success and continuation of the Beef Checkoff. As the key conduit to engage and inform those who pay into the Checkoff - beef producers and importers - Producer Communications has provided a consistently strong and nimble platform for disseminating information about both state and national Checkoff efforts.

The strong communication vehicle, *The Drive* platform, continues to strengthen its reach to producers through print, email, video, digital, and social spaces. A focus on outward-facing relationships with key Checkoff stakeholders will push communications toward additional audiences that seek better understanding of how the Checkoff operates, Checkoff Contractor program updates, and clarity around Checkoff misinformation that plagues the beef industry.

FY23 CBB/BPOC Funding Request		
Direct Costs	Implementation	Total
\$1,487,000	\$363,000	\$1,850,000

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

(Check all that apply)

Drive Growth in Beef Exports	Grow Consumer Trust in Beef Production	Develop & Implement Better Business Models & Value Distribution Across All Segments	Promote & Capitalize on the Multiple Advantage of Beef	Improve the Business & Political Climate of Beef	Safeguard & Cultivate Investment in Beef, Industry Research, Marketing & Innovation
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

PROGRAM INFORMATION FOR THIS AR**Tactic A**

Tactic Name: Key Audience Listening Platform

Tactic Description

Actively listening to producers - and those surrounding them - is best done when communication is clear and efficient. Each effort under this tactic seeks to better identify and understand farmers and ranchers, and create more targeted, purposeful messaging that can be shared and leveraged across national and state Checkoff programs.

Quantitative - The Producer Attitude Survey (PAS): The annual PAS is a national, quantitative, random, independently administered survey of 1,200 producers nationwide. This sample size is a statistically valid representation of producers and participants spread across six regions of the U.S. The annual survey provides valuable benchmarks of producer awareness and affinity for the Checkoff, and highlights areas for ongoing producer communications efforts. Additionally, each Qualified State Beef Council (QSBC) has the opportunity to further fund expansion of this study within its respective state to gain deeper producer insights there.

Quantitative - Key Audience Research and Insights Platform: To have a strong connection to producers, both state and national Checkoff programs seek to better understand, research and learn as much as possible about farmers and ranchers. By taking a deeper look at the layers of data surrounding this segment, more targeted messaging based on a producer's own likes, dislikes, geographical location, etc., can be created. Key research insights about producers from a variety of data sources will be tabulated and shared with state and national Checkoff programs to enable more efficient producer communications, and will inform Checkoff messaging and content topics for FY23.

Qualitative - Checkoff Communication Roundtable Discussions: Roundtable discussions with various Checkoff and industry groups continue to be useful communication tools. In FY22, PC roundtables included quarterly discussions between QSBCs, national Checkoff contractors, and ag trade media groups. This allowed the PC team to share updates and seek program input into PC programming. In June 2022, Checkoff leadership hosted an in-person panel for livestock market owners at the Livestock Marketing Association (LMA) annual convention in Shipshewana, Indiana, allowing attendees the opportunity for open dialogue about the Checkoff and a fruitful question / answer session. In the coming year, we will build off progress made by continuing these roundtables to gather insights from these and other important groups inside and out of the Checkoff.

Qualitative - Direct Producer Listening: The PC team continues to seek convenient ways to listen to individual producers regarding the Checkoff. Expanded efforts to listen and review producer feedback in the digital space will happen through the Checkoff website, ongoing digital surveys, tracking and organizing producer calls, exploring new roundtable and outreach opportunities, and attending events where producers gather.

Listening Tools: The PC program has sophisticated media monitoring systems and user analytics built into channels for social media, print, digital and websites. These analytics provide context around a specific message's public impact and visibility, and analytics reports provide a 360-degree view of current topics, real-time monitoring, and quarterly communications insights that help to shape the PC program.

Measurable Objectives

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

1. Gain a greater level of context and depth of information on particular topics following the Producer Attitude Survey findings through three virtual regional producer focus groups and the expansion of the digital persona profiling tool.
2. Seek feedback into the PC program and provide Checkoff updates by completing four roundtable discussions across QSBCs (2), Contractors and Livestock Markets.
3. Develop one survey to send to *The Drive* database to understand content preferences and topics of interest and identify 2 industry programs or organizations who are also willing to send the survey to their database.

Performance Efficiency Measures

A tactic can have up to three identified target audiences for the "General Target Audience" and "Key opinion Leaders" categories.

General Target Audience:

- Producer Reach Goal: 136,128
- Producer Engagement Goal: 7,432

Key Opinion Leaders:

- Producer KOL Reach Goal: 397
- Producer KOL Engagement Goal: 232

LRP Initiatives Addressed by this Tactic

Drive Growth in Beef Exports	Grow Consumer Trust in Beef Production	Develop & Implement Better Business Models & Value Distribution Across All Segments	Promote & Capitalize on the Multiple Advantage of Beef	Improve the Business & Political Climate of Beef	Safeguard & Cultivate Investment in Beef, Industry Research, Marketing & Innovation
<ul style="list-style-type: none"> <input type="checkbox"/> Drive the adoption of traceability for all U.S. cattle to help promote U.S. beef through (verified) value-added programs, while protecting the health & well-being of cattle and our markets from the effects of contagious diseases <input type="checkbox"/> Identify & address export customer needs & values <input type="checkbox"/> Collaborate with targeted partners to promote U.S. beef in foreign markets <input type="checkbox"/> Invest in research, marketing & education programs 	<ul style="list-style-type: none"> <input type="checkbox"/> Measure, document, improve & communicate the net climate and environmental impact of beef production <input type="checkbox"/> Educate medical, diet & health professionals about beef & beef production <input type="checkbox"/> Align & collaborate with traditional & nontraditional partners to tell the positive story of beef production <input type="checkbox"/> Engage positively in the sustainable nutrition conversation <input type="checkbox"/> Intensify efforts in educating consumers as well as supply chain decision makers about the benefits of animal care programs like BQA & their impact on animal well-being <input type="checkbox"/> Expand BQA program to include verification <input type="checkbox"/> Develop a direct-to-consumer beef safety campaign 	<ul style="list-style-type: none"> <input type="checkbox"/> Use innovative methods & technologies to value carcasses based on eating satisfaction & red meat yield <input type="checkbox"/> Develop production/processing/marketing systems that result in more equitable margin distribution <input type="checkbox"/> Explore business models and risk management tools that result in more sustainable producer profit opportunities 	<ul style="list-style-type: none"> <input type="checkbox"/> Promote the role of beef in a health & sustainable diet <input type="checkbox"/> Implement a marketing campaign that communicates beef's advantage compared to alternative proteins <input type="checkbox"/> Develop targeted marketing programs focused on the highest opportunity market segments <input type="checkbox"/> Cultivate collaborative promotion partnerships <input type="checkbox"/> Promote innovative online marketing, packaging & shipping solutions to enable the direct marketing of beef <input type="checkbox"/> Engage consumers in a memorable beef eating experience <input type="checkbox"/> Develop a more interactive & exciting beef purchasing experience <input type="checkbox"/> Promote underutilized beef cuts & new variety meat products 	<ul style="list-style-type: none"> <input type="checkbox"/> Demonstrate beef's positive sustainability message & key role in regenerative agriculture <input type="checkbox"/> Defend beef's product identity <input type="checkbox"/> Ensure beef's inclusion in dietary recommendations <input type="checkbox"/> Drive continuous improvement in food safety <input type="checkbox"/> Develop crisis management plans 	<ul style="list-style-type: none"> <input type="checkbox"/> Attract innovation & intellectual capital & cultivate the next generation of talent into the beef industry <input type="checkbox"/> Encourage the cooperation & collaboration of existing industry advisory committees to identify & prioritize research efforts <input type="checkbox"/> Increase industry funds for beef marketing, promotion, and research <input checked="" type="checkbox"/> This LRP strategy does not list an initiative that address this AR. However, a focus of the LRP is to educate producers on how the industry is responding to opportunities and challenges to include the Beef Checkoff programs

Committee(s) to Score this Tactic

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

Tactic B

Tactic Name: Producer Outreach

Tactic Description

A multi-channel publishing platform, housing *The Drive*, *The Drive in Five*, social media properties, the Checkoff website, multimedia campaigns, and more, this tactic focuses on the expansion of producer reach, understanding and recall of the Checkoff. Focus in FY23 will be on expanded visibility for all pieces for *The Drive* platform, and demonstrated growth of outreach of producers.

The Drive Publishing Platform: At the center of PC efforts is *The Drive*. A multi-channel publishing platform that includes a quarterly print newsletter, *The Drive in Five* quarterly video series, the website *DrivingDemandforBeef.com*, regular eNewsletters, social channels like Facebook, Twitter, YouTube, and LinkedIn, it serves as the foundation for communication about current Checkoff programming and information dissemination to those who pay into the program, and the beef industry as a whole.

In FY23, the focus will remain on growth and accessibility of *The Drive* platform and consistent, quality content. By increasing the total number of producers reached, so too will Checkoff visibility, and the overall footprint and recall of Checkoff efforts. Consistently creating quality, educational and highly-relevant content and stories that feature all contractor efforts gives producers the access to the information needed - in the format they prefer - and keeps them engaged.

A critical part of *The Drive* is the state/national partnership with Qualified State Beef Councils. In FY22, *The Drive* partnered with more than 30 QSBCs to share state content through the national distribution channels - via eNewsletters with state-specific modules, and/or with stand-alone paper inserts, mailed inside the national quarterly printed editions of *The Drive* newsletters. This partnership provides valuable, cost-effective opportunities for QSBCs to extend their messages to a broader producer audience within their state, along with providing the reader more local flavor alongside the national Checkoff content, too.

Social Media: The PC team runs the social channels that carry the name “Beef Checkoff” - Facebook, Twitter, LinkedIn, and YouTube. Producer-facing in nature and content, these platforms allow communication to more diverse audiences, and push the Checkoff as a Thought Leader in the beef industry. Producer-facing social media carries different messaging and tone compared to consumer audience posts, and many state beef councils seek to replicate and share what works for the main Checkoff channels. In FY23, we will pilot the opportunity for a handful of QSBCs to mirror our

national social pages, but with their own moniker, and ability to add local producer communications to their pages, too.

Producer Awareness and Engagement Campaign: The PC program uses limited, targeted paid media to reach farmers and ranchers across the country that lack an understanding of the Checkoff and the value it brings in driving beef demand. The nationally award-winning multifaceted *Your Dollar Does* campaign features producer portraits from across the country paired with strong statements about the Checkoff's successes. This campaign has been well-received in-market since the campaign launched in FY19. After testing new campaign concepts with producers in FY22, *Your Dollar Does* proved to be a continued producer favorite, and the updated look and feel of the campaign will continue in FY23.

The Hub and QSBC Resources: *The Hub* allows QSBCs, Cattlemen's Beef Board members, Federation of State Beef Council directors, and Checkoff contractors access to ready-made, customizable, USDA-approved PC marketing materials through a convenient and secure online portal. New materials are added monthly. These include collateral materials like *The Drive* newsletters, Sharing Successes semi-annual Checkoff update pocket cards and private-treaty fliers, articles, print and radio ads, graphics, and regional photography assets. *The Hub* ensures easy replication and alignment of Checkoff messaging and content assets across state and national entities. Through collaboration with the CBB, *the Hub* also contains key information regarding Checkoff collections compliance for QSBCs; Checkoff contractor evaluation materials and resources; Checkoff educational materials and presentations; and important regulatory and branding information that may be used by state and national partners.

The process, the platforms, and the messages used in producer communications are constantly changing. Producers and importers are multi-generational, diverse in location, Checkoff knowledge, operation size, etc. The PC office acts as a resource for QSBCs to aid them in this constantly changing landscape, educating them in best practices, new strategies, and more.

Measurable Objectives

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

1. Maintain a base distribution and focus on growth in *The Drive* print and email subscribers by 10%, based on the FY22 Q3 benchmark.
2. Develop and distribute monthly content for *The Drive* platforms, including e-newsletters, printed newsletters, *The Drive in Five* video series, social posts, and Checkoff website articles.
3. Distribute state-specific content through *The Drive* print and email platforms for an average of 15 state versions/utilizations per quarter.
4. Partner with two QSBCs to pilot a state-specific producer communications social media presence, coupling state and national content distribution.

Performance Efficiency Measures

A tactic can have up to three identified target audiences for the “General Target Audience” and “Key opinion Leaders” categories.

General Target Audience:

- Producer Reach Goal: 5,971,719
- Producer Engagement Goal: 65,328

Key Opinion Leaders:

- Producer KOL Reach Goal: 2,112
- Producer KOL Engagement Goal: 1,152

LRP Initiatives Addressed by this Tactic

Drive Growth in Beef Exports	Grow Consumer Trust in Beef Production	Develop & Implement Better Business Models & Value Distribution Across All Segments	Promote & Capitalize on the Multiple Advantage of Beef	Improve the Business & Political Climate of Beef	Safeguard & Cultivate Investment in Beef, Industry Research, Marketing & Innovation
<ul style="list-style-type: none"> <input type="checkbox"/> Drive the adoption of traceability for all U.S. cattle to help promote U.S. beef through (verified) value-added programs, while protecting the health & well-being of cattle and our markets from the effects of contagious diseases <input type="checkbox"/> Identify & address export customer needs & values <input type="checkbox"/> Collaborate with targeted partners to promote U.S. beef in foreign markets <input type="checkbox"/> Invest in research, marketing & education programs 	<ul style="list-style-type: none"> <input type="checkbox"/> Measure, document, improve & communicate the net climate and environmental impact of beef production <input type="checkbox"/> Educate medical, diet & health professionals about beef & beef production <input type="checkbox"/> Align & collaborate with traditional & nontraditional partners to tell the positive story of beef production <input type="checkbox"/> Engage positively in the sustainable nutrition conversation <input type="checkbox"/> Intensify efforts in educating consumers as well as supply chain decision makers about the benefits of animal care programs like BQA & their impact on animal well-being <input type="checkbox"/> Expand BQA program to include verification <input type="checkbox"/> Develop a direct-to-consumer beef safety campaign 	<ul style="list-style-type: none"> <input type="checkbox"/> Use innovative methods & technologies to value carcasses based on eating satisfaction & red meat yield <input type="checkbox"/> Develop production/processing/marketing systems that result in more equitable margin distribution <input type="checkbox"/> Explore business models and risk management tools that result in more sustainable producer profit opportunities 	<ul style="list-style-type: none"> <input type="checkbox"/> Promote the role of beef in a health & sustainable diet <input type="checkbox"/> Implement a marketing campaign that communicates beef's advantage compared to alternative proteins <input type="checkbox"/> Develop targeted marketing programs focused on the highest opportunity market segments <input type="checkbox"/> Cultivate collaborative promotion partnerships <input type="checkbox"/> Promote innovative online marketing, packaging & shipping solutions to enable the direct marketing of beef <input type="checkbox"/> Engage consumers in a memorable beef eating experience <input type="checkbox"/> Develop a more interactive & exciting beef purchasing experience <input type="checkbox"/> Promote underutilized beef cuts & new variety meat products 	<ul style="list-style-type: none"> <input type="checkbox"/> Demonstrate beef's positive sustainability message & key role in regenerative agriculture <input type="checkbox"/> Defend beef's product identity <input type="checkbox"/> Ensure beef's inclusion in dietary recommendations <input type="checkbox"/> Drive continuous improvement in food safety <input type="checkbox"/> Develop crisis management plans 	<ul style="list-style-type: none"> <input type="checkbox"/> Attract innovation & intellectual capital & cultivate the next generation of talent into the beef industry <input type="checkbox"/> Encourage the cooperation & collaboration of existing industry advisory committees to identify & prioritize research efforts <input type="checkbox"/> Increase industry funds for beef marketing, promotion, and research <input checked="" type="checkbox"/> This LRP strategy does not list an initiative that address this AR. However, a focus of the LRP is to educate producers on how the industry is responding to opportunities and challenges to include the Beef Checkoff programs

Committee(s) to Score this Tactic

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

Tactic C

Tactic Name: Industry and Media Collaboration

Tactic Description

The Beef Checkoff plays a key role in developing demand for beef amid an increasingly competitive protein market both in the U.S. and abroad. However, a generation of producers have been born and raised since the Checkoff was first implemented in 1986, and many do not fully understand the important role the Checkoff plays in the industry.

The goal of this tactic is to communicate the Checkoff's efforts in driving beef demand by connecting key Checkoff voices with those who can amplify the message -- especially trade media, and industry influencers.

Checkoff Thought Leadership & Spokesperson Development: Established thought leaders are identified in CBB and Federation of State Beef Council officer teams, Checkoff Program and Administrative Committee leadership, and CBB staff. By identifying, developing and positioning these key thought leaders for speaking opportunities around the country, and as resources for print, online and radio interviews, as well as on social media, we can educate beef industry stakeholders and present the Checkoff in the most positive manner. Extensive media training and Checkoff spokesperson development programs will continue for these individuals, supporting their knowledge of how to tackle important issues.

Media Relations: Developing relationships with editors and broadcasters is critical for earned media coverage. A strong media relations effort can support the authentic partnership of transparent communications, foster media relationships and help tell the Beef Checkoff story. It also helps ensure that editors and broadcasters include CBB execs and members when developing their own stories about current topics affecting the beef industry. Access may include the opportunity to interview board members and Qualified State Beef Council executives to demonstrate their commitment to the programming of the Checkoff and the beef industry at large. Ag trade media will be supported with data and valuable access to regional or local Checkoff insiders to ensure that they are able to present their producer audiences with the most transparent and accurate Checkoff updates and information.

Industry Outreach: In FY23, the PC program will continue to communicate with those who communicate with producers. This year, efforts will focus primarily around local visits and outreach to livestock auction markets across the country. Together with QSBCs, we will develop engaging, customizable outreach materials, talking points, best practices, videos, and in-person meetings. As the outreach program is developed and implemented, feedback from QSBCs and livestock markets will determine where improvement and support is needed.

Measurable Objectives

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

1. Conduct three media training and Checkoff spokesperson development sessions, reaching new CBB board members and officers, Checkoff Program Committee Co-Chairs, QSBC executives and staff, and Checkoff stakeholders.
2. Grow total number of Checkoff media hits across ag-industry print and broadcast by 8% over FY22 Q3 benchmark.
3. Elevate seven CBB board members by developing letters to the editor / op-ed pieces to be sent to local media, creating more of a grassroots feel to our Checkoff outreach.
4. Facilitate in-person visits to livestock auction markets across three states to create a better understanding of Checkoff workings and programs, and improve industry partner relationships.

Performance Efficiency Measures

A tactic can have up to three identified target audiences for the “General Target Audience” and “Key opinion Leaders” categories.

General Target Audience:

- Producer Reach Goal: 12,758,550
- Producer Engagement Goal: 0

Key Opinion Leaders:

- Producer KOL Reach Goal: 664
- Producer KOL Engagement Goal: 233

LRP Initiatives Addressed by this Tactic

Drive Growth in Beef Exports	Grow Consumer Trust in Beef Production	Develop & Implement Better Business Models & Value Distribution Across All Segments	Promote & Capitalize on the Multiple Advantage of Beef	Improve the Business & Political Climate of Beef	Safeguard & Cultivate Investment in Beef, Industry Research, Marketing & Innovation
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Committee(s) to Score this Tactic

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

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

FY23 will be a continuation of successful producer communications efforts, with expansion in the following areas:

- Tactic A - growing our digital tracking and analytics of producers through our online platforms; additional producer surveys; additional roundtables for new / improved listening efforts; new efforts to reach younger producers
- Tactic B - providing more one-on-one support for QSBC PC efforts; new state-specific social media platforms, expansion of the revamped *Your Dollar Does* producer campaign
- Tactic C - expanded efforts in placing Checkoff leadership in hometown and regional media; visits to livestock auction markets around the country; continued outreach to the national Livestock Marketing Association and their members

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

- Swanson Russell, ad agency, Lincoln/Omaha, Nebraska
- Baxter Communications, video production, Indianapolis, Indiana
- Made In Design, graphic design, Denver, Colorado
- Luce Research, producer research, Colorado Springs, Colorado

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

Cattlemen's Beef Board regularly goes out to RFP for vendors. Agencies of record have been vetted through this process, and are used for their highly specialized knowledge in their fields, particularly in producer communications.

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

This AR is a continuation of CBB's Producer Communications program, ongoing in its current format since FY19.

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

As noted throughout this AR, QSBCs are vital partners in successful producer communications. Each tactic explains how state beef councils will be able to expand, replicate, reuse, and learn from our program. Specialized training and support is also noted, particularly in Tactic B.

POTENTIAL PARTNERSHIP LIST

Partners/collaborators does NOT include subcontractors.

- Qualified State Beef Councils
- Livestock Marketing Association

DETAILED BUDGET SUMMARY

In the following three sections, use the tables to report program budget information from the following funding sources:

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

Section 1 – FY23 Funding Requested by Tactic**CBB/BPOC Funding Requested by Tactic**

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

CBB/BPOC Funding Requested by Tactic					
Committee Name	Tactic	Tactic Name	Direct Costs	Implementation	Total
Stakeholder Engagement	A	Key Audience Listening Platform	\$128,000	\$90,500	\$218,500
Stakeholder Engagement	B	Producer Outreach	\$1,279,000	\$182,000	\$1,461,000
Stakeholder Engagement	C	Industry and Media Collaboration	\$80,000	\$90,500	\$170,500
TOTAL			\$1,487,000	\$363,000	\$1,850,000

Other Funding Sources Requested by Tactic

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

Other Funding Sources Requested by Tactic <i>(Informational Only)</i>			
Funding Source	Tactic	Tactic Name	Total
N/A	A	Key Audience Listening Platform	\$
N/A	B	Producer Outreach	\$
N/A	C	Beef Quality Assurance	\$
TOTAL			\$

Use the space to below if you wish to provide additional comments/information on the FY23 CBB/BPOC or Other Funding amount that are being requested for this AR's tactics.

N/A

Section 2 – Summary of FY22 AR Budgets and Expenses

AR Classification

This section reports budget information on ARs that are continuing program work from last year. The below description outlines the classification category that describes this AR.

Classification: This AR is a continuation of, or builds up, program work from last year. CBB will report information in the "FY22 CBB/BPOC Funding" table and the contractor will provide information for the "FY22 Other Funding Sources" table.

FY22 CBB/BPOC Funding

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

FY22 CBB/BPOC Funding			
<i>Note: The Cattlemen's Beef Board completed the fields in this table.</i>			
AR# 2250-PC			
	Direct Costs	Implementation	Total
Funds Awarded	\$1,575,000	\$275,000	\$1,850,000
Actual Expenses <i>(October 1, 2021 – June 30, 2022)</i>	\$850,261	\$118,456	\$968,717

FY22 Other Funding Sources

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

FY22 Other Funding Sources <i>(Informational Only)</i>			
AR# 2250-PC			
	Funding Source	Funds Committed	Funds Expended <i>(October 1, 2021 – June 30, 2022)</i>
A	N/A	\$	\$

Use the space to below if you wish to provide additional comments/information on the FY22 CBB/BPOC or Other Funding budget and expense summaries.

N/A

Section 3 – Historical Summary of AR Budgets and Expenses

AR Classification

This section reports budget information on ARs that are continuing program work from last two years (or longer). The below description outlines the classification category the describes this AR.

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

CBB/BPOC Funding – Historical Summary

The following table reports the amount of awarded and expended CBB/BPOC funding for this AR in FY19, FY20, and FY21.

CBB/BPOC Funding				
<i>Note: The Cattlemen's Beef Board completed the fields in this table.</i>				
		FY21 AR# 2150-PC	FY20 AR# 2050-PC	FY19 AR# 1950-PC
AR Period ¹	<i>Start Date:</i>	<i>October 1, 2020</i>	<i>October 1, 2019</i>	<i>October 1, 2018</i>
	<i>End Date:</i>	<i>September 30, 2022</i>	<i>December 31, 2020</i>	<i>September 30, 2019</i>
Funds Awarded		\$1,689,915	\$1,645,993	\$1,700,000
Actual Expenses ²		\$1,671,583	\$1,619,935	\$1,699,485

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

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

AR Start Date - June 30, 2022.

Other Funding – Historical Summary

The following table reports the amount of "Other Funding" source expenditures for this AR in FY19, FY20, and FY21. The funding information in this table is for informational purposes only and demonstrates external collaboration as delineated in the 2021-2025 Beef Industry Long Range Plan.

Other Funding Sources <i>(Informational Only)</i>						
	FY21 AR# 2150-PC		FY20 AR# 2050-PC		FY19 AR# 1950-PC	
	Funding Source	Total Expenditures	Funding Source	Total Expenditures	Funding Source	Total Expenditures
A	N/A	\$	N/A	\$	N/A	\$

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

N/A