

## Cattlemen's Beef Board

AR# 2450-PC

AR Title: Producer Communications of Beef Checkoff Programs

### 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, growth and continuation of the Beef Checkoff. As the key conduit to engage and inform those who pay into the program - beef producers and importers - Producer Communications has provided a consistently strong platform for disseminating information about both state and national Beef Checkoff efforts. *The Drive* publishing platform continues to strengthen its reach to producers through print, email, video, digital, and social spaces. A focus on outward facing relationships with key stakeholders will push communications toward additional audiences that seek better understanding of how the program operates. Beef Checkoff contractor program updates and clarity around program misinformation that plagues the beef industry continue to be a top priority.

**CBB Budget Category:** Producer Communications

**Start Date:** 10/1/2023

**End Date:** 9/30/2024

| FY24 CBB/BPOC Funding Request |                |                |
|-------------------------------|----------------|----------------|
| Direct Costs                  | Implementation | Total          |
| \$1,608,000.00                | \$192,000.00   | \$1,800,000.00 |

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

- Safeguard and Cultivate Investment in Beef Industry Research, Marketing and Innovation

## AR Tactic(s)

Tactic A | 2450-PC  
KEY AUDIENCE INSIGHTS AND ACTION PLATFORM  
Cattlemen's Beef Board

### **Tactic Description:**

Each effort under this listening 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 Beef Checkoff programs.

### **Data-Driven Producer Listening**

**The Producer Attitude Survey** - The annual Producer Attitude Survey is a national, quantitative, random, independently administered survey of producers. 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 Beef Checkoff, and highlights areas for ongoing producer communications efforts. Additionally, each Qualified State Beef Council (QSBC) may further fund expansion of this study within its respective state to gain deeper producer insights there.

**Key Insights Digital Platform** - Both state and national Beef Checkoff programs seek to better understand, research, and learn as much as possible about farmers and ranchers, including likes, dislikes, geographical location, brand loyalties, memberships, and more. By taking a deeper look at the layers of data surrounding producers through use of digital insights dashboards, more targeted messaging can occur. 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, informing Beef Checkoff messaging and content topics for FY24. As the platform continues to gather digital producer insights in FY24, we will begin exploring how to serve targeted messages directly to specific producer audiences through this unique platform.

**The Drive Producer Content Survey** - This online survey is designed to seek input from producers, including top preferences regarding how Beef Checkoff dollars are invested. With a focus on gathering opinions on *The Drive* platform content and *DrivingDemandForBeef.com* website, this survey invites current subscribers to *The Drive* as well as to other cattle producers (who are then given an opportunity to receive *The Drive*) an opportunity for input. Renewed efforts in FY24 to encourage other beef industry organizations to invite their members to participate in the survey will allow the PC program a means of broadening producer listening efforts and growing *The Drive* subscriber list.

### **One-on-One Producer Input**

**Checkoff Communications Discussions** - Discussions with various Beef Checkoff and industry groups continue to be useful communication tools. In FY23, PC conducted quarterly discussions between QSBCs, national Checkoff contractors, and other ag groups. This allowed the PC team to share updates and seek program input into current and future programming. In the coming year, we will build off progress made by continuing these discussions to gather insights from these and other important industry groups inside and out of the Beef Checkoff.

**Direct Producer Feedback** -The PC team continues to seek convenient ways for individual producers to share their thoughts regarding the program. Expanded efforts in the digital space through the Beef Checkoff website, ongoing targeted digital surveys, tracking and organizing producer calls, exploring new outreach opportunities, and attending events where producers gather.

## Measurable Objectives

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### **Measurable Objective #1**

Develop opportunities to gain insight from producers and influencers, so as to create more targeted, purposeful Beef Checkoff messaging that can be shared and leveraged across national and state programs.

### **Measurable Objective #2**

Conduct one independent, national quantitative study/survey of producers to gauge input and sentiment of the Beef Checkoff and the PC program.

### **Measurable Objective #3**

Plan, develop and share insights from a key audience research initiative to define how to engage with producers and key audiences most efficiently, including facilitating channels for feedback.

### **Measurable Objective #4:**

Expand access to insights generated from the key audience platform to include at least two semi-annual summaries shared with the QSBCs and Stakeholder Engagement Committee Members to encourage greater consistency in Producer Communications across the national and state level.

## Performance Efficiency Measures

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### *General Target Audience:*

Producers Reach Goal: 139,000  
Producers Engagement Goal: 7,550

### *Key Opinion Leaders:*

Producers Reach Goal: 386  
Producers Engagement Goal: 290

## LRP Initiatives Addressed by this Tactic

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### **Safeguard & Cultivate Investment in Beef Industry Research, Marketing & Innovation**

- Educate producers, lawmakers and industry stakeholders on the benefits and impact of the Beef Checkoff

## Checkoff Program Committee(s) to Score This Tactic

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**Committee(s) to Score This Tactic:**

Stakeholder Engagement

### **Tactic Description:**

*The Drive*, *The Drive in Five*, social media properties, *DrivingDemandForBeef.com*, multimedia campaigns, and more ensure this platform reaches as many producers and importers as possible regarding Beef Checkoff program updates and results, and encouraging understanding of the program.

#### **The Drive Publishing Platform**

A multichannel publishing platform that includes *The Drive* quarterly print newsletter, regular eNewsletters, *The Drive in Five* video series, the website *DrivingDemandforBeef.com*, social media including Facebook, Twitter, YouTube, and LinkedIn, *The Drive* publishing platform serves as the foundation for communication about current Beef Checkoff programming and information dissemination to those who pay into the program, and the beef industry as a whole.

Growth and accessibility to *The Drive* platform, and consistent, quality content remain top priorities. Creating timely, educational and highly-relevant content featuring all efforts and programs gives producers access to the information they consistently ask for – and in a variety of formats.

*The Drive* has grown into an important communication tool for Qualified State Beef Councils. State content is shared through the national distribution channels – mailed inserts inside the print newsletter, and state content inside of *The Drive*'s eNewsletters. 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 Beef Checkoff content, too.

**The Drive Podcast / Audio Series** New in FY24, *The Drive* publishing platform will develop and launch an audio series to showcase Beef Checkoff program and educational content in yet another medium to reach more producers. Initial focus will be on platform and topic research, content planning, and rollout, with the aim of using original and curated stories, and previously recorded pieces for efficiency.

#### **Refresh to DrivingDemandForBeef.com**

Launched in 2019, *DrivingDemandForBeef.com* has become an important repository of producer communications and program workings. A vehicle for transparency for all program updates, Beef Checkoff financials, frequently asked questions, videos, and more, this platform has grown significantly in traffic and content in the past four years. A refresh to this valuable asset will include more moving content and graphics, more frequent content updates, strengthened drivers for search engine results, and updated user experience.

#### **Social Media**

Social media channels that carry the “Beef Checkoff” name - Facebook, Twitter, LinkedIn, and YouTube – are increasingly valuable mediums to reach a multitude of producer audiences. 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 on digital platforms for the main Beef Checkoff channels. New in FY24, we will add Instagram to the Beef Checkoff social media network, with messaging and posts targeting younger producers.

#### **Producer Awareness and Engagement Campaign**

Limited paid media can be an important tool to reach farmers and ranchers outside of everyday Beef Checkoff channels. The nationally award-winning *Your Dollar Does* campaign features producer portraits from across the U.S. paired with strong statements about the program'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* continues to be a producer favorite. The updated look and feel of the campaign will continue in FY24 through print and digital ads, and radio.

## Measurable Objectives

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### **Measurable Objective #1**

Continue to strengthen the distribution platforms for *The Drive*, *The Drive in Five*, social media properties, *DrivingDemandForBeef.com*, multimedia campaigns, and other outreach efforts to ensure Beef Checkoff program updates and results reach as many producers and importers as often as they like, leading to a deeper understanding of the Beef Checkoff program.

### **Measurable Objective #2**

Maintain a base distribution and focus on growth in *The Drive* print and email subscribers by 10%, based on the FY23 Q3 benchmark.

### **Measurable Objective #3**

Develop and distribute timely content for *The Drive* platforms, including enewsletters, printed newsletters, *The Drive in Five* video series, social posts, and Beef Checkoff website articles

### **Measurable Objective #4:**

Analyze the creation of a pilot podcast / audio series for *The Drive*, including platform and topic research, content planning, and rollout, with the aim of using original and curated stories, and previously recorded pieces for efficiency.

### **Measurable Objective #5:**

Determine five areas of the Beef Checkoff's *DrivingDemandForBeef.com* website set for update, including the addition of efficiencies, navigation, and heightened user experience.

## Performance Efficiency Measures

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### *General Target Audience:*

Producers Reach Goal: 6,040,348  
Producers Engagement Goal: 105,855

### *Key Opinion Leaders:*

Producers Reach Goal: 9,609  
Producers Engagement Goal: 9,083

## LRP Initiatives Addressed by this Tactic

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### **Safeguard & Cultivate Investment in Beef Industry Research, Marketing & Innovation**

- Educate producers, lawmakers and industry stakeholders on the benefits and impact of the Beef Checkoff

## Checkoff Program Committee(s) to Score This Tactic

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### **Committee(s) to Score This Tactic:**

Stakeholder Engagement

**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 program plays in the industry. The goal of this tactic is to communicate the Beef Checkoff's efforts in driving beef demand by connecting key 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 -- as resources for print, for online and radio interviews, and for social media -- we can educate beef industry stakeholders about the Beef Checkoff. Extensive media training and Beef Checkoff spokesperson development programs will continue for these individuals, supporting their knowledge of how to tackle important issues.

**Media Relations:**

Developing relationships with editorial staff 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 the media includes CBB executives 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 Beef Checkoff insiders to ensure that they are able to present their producer audiences with the most transparent and accurate updates and information.

**Industry Outreach:**

Efforts will continue to communicate with those in the beef industry who communicate with producers. Together with QSBCs, development of engaging, customizable outreach materials, talking points, best practices, videos, and in-person meetings will continue in FY24. As the outreach program is developed and implemented, feedback from QSBCs will determine where customization to particular audiences is needed.

Measurable Objectives

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**Measurable Objective #1**

Broadly communicate the program's efforts in driving beef demand by connecting educated and media-trained Beef Checkoff voices with those who can amplify their message -- especially trade media and industry influencers -- which will illicit earned trust and credibility among producer and importer peers.

**Measurable Objective #2**

Conduct three media training and Checkoff spokesperson development sessions, reaching new CBB board members and officers, Checkoff Program Committee Co-Chairs, QSBC staff and boards, and Checkoff stakeholders.

**Measurable Objective #3**

Grow total number of Checkoff media hits across ag-industry print and broadcast by 8% over FY23 Q3 benchmark, including grassroots letters to the editor / op-ed pieces sent to local media.

**Measurable Objective #4:**

Grow industry relationships through attendance and participation of CBB board members and staff at various national and regional cattle industry events and meetings.

## Performance Efficiency Measures

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### *General Target Audience:*

Producers Reach Goal: 15,130,890  
Producers Engagement Goal:

### *Key Opinion Leaders:*

Producers Reach Goal: 107  
Producers Engagement Goal: 141

## LRP Initiatives Addressed by this Tactic

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### **Safeguard & Cultivate Investment in Beef Industry Research, Marketing & Innovation**

- Educate producers, lawmakers and industry stakeholders on the benefits and impact of the Beef Checkoff

## Checkoff Program Committee(s) to Score This Tactic

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### **Committee(s) to Score This Tactic:**

Stakeholder Engagement

## Supplemental Information for This AR

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### 1. Please explain changes from the FY23 approved AR:

FY24 will be a continuation of successful producer communications efforts, with expansion in the following areas:

Tactic A: Growing our digital producer-persona building software to enable more targeted producer messaging; additional national and state surveys; development of targeted messaging platform inside of existing software

Tactic B: Development of *The Drive* audio series; refresh of DrivingDemandForBeef.com; expanded Beef Checkoff producer-facing social media to now also include Instagram

Tactic C: Expanded efforts at the local and regional level toward more media placement of Checkoff program updates and OpEds; expanded attendance for CBB board members and staff at national and regional cattle industry events and meetings

### 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?

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

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

The 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.

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, personalize, and learn from our program. Specialized training and support is also noted.

## ▼Potential Partnerships

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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:

- Qualified State Beef Councils
- Livestock Marketing Association



## 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                 |
| Stakeholder Engagement               | Tactic A | KEY AUDIENCE INSIGHTS AND ACTION PLATFORM | \$145,000.00          | \$55,000.00         | <b>\$200,000.00</b>   |
| Stakeholder Engagement               | Tactic B | PRODUCER REACH                            | \$1,370,000.00        | \$100,000.00        | <b>\$1,470,000.00</b> |
| Stakeholder Engagement               | Tactic C | INDUSTRY AND MEDIA COLLABORATION          | \$93,000.00           | \$37,000.00         | <b>\$130,000.00</b>   |
|                                      |          | <b>Total</b>                              | <b>\$1,608,000.00</b> | <b>\$192,000.00</b> | <b>\$1,800,000.00</b> |

#### 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 | KEY AUDIENCE INSIGHTS AND ACTION PLATFORM |       |
| Other: N/A   | Tactic B | PRODUCER REACH                            |       |
| Other: N/A   | Tactic C | INDUSTRY AND MEDIA COLLABORATION          |       |
| <b>Other Funding Total</b>                                     |          |   |       |

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.

| <b>FY23 CBB/BPOC Funding</b>  |                     |                       |                |
|---|---------------------|-----------------------|----------------|
| <i>Note: The Cattlemen's Beef Board will complete the fields in this table.</i> |                     |                       |                |
|   | <b>AR# 2350-PC</b>  |                       |                |
|   | <b>Direct Costs</b> | <b>Implementation</b> | <b>Total</b>   |
| <b>Funds Awarded</b>  | \$1,487,000.00      | \$363,000.00          | \$1,850,000.00 |
| <b>Actual Expenses</b><br><i>(October 1, 2022 - June 30, 2023)</i>              | \$1,080,148.00      | \$123,179.00          | \$1,203,327.00 |

**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.

| <b>FY23 Other Funding Sources (Informational Only)</b> |                             |                        |   |
|--|-----------------------------|------------------------|---|
|  | <b>AR# 2350-PC</b>          |                        |   |
|  | <b>Other Funding Source</b> | <b>Funds Committed</b> | <b>Funds Expended</b><br><i>(October 1, 2022 – June 30, 2023)</i> |
| <b>A</b>   | Other: N/A                  |                        |   |

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 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.

| <b>CBB/BPOC Funding - Historical Summary</b>                                    |                    |                             |                             |                             |
|---|--------------------|-----------------------------|-----------------------------|-----------------------------|
| <i>Note: The Cattlemen's Beef Board will complete the fields in this table.</i> |                    |                             |                             |                             |
|   |                    | <b>FY22<br/>AR# 2250-PC</b> | <b>FY21<br/>AR# 2150-PC</b> | <b>FY20<br/>AR# 2050-PC</b> |
| <b>AR Period<sup>1</sup></b>  | <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, 2022</i>        | <i>Sep. 30, 2022</i>        | <i>Dec. 31, 2020</i>        |
| <b>Funds Awarded</b>  |                    | \$1,850,000.00              | \$1,689,915.00              | \$1,645,993.00              |
| <b>Actual Expenses<sup>2</sup></b>  |                    | \$1,827,194.00              | \$1,680,817.00              | \$1,619,935.00              |

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

<sup>2</sup>If the AR "End Date" has not yet 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.

| <b>Other Funding Sources – Historical Summary (Informational Only)</b> |                             |                           |                             |                           |                             |                           |
|--|-----------------------------|---------------------------|-----------------------------|---------------------------|-----------------------------|---------------------------|
|  | <b>FY22<br/>AR# 2250-PC</b> |                           | <b>FY21<br/>AR# 2150-PC</b> |                           | <b>FY20<br/>AR# 2050-PC</b> |                           |
|  | <b>Other Funding Source</b> | <b>Total Expenditures</b> | <b>Other Funding Source</b> | <b>Total Expenditures</b> | <b>Other Funding Source</b> | <b>Total Expenditures</b> |
| <b>A</b>   | Other: N/A                  |                           | Other: N/A                  |                           | Other: N/A                  |                           |

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