

AR Purpose and Description:

The Northeast Beef Promotion Initiative (NEBPI), which was established during the 2005-2006 fiscal year continues to play a key role, in conjunction with our regional State Beef Council (SBC) partners, extending nationally developed Beef Checkoff messaging and content to the Northeast region, where people outnumber cattle fifteen to one.^{1,2} Program efforts aim to bridge the knowledge and resource gap with our target audiences, including supply chain experts with influence, consumers, and nutrition and healthcare professionals with the goal of positioning beef as the protein of choice, while building trust in and respect for beef producers' long- standing commitment to high quality, safety and sustainability.

The Northeast region is immensely consumer-heavy (more than 73.5 million consumers¹) in comparison to the cattle population. In fact, only 2.71% of the national Beef Checkoff dollars are being collected within the 12-state region, covering Maine to Virginia.³ The NEBPI programs play a vital role in extending nationally developed Checkoff messaging and content, as six of the region's 12 states lack SBC presence. The NEBPI strives to constantly evolve and grow to best reach and engage our target audiences, while making the most positive impact for the beef industry. This is achieved by judiciously putting Checkoff dollars to work through targeted engagements and partnerships that focus on the highest opportunity market segments to communicate beef's compelling value proposition. The Checkoff's growth in reaching our Northeast audience is attributed to strategic partnerships, when applicable, with other Checkoff contractors, as well as the continued support of SBC funding partners.

This Authorization Request and the funding awarded by the Beef Promotion Operating Committee are the driving force behind the NEBPI program, providing the ability to extend and disperse Checkoff-funded materials and resources to the growing Northeast population to positively move the needle for beef demand. The additional funding support from our SBC partners amplifies the reach and geographic footprint reached through programming efforts, however the funding from those partners could not afford the opportunities at hand as it is truly a joint partnership.

2021 Northeast Dashboard Survey:⁴The importance of strategically connecting with our Northeast audiences is an on-going need as we continue to thoughtfully put Checkoff dollars to work to increase beef demand within the region. The foundation for all programming executed in the region is the Beef Industry Long Range Plan (LRP). We also leverage consumer demand drivers derived from the Northeast Dashboard Survey.

To keep a pulse on consumer attitudes and attitudinal shifts, the NEBPI invested in a heavy-up of the National Consumer Beef Tracker Survey, conducted by the National Cattlemen's Beef Association (NCBA), a contractor to the Beef Checkoff. The regional data was collected in four sets – the Mid-Atlantic states (NY, NJ, MD, DE, VA, PA), the New England states (ME, RI, CT, MA, NH, VT), Pennsylvania and within five metropolitan cities – New York City, Philadelphia, Boston, Hartford, and Washington D.C. High-level findings from the survey revealed the following:

- Unique to the Northeast consumer, **health** is a top factor when considering protein meals, followed by taste and safety.
- Individuals in the Northeast consume **less** beef on a weekly basis than the total U.S. and perceptions of beef in the Northeast are **less** positive overall – driven by many variables, including versatility and safety.
- Nearly **half** of Northeast consumers are ordering groceries online at least monthly.

While this research helps to capture differing opinions among our Northeast consumers, it also highlights key opportunities for continued programming success. Our research shows **health** continues to be the main barrier within the Northeast, followed secondarily by production-related aspects. We also know these consumers are far removed from agriculture.

Utilizing research-based consumer insights allows us to better align programs and outreach with the needs of our

Northeast consumers while addressing desired outcomes of the Beef Industry’s LRP. We will also continue to leverage the expertise of our credentialed registered dietitian nutritionist (RDN) to communicate beef’s nutrition and health message to Northeast consumers and experts with influence in a fresh and meaningful way. Throughout the fiscal year, NEBPI program staff will continue to position beef as a trusted, high quality and consistently satisfying protein for consumers.

To ensure that messaging resonates with our target Northeast consumers through program outreach, including digital, in-person, retail/foodservice promotions, etc., we can implement learnings from the various data sets included within the 2021 Northeast State Dashboard, based on the specific state/area of focus. This continues to confirm that our strategy is comprehensive and well-rounded to maximize the reach of program dollars within the region.

NEBPI program staff will look to invest in the State Dashboard study again during the 2023-2024 fiscal year to measure any new attitudinal shifts and behavior trends among Northeast consumers. Study findings will be integrated into programming to ensure that Northeast consumers are continually met with messaging that resonates with their needs and continues to move the needle when it comes to increasing demand for beef.

Citations:

¹Census.gov, Annual Estimates of the Resident Population for the United States, Regions, States, District of Columbia, and Puerto Rico: April 1, 2020 to July 1, 2022 - <https://www2.census.gov/programs-surveys/popest/tables/2020-2022/state/totals/NST-EST2022- POP.xlsx>

²USDA NASS Cattle Data from January 1, 2023 - <https://downloads.usda.library.cornell.edu/usda-esmis/files/h702q636h/ms35vn48m/fj237f291/catl0123.pdf>

³Cattlemen’s Beef Promotion and Research Board, Statement of Assets, Liabilities and Net Assets, September 30, 2022

⁴Northeast State Dashboard (derived from the National Consumer Beef Tracker Survey data), August 2021; Total U.S. n = 1,000, Northeast n=755

CBB Budget Category: Consumer Information

Name of Subcontractor: Pennsylvania Beef Council through the Northeast Beef Promotion Initiative (NEBPI)

Start Date: 10/1/2023

End Date: 9/30/2024

| FY24 CBB/BPOC Funding Request | | |
|-------------------------------|----------------|--------------|
| Direct Costs | Implementation | Total |
| \$550,000.00 | \$350,000.00 | \$900,000.00 |

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

- Grow Consumer Trust in Beef Production,
- Promote and Capitalize on the Multiple Advantages of Beef

AR Tactic(s)

Tactic A | 2420-CI

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

Tactic Description:

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

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

Background:

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

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

Engagement and Outreach Efforts

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

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

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

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

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

Citations:

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

Measurable Objectives

Measurable Objective #1

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

Measurable Objective #2

Extend nationally developed Checkoff nutrition research findings, content and resources to nutrition and healthcare professionals, stakeholders and thought leaders through attendance at a minimum of three state nutrition or physician educational conferences and/or virtual continuing education opportunities.

Measurable Objective #3

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

Performance Efficiency Measures

General Target Audience:

Consumer Reach Goal: 2,400,000
Consumer Engagement Goal: 47,000

Key Opinion Leaders:

Experts with Influence Reach Goal: 15,000
Experts with Influence Engagement Goal: 3,500

LRP Initiatives Addressed by this Tactic

Grow Consumer Trust in Beef Production

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

Promote & Capitalize on the Multiple Advantages of Beef

- Promote the role of beef in a healthy and sustainable diet
- Develop targeted marketing programs focused on the highest opportunity market segments
- Cultivate collaborative promotion partnerships
- Engage consumers in a memorable beef eating experience

Checkoff Program Committee(s) to Score This Tactic

Committee(s) to Score This Tactic:

Nutrition & Health

Tactic Description:

Influencing key foodservice and retail experts with influence plays a crucial role in ensuring consumers have a positive beef purchasing, understand the value of beef as a protein choice and a high-quality eating experience. Outreach focuses on, but is not limited to, the following professionals: Retail Meat Department Supervisors & Managers, Retail Marketing and Communications Professionals, Retail Registered Dietitians, Regional Butchers and/or Meat Cutters, Foodservice Operators/Foodservice Distributors, Executive Chefs, Culinary Instructors, Post-Secondary Culinary Students.

Program efforts under this tactic will leverage and further solidify the trust audiences already have in credible experts with influence to positively impact the level of confidence our target audiences have in beef – nutrition, value, role in a sustainable diet, selection, preparation, and production practices. The goal of this tactic is to build consumer's confidence and satisfaction in beef, therefore, increasing the frequency that beef will be selected as their protein of choice.

Background:

According to the Northeast Dashboard Survey, Northeast consumers claim quick and easy meal solutions, healthy recipes and more information surrounding beef producers and beef production practices could encourage them to consume more beef.¹ Consumer willingness to learn more provides a great opportunity for the Beef Checkoff to gain consumer trust by directly reaching consumers where they are already spending vested time and through strategic outreach with experts with influence.

The State of Consumer Survey conducted by National Cattlemen's Beef Association (NCBA), a contractor to the Beef Checkoff, revealed that over 64% of consumers are purchasing their groceries online today. Of those ordering online, 44% are purchasing fresh beef through these grocery ordering services.² This provides the opportunity to engage and educate consumers about beef through e-commerce and/or online grocery partnerships.

With continued societal interest and focus on natural resources, climate change and the environment, coupled with a growing desire among consumers to know more about how cattle are raised and how beef is produced, work within this tactic will utilize experts with influence within retail and foodservice settings to reach those within our target audiences.

A recent study conducted by Forbes Magazine states that in the past year 72% of consumers say their trust in experts with influence has increased, 66% say their purchasing decisions are often driven by experts with influence and 64% say that experts with influence help them discover new brands.³ Partnering with key experts with influence allows the Checkoff to broaden the scope and reach of key messages, which have the impact to positively drive demand for beef and beef products.

According to a study by Sideqik, 50% of Millennials feel that they know the experts with influence they follow on social media better than their friends. As a result, seven out of 10 consumers trust recommendations shared by experts with influence equally as much as the opinion of their personal friends. The study also noted the importance of authenticity, stating that for 94% of consumers it is a primary reason they choose to follow select experts with influence.³ This further illustrates the importance of properly vetting experts with influence prior to entering into a partnership with them. Ensuring that they authentically trust and believe in beef nutrition and production practices and are regularly using beef is key to delivering messages that are well-received by their audiences and in-turn deliver positive and impactful engagements for beef and beef demand.

Shifting Consumer Perception

Our plan is to strategically partner with credible foodservice and retail experts with influence, including but not limited to, retail registered dietitians, butchers, culinary leaders, beef industry experts, and beef producers. Special emphasis will be placed on building up relationships that the Checkoff has already invested in throughout previous program work, as well as continually cultivating new relationships and partnership opportunities. The goal of this program work is to positively impact consumers beef purchasing experience and satisfy customers eating experience.

The selected retail and foodservice experts with influence will inspire peer and consumer acceptance of beef through a variety of engaging and interactive outreach efforts that are centered around delivering memorable messages regarding beef's nutritional attributes, quality, versatility, and safety, as well as the beef community's commitment to animal well-being and the sustainable use of natural resources. In FY22, the Checkoff Evaluation Committee contracted with Rose Research to conduct an external review to assess the effectiveness of this program's messaging. Rose Research's report revealed that consumers in the Northeast find this program's health/nutrition and cut/usage information most appealing and motivating (Rose Research, June 2022).⁴

Building new relationships and fostering existing relationships with such experts is key to extending the reach and making an impact with our Northeast consumers, given the large consumer base and limited budget within the region. Our experts with influence will be invited to participate in trainings that may include, but are not limited to, farm tours, media training, culinary innovation, mock interviews/demos, and others to get a pulse on today's consumer attitudes related to beef, how today's beef is raised, the latest science-based nutrition research, sustainability and more. They will also be armed with approved sound-bite messages intended for our target audiences.

Educating key foodservice and retail partners on beef – nutrition, role in a sustainable diet, selection, preparation, and production practices will allow them to act as an expert in the field when it comes to encouraging consumers to choose/purchase beef.

Connecting Consumers and Producers

The Northeast State Dashboard revealed that Northeast consumers are seeking more information surrounding beef producers and beef production practices. By sharing meaningful messages surrounding these topics, this audience may ultimately be encouraged to consume more beef. Farmers and ranchers, as well as scientists are the most believable sources when it comes to beef sustainability messages.⁵ Although Northeast consumers place much less emphasis on beef production attributes when considering protein meals, we know that perceptions of beef in the Northeast are less positive overall.¹ Engaging with beef producers provides the transparency that consumers desire. Producers equipped with the latest research, beef nutrition information, and more can aid in narrowing the rural/urban divide that is threatening agriculture. Beef producers within the Northeast region are much more likely to direct market their product to consumers, therefore, they already have an established relationship with target consumers and can further grow trust for the entire industry.

During fiscal year 2022-2023, the NEBPI hosted its second Northeast Beef Producer Workshop, and had nearly fifty beef producer attendees, representing five states in the Northeast region. The highlight of the workshop was an engaging keynote discussion with Amanda Radke, South Dakota Rancher, and Industry Advocate. Amanda shared her perspective surrounding shifting our mindset and shaping new opportunities during challenging times. Radke shared, *"I was so energized and inspired working with the producers at the NEBPI workshop. Listening to how they are successfully adding value to their operations through direct-to-consumer beef sales was an incredible reminder about the power of sharing your story, connecting with consumers, and earning a premium for your hard work while making priceless connections with the people we aim to serve. These beef farmers are setting the standard for innovative beef promotion and sales, and we spent the day dialing in our messaging and exploring new and innovative ways to reach customers. I would encourage others to consider what opportunities may exist to capture added value when selling beef directly to consumers in their communities. What a great workshop!"*

We know, and the Northeast Dashboard Survey confirmed, that the Northeast Beef Directory has proven to be a valuable resource for consumers seeking local beef producers within the region. The Directory is an online resource designed to help connect Northeast-based families with local beef markets and producers selling beef directly. The Directory also contains robust educational resources that inform families about their options for choosing beef and allows them to discover that, regardless of where they purchase beef, their choices are wholesome, nutritious, and delicious. The Directory continues to see considerable traffic, with over 42,060 users and 17,656 pageviews from March 2022 – April 2023, equating for nearly 25% of website traffic on the NEBPI website. Building upon the successes of these initial producer workshops, which centered around engaging a core group of beef producers, will provide the opportunity to further engage producers in collaborative partnerships. Workshop(s) hosted in fiscal year 2023-2024 and beyond will continue to provide the latest insights surrounding consumer attitudes related to beef, how beef is raised, the latest science-based nutrition research, sustainability and more, all while ensuring collaborative partnerships are explored to accomplish these workshop opportunities. For fiscal year 2023-2024 NEBPI staff are submitting a grant request to the Farm Credit East AgEnhancement program to garner additional funding support of this program opportunity. The Farm Credit East grant application was submitted on June 16, 2023, and notification of the funding status of the application will be by September 1, 2023. After completion of these workshops, regional beef producers will

be better equipped to have impactful interactions with their customers, neighbors and community, as they serve as industry spokespeople within the region and beyond. Examples of how these regional beef producers will be utilized to further engage with consumers, could include, but not be limited to, joining NEBPI staff at in-person consumer event opportunities, on-farm interactions with consumers, visiting farm stores to purchase beef, or on-air media opportunities, etc. Emphasis will be placed on bolstering representation and participation from beef producers within each state in the Northeast, to ensure that the Beef Checkoff has positive representation and touchpoints across the region as a whole.

Citations:

¹Northeast State Dashboard (derived from the National Consumer Beef Tracker Survey data), August 2021; Total U.S. n = 1,000, Northeast n=755

²State of Consumer Survey, Dynata Platform, August 2022; Q32, For each of the of the following categories of food, which best describes your ordering of groceries for pick-up/delivery? Analysis: National Cattlemen's Beef Association, on behalf of The Beef Checkoff.

³Loeb, W. (2022, February 9). Influencer Impact on Consumers Increasing – Facebook has Less Power. Forbes. <https://www.forbes.com/sites/walterloeb/2022/02/03/influencer-impact-on-consumers-increasing--facebook-has-less-power/? sh=61b0cba54bad>

⁴Rose Research (June 2022) External program review of Beef Checkoff consumer-focused programs (Northeast Consumer Market Research Survey Responses – n = 1,000). Commissioned by the Checkoff Evaluation Committee.

⁵Sustainability Perceptions and Proof Point Assessment, Dynata Platforms, April 2021

Measurable Objectives

Measurable Objective #1

Foster relationships with influential retail partners with influence who play a crucial role in ensuring consumers have a positive beef purchasing experience, understand the value of beef as a protein of choice, and a high-quality eating experience through involvement in a minimum of four targeted retail events, promotions, conferences, trainings, immersive on- farm experiences and/or virtual/in-person meetings.

Measurable Objective #2

Continue to build relationships with key foodservice partners who play a crucial role in ensuring consumers have a positive beef purchasing experience, understand the value of beef as a protein of choice, and a high-quality eating experience through involvement in a minimum of two targeted foodservice events, such as, promotions, conferences, trainings, immersive on- farm experiences and/or virtual/in-person meetings.

Measurable Objective #3

Leverage digital media platforms to deliver timely and seasonally relevant content centered around beef recipes and meal solutions, nutrition information, cut selection, preparation, and storage to regional consumers to guide their purchasing decisions, with a year-end goal of 1 million consumer views, while maintaining engagement with Checkoff content.

Measurable Objective #4:

Conduct a minimum of two regional retail and/or foodservice e-commerce campaigns that aims to increase beef sales and/or intent to purchase beef through online purchasing/ordering technology.

Measurable Objective #5:

Engage regional beef producers in a minimum of one in-person and/or virtual workshop to provide insights and training on consumer attitudes related to beef, how beef is raised, the latest science-based nutrition research, sustainability, existing Checkoff-funded resources and more. Aiming for a year-end goal of engaging with a minimum of 35 regional beef producers to better equip them to have impactful interactions with consumers and industry partners.

Performance Efficiency Measures

General Target Audience:

Consumer Reach Goal: 2,972,749
Consumer Engagement Goal: 56,761

Key Opinion Leaders:

Producer Advocate Reach Goal: 19,055
Producer Advocate Engagement Goal: 35

Experts with Influence Reach Goal: 1,200
Experts with Influence Engagement Goal: 385

LRP Initiatives Addressed by this Tactic

Grow Consumer Trust in Beef Production

- Align and collaborate with traditional and nontraditional partners to tell the positive story of beef cattle production
- Engage positively in the sustainable nutrition conversation

Promote & Capitalize on the Multiple Advantages of Beef

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

Checkoff Program Committee(s) to Score This Tactic

Committee(s) to Score This Tactic:

Domestic Marketing

Tactic Description:

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

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

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

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

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

Seton Hall Sports Properties Success

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

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

- Designation of Beef as the Preferred Protein of the Seton Hall Pirates during the 2022-2023 athletic season
- Placement of beef jerky and Build Your Base with Beef program assets in the Refueling Station, which all student athletes have access to
- Pirates Nutritional Video Series, featuring NEBPI's Registered Dietitian Nutritionist, Beth Stark, and Seton Hall Sports Dietitian Matt Abel. The series features four videos which share information related to beef's role in a healthy diet, meal planning tips, recipe inspiration and more.
 - The videos can be viewed at the below links:
 - Episode One - <https://fb.watch/kRYdzR2AM1/>
 - Episode Two - <https://fb.watch/kRYbqX4kbB/>
 - Episode Three - <https://fb.watch/kRYhckQl4b/>
 - Episode Four - https://fb.watch/kRYeUbaBh_/

- Taste of the Pirates Fan Recipe Guide, which is an interactive 11-page digital piece that features quick and easy beef recipes geared towards tailgating, as well as information surrounding beef cuts, beef cookery, nutrition and more. The full recipe guide can be viewed at, <https://digital.learfield.com/setonhall-22-recipe.html?fbclid=IwAR1cff2h39Ls0fulpe2QnQCVs42NEj6Qx1TPG4aCtR0eOKQBjIARiOKvPgw>
- Farm Tour Experience with Athletics and Gourmet Dining Services, the NEBPI staff had the opportunity to take key members of the athletics staff and members of the on-campus dining team on a beef farm tour at Clover Valley Farm located in Southampton, NJ in May 2023.

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

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

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

Expanding Collegiate Success to Additional Metropolitan Markets

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

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

- Boston College Sports Properties
 - 334,000 Known Boston College Eagle Fans in the Northeast
 - 232,000+ Social Media Followers
 - 2.4+ Million Unique Website Visitors
 - Over 354,000 Fans Attended Home Athletic Events in 2022-2023
- UConn Sports Properties
 - 337,930 Known UConn Fans in the Northeast
 - 853,140+ Social Media Followers
 - 3.36+ Million Unique Website Visitors
 - Over 500,000 Fans Attended Home Athletic Events in 2022-2023

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

The NEBPI team will reach out to State Beef Council partners in FY2023-2024 to see if there is any interest in expanding upon these successful relationships and garner pricing efficiencies and ultimately a greater ROI for the Checkoff as a whole with collegiate properties across the country.

Engaging with High School Athletes

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

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

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

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

- NJSIAA Overview
 - 33 Championship Sports
 - 435 Member High Schools
 - 283,650 Student Athletes
- VISAA Overview
 - 2 State Championship Events
 - 100+ Member High Schools
 - 23,000 Students
- DCSAA Overview
 - 51 Member High Schools
 - 35 State Championship Events
 - 85,000 Students

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

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

The NEBPI team will reach out to State Beef Council partners in FY2023-2024 to see if there is any interest in expanding upon these successful relationships and garner pricing efficiencies and ultimately a greater ROI for the Checkoff as a whole with interscholastic high school athletic associations across the country.

Extending Build Your Base with Beef Program Assets

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

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

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

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

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

Citations:

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

Measurable Objectives

Measurable Objective #1

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

Measurable Objective #2

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

Measurable Objective #3

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

Performance Efficiency Measures

General Target Audience:

Consumer Reach Goal: 1,380,000
Consumer Engagement Goal: 40,000

Key Opinion Leaders:

Key Opinion Leader Reach Goal: 25
Key Opinion Leader Engagement Goal: 9

LRP Initiatives Addressed by this Tactic

Grow Consumer Trust in Beef Production

- Align and collaborate with traditional and nontraditional partners to tell the positive story of beef cattle production
- Engage positively in the sustainable nutrition conversation

Promote & Capitalize on the Multiple Advantages of Beef

- Promote the role of beef in a healthy and sustainable diet
- Develop targeted marketing programs focused on the highest opportunity market segments
- Cultivate collaborative promotion partnerships

Checkoff Program Committee(s) to Score This Tactic

Committee(s) to Score This Tactic:

Domestic Marketing, Nutrition & Health

Supplemental Information for This AR

1. Please explain changes from the FY23 approved AR:

The FY24 AR will continue to evolve and build upon the successes achieved throughout the FY23 AR, as well as previously funded program work. This will be achieved by continuously forging new relationships, as well as fostering existing relationships with our target audiences, Supply Chain Experts with Influence, Consumers and Nutrition Experts with Influence to ensure that positive beef messaging and content is effectively reaching each audience. Program work within the FY24 AR will continue to build upon the way Northeast consumers are consuming information, for example, taking advantage of digital, online opportunities like online cooking classes featuring beef, integrated e-commerce retail campaigns and/or engaging webinars with our targeted nutrition audiences to name a few.

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

2060 Digital, The Promo Girl and Purple Martin Creative

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

No, the Northeast Beef Promotion Initiative will continue to leverage the ongoing relationships with agencies/vendors who have historical knowledge with our program and its needs. New contracts, fees and deliverables are reviewed each year and all agencies/vendors are expected to meet or exceed contractual goals. As needed, work may be contracted out with new consultants, who will be competitively bid at that time.

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

The work outlined within this AR continues to build upon and enhance the work previously executed by the NEBPI through the previous 18 ARs. ARs continue to become more efficient, streamlined, targeted and focused on the work accomplished. Funding support from our State Beef Council (SBC) partners continues to further enhance each of the program tactics.

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

Programs and work executed within this AR can be extended by State Beef Councils, either through direct partnership and/or by taking the proven program(s) and associated learnings and then extending within their own state. Funding support from State Beef Council partners continues to further enhance each of our program tactics.

This AR continually works to collaborate among Checkoff Contractors, as we extend nationally developed messaging and resources created through the *Beef. It's What's for Dinner.* program, as well as working alongside the Veal Promotion AR, when applicable to ensure that beef and veal are strongly represented through programs, where goals align.

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. **Fresh Direct; Hello Fresh; Blue Apron; Peapod; Instacart; Giant Markets; AHOLD; Weis Markets; Stop and Shop; Redner's, AmazonFresh, AmazonGo, Whole Foods, Giant Eagle, Pineland Farms, Jack Links, Sysco, American Culinary Federation, PAMP, AMP, and Big Y are potential supply chain partners, extending beef content to brick and mortar and online retail space to increase beef purchases.**
2. A variety of online experts with influence and bloggers to create third party content promoting beef's taste, health attributes and sustainability related to all program areas in this AR.
3. Academy of Family Physicians; Academy of Nutrition & Dietetics; Academy of Pediatrics; State Osteopathic Medical Associations and School Nutrition Associations are identified as current and potential future partners related to all program areas in this AR.
4. Seton Hall Sports Properties, Boston College Sports Properties, UConn Sports Properties, Providence Friars Sports Properties, Pennsylvania Interscholastic Athletic Association (PIAA), New Jersey State Interscholastic Athletic Association (NJSIAA), Virginia Independent Schools Athletic Association (VISAA), and the District of Columbia State Athletic Association (DCSAA) are all identified as current and potential future partners related to athletic partnerships and associated program areas in this AR.
5. Complementary commodity group partnerships, which could include, but not be limited to, American Dairy Association North East; Cabot Creamery; Avocados from Mexico; USA Rice and others.
6. Bunzl/Koch Supplies; McAneny Brothers; JBS; Waltons; Phoenix Scales, Sysco, and Cargill are potential partners and sponsors of contests, trainings and other opportunities targeted towards, but not limited to, butchers, retail meat cutters, retail meat managers and learning how to fabricate and market beef value cuts.

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 |
| Nutrition & Health | Tactic A | Engaging Influential Nutrition and Healthcare Professionals, Stakeholders and Thought Leaders to Impact Consumer Trust | \$128,800.00 | \$116,670.00 | \$245,470.00 |
| Domestic Marketing | Tactic B | Positioning Beef as the Protein of Choice Among Northeast Consumers | \$177,300.00 | \$116,670.00 | \$293,970.00 |
| Domestic Marketing, Nutrition & Health | Tactic C | Aligning with Athletics to Capitalize on the Multiple Advantages of Beef | \$243,900.00 | \$116,660.00 | \$360,560.00 |
| | | Total | \$550,000.00 | \$350,000.00 | \$900,000.00 |

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 |
| QSBC Funds | Tactic A | Engaging Influential Nutrition and Healthcare Professionals, Stakeholders and Thought Leaders to Impact Consumer Trust | \$82,250.00 |
| QSBC Funds | Tactic B | Positioning Beef as the Protein of Choice Among Northeast Consumers | \$113,250.00 |
| Corporate Funds | Tactic B | Positioning Beef as the Protein of Choice Among Northeast Consumers | \$5,000.00 |
| QSBC Funds | Tactic C | Aligning with Athletics to Capitalize on the Multiple Advantages of Beef | \$51,500.00 |
| Other Funding Total | | | \$252,000.00 |

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 | | | |
|---|---------------------|-----------------------|--------------|
| <i>Note: The Cattlemen's Beef Board will complete the fields in this table.</i> | | | |
| | AR# 2320-CI | | |
| | Direct Costs | Implementation | Total |
| Funds Awarded | \$302,500.00 | \$247,500.00 | \$550,000.00 |
| Actual Expenses <i>(October 1, 2022 - June 30, 2023)</i> | \$220,775.00 | \$128,569.00 | \$349,344.00 |

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# 2320-CI | | |
| Other Funding Source | Funds Committed | Funds Expended (October 1, 2022 – June 30, 2023) |
| A QSBC Funds | \$227,000.00 | \$199,199.98 |

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# 2220-CI | FY21 AR# 2120-CI | FY20 AR# 2020-CI |
| AR Period ¹ | Start Date: | Oct. 1, 2021 | Oct. 1, 2020 | Oct. 1, 2019 |
| | End Date: | Sep. 30, 2022 | Sep. 30, 2021 | Sep. 30, 2020 |
| Funds Awarded | | \$494,760.00 | \$497,034.00 | \$498,786.00 |
| Actual Expenses ² | | \$494,506.00 | \$476,224.00 | \$449,149.00 |

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# 2220-CI | | FY21 AR# 2120-CI | | FY20 AR# 2020-CI | |
| | Other Funding Source | Total Expenditures | Other Funding Source | Total Expenditures | Other Funding Source | Total Expenditures |
| A | QSBC Funds | \$270,999.83 | QSBC Funds | \$273,029.42 | QSBC Funds | \$253,522.31 |

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

N/A