

AR Purpose and Description:

Veal is a versatile and undiscovered protein. In the United States, there are under 400,000 veal calves grown and processed each year. This veal supply is supplemented by imports of whole carcasses as well as bone-in and boneless cuts. Both Veal

Authorization Requests use the Beef Checkoff dollars contributed by the veal industry to promote and protect the protein's image. Veal provides a unique and desirable eating experience for consumers when prepared at home or purchased from restaurants.

Through Veal.org and Veal – Discover Delicious, the goal of this AR is to increase consumers' consideration of veal. Programming efforts in this AR work to expose consumers to all aspects of the veal industry, from farm to fork. Promoting the consumption and discovery of veal to consumers at multiple points of interest; including online marketing, e-commerce, and through credible partnerships.

Ethnic and older demographics have historically been the major consumers of veal. This AR's programming works to expose a younger demographic to the protein, while also promoting veal education to those that may have forgotten about it. While aligning with the goals of the Beef Industry Long Range Plan, the Veal Promotion AR continues to focus on increasing the discovery of, access to, and confidence in veal as a protein choice.

BACKGROUND ABOUT VEAL

Uniquely positioned between both the dairy and beef industries, veal is meat derived primarily from young Holstein bull calves. Bull calves are typically sold shortly after birth through local auction markets or purchased directly by others who will raise them for beef or veal. Most Holstein bull calves are raised for beef and a small percentage are raised for veal.

While USDA categorizes four different types of veal calves, the majority of veal meat (nearly 70%) in the market comes from milk-fed veal calves.

The 2022 USDA harvest data is as follows:

- **Bob veal calves:** Dairy bull calves marketed 3-5 days after birth - 195,851 head
- **Formula-fed:** Dairy bull calves that are raised for about six months and harvested at approximately 500 pounds (also known as special-fed or milk-fed, these animals also receive grain and are ruminating animals at the time of harvest) - 133,360 head

Two other categories tracked by USDA include:

- **Non-milk Fed Veal:** 8,388
- **Heavy Calves:** 24,772

Veal is primarily raised in the Northeast including the states of New York, Pennsylvania, Ohio, Michigan, Wisconsin, and Indiana. Raising veal is very much a family affair. Most farms annually raise about 400 calves and many farmers raising veal today are Amish or Mennonite. Sales of formula-fed calves typically contribute \$2 per calf to the Beef Checkoff.

Veal meat is light pink in color. Veal is very tender and has a mild flavor making it popular with restaurant and home chefs for taking on flavors. Cutlets are the most common cut of veal; roasts, chops, and ground veal are also popular. Veal is a high-quality protein source rich in essential vitamins and minerals like vitamin B-12, niacin, zinc, and selenium. A 3-ounce serving of cooked, trimmed lean veal has just about 170 calories, making it one of the most nutrient-dense protein foods around (USDA Nutrient Database).

Citations:

USDA National Nutrient Database for Standard Reference 28 and nutrient data published by brands.

CBB Budget Category: Promotion

Name of Subcontractor: New York Beef Council

Start Date: 10/1/2023

End Date: 9/30/2024

FY24 CBB/BPOC Funding Request

Direct Costs	Implementation	Total
\$255,000.00	\$20,000.00	\$275,000.00

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

Tactic A | 2401-P
Channel Marketing and Engagement
North American Meat Institute

Tactic Description:

Program work in this tactic engages channel decision-makers within the food service and retail industries to increase consumer access to veal. The major goal of this engagement is to cultivate collaborative promotion partnerships as well as communicate the advantages of veal to consumers and channel decision-makers.

In FY22, this program participated in a third-party, external program review commissioned by the Checkoff Evaluation Committee. Review findings revealed that younger consumers tend to not be as price-driven as their older counterparts, as they are motivated by more functional factors such as “creative, convenient, and healthy” recipes (Rose Research, June 2022). This is favorable for veal. Programming will focus on demonstrating the creative and convenient side of veal despite the cost factor, while promoting veal at the time of purchase to consumers.

Consumers are often not aware of where to find veal or aren’t looking for it when eating out or at grocery retail. Educating and promoting veal at the point of purchase such as through food service groups, grocery retail, meal kit services, and among chefs provides consumers the opportunity to overcome the problem of access to veal.

In FY2024, this tactic will continue to identify unique opportunities to market veal as a desirable protein. Utilizing programming from other tactics to educate about raised and grown practices, convenient recipes, and convenience of cooking, this programming will deliver the information to consumers through important channels.

Citations:

Rose Research (June 2022) *External program review of Beef Checkoff consumer-focused programs (Veal Consumer Market Research Survey – n = 1,500)*. Commissioned by the Checkoff Evaluation Committee.

▼ Measurable Objectives

Measurable Objective #1:

Foster relationships with food service partners and decision makers through at least one educational opportunity about veal as a protein choice to encourage them to be more comfortable utilizing veal in their professional capacity.

Measurable Objective #2:

Create at least two activations with retail or e-commerce promoting veal to consumers through an e-commerce or online retail campaign, with the goal to reach at least 10,000 consumers.

Performance Efficiency Measures

General Target Audience:

Consumer Reach Goal: 8,000
Consumer Engagement Goal: 4,000

Key Opinion Leaders:

Foodservice Professionals Reach Goal: 175
Foodservice Professionals Engagement Goal: 80

LRP Initiatives Addressed by this Tactic

Promote & Capitalize on the Multiple Advantages of Beef

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

▼ Checkoff Program Committee(s) to Score This Tactic

Committee(s) to Score This Tactic:

Domestic Marketing

Tactic Description:

Program efforts under this tactic leverage marketing programs to reach and engage consumers regionally, and in specific demographics.

The third-party, external program review commissioned by the Checkoff Evaluation Committee found that activations sharing delicious veal recipes and educating about the industry changed respondents' opinion of veal in a positive way and make them more likely to buy veal. Additionally, 68% agreed that this type of information is what they are looking for when making decisions on what to feed themselves or their families, and 69% mentioned they would be more apt to buy veal after seeing the educational pieces (Rose Research, June 2022).

Leveraging this research, this tactic will continue to create eye-catching advertisements and educational information to target consumers and drive them to Veal.org to discover more about veal. This tactic utilizes social media advertising, google advertising, content creation to maximize Search Engine Optimization (SEO) on Veal.org, and other resources to target consumers with convenient and delicious recipes, as well as important industry information.

A recent study shares that nearly 90% of Gen X consumers said that they would be willing to spend an extra 10% or more for sustainable products, compared to just over 34% two years ago.¹ This demonstrates the increase of conscious consumerism and their interest in where their food comes from. Major messaging in this tactic will include veal as a versatile and nutritious protein, as well as a humanely raised product, partnering with the Beef Checkoff-funded Veal Quality Assurance program. Targeted marketing promotions will maximize the use of Beef Checkoff dollars to reach Gen X and Gen Z consumers in specific regions and with specific household incomes to encourage continuous discovery of veal as a protein choice.

Citations:

- ¹ First Insight, Inc., *THE SUSTAINABILITY DISCONNECT BETWEEN CONSUMERS & RETAIL EXECUTIVES*, May 2022 - <https://www.firstinsight.com/white-papers-posts/the-sustainability-disconnect-between-consumers-and-retail-executives>
- Rose Research (June 2022) *External program review of Beef Checkoff consumer-focused programs (Veal Consumer Market Research Survey – n = 1,500)*. Commissioned by the Checkoff Evaluation Committee.

▼ Measurable Objectives

Measurable Objective #1

Leverage social media to develop a cohesive plan that delivers engaging content about veal meal solutions, nutrition information, preparation, and veal versatility to consumers in major domestic marketing areas (DMA's), driving at least 8,000 visits to Veal.org and encouraging them to utilize the protein more often.

Measurable Objective #2

Work to place at least five stories about veal in media outlets online. With the goal of reaching consumers in major domestic marketing areas (DMA's) such as Florida, New York City, Philadelphia, Washington D.C., etc.

Measurable Objective #3

Develop a farm education program to arm at least 100 youth with the facts and tools to advocate for the veal industry.

Beginning at the local and state levels, our goal is to reach these students through virtual farm tours and educational packets to help them become ambassadors for the veal industry.

Measurable Objective #4:

Distribute a quarterly consumer e-newsletter in conjunction with other online marketing campaigns that will deliver key messaging of this AR, including but not limited to featuring producers and stakeholders in the industry, recipe reveals, and developed content for consumer consumption, maintaining the average open rate of at least 20%.

Performance Efficiency Measures

General Target Audience:

Consumer Reach Goal: 900,000
Consumer Engagement Goal: 50,000

LRP Initiatives Addressed by this Tactic

Grow Consumer Trust in Beef Production

- Intensify efforts in educating consumers as well as supply chain decision makers about the benefits of animal care programs like BQA and their impacts on animal well-being

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

▼ Checkoff Program Committee(s) to Score This Tactic

Committee(s) to Score This Tactic:

Domestic Marketing

Tactic Description:

This tactic programming strategically partners with key opinion leaders (KOL) that are credible experts and have influence in areas such as nutrition, food and fitness, culinary, and veal industry, among others, to relay important information to consumers.

While 8 in 10 consumers believe that “veal is versatile and can be used in many different ways,” over 4 in 10 “don’t know a lot of ways to use veal at home,” which illustrates the importance of using these key opinion leader experts to develop new and exciting content to share with consumers. In addition to this, 51% of consumers still share concerns about how veal is raised and grown (Rose Research, June 2022.) These key opinion leaders and the programming in this tactic is especially important to demonstrate to consumers the ease of buying and cooking the protein, as well as veal humane raising practices certified by the Veal Quality Assurance Program.

Partnering with industry KOLs provides additional opportunities to share credible information with consumers. Veal industry KOLs need to be empowered to share their stories, as well as to create cohesive messaging with Beef Checkoff-funded programs when communicating with consumers.

Ultimately, the use of KOLs in this tactic develops collaborative programming and partnerships to share the positive story and attributes of veal. Creating and identifying experts that consumers can continue to trust to share the truth about the veal industry.

Citations:

Rose Research (June 2022) *External program review of Beef Checkoff consumer-focused programs (Veal Consumer Market Research Survey – n = 1,500)*. Commissioned by the Checkoff Evaluation Committee.

▼ Measurable Objectives

Measurable Objective #1:

Engage with at least ten key opinion leaders to create innovative content on the veal industry’s humane raising practices (as certified by the Veal Quality Assurance program), veal’s nutrient-dense profile, and its versatile use in everyday recipes that reach at least 200,000 consumers.

Measurable Objective #2:

Create a partnership opportunity in order to develop farm content (video, imagery, etc.) to educate consumers on modern milk-fed veal practices, with the goal of creating at least 4 short form videos, two blog posts, and 4 static posts.

Measurable Objective #3:

Host the annual Veal Industry Summit to update at least 30 partners and stakeholders on beef checkoff funded programming and gain positive feedback on FY25 Beef Checkoff funded programming from at least 75% of attendees following the event.

Measurable Objective #4:

Execute a quarterly e-newsletter that updates industry stakeholders and state beef councils about programming in this AR as well as shares opportunities and ideas for partnership, with a goal of reaching at least 100 key opinion leaders.

Performance Efficiency Measures

General Target Audience:

Consumer Reach Goal: 300,000
Consumer Engagement Goal: 3,000

Key Opinion Leaders:

Influencers, Chefs, Culinary experts, industry stakeholders Reach Goal: 200
Influencers, Chefs, Culinary experts, industry stakeholders Engagement Goal: 75

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
- Intensify efforts in educating consumers as well as supply chain decision makers about the benefits of animal care programs like BQA and their impacts on animal well-being

Promote & Capitalize on the Multiple Advantages of Beef

- Promote the role of beef in a healthy and sustainable diet
- Cultivate collaborative promotion partnerships
- Promote underutilized beef cuts and new variety meat products

▼ Checkoff Program Committee(s) to Score This Tactic

Committee(s) to Score This Tactic:

Consumer Trust

▼ Supplemental Information for This AR

1. Please explain changes from the FY23 approved AR:

This AR extends the promotional efforts of FY 22.

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

2060 Digital

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

2060 Digital has been used in the past by many State Beef Council partners to effectively execute marketing campaigns as well as target specific consumer demographics. This relationship has been successful and will continue to be used in FY24.

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 past Veal Promotion ARs funded by the BPOC in an altered form. While the goals of this AR are relatively the same as in the past, to increase education and consumption of veal, this AR sees changes year to year based on available budget and programming opportunities.

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

This AR can be extended through partnerships with some State Beef Councils (SBCs) and contractors. Most SBCs do not have a veal programming budget or component. Those that do have these funds available, work with us when possible. For example, partnerships on programs such as Veal and Beef Day at the Pennsylvania Farm Show or partnerships with influencers to create content utilizing veal.

This AR also partners with contractors when the opportunity arises, but like SBC's most Beef Checkoff-funded ARs do not include a veal component or budget. This AR works particularly close with the Veal Industry Information AR, extending information to consumers about the Veal Quality Assurance Program while working with partners that are stakeholders in the veal industry.

▼ 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:

State Beef Councils: Florida Beef Council, Pennsylvania Beef Council, New York Beef Council, Wisconsin Beef Council

Industry Stakeholders: Midwest Veal

Veal Brands: Catelli Brothers, Inc. Marcho Farms, Inc., Strauss Packing

▼ 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
Domestic Marketing	Tactic A	Channel Marketing and Engagement	\$66,800.00	\$6,666.00	\$72,466.00
Domestic Marketing	Tactic B	Consumer Marketing and Engagement	\$123,600.00	\$6,667.00	\$138,267.00
Consumer Trust	Tactic C	Key Opinion Leader Outreach and Engagement	\$64,600.00	\$6,667.00	\$71,267.00
		Total	\$255,000.00	\$20,000.00	\$275,00.00

Other Funding Sources Requested by Tactic

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

Other Funding Sources Requested by Tactic (Informational Only)			
Funding Source	Tactic	Tactic Name	Total
Other: N/A	Tactic A	Channel Marketing and Engagement	
Other: N/A	Tactic B	Consumer Marketing and Engagement	
Other: N/A	Tactic C	Key Opinion Leader Outreach and Engagement	
Other Funding Total			

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

In FY 2024 we have potential partnership funding, but this funding is dependent upon our partners' funding opportunities. In FY21, FY22, and FY23, we had partnership funding made available to support our programming, but there is no

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).

In FY 2024 we have potential partnership funding, but this funding is dependent upon our partners' funding opportunities. In FY21, FY22, and FY23, we had partnership funding made available to support our programming, but there is no guarantee until we are in FY24 that these partners will be able to financially support our programming. With that being said, we met with those partners while writing this funding request to ensure we were adding programming that provided opportunity for partnership with them. These partnerships are also dependent on the funding we receive from the Beef Checkoff, as they are supporting funding sources and cannot fund a program on their own.

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# 2301-P		
	Direct Costs	Implementation	Total
Funds Awarded	\$247,500.00	\$52,500.00	\$300,000.00
Actual Expenses <i>(October 1, 2022 - June 30, 2023)</i>	\$129,465.00	\$22,610.00	\$152,075.00

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# 2301-P			
	Other Funding Source	Funds Committed	Funds Expended (October 1, 2022 – June 30, 2023)
A	QSBC Funds	\$7,000.00	\$7,000.00
B	Other: Industry Partners	\$6,000.00	\$6,000.00

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

Section 3 - Historical Summary of AR Budgets and Expenses

The above other funding summaries do not take into account in-kind partnerships. For example, our programming includes on farm tour where our partners take a lot of staff time to bring groups onto the farm and help the program educate. types of partnerships cannot always be monetized but are invaluable to the AR's programming

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# 2201-P	FY21 AR# 2101-P	FY20 AR# 2001-P
AR Period¹	<i>Start Date:</i>	<i>Oct. 1, 2021</i>	<i>Oct. 1, 2020</i>	<i>Oct. 1, 2019</i>
	<i>End Date:</i>	<i>12/31/2022</i>	<i>09/30/2021</i>	<i>09/30/2020</i>
Funds Awarded		\$356,230.00	\$298,220.00	\$299,272.00
Actual Expenses²		\$347,450.00	\$293,267.00	\$281,433.00

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 <i>(Informational Only)</i>						
	FY22 AR# 2201-P		FY21 AR# 2101-P		FY20 AR# 2001-P	
	Other Funding Source	Total Expenditures	Other Funding Source	Total Expenditures	Other Funding Source	Total Expenditures
A	QSBC Funds	\$2,000.00	QSBC Funds	\$2,500.00	Other: N/A*	
B	Other: Veal Brand Partners	\$14,000.00	Other: Veal Brand Partners	\$12,000.00		

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

*The New York Beef Council did not manage the Veal Promotion AR in FY20.