

National Cattlemen's Beef Association

AR# 2422-CI

AR Title: Thought Leaders, Experts, Media and Channel Marketing Engagement

AR Purpose and Description:

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

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

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

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

Citations:

CBB Budget Category: Consumer Information

Start Date: 10/1/2023

End Date: 9/30/2024

FY24 CBB/BPOC Funding Request		
Direct Costs	Implementation	Total
\$2,320,650.00	\$3,579,900.00	\$5,900,550.00

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
- Improve the Business and Political Climate of Beef

AR Tactic(s)

Tactic A | 2422-CI

Thought Leader Outreach and Engagement

National Cattlemen's Beef Association

Tactic Description:

Thought leaders are individuals recognized as authorities in their field and whose expertise is sought. They are viewed as trustworthy, proficient, and authoritative. They have a like-minded community that follows them for their perspective in specific subject areas and they retain a loyal following. They are willing to share their knowledge and educate others. Working with thought leaders provides a way to amplify marketing messages and to interact with consumer audiences through credible third parties. NCBA, on behalf of the Beef Checkoff, builds relationships and leverages thought leaders to share their perspectives about beef to educate and inspire their peers and consumers.

The thought leaders funded through this tactic include culinary leaders, food influencers, beef industry experts, and other individuals with influence on consumer or peer attitudes and perceptions about beef's benefits, how it is raised, its nutritional value, and how to prepare it. Outside of individual thought leaders, there are also partner organizations that can help extend content in a variety of ways. It is important to include a variety of influencer/thought leader types within the marketing mix to maximize budget, reach, and engagement. Selected individuals and organizations should be a natural fit for the *Beef. It's What's For Dinner.* brand to create authentic content by being passionate about beef, being credible in their field, creating visually appealing content and must have a highly engaged national audience with followers matching the interests of identified consumer segments.

Historically, this program area has built strong and lasting relationships with a variety of thought leaders using techniques including immersion experiences that facilitate first-hand exposure to beef's benefits from both a product and production standpoint and by addressing topics like how beef is raised, sustainability practices, cuts and preparation, and beef in a healthy diet. Experiences have also included training and engagement on preparing beef with food-focused culinarians, bloggers, and other thought leaders. Annually, the program partners with over 100 thought leaders and reaches over 17 million consumers with recipe inspiration, culinary and nutrition education, and information on how beef is raised and grown. In 2023, this tactic leveraged key thought leaders to create content for holiday preparation, summer grilling, cattle care, sustainability, beef's versatility, and others, as well as providing beef education to consumers and their peers.

Building off the success of previous years and the growth of influencer marketing as a critical channel in the marketing mix, the Thought Leader Outreach and Engagement program plans to continue establishing favorable relationships for *Beef. It's What's For Dinner.* and leverage beef advocates to educate, engage and inspire consumers. This tactic will establish and build relationships with thought leaders, create educational opportunities to provide beef focused nutrition, research, culinary and production information and collaborate with thought leaders to create and share content that supports Checkoff campaigns and other moments in time in market. Holistically, this program creates compelling consumer content collaboratively with thought leaders and provides educational opportunities for them to tell the Beef story in a knowledgeable and authentic manner in their own voice but armed with relevant information. Projects will include photo and video social media posts, in-person and virtual events, and other promotional opportunities. Being able to integrate more influencer-driven content into the marketing mix will allow NCBA to capitalize on the brand affinity of thought leaders to strengthen their audience's relationship with Beef and the *Beef. It's What's For Dinner.* brand. This tactic directly addresses the demand drivers of eating experience, nutrition, convenience, and versatility and how food is raised/grown that influence consumption and preference.

Measurable Objectives

Measurable Objective #1

Maintain the Beef Expert Network to include ten (10) subject-matter experts across the food, culinary and beef industry thought leader categories while establishing new relationships with at least two (2) new partners for future project activation. These thought leaders will serve as credible third parties to create and share content on their own channels and *Beef. It's What's For Dinner.* channels to inspire and educate consumers and their peers on beef's eating experience, convenience, and versatility and how it is raised and grown.

Measurable Objective #2

Identify and execute at least eight (8) influencer activations each quarter, for a total of thirty-two (32), utilizing thought leaders in the culinary, food and ag space. Activations will inspire and educate consumers with content that will communicate on beef's eating experience, convenience, and versatility and how it's raised and grown on their own channels and *Beef. It's What's For Dinner.* channels.

Measurable Objective #3

Provide educational content to influencers via six (6) digital or in-person touchpoints such as newsletters, events or other training that highlights beef's benefits from both a product and production standpoint and addresses topics like how beef is raised, cuts and preparation and beef in a healthy diet. Trained thought leaders will share their knowledge to educate both consumers and their peers.

Performance Efficiency Measures

General Target Audience:

Consumer Reach Goal: 16,000,000
Consumer Engagement Goal: 1,500,000

Key Opinion Leaders:

Thought Leaders Reach Goal: 700
Thought Leaders Engagement Goal: 450

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

Promote & Capitalize on the Multiple Advantages of Beef

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

Nutrition is an established driver of beef demand. Public attention on beef's role in a healthy, sustainable diet is at an all-time high and advice from nutrition experts shapes public opinion about beef. As trusted sources of nutrition and health advice, they serve as "key opinion leaders" who define healthy diets and as "thought leaders" who advocate for certain ways of eating. They are also "influencers" who educate and amplify advice about beef to other health professionals and consumers. NCBA, on behalf of the Beef Checkoff, identifies, builds relationships and partners with these experts to inspire authentic advocacy for beef's role in a healthy diet.

Audiences for this tactic include credentialed health and wellness experts including registered dietitians, medical doctors, physician assistants, nurses, fitness professionals, non-governmental organizations (NGOs), and other science-based associations with influence on consumer or peer attitudes and perceptions about beef's healthfulness.

Education and relationship-building have proven to be the lynchpin for successful demand building through this tactic. Historically, consumers defined healthy diets more simplistically, however this definition has evolved to a broader perspective that encompasses their physical and emotional well-being, and the health of their communities and their planet. This tactic has expanded to encompass how beef supports this broader view of wellness.

This tactic engages experts through immersive experiences, educational programs, social and digital activation, and strategic partnerships with credible health organizations. Expert advocates learn, develop and share science-based content, including "how-to" information for including beef in sustainable, healthy diets. Tailored programming includes webinars, speaker bureaus/seminar programs, conferences, an interactive digital community, as well as social media, website and e-newsletter content. Through this program, the Beef Checkoff also extends nutrition research results and uses its own nutrition expertise to create original content and programming. This provides the entire beef industry with access to a valuable repository of credible information to use to encourage consumers to choose beef for health. Through collaboration with state beef councils, other NCBA Checkoff programs, as well as other Checkoff contractors (e.g., NEBPI, FMPRE, etc.) these programs are further leveraged for broader impact. This tactic directly addresses the demand driver of nutrition while leveraging the other demand drivers with the target audience.

Measurable Objectives

Measurable Objective #1

Engage 400 nutrition and health experts (physicians, dietitians, other health and wellness experts) through at least two interactive educational-based events to build understanding of beef's role in wellbeing to provide research and resources encouraging them to include beef in the foods they recommend to their patients, clients and the other audiences they reach.

Measurable Objective #2

Identify and execute at least five content partnerships with nutrition, health and medical experts to inspire digital and social content creation, provide subject matter expertise, and share beef nutrition research, information and resources with peers and consumers to reinforce beef's health benefits online and in social media.

Measurable Objective #3

Develop and distribute at least five health professional education tools, such as newsletters, webinars, or advertisements to health professionals that highlight beef's nutritional benefits and provide evidence-based recommendations that health experts can use to educate their audiences on beef's health benefits.

Performance Efficiency Measures

General Target Audience:

Consumer Reach Goal: 1,350,000
Consumer Engagement Goal: 45,000

Key Opinion Leaders:

Thought Leaders Reach Goal: 479,800
Thought Leaders Engagement Goal: 104,800

LRP Initiatives Addressed by this Tactic

Grow Consumer Trust in Beef Production

- Educate medical, diet, and health professionals about beef and beef 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

Improve the Business & Political Climate of Beef

- Ensure beef's inclusion in dietary recommendations

Checkoff Program Committee(s) to Score This Tactic

Committee(s) to Score This Tactic:

Nutrition & Health

Tactic Description:

The public relations tactic works to positively influence public perception of beef and protect the reputation of the beef industry by educating consumers and inspiring them to eat beef. To do this, the NCBA public relations team develops and implements a robust communications strategy, combining earned media, paid media and strategic partnerships to reach a broad audience with positive messaging through a variety of media outlets and platforms.

The NCBA public relations team continuously works to build relationships with members of the media and place stories on topics that we know drive beef demand, including how beef is raised and grown, beef's versatility, beef's great taste and the nutritional benefits of beef. The team combines learnings from media monitoring with data from NCBA's consumer market research program to craft stories and messaging that take advantage of trends and moments in time to increase the chances of placement and ensure they resonate with both the targeted media outlets and consumers. By being timely, creative, and leveraging experts, influencers and advocates, NCBA has helped increase positive media coverage around key beef moments and holidays as well as topics that consumers are particularly interested in, like sustainability, nutrition and food trends.

With today's rapidly changing news cycle, it is crucial that we respond quickly to inaccurate media stories and common misconceptions about beef AND share positive, proactive stories about beef with consumers. This comes to life in a variety of ways, including work with media outlets (broadcast, print, digital, radio, podcasts and more), as well as event sponsorships and involvement. In the first half of FY23 alone, NCBA, a contractor to the Beef Checkoff, has secured more than 3,000 media placements through press releases, letters to the editor, story pitching and content partnerships. Many of these stories were placed in coordination with state partners and numerous others leveraged trained beef advocates or influencers identified and recommended by other areas of NCBA Beef Checkoff- funded programming. Additionally, to date in FY23, NCBA has hosted two satellite media tours reaching millions of consumers across the country with beef recipes and tips to make beef more approachable.

In FY24, NCBA will build on this momentum, continuing to share positive stories about beef and protect the reputation of the industry. This will be achieved through a strategic communications plan that will include continued satellite media tours, press releases, proactive pitching of stories and cooking segments, content partnerships and strategic placement of stories and facts to combat misinformation. In addition to proactively placing content in a variety of media outlets, response tactics will be used to correct inaccurate information and build relationships with key journalists and outlets.

Additionally, NCBA will continue to cultivate and leverage relationships with top-tier consumer media contacts to ensure stories about beef are fair, accurate and include the perspective of the Beef Checkoff. Through both earned and strategic paid media opportunities, NCBA will position beef as the top protein with consumers and tell stories to help drive beef demand. NCBA will also continue to work with supply chain/channel media to share content and relevant news with retail and foodservice decision makers.

In conjunction with other tactics in the consumer information, industry information, research and promotion Authorization Requests, this earned media and public relations tactic will reach important consumer and stakeholder audiences with timely and valuable stories about beef and how it is produced.

Measurable Objectives

Measurable Objective #1

Host three Satellite Media Tours reaching 15 or more media markets each time. SMTs reach consumers through their local, trusted news stations with information about beef and inspire them to cook beef through education and cooking segments.

Measurable Objective #2

Place at least five positive stories, including but not limited to features, op-eds, quotes and/or key data about the beef eating experience, beef's great versatility, beef prices, how beef is raised or beef's nutritional value in top-tier national consumer media outlets to educate consumers and provide information they are looking for about beef and beef production.

Measurable Objective #3

Place at least three positive stories, including but not limited to features, op-eds, quotes and/or key data about the beef eating experience, beef's great versatility, beef prices, how beef is raised or beef's nutritional value in top-tier supply chain media outlets (ex. Progressive Grocer, National Provisioner, etc.)

Measurable Objective #4:

Execute at least five content partnerships addressing concerns about beef nutrition or how beef is raised to protect beef's reputation by educating consumers and helping them relate to producers.

Performance Efficiency Measures

General Target Audience:

Consumer Reach Goal: 34,000
Consumer Engagement Goal: 0

Key Opinion Leaders:

Thought Leaders Reach Goal: 60,000
Thought Leaders Engagement Goal: 12,000

LRP Initiatives Addressed by this Tactic

Grow Consumer Trust in Beef Production

- Measure, document, improve, and communicate the net climate and environmental impact of beef production
- 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

Improve the Business & Political Climate of Beef

- Demonstrate beef's positive sustainability message and key role in regenerative agriculture

Checkoff Program Committee(s) to Score This Tactic

Committee(s) to Score This Tactic:

Consumer Trust

Tactic Description:

NCBA, as a contractor of the Beef Checkoff, has a rich history of success in positioning beef as the top protein in the meat case, on the menu and more recently in e-commerce. Supply chain operators continue to lean on NCBA to be a steady partner in bringing beef to consumers at the point of sale, wherever that may be.

The work funded through this tactic continues to safeguard beef's place in the meat case and on menus through engagement and relationship building with key channel partners and thought leaders in the field. By providing educational opportunities and a wide variety of beef resources on key topics including cuts, the flavor profile and versatility, its nutritional benefits and how is raised and grown, NCBA supports channel partners in driving beef demand. Funded through this tactic are webinars, conference sponsorships, educational panels, placement in trade media outlets, the popular Beef News Now e-newsletter, Wholesale Price Update email blast and the robust collection of supply chain resources on BeefItsWhatsforDinner.com.

Culinary expertise for foodservice professionals is a key component of the FY24 program. Through culinary collaboration and innovation sessions, foodservice professionals will be inspired to prepare beef in new and cost-effective ways. Outreach to culinary professionals through culinary events, schools and associations will help to inspire stakeholders to advocate for, prepare and consume beef.

NCBA, as a contractor of the Beef Checkoff, was an early adopter of e-commerce. As this segment continues to grow, it is imperative that the beef industry remains engaged and leverage learnings from past campaigns to continue reaching consumers. The online grocery customer base includes roughly 150 million shoppers (nearly half of the population) and is forecasted to grow further in coming years.* Recent campaigns with nationally known retail and foodservice partners have resulted in an average return-on-ad-spend of \$40. In other terms, for every Checkoff dollar spent on advertising in this channel, \$40 of beef sales were generated and attributed to that advertising. In addition, these projects have yielded upwards of \$165,000,000 in attributable beef sales. Through Beef Checkoff funding, in FY24 NCBA will continue this work and learnings from these campaigns will be leveraged with leading companies and top-tier brands to drive more sales and efficiencies in the overall beef category.

Ongoing one-on-one meetings with partners allows NCBA to learn about evolving needs and challenges (i.e., product mix, sourcing, sustainability questions from consumers or investors, questions about animal welfare, etc.), ultimately helping the beef industry to anticipate and proactively address future needs. Based on these learnings, valuable content is developed and shared with key national foodservice, retail, distributor, and manufacturer segment stakeholders. All of this content is also shared with State Beef Councils to support their work with regional stakeholders. The combination of maintaining and building new long-term relationships with key stakeholders in the supply chain and the implementation of innovative approaches to reaching consumers through e-commerce, delivers both immediate and continuing benefits for the beef industry, many of which can be measured in increased sales of beef. No other tactic can directly quantify increased sales through its activities. This tactic directly addresses the demand drivers of eating experience, convenience/versatility, value, nutrition and raised/grown.

Citations:

*Source: Statistica Research Department. 12/15/22.

Measurable Objectives

Measurable Objective #1

Continue relationships with at least 35 leading supply chain companies, and reach channel partners with *Beef. It's What's For Dinner.* brand educational messaging and/or assets at least once per month (including via presentations, email newsletter, social media, webinars, etc.) to empower them with the information and tools they need to sell more beef.

Measurable Objective #2

Host or facilitate at least two immersive beef culinary innovation sessions for channel partners to demonstrate the versatility and value of beef to their business and inspire them to add new or expanded beef offerings for their customers.

Measurable Objective #3

Participate or host at least two industry conferences or events that aim to increase *Beef. It's What's For Dinner.* awareness, strengthen relationships, and positively impact beef demand.

Measurable Objective #4:

To drive incremental beef sales, conduct at least three e-commerce campaigns that measure and increase beef sales and/or beef purchase intent, of those at least two campaigns offered to State Beef Councils to extend campaign reach and drive beef sales in their local and regional markets.

Performance Efficiency Measures

General Target Audience:

Consumer Reach Goal: 15,000,000
Consumer Engagement Goal: 115,000

Key Opinion Leaders:

Channel Partners Reach Goal: 28,000
Channel Partners Engagement Goal: 7,000

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

- 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
- Promote innovative online marketing, packaging, and shipping solutions to enable the direct marketing of beef
- 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

Supplemental Information for This AR

1. Please explain changes from the FY23 approved AR:

The name of Tactic B has been changed from Nutrition & Health Thought Leader & Engagement to Nutrition, Health & Medical Experts to reflect the evolution of the tactic more accurately for greater focus on these credentialed experts and the leverage of scientific content to them and their audience as a credentialed expert.

The name of Tactic D has been changed from Supply Chain Engagement & E-Commerce to Channel Marketing to better reflect NCBA's role as a thought leader and marketing partner rather than a supplier.

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

FoodMinds, Pulse Marketing, Linhart Public Relations, Meltwater, Cision, Brandpoint, 4Media, Chicory, Ad Adaptive, Retail Media Groups (Target, Walmart, Kroger, etc.), various influencer and media partners (Chef's Roll, FeedFeed, Winsight Media, Nation's Restaurant News, Supermarket News).

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

No.

Contracts and fees are reviewed every year. Agencies are reviewed annually and must meet or exceed expectations to continue work. Subcontractors and consultants with specific expertise will be contracted on an as-needed basis.

FoodMinds is an agency that has supported the Beef Checkoff for many years to include the food and health involved Influencer program and the supply chain and media relations programs. The contracts were competitively bid and FoodMinds was selected based on the organization's strong relationships and expertise.

Linhart PR is the public relations agency of record for NCBA and was selected in 2019 after a competitive bid process. They were selected based on their experience, media relationships and ability to secure positive media coverage on behalf of the Beef Checkoff. They have been retained due to their performance. The relationship is ongoing and contractual.

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

When possible, we pair ecommerce activities with other Promotion efforts to get more efficiency and greater results. These efforts include partnering with social media and influencer marketing to increase reach and impact.

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

Tactic A – Thought Leader Outreach and Engagement (Food, Culinary, Ag & other) Influencer content and posts can be extended by State Beef Councils via their social media channels.

Tactic B – Nutrition, Health and Medical Experts Expert content and posts can be extended by State Beef Councils via meetings with this audience and their social media channels.

Tactic C – Public Relations materials are provided to State Beef Councils for local extension. Local story cultivation, media list development, and pitching support is provided to State Beef Councils.

Tactic D – Channel Marketing resources aimed at national supply chain operators can be extended to State Beef Councils for regional or local supply chain operators. In addition, at least two e-commerce campaigns are planned and will be further extended and leveraged by State Beef Councils.

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. Numerous food, culinary, industry and other impactful influencers to generate third party content to extend food, health and culinary material and messages. Influencer-focused media partners like Chef's Roll, Feedfeed, Buzzfeed, and The Kitchn (Tactic A)
2. Beef Expert Network members: a handful of influential food, culinary, nutrition and industry thought leaders who help extend the beef message to their followers (Tactics A & B)
3. Academy of Nutrition and Dietetics, American Academy of Pediatricians, American Academy of Family Physician, American College of Sports Medicine, Culinary Institute for America, School Nutrition Association (Tactics B)
4. Numerous nutrition influencers to generate 3rd party content to extend food, health and culinary material and messages (Tactic B)
5. Numerous individual nutrition thought leaders whom we engage through the Nutrition Seminar Program (Tactic B)
6. American Heart Association partnership on the on-going Heart-Check program.
7. Net Impact, Food Tank, Weather Summit, and GreenBiz Forum in collaboration on events and experiences (Tactics C)
8. MutliVu, Meltwater and other media and monitoring companies to support media opportunities to share and monitor beef-related stories (Tactic C)
9. Numerous media spokespeople and thought leaders to be leveraged for media interviews and opportunities (Tactic C)
10. Media outlets to share beef production, nutrition, and food trend topics (Tactic C)
11. National Restaurant Association Supply Chain Management Executive Study Group, Annual Meat Conference, FMI Connect (Food Marketing Institute), Market Vision, International Dairy, Deli, Bakery and other related supply chain/business conferences and events. (Tactic D)
12. AdAdaptive and/or other digital pilots or partnerships with online retailers such as Kroger, Sam's Club, Walmart or other national retailers that show beef purchases/beef purchase intent through partnerships. Digital partnerships with national foodservice companies such as Sonic, McDonalds and also foodservice delivery partners such as DoorDash and Uber Eats. (Tactic D)

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	Thought Leader Outreach and Engagement	\$526,150.00	\$564,500.00	\$1,090,650.00
Nutrition & Health	Tactic B	Nutrition, Health and Medical Experts	\$526,150.00	\$721,500.00	\$1,247,650.00
Consumer Trust	Tactic C	Public Relations	\$518,350.00	\$889,400.00	\$1,407,750.00
Domestic Marketing	Tactic D	Channel Marketing	\$750,000.00	\$1,404,500.00	\$2,154,500.00
		Total	\$2,320,650.00	\$3,579,900.00	\$5,900,550.00

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	Thought Leader Outreach and Engagement	
Other: N/A	Tactic B	Nutrition, Health and Medical Experts	
Other: N/A	Tactic C	Public Relations	
Other: N/A	Tactic D	Channel Marketing	
Other Funding Total			

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

N/A

Section 2 - Summary of FY23 AR Budgets and Expenses

Classification:

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

FY23 CBB/BPOC Funding

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

FY23 CBB/BPOC Funding

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

	AR# 2322-CI		
	Direct Costs	Implementation	Total
Funds Awarded	\$2,260,700.00	\$3,759,300.00	\$6,020,000.00
Actual Expenses <i>(October 1, 2022 - June 30, 2023)</i>	\$1,392,371.00	\$1,672,709.00	\$3,065,080.00

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# 2322-CI		
	Other Funding Source	Funds Committed	Funds Expended <i>(October 1, 2022 – June 30, 2023)</i>
A	FSBC Funds	\$1,010,000.00	\$356,810.00

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

N/A

Section 3 - Historical Summary of AR Budgets and Expenses

Classification:

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

CBB/BPOC Funding – Historical Summary

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

CBB/BPOC Funding - Historical Summary				
<i>Note: The Cattlemen's Beef Board will complete the fields in this table.</i>				
		FY22 AR# 2222-CI	FY21 AR# 2122-CI	FY20 AR# 2022-CI
AR Period¹	<i>Start Date:</i>	Oct. 1, 2021	Oct. 1, 2020	Oct. 1, 2019
	<i>End Date:</i>	Sep. 30, 2022	Sep. 30, 2022	Sep. 30, 2021
Funds Awarded		\$6,234,020.00	\$6,163,221.00	\$6,384,460.00
Actual Expenses²		\$6,183,125.00	\$6,157,189.00	\$6,383,574.00

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# 2222-CI		FY21 AR# 2122-CI		FY20 AR# 2022-CI	
	Other Funding Source	Total Expenditures	Other Funding Source	Total Expenditures	Other Funding Source	Total Expenditures
A	FSBC Funds	\$1,843,632.00	FSBC Funds	\$845,130.96	FSBC Funds	\$938,148.00

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

N/A