

Tactic Quick Guides

Preliminary FY25 Tactics



Nutrition & Health
Committee

NUTRITION & HEALTH COMMITTEE

TACTIC OVERVIEW

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Tactic A | 2520-CI
Engaging Influential Nutrition and Health Professionals to
Impact Consumer Trust

Name of Contractor: Meat Import Council of America

Name of Subcontractor: Northeast Beef Promotion Initiative

Start Date: 10/1/2024

End Date: 9/30/2025

CBB/BPOC Funding Request for this AR: \$1,139,370

CBB/BPOC Funding Request for this Tactic: \$268,902

Tactic A | 2520-CI

Engaging Influential Nutrition and Health Professionals to Impact Consumer Trust

Meat Import Council of America

TACTIC DESCRIPTION:

Credible and influential nutrition and health professionals 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, sustainability and beyond.

The key audiences targeted by this tactic include credentialed nutrition and health professionals, such as medical doctors, physician assistants, registered dietitians, dietetic students/interns, nurses, and others. Our own staff registered dietitian nutritionist will serve as the primary liaison in outreach to these target audiences, nurturing relationships that have resulted from previous Checkoff-funded engagements, while cultivating new and meaningful connections.

Program efforts under this tactic will be structured to provide educational opportunities to nutrition and health professionals audiences that enhance the knowledge level of and trust in beef's positive role in a healthy, sustainable diet for all ages and stages of life.

Opportunities to collaborate with other groups and fellow contractors will also be explored to further the program reach and efficiently utilize Checkoff dollars within the region.

Engagement and Outreach Strategy

Our strategy to strengthen beef's reputation as a healthful protein choice and impact trust among Northeast consumers will leverage our own staff registered dietitian nutritionist for outreach and engagement to this tactic's target nutrition and health professional audiences to inspire authentic consumer and peer support through extension of Checkoff-funded beef nutrition research findings, content, and resources.

Nutrition and health 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. At a high-level, program activations to engage these individuals may include, but not be limited to, beef nutrition and media training workshops, speaker placement at 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.

We will also leverage the level of trust placed in our target audiences as it relates to food and nutrition recommendations by reaching consumers where they are regularly spending time, i.e. social media. According to the 2023 International Food Industry Council's Food and Health Survey, four in ten Americans have been exposed to food and nutrition content on social media platforms, primarily Facebook, YouTube and Instagram, in the past year. While six in ten Americans have been encouraged by social media content to experiment with healthier food choices, many more agree they have seen conflicting information about foods to eat/avoid causing doubt and uncertainty about their eating choices¹. Such metrics reinforce the value in collaborating with trusted and credible nutrition and health professionals to combat both misinformation and disinformation about beef where consumers are most often being misled and confused. Strategic partnerships with these professionals may aim to educate the consumers within their circles of influence through traditional and social media programming efforts related to nutrition, health, food and culinary trends and seasonality.

One unique benefit of collaborating with nutrition and health professionals for broad-reaching nutrition communications projects, such as traditional and social media activations, is the opportunity to reach not only consumers with beef nutrition content, but other nutrition and health professionals within their network for an even more meaningful impact.

Resources for our nutrition and health professional audiences will be carefully curated to meet their unique needs, as well as those of their unique patient and client populations. For cost efficiency and collaboration, we will continue to rely heavily on the nationally developed Checkoff content and resources, which are 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 their patients and clients.

Ensuring that nutrition and health professionals are correctly informed and armed with adequate resources will remain a top priority of this tactic in the fiscal year ahead. Failure to engage with this audience may result in the unintentional sharing of misinformation, thereby causing less trust and overall, more confusion about beef's role in a healthy, sustainable diet by Northeast consumers.

Citations:

<https://foodinsight.org/wp-content/uploads/2023/05/IFIC-2023-Food-Health-Report.pdf>

▼ MEASURABLE OBJECTIVES

Measurable Objective #1

Identify influential nutrition and health professionals with unique backgrounds and target audiences for the activation of up to four themed collaborative partnerships that are centered on beef's role in various life stages.

Measurable Objective #2

Extend nationally developed Checkoff-funded nutrition research findings, content and resources to nutrition and health professionals through attendance at a minimum of three in-person educational conferences.

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.

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
- 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
- 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 C | 2520-CI

Aligning with Athletics to Capitalize on the Multiple Advantages of Beef

Name of Contractor: Meat Import Council of America

Name of Subcontractor: Northeast Beef Promotion Initiative

Start Date: 10/1/2024

End Date: 9/30/2025

CBB/BPOC Funding Request for this AR: \$1,139,370

CBB/BPOC Funding Request for this Tactic: \$537,000

Tactic C | 2520-CI

Aligning with Athletics to Capitalize on the Multiple Advantages of Beef

Meat Import Council of America

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 student athletes, parents/families, fans, coaching staff, athletic directors, 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 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.

NEBPI staff have also been in discussions with Playfly Sports. Since its inception in 2020, Playfly has grown to become a real force in the high school, collegiate, esports and pro sports sectors. Emerging with the goal of providing a new and different approach to navigating the sports industry. As the fan experience continues to rapidly evolve with the growth of digital streaming and fan engagement, the driving force behind Playfly is building a digitally enabled, full-service sports marketing business. Playfly represents more than 10 high school state athletic associations, more than 60 collegiate athletic departments and conferences, as well as over 100 professional teams. Playfly has the ability to reach 85% of all U.S. sports fans, engaging 3 of 5 Americans. Playfly would provide the NEBPI access to key athletics partners within the region, such as, but not limited to, Penn State Athletics and University of Maryland Athletics.

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 Beef Checkoff with the opportunity to have multiple touchpoints with the fan base throughout the year, yielding an always-on, surround sound approach. For example, partnership components are executed throughout the athletic season, however certainly elements may be grouped around a flagship sport, i.e. Men's Basketball. This approach provides the Checkoff with 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 and 2023-2024 athletic season.
- Placement of beef jerky and beef nutrition information 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/kRYhckQI4b/>
 - 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=IwAR1cff2h39Ls0fulpe2QnQCVs42NEj6Qx1TPG4aCtR0eOKQBjARiOKvPgw>
- 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.
- TV Visible, In-Arena Signage at all Men's and Women's home basketball games. During the 2023-2024 athletic season, beef messaging spent approximately 165 minutes on-screen. There were over 3 million viewers who watched Seton Hall Basketball (both Men's and Women's) during the 2023-2024 athletic season³.

- Custom social feature to showcase beef's nutrient profile. This was posted leading up to the Memorial Day Weekend holiday (5/22/2024), encouraging consumers to try a trendy recipe, like Smashburgers, at home. The content can be viewed at, <https://www.facebook.com/reel/2139750166392861>

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

Gourmet Dining is the premier foodservice company serving New Jersey, New York and Pennsylvania that's rooted in higher education. Gourmet Dining specializes in operating on-site food service management for universities and colleges and employs 2,500 individuals. In April 2024, 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 ahead of finals week and showcase Beef Smashburgers. 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 Erica Rush, MS, RDN, Gourmet Dining's Nutrition Service program coordinator to engage with students about beef's role as part of a healthy, sustainable diet. The students are very familiar with Erica engaging in tabling activities, so aligning with her in the Dining Room proved to be an advantageous way to share out beef messaging to students.

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 Reach New England Consumers

The increased funding support from the BPOC in FY24 afforded to the NEBPI program the opportunity to establish a meaningful partnership with UConn Sports Properties based in Hartford, CT. Program learnings and successes that have been seen at Seton Hall Sports Properties were implemented within the inaugural partnership at UConn, along with some new opportunities. The UConn campus is located in Storrs, CT, 25 miles from Hartford, CT, the state's capital. The greater Hartford area is home to approximately 1.21 million people². UConn Athletics has the unique advantage of playing a split home schedule, meaning that some of their flagship sports (i.e. Men's and Women's Basketball, Men's and Women's Ice Hockey) play some of their home games on campus in Storrs and some of their home games are played in Hartford. This affords the opportunity for two subsets of fans (both suburban and urban) to attend games and be exposed to and engage with beef messaging and content. There are 337,930 known UConn fans within the Northeast, as well as over 850,000 social media followers on official UConn Athletics platforms.

Aligning with UConn 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 UConn Huskies during the 2023-2024 athletic season.
- TV Visible, In-Arena Signage at all Men's and Women's home basketball games. During the 2023-2024 athletic season, beef messaging spent approximately 66 minutes on-screen. There were over 9 million viewers who watched UConn Basketball (both Men's and Women's) during the 2023-2024 athletic season³.

- Name, Image and Likeness (NIL) Campaign with UConn student athletes.
 - Opportunity for the Beef Checkoff to partner with the UConn Department of Animal Science to take student athletes, and UConn Sports Properties staff on a campus farm tour, all while capturing content for social media activations.
 - Earth Day Social Share – UConn Huskies Athletics - opportunity to showcase the beef production lifecycle with UConn Huskie fans through an engaging video, which was shared out on multiple platforms. IG: <https://www.instagram.com/p/C6EmcWYOpSd/> FB: <https://www.facebook.com/uconnhuskies/videos/760250199573759> X: <https://twitter.com/UConnHuskies/status/1782462721654653302>
- Partnership with Women’s Basketball’s KK Arnold and Men’s Basketball’s Steph Castle⁴
 - KK’s Share of the UConn Barn Tour - <https://www.instagram.com/reel/C6KUX9QOZJq/>, which has received 179,000 Plays of the Reel, 17,100 Likes on the Reel and 134 Comments on the Reel
 - KK’s Share of Beef as a Recovery Meal - <https://www.instagram.com/reel/C4qvKsQuRUM/>, which has received 50,100 Plays of the Reel, 1,966 Likes on the Reel and 11 Comments on the Reel
 - Day in the Life - https://www.instagram.com/reel/C4l_Og1uKD6/, which has received 79,500 Plays of the Reel, 3,456 Likes on the Reel and 14 Comments on the Reel
- Olympic Sport Feature - opportunity to work with 8 athletes across 7 Olympic sports to showcase cooking videos, which featured beef.
 - Sydnee Koosh, Softball - <https://www.instagram.com/reel/C7WtHX8MLo7/>
 - Chloe Landers, Women’s Soccer - <https://www.tiktok.com/@chloelandrz2/video/7372593836104633642?lang=en>
 - Giovanna Dionicio, Women’s Soccer - <https://www.instagram.com/reel/C7XK5vEJYgb/?igsh=bXEza3BsNnk1Z3Vj>
 - Kalli Knott, Track – <https://www.instagram.com/p/C7hJa0FuoNF/?hl=en>
 - Ray Dennehy, Golf – awaiting link
 - Madelyn LaPrade, Rowing - <https://www.instagram.com/p/C7WrKYeOvvT/?hl=en>
 - Sophie McCarthy, Women’s Soccer – <https://www.instagram.com/p/C7XWssEucnj/?hl=en>
 - Mikah Thomas, Men’s Soccer - <https://www.instagram.com/p/C7SDlpNuLEC/?hl=en>

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 and Playfly teams to discuss strategies to expand the success that has been cultivated 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 two additional properties within the region that are aligned with our goals, including Penn State Sports Properties (State College, PA) and University of Maryland Sports Properties (College Park, MD). These properties have been identified as a high priority given their geographic location within the Northeast region. Find some key statistics outlined for each property below:

Penn State Sports Properties

- 6.36 million College Football Fans (the 4th largest fanbase, according to Altimore Collins and Company, 2022)
- 20 million+ consumers watched the 10 nationally televised Penn State home football games in 2023
- 1.2 million+ attendees at Penn State home sports events during the 2022-2023 season
- 88,000+ Penn State Undergraduate and Graduate Students with 65% of students hailing from Pennsylvania
- 775,000+ Penn State Alumni Worldwide, the largest college alumni base in the world
- 24 Campuses – 96% of Pennsylvania’s population live within 30 miles of a Penn State Campus
- Penn State becomes the 3rd largest city in Pennsylvania during home football games (State College, PA)

University of Maryland Sports Properties

- 1.8 million+ fans nationwide
- 16.9 million+ consumers watched the nationally televised home football, men’s and women’s basketball games in the 2022-2023 season
- 701,000+ attendees at University of Maryland home sporting events during the 2022-2023 season
- 414,000+ University of Maryland Alumni

Both Penn State and Maryland have unique opportunities through their athletic programs to reach a younger demographic of athletes. Find additional information related to those opportunities outlined below:

Penn State Sport Camps

The Penn State sport camps program hosts approximately 20,000 campers each summer and offers camps and clinics in a variety of sports, including, but not limited to, soccer, basketball, gymnastics, lacrosse and more! Campers, who can range in age from kindergarten to 12th grade depending on the specific sport, have the opportunity to learn from coaches and student-athletes from various Penn State teams about specific sport skills, drills, leadership, comradery and more. Beef has the unique opportunity to be positioned as the Title Sponsor/Presenter of Penn State Summer Camps. Beef messaging would be woven into all promotion efforts surrounding the camps throughout the year. There would also be an opportunity to distribute branded beef swag (i.e. drawstring backpacks), beef jerky and beef information (i.e. beef nutrition brochure, beef recipe cards, etc.) to all campers.

University of Maryland

The University of Maryland hosts several youth focused events throughout the year, including the U of M Terps Kids Men’s and Women’s Basketball games and the U of M Terps Scouting Day Football game. Beef would be the presenting sponsor/have entitlement for these events, providing the

opportunity to showcase beef messaging to a large cross section of youth athletes, their families, and fans at large. There would be additional year-round assets, including, but not limited to, digital ads, radio spots, LED signage exposure at home football and Men's and Women's basketball games. There would also be an opportunity to distribute branded beef swag (i.e. drawstring backpacks), beef jerky and beef information (i.e. beef nutrition brochure, beef recipe cards, etc.) to all youth participants.

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 FY24, due to the funding support from our SBC funding partners, as well as support from a Farm Credit Northeast AgEnhancement grant, the NEBPI was able to formalize partnerships with the District of Columbia State Athletic Association (DCSAA) and the New Jersey Interscholastic Athletic Association (NJSIAA).

Find a high-level overview of the 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
- 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.

There are several unique opportunities to dig deeper within these established relationships in FY25 and beyond to further position beef as a trusted resource and partner among these influential groups. Find some additional opportunities highlighted below:

- Preferred Partner designation with the NJSIAA and DCSAA to show support of student athletes and their communities.
- Beef will become a staple in the NJ and DC, high school sports communities by activating at high profile state championship events (each season) with each association. This provides the opportunity to network and engage face-to-face with student athletes and fans, alike.
- Share beef messaging, centered around beef's nutrition profile, through full page ads in all championship programs.
- Starting Lineups Powered by Beef would provide beef with the opportunity to present the starting lineups being announced before each state championship game, this would further tie in beef as the protein of choice among student athletes.
- Concession stand sweepstakes social media campaign to find the NJSIAA and DCSAA top high school football concession stand, which would provide the opportunity to network with and procure a list of school foodservice professionals, as well as identify areas of opportunity for beef menu items
- Collaborate on the creation of the Taste of a Champion, Team Meal Recipe Guide, which would provide coaches and booster clubs with a recipe book of beef meals to help their athletes fuel up before the big game.
- Share beef education with coaches, athletic directors, student athletes, fans and others through an engaging series of social media content that would be shared out by NJSIAA and DCSAA.

Citations:

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

²<https://www.statista.com/statistics/815755/hartford-west-hartford-east-hartford-metro-area-population/#:~:text=Hartford%2DMiddletown%2DEast%20Hartford%20metro%20area%20population%20U.S.%202010%2D2021&text=In%202021%2C%20the%20population%20of,also%20about%201.21%20million%20people.>

³Hive, 03.27.24; Nielsen TV, 2023-24

⁴Metrics pulled directly from Instagram

▼ MEASURABLE OBJECTIVES

Measurable Objective #1

Support a minimum of two collegiate-level athletics program, located within key metropolitan centers, during FY25 and build upon previous program work by furthering beef resource distribution among, but not limited to coaching staff, team dietitian(s), student athletes and fans.

Measurable Objective #2

Garner a relationship with at least one new athletics partner, either collegiate-level, high school interscholastic athletic association, and/or youth focused to further the reach of beef messaging to fans and athletes, alike.

Measurable Objective #3

Host a minimum of one in-depth beef immersion experience for key members our athletic partner(s), this could include, but not be limited to, nutrition workshop(s), farm tour(s), beef culinary experience, etc. for team dietitian(s), strength coach(es), student athletes, etc.

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 and Nutrition & Health

Tactic B | 2522 - CI **Nutrition, Health and Medical Experts**

Name of Contractor: National Cattlemen's Beef Association

Start Date: 10/1/2024

End Date: 9/30/2025

CBB/BPOC Funding Request for this AR: \$7,609,200

CBB/BPOC Funding Request for this Tactic: \$1,722,000

Tactic B | 2522-CI
Nutrition, Health and Medical Experts
National Cattlemen's Beef Association

TACTIC DESCRIPTION:

Nutrition is an established driver of beef demand. With attention to beef's role in healthy, sustainable diets at an all-time high, the public needs evidence-based reassurance that beef supports their health and well-being.^[1] Recommendations from nutrition, health and medical experts are influential in shaping consumer opinions about beef.^[2] NCBA, on behalf of the Beef Checkoff, identifies, builds relationships, and partners with these experts to inspire science-based advocacy for beef's role in a healthy diet. This program ensures health experts are educated about beef and have the research needed to feel confident recommending it to their peers, patients, clients and social media audiences.

Research shows that healthcare professionals are among the most utilized and trusted sources for food and health information and medical experts are influential in shaping consumer opinions about beef.^[3] This tactic focuses on reaching licensed nutrition, health, and medical experts including registered dietitians, medical doctors, physician assistants, nurses and fitness professionals. These thought-leading experts are reached directly or through partnerships with credible science-based associations (e.g., Academy of Nutrition and Dietetics, American Academy of Family Physicians, etc.) who are trusted sources of information.

This tactic develops content, programs, partnerships and thought-leading expert voices to ensure nutrition, health and medical experts have the science-based reasons needed to encourage beef as part of a healthy diet. Networks are built through valuable information exchange using immersive educational events, webinars, speaker bureaus/seminar programs, conferences, an interactive digital community, social media, podcasts, websites, e-newsletters, etc. By leveraging owned channels (Beef Aficionados, Beef Nutrition Education Hub, etc.) and content developed through partnerships, this tactic provides the entire beef industry with access to a valuable repository of credible information to further reinforce beef's health benefits to consumers. Through collaboration with state beef councils (SBCs), other NCBA Checkoff programs, other Checkoff contractors (e.g., NEBPI, FMPRE, etc.), as well as external partners, these programs are further leveraged for broader impact.

Citations:

[1] Nutrients. 2023. Mar; 15(6): 1461

[2] International Food Information Council. 2022 Food & Health Survey

[3] International Food Information Council. 2022 Food & Health Survey

MEASURABLE OBJECTIVES

Measurable Objective #1

Educate Healthcare Professionals: Educate 10,000 nutrition, health and medical experts with science-based reasons to recommend beef through activities such as conferences, newsletters, webinars and education-based advertising.

Measurable Objective #2

Influence Peer-to-Peer Content: Partner with 12 nutrition authorities (individuals or organizations) who influence their peer communities to reinforce beef's health benefits online and in social media.

Measurable Objective #3

Secure Beef Recommendations: Through immersive educational experiences and events, position at least 25 nutrition and health experts to address new research, hot topics, and/or misinformation about beef's role in healthy, sustainable diets in their peer and consumer communities through media quotes, conference sessions, etc.

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 and Capitalize on the Multiple Advantages of Beef

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

Improve the Business and 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 B | 2511 - R Nutrition Research and Scientific Affairs

Name of Contractor: National Cattlemen's Beef Association

Start Date: 10/1/2024

End Date: 9/30/2025

CBB/BPOC Funding Request for this AR: \$9,642,800

CBB/BPOC Funding Request for this Tactic: \$2,989,500

Tactic B | 2511-R
Nutrition Research and Scientific Affairs
National Cattlemen's Beef Association

TACTIC DESCRIPTION:

NCBA, on behalf of the Beef Checkoff, leads scientific research on beef's role in human health and conducts scientific affairs to build research acceptance within the nutrition science community. Research outcomes present opportunities for marketing and communications opportunities and are the foundation for educating and motivating health professionals to recommend beef. This is also the program responsible for providing scientific evidence about beef's role in health to authoritative bodies like the *Dietary Guidelines for Americans* and other leading health organizations that guide the public on what and how to eat. As the only beef-centric US-based beef nutrition research initiative, this program uniquely promotes, protects, and defends beef's role in the diet by providing scientific evidence and developing beef expertise among nutrition scientists. This program has generated compelling reasons to choose beef as a food for health (i.e., muscle health, weight loss, optimal infant and childhood growth and development, heart health, diabetes and healthy aging) which has helped build beef demand by strengthening beef's positive health perceptions with scientists, nutrition, health and medical experts, and consumers.

This tactic reaches established and emerging nutrition scientists who are recognized for their academic or clinical achievements. They are members of academia, government, health organizations, scientific associations (including the American Society for Nutrition and Institute for the Advancement of Food and Nutrition Sciences), and industry (corporate scientists in food and/or health and wellness companies involved in product development). Their significant influence and credibility in their field of expertise establishes them as thought leaders of future research agendas or national nutrition recommendations.

In FY25, this program will invest in nutrition research projects that 1) evaluate the types and amounts of beef in emerging and/or popular eating patterns and its impact on metabolic health (heart health, diabetes, weight) and 2) evaluate the role of beef's unique matrix to support physical and cognitive health at key life stages (periods of growth and development and/or aging). In addition to original human research trials, technical assessments will also be commissioned to publish the finding in the public domain. Scientific affairs activities will be used to bring attention to beef nutrition research discoveries and include briefings, research summits, conferences, written materials and visual tools (infographics). Through collaborations with state beef councils (SBCs), other NCBA Checkoff programs,

other Checkoff contractors (e.g., NEBPI, AFBFA, FMPRE, etc.), as well as research-based universities and institutions, program results will be shared widely through publications, scientific conferences and deep-dive immersion experiences for broader impact. Strategic planning sessions will be conducted as needed to identify research gaps and collaborative research opportunities with third-party experts. This tactic directly addresses the demand drivers of nutrition that influence preference and consumption.

MEASURABLE OBJECTIVES

Measurable Objective #1

Fund Research Projects: Conduct a minimum of seven (7) original nutrition scientific research projects or technical assessments focused on types and amounts of beef in emerging/popular eating patterns for heart health, diabetes and weight management and/or beef's unique matrix on physical and/or cognitive health during growth and/or development or aging.

Measurable Objective #2

Build Research Acceptance: To build broader scientific support for beef's role in healthy diets, conduct briefings with targeted nutrition scientists on new beef research and key topics such as beef's protein quality advantage, sustainable nutrition, nutrient density and improved scientific methods assessing beef (minimum of 40). Reach at least five (5) new thought leaders (e.g., emerging investigators) to expand the quantity and quality of scientists with interest in conducting and communicating research on beef.

Measurable Objective #3

Place Research Results: Increase the visibility of nutrition research findings by securing placement of research results (minimum of 70) internally (in other tactics/ARs or SBC partners) or externally (conferences, industry meetings, supply chain partners, communications/educational outlets, etc.) to improve understanding of the positive impact of beef on human health.

LRP INITIATIVES ADDRESSED BY THIS TACTIC

Grow Consumer Trust in Beef Production

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

Promote and Capitalize on the Multiple Advantages of Beef

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

Improve the Business and Political Climate of Beef

- Ensure beef's inclusion in dietary recommendations

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

- Encourage the cooperation and collaboration of existing industry advisory committees to identify and prioritize research efforts

CHECKOFF PROGRAM COMMITTEE(S) TO SCORE THIS TACTIC

Committee(s) to Score This Tactic: Nutrition & Health

