

## National Cattlemen's Beef Association

AR# 2522-CI

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

### AR Purpose and Description:

The Consumer Information AR focuses on empowering prominent thought leaders and credentialed experts to directly impact consumer decisions to buy and consume beef. By focusing on these key areas of influence, the tactics outlined below work to break down barriers to beef consumption through education and inspiration; helping to drive demand and build on beef's position as the top protein. These efforts support the Beef Industry Long Range Plan and state beef councils (SBCs) amplify this work to extend reach and impact.

The historical impacts of this AR have been significant:

- Annually, thought leaders and influencers extend *Beef. It's What's For Dinner.* (BIWFD) messages and share beef's benefits with approximately 17 million consumers.<sup>[1]</sup> These third-party experts provide credibility and are a trusted source of information for their followers.
- Over time, programs have increased the number of nutrition, health and medical experts recommending beef for heart health or during childhood growth and development to their patients and clients and increased placement of information in major media outlets and on social/digital health-focused platforms encouraging nutrition recommendations that are favorable to beef from third-party healthcare experts.
- As consumers are exposed to thousands of ads daily, programming in this AR leverages the content from other Checkoff-funded programs and places it in a variety of media outlets across the country to ensure beef isn't lost in the noise, ultimately generating more than 1 billion opportunities for consumers to see that content annually.<sup>[2]</sup>
- Forging relationships with globally recognized companies and brands to ensure that high-quality beef is available for consumers to enjoy at home or dining out has positively impacted beef sales and resulted in new beef menu offerings, new and innovative beef products at retail.

Continuing to engage with and leverage key audiences that consumers trust and rely upon for information will strengthen beef demand. The more third-party audiences - from food influencers to health professionals, media or retail and foodservice partners – are engaged with the BIWFD brand and the sound science completed in the Research AR, the more authentic the relationships, and the messaging delivered to the consumer, become. To continue this, it is crucial to deliver resources and educational opportunities specific to the audience, so these third parties are confident in and passionate about beef. When this is achieved, an even greater

return on investment is seen as these key thought leaders start sharing positive beef information on their own.

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:**

[1] Data is an average of the program’s Performance Efficiency Measures (PEM) from 2018-2023, derived from third-party media monitoring/tracking software, provided quarterly to the Checkoff Evaluation Committee

[2] Meltwater Media Monitoring

**CBB Budget Category:** Consumer Information

**Start Date:** 10/1/2024

**End Date:** 9/30/2025

<b>FY25 CBB/BPOC Funding Request</b>		
<b>Direct Costs</b>	<b>Implementation</b>	<b>Total</b>
\$2,594,600.00	\$3,405,400.00	\$6,000,000.00

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
- Improve the Business and Political Climate of Beef

**TACTIC DESCRIPTION:**

The Thought Leader Outreach and Engagement tactic develops and maintains relationships with subject matter experts who share factual and positive information about beef with their engaged audiences. The program works with recipe creators, food lovers, celebrity chefs, members of the beef industry and others to promote beef to consumers. These thought leaders, or “influencers,” affect changes in buying behavior or way of thinking based on their status, position or fanbase. Annually, the Thought Leader tactic leverages more than 200 subject matter experts (chefs, recipe creators, ranchers, athletes, etc.) to reach more than 17 million consumers with recipe inspiration, culinary research and education and information on how beef is raised and grown.[1] This is in addition to BIWFD branded content being shared through and created specifically for Beef. It’s What’s For Dinner. channels. Market research shows that consumers are heavily influenced by reviews and recommendations from friends, family and influencers.[2] Simply put, consumers trust what influencers say and recommend, making thought leader partners a crucial compliment to the Beef. It’s What’s For Dinner. advertising efforts. These third-party experts provide credibility and extend Beef Checkoff messaging and content to their millions of followers, and they can generate greater engagement with content than a brand can alone. This tactic’s thought leaders are trusted and respected individuals and media partners that are thoroughly vetted and informed on the beef industry to be strong beef advocates. They are looked to for guidance and inspiration, and sharing their love of food, cooking and where food comes from with their audiences.

In FY24, the Thought Leader Outreach and Engagement program invested in opportunities to engage with and educate a wide variety of thought leaders, beyond those actively working with the BIWFD brand to create paid content. This provided opportunities for Beef Checkoff messaging to be extended organically, expanding the impact beyond paid advertising. Included in this work were educational dinners, ranch tours, cooking classes, physical mailers and digital newsletters. State beef councils (SBCs) collaborated on ranch tours, cooking events, and mailers helping to manage resources and create efficiency. Additionally, steps were made to further engage brand partners to provide product, capture content and extend social media posts, reaching even broader audiences with more cost efficiencies.

In 2025, the program will continue building and supporting Beef. It's What's For Dinner, while also driving beef demand through inspirational and replicable consumer recipes. The program will continue efforts to reach new and diverse audiences, identifying opportunities to leverage other consumer brands, targeting younger audiences, and recognizing a balance between rural and urban consumers. Additionally, the program will maintain focus on adapting to changing media forms. This includes monitoring newsworthy social media platforms like TikTok, branching into podcasts, and exploring alternative audiences as new media develops. Projects

will include influencer campaigns designed to generate photo, video and social media content, events (in-person and virtual) and other touchpoints with both thought leaders and consumers.

**Citations:**

[1] Data is an average of the program's Performance Efficiency Measures (PEM) from 2019-2023, derived from third-party media monitoring/tracking software, provided quarterly to the Checkoff Evaluation Committee

[2] The Most Important Influencer Marketing Statistics for 2024

**Measurable Objectives:**

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**Measurable Objective #1**

**Develop and Nurture Thought Leader Relationships:** Maintain the Beef Expert Network to include ten (10) subject-matter experts across the food and culinary thought leader categories while establishing new relationships with at least four (4) 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 identified demand drivers.

**Measurable Objective #2**

**Create and Deliver Compelling Content:** Identify and execute at least nine (9) influencer activations each quarter, for a total of 36, utilizing thought leaders across a variety of topics. Activations will inspire and educate consumers with content that will communicate on beef's key demand drivers on their own channels and *Beef. It's What's For Dinner.* channels.

**Measurable Objective #3**

**Educate and Inspire Thought Leaders:** 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:**

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**General Target Audience**

- Consumers Reach Goal: 16,500,000
- Consumers Engagement Goal: 1,750,000

**Key Opinion Leaders**

- Thought Leaders Reach Goal: 440
- Thought Leaders Engagement Goal: 300

## **LRP Initiatives Addressed by this Tactic:**

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### **Grow Consumer Trust in Beef Production**

- Align and collaborate with traditional and nontraditional partners to tell the positive story of beef cattle production

### **Promote and 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
- Implement a marketing campaign that communicates beef's advantage compared to competing proteins
- Promote underutilized beef cuts and new variety meat products
- Cultivate collaborative promotion partnerships
- Develop targeted marketing programs focused on the highest opportunity market segments

### **Checkoff Program Committee(s): Domestic Marketing**

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

### **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.<sup>[1]</sup> Recommendations from nutrition, health and medical experts are influential in shaping consumer opinions about beef.<sup>[2]</sup> 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.<sup>[3]</sup> 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:**

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**Measurable Objective #1**

**Educate Healthcare Professionals:** Educate 7,500 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 10 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 20 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.

**Performance Efficiency Measures:**

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**Key Opinion Leaders**

- Nutrition, Health and Medical Experts Reach Goal: 480,000
- Nutrition, Health and Medical Experts Engagement Goal: 105,000

## **LRP Initiatives Addressed by this Tactic:**

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### **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): Nutrition & Health**

Tactic C | 2522-CI  
*Public Relations*

## **TACTIC DESCRIPTION:**

The Public Relations tactic is responsible for developing and executing a robust consumer communications strategy to protect the reputation of the beef industry and encourage consumers to choose beef through education and inspiration. If we don't tell our story, someone else will, and that's what makes this tactic so important. Through the funding of this tactic, the team works with media outlets and journalists around the country to provide science-based facts and content, and place stories about how cattle are raised and grown, the nutritional benefits of beef, cooking tips, recipes and inspiration and more. In the first half of FY24 alone, this tactic is responsible for placing content on Good Morning America and the TODAY show and in digital and print publications including Yahoo!, the Associated Press, The Washington Post, MSN and Forbes, among others.

According to the Journal of Social and Political Psychology, the media play a central role in informing the public about what happens in the world, particularly in those areas in which audiences do not possess direct knowledge or experience. Today, as consumers are further removed from agriculture than ever before, this highlights the importance of the media as a key audience for the beef industry. And that is exactly why this tactic is so important as it implements a strategy and leverages relationships with media outlets and journalists to reach the consumer with positive information across a variety of media outlets.

In FY25, this tactic will build on the strategies and relationships already developed to further shape public perception of beef and protect the reputation of the beef industry. The tactic will

place facts, recipes, quotes and full stories in national, regional and local media outlets across the country, as well as respond to inaccurate media coverage to set the record straight. Additionally, content will be created, highlighting the stories of farmers and ranchers, to educate consumers on complex topics about how cattle are raised and help them relate to the beef community, ultimately building trust. The public relations tactic is more than just our opportunity to shape public perception of beef and engage with the media, this tactic leverages the Checkoff-funded material produced in other tactics and AR's - from recipes and influencer quotes to data from technical research and market research - to ensure we're getting the maximum return on investment for Checkoff-funded resources. Finally, in FY25 the public relations team will continue to work closely with state beef councils (SBCs) to identify those stories and place content in local outlets and will also support SBCs by providing strategic guidance and assistance in responding to media requests.

### **Measurable Objectives:**

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#### **Measurable Objective #1**

**Host Satellite Media Tours:** Host three (3) Satellite Media Tours (SMTs) 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 National Media Stories:** Place at least six (6) 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 Supply Chain Media Stories:** Place at least three (3) 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 (e.g., Progressive Grocer, National Provisioner, etc.)

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

**Place & Develop Educational Content:** Place at least six (6) pieces of content addressing misinformation or concerns about key beef issues such as beef nutrition or how beef is raised, to protect beef's reputation by educating consumers and helping them relate to producers.



## Performance Efficiency Measures:

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### General Target Audience

- Consumer Reach Goal: 36,000
- Consumer Engagement Goal: N/A

### Key Opinion Leaders

- Media Reach Goal: 60,000
- Media Engagement Goal: 11,000

## LRP Initiatives Addressed by this Tactic:

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### 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 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

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

**Checkoff Program Committee(s):** Consumer Trust

Tactic D | 2522-CI  
*Channel Marketing*

### TACTIC DESCRIPTION:

The Channel Marketing tactic is responsible for ensuring that beef continues to be available to consumers at the point of sale, whether it be in the retail meat case or on restaurant menus. In a time when supply is low and prices are high, the work funded through this tactic is more critical than ever. In the past 12 months alone, this tactic was responsible for over \$40 million in trackable incremental beef sales.<sup>[1]</sup>

According to the 2024 Power of Meat study, 73% of consumers changed how much, what, where and what brand of meat they purchase. To combat consumers substituting beef with other proteins, it is imperative that the industry maintain key relationships with channel partners to reinforce the benefits of beef with those who directly influence consumer purchase decisions. The work done in this tactic will establish and foster strong partnerships with leading national

companies that market beef to millions of consumers. By providing education, resources and expertise on key topics including carcass utilization, alternative cuts, value products, the nutritional benefits of beef, and more, food professionals will have the tools they need to maintain beef sales in a challenging economic environment.

In FY25, this tactic will continue to build key relationships and educate channel partners through webinars, immersive events, conference sponsorships and the Beef News Now newsletter. Additionally, the tactic works to drive beef sales through strategic brand partnerships and digital content and promotions. Through ongoing engagement with partners, NCBA can uniquely understand and address challenges and needs when it comes to selling beef, helping to ensure this top protein continues to be available to consumers at retail and in foodservice. By bolstering this business-to-business platform, more consumers are reached than we could reach directly. This tactic directly addresses the demand drivers of eating experience, convenience/versatility, value, nutrition and raised/grown.

**Citations:**

[1] E-commerce Media Performance Reports, May 2023-May 2024

**Measurable Objectives:**

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**Measurable Objective #1**

**Inspire Supply Chain Channel Businesses:** Host or facilitate at least three (3) in-person beef education and inspiration sessions to demonstrate the versatility and value of beef to channel partners and provide expertise and solutions to meet their unique business needs.

**Measurable Objective #2**

**Educate Supply Chain Channel Professionals:** Ensure that supply chain channel partners are equipped with relevant and timely resources to help them market and sell beef by conducting outreach and providing support to at least 35 leading supply chain companies each month.

**Measurable Objective #3**

**Engage Supply Chain Channel Partners:** Participate in or host at least two (2) industry events/conferences to demonstrate thought leadership and build relationships with the people and companies who sell beef to consumers to build confidence in beef as the top protein and positively impact demand.

**Measurable Objective #4**

**Influence Beef Purchase:** Conduct at least three (3) activations with channel partners that will educate and/or promote beef to and inspire businesses and/or consumers to choose beef.

## **Performance Efficiency Measures:**

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### **Key Opinion Leaders**

- Channel Partners Reach Goal: 29,000
- Channel Partners Engagement Goal: 8,600

## **LRP Initiatives Addressed by this Tactic:**

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### **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 and 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
- Develop a more interactive and exciting beef purchasing experience
- Promote underutilized beef cuts and new variety meat products

**Checkoff Program Committee(s):** Domestic Marketing

## **Supplemental Information for This AR**

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**1. Please explain significant changes from the FY24 approved AR.**

The same tactics are utilized but efficiencies were identified compared to previous ARs.

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

**Content Production/Development:**

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

**3. Will all work with vendors/agencies be competitively bid? If no, please provide a brief description as to why.**

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 reach nutrition professionals based on their expertise with this audience.

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. Has this AR built upon past work or projects that have been previously funded by the BPOC? If yes, please provide a detailed list and background information on the project and contractor(s) involved.**

The tactics in this AR are all heavily focused on leveraging key relationships with various thought leaders or audiences to reach consumers more effectively. In FY25, those established relationships and strategies will be leveraged, when possible, to generate new results and inform future strategy for the projects proposed in this AR. Previous work has built a significant level of knowledge about beef and the beef industry with thought leaders and partners that will continue to be utilized in the coming year ensuring accuracy in information shared from the advocates already developed.

**5. If applicable, explain how this AR can be extended by state beef councils or other contractors.**

Tactic A – Thought Leader Outreach and Engagement content and posts can be extended by state beef councils (SBCs) via their social media channels. Also, NCBA provides consulting on various influencer topics and buy-in opportunities for SBCs to extend national influencer programming in their own states.

Tactic B – Nutrition, Health and Medical Experts content can be extended by SBCs through state-based conferences and outreach to this target community through presentations/training, written material and direct outreach.

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

Tactic D – Channel Marketing resources aimed at national supply chain operators can be extended by SBCs for regional or local use. When possible, national campaigns, including e-commerce, may be further extended to SBCs for amplification within their states.

## Detailed Budget Summary

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The tables in the following three sections report program budget information from the following funding sources:

- Cattlemen's Beef Board/Beef Promotion Operating Committee (CBB/BPOC) Funding
- 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 – FY25 Funding Requested by Tactic

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#### FY25 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.

<b>FY25 CBB/BPOC Funding Requested by Tactic</b>					
<b>Committee Name</b>	<b>Tactic</b>	<b>Tactic Name</b>	<b>Direct Costs</b>	<b>Implementation</b>	<b>Total</b>
Domestic Marketing	Tactic A	Thought Leader Outreach and Engagement	\$583,000.00	\$564,500.00	<b>\$1,147,500.00</b>
Nutrition & Health	Tactic B	Nutrition, Health and Medical Experts	\$587,000.00	\$779,200.00	<b>\$1,366,200.00</b>
Consumer Trust	Tactic C	Public Relations	\$583,000.00	\$685,100.00	<b>\$1,268,100.00</b>
Domestic Marketing	Tactic D	Channel Marketing	\$841,600.00	\$1,376,600.00	<b>\$2,218,200.00</b>
		<b>Total</b>	<b>\$2,594,600.00</b>	<b>\$3,405,400.00</b>	<b>\$6,000,000.00</b>

**FY25 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.

<b>FY25 Other Funding Sources Requested by Tactic (Informational Only)</b>			
<b>Funding Source</b>	<b>Tactic</b>	<b>Tactic Name</b>	<b>Total</b>
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	
		<b>Other Funding Total</b>	

Use the space below if you wish to provide additional comments/information on the FY25 CBB/BPOC or Other Funding amounts that are being requested for this AR's tactic(s).

N/A

**Section 2 – Summary of FY24 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 "FY24 CBB/BPOC Funding" table and the contractor will provide information for the "FY24 Other Funding Sources" table.

**FY24 CBB/BPOC Funding**

This table reports the amount of awarded and expended CBB/BPOC funding for this Authorization Request in FY24.

<b>FY24 CBB/BPOC Funding</b>			
<i>Note: The Cattlemen's Beef Board completed the fields in this table.</i>			
	<b>AR# 2422-CI</b>		
	<b>Direct Costs</b>	<b>Implementation</b>	<b>Total</b>
<b>Funds Awarded</b>	<b>\$2,320,650.00</b>	<b>\$3,579,900.00</b>	<b>\$5,900,550.00</b>
<b>Actual Expenses</b> <i>(October 1, 2023 - June 30, 2024)</i>	<b>\$1,036,641.00</b>	<b>\$1,910,907.00</b>	<b>\$2,947,548.00</b>

### FY24 Other Funding Sources

The following table reports the amount of committed and expended "Other Funding Sources" for this AR in FY24. 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.

FY24 Other Funding Sources (Informational Only)			
AR# 2422-CI			
	Other Funding Source	Funds Committed	Funds Expended (October 1, 2023 – June 30, 2024)
A	Other: FSBC Funds	\$1,099,300.00	\$546,670.00

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

N/A

### Section 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 more. CBB will report information in the "CBB/BPOC Historical Summary" table and the contractor will provide information for the "Other Funding Sources Historical Summary" table.

### CBB/BPOC Funding – Historical Summary

The following table reports the amount of awarded and expended CBB/BPOC funding for this AR in FY21, FY22, and FY23.

CBB/BPOC Funding - Historical Summary				
<i>Note: The Cattlemen's Beef Board completed the fields in this table.</i>				
		FY23 AR# 2322-CI	FY22 AR# 2222-CI	FY21 AR# 2122-CI
AR Period <sup>1</sup>	Start Date:	Oct. 1, 2022	Oct. 1, 2021	Oct. 1, 2020
	End Date:	Sep. 30, 2023	Sep. 30, 2022	Sep. 30, 2023
Funds Awarded		\$6,020,000.00	\$6,234,020.00	\$6,163,221.00
Actual Expenses <sup>2</sup>		\$5,979,207.00	\$6,183,125.00	\$6,157,189.00

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

<sup>2</sup>If the AR "End Date" has not occurred, actual expenses will be reflective of the following time period: AR Start Date - June 30, 2024.

**Other Funding - Historical Summary**

The following table reports the amount of "Other Funding Source" expenditures for this AR in FY21, FY22, and FY23. The funding information in this table is for informational purposes only and demonstrates external collaboration as delineated in the 2021-2025 Beef Industry Long Range Plan.

<b>Other Funding Sources – Historical Summary</b> <i>(Informational Only)</i>						
	<b>FY23 AR# 2322-CI</b>		<b>FY22 AR# 2222-CI</b>		<b>FY21 AR# 2122-CI</b>	
	<b>Other Funding Source</b>	<b>Total Expenditures</b>	<b>Other Funding Source</b>	<b>Total Expenditures</b>	<b>Other Funding Source</b>	<b>Total Expenditures</b>
<b>A</b>	FSBC Funds	\$1,057,415.00	FSBC Funds	\$2,524,428.00	FSBC Funds	\$845,131.00

**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