Meat Institute

AR# 2601-P
AR Title: Veal Promotion

Amount Requested: $235,000.00

Organization Information

Name of Contractor:	Meat Institute
Name of Subcontractor:	New York Beef Council
Primary Contact:	Ashley Scoones
Primary Signatory:	Bill Sessions

Full Application

AR Purpose and Description:

This Authorization Request (AR) supports a targeted effort to promote veal as a high-quality protein option through Veal.org, in collaboration with State Beef Councils and industry partners. In 2024, an estimated $317,000 was contributed by the veal industry to the Beef Checkoff. The two veal-focused ARs efficiently and effectively use this investment to increase protein awareness and protect the image of veal.

The program aims to reach consumers who already include meat in their diets, particularly those with higher incomes and a willingness to invest in premium protein. Promotional efforts are concentrated in markets where veal is readily available, primarily along the Eastern Seaboard.

In today's evolving food landscape—shaped by economic pressures, sustainability concerns, and shifting consumer preferences—it is more important than ever to educate and engage consumers about veal. According to the *Power of Meat* study, 43% of Americans are cutting back on restaurant spending, and of those, 75% try to replicate restaurant-style meals at home. This presents a strategic opportunity to position veal as an accessible, high-quality option for at-home dining.

Program objectives focus on increasing consumer awareness, knowledge, and positive perception of veal among key influencers and target audiences. Tactics include digital advertising, influencer partnerships, content marketing through Veal.org, and regional activations that showcase veal's versatility and value. This AR aligns with the Beef Industry Long Range Plan and leverages limited industry funds to elevate veal's position in a competitive protein marketplace. The program is supported by industry stakeholders through active engagement, collaboration, and feedback.

Industry Background

Veal production in the United States is concentrated primarily in the Northeast, including states such as New York, Pennsylvania, Ohio, Michigan, Wisconsin, and Indiana. Veal farming is a multigenerational, family-run effort, with most farms raising approximately 400 calves annually. A significant number of producers belong to Amish and Mennonite communities.

Formula-fed veal calves contribute approximately $2 per head to the Beef Checkoff program, providing a direct investment in veal-specific promotion and education efforts.[1]

Veal is known for its light pink color, tenderness, and mild flavor, characteristics that make it a favorite among both restaurant chefs and home cooks. Its versatility allows it to absorb and complement a wide range of flavors. Popular cuts include cutlets, roasts, chops, and ground veal.

Citations:

1. FY25 Veal Formula, estimated by the Cattlemen's Beef Board

CBB Budget Category: Promotion

Start Date: 10/1/2025

End Date: 9/30/2026

FY26 National Beef Checkoff Funding Request		
Direct Costs	**Implementation**	**Total**
$187,000.00	$48,000.00	$235,000.00

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

- Promote and Capitalize on the Multiple Advantages of Beef

Tactic A | 2601-P
Channel Marketing and Engagement

TACTIC DESCRIPTION:

This tactic plays a critical role in promoting veal as a versatile, high-quality protein—whether at retail, in restaurants, or at home. With meat sales reaching a record $104.6 billion in 2024 and consumers purchasing meat more than once per week on average, there is a clear opportunity to position veal as a compelling choice within this robust market[1].

Channel marketing focuses on leveraging partnerships to promote veal. Instead of working with an end consumer, this programming works with businesses and decision makers delivering valuable industry education, product information, and culinary inspiration. By engaging consumers indirectly at the retail level—where purchasing decisions are made—the programming reinforces veal's value and versatility. Importantly, in 2024 73% of consumers changed what, how much, where, and which brands of meat they buy, demonstrating shifting purchasing behaviors[1]. In response, strategic partnerships with grocery retailers are leveraged to feature veal prominently on digital platforms, ensuring veal is present at the crucial point of purchase.

This tactic also includes participation in two of the nation's largest food events—the Food Network's New York City Wine & Food Festival and the South Beach Wine & Food Festival. These high-profile platforms provide opportunities to showcase veal in innovative and appealing ways to chefs, industry decision makers, influencers, and consumers. By aligning with these festivals, which closely match the program's target demographics, the campaign significantly broadens veal's visibility and appeal. Leveraging extensive media coverage, influencer engagement, and partner networks associated with these events allows this programming to reach far more consumers than direct outreach alone could achieve. Additionally, this sponsorship is executed through strategic partnership with State Beef Councils.

Success will be measured through reach among consumers and key opinion leaders, engagement metrics, and available sales data. This tactic directly supports the program's overall objectives and complements Tactic B by building sustained awareness of veal.

Citations:

1. Annual Meat Conference | The Power of Meat Study 2024©

Measurable Objectives:

Measurable Objective #1

Increase Consumer Purchase Intent & Sales through Retail Activation: Partner with at least two (2) grocery retailers to execute digital marketing campaigns via e-commerce platforms that promote veal as a high-quality protein. These campaigns aim to increase consumer awareness, drive product consideration, and boost in-store and online sales of veal. Impact will be measured through available sales data, campaign engagement metrics (e.g., click-through rates, impressions), and retailer feedback.

Measurable Objective #2

Enhance Protein Perception & Product Trial through Culinary Events: Participate in at least two (2) high-profile culinary events or conferences to position veal as a versatile, affordable, and premium protein. These events are expected to increase veal's visibility among chefs, influencers, and food-forward consumers*, with success measured by event reach, engagement (e.g., samples distributed, direct interactions), and post-event feedback from partners.

**a consumer who values quality, transparency, and sustainability in their food choices and who is likely to seek out premium or specialty products.*

Measurable Objective #3

Support Industry Engagement: Distribute veal-focused checkoff funded resources to industry partners for use in retail and food service engagement. Effectiveness will be measured by the number of partners utilizing the materials, requests for additional resources, and documented use in retail/foodservice outreach efforts.

Performance Efficiency Measures:

General Target Audience

Consumers Reach Goal: 60,000

Consumers Engagement Goal: 4,400

LRP Initiatives Addressed by this Tactic:

Promote and Capitalize on the Multiple Advantages of Beef

- 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): Domestic Marketing

Tactic B | 2601-P
Consumer Promotion and Marketing

TACTIC DESCRIPTION:

This tactic connects directly with today's protein consumers—particularly higher-income households and culinary explorers—through targeted digital content, social media creators, and the continued development of Veal.org. By reaching consumers where they seek food inspiration and trusted information, this effort builds awareness, encourages trial, and elevates veal's image as a nutritious, versatile, and premium-quality protein.

With 83% of consumers seeking "better-for" options (i.e. better for their health, the planet, animals, and farmers)[1] this programming highlights how veal is raised, its nutritional profile, and how it fits into both everyday and special-occasion meals.

The 2024 Power of Meat Study shows that 9 in 10 shoppers are willing to spend more on meat for special occasions like holidays, celebrations, and entertaining. This presents a key opportunity to position veal as a premium, restaurant-quality protein that meets evolving consumer values and habits.

Veal.org remains the central hub for consumer education, offering recipes, cooking tips, nutrition insights, and information about veal production. Ongoing updates aim to drive traffic, boost engagement, and build consumer trust.

Overall, this tactic focuses on reaching meat-eating consumers who are open to discovering new options. Through Veal.org's digital platforms, social content, and influencer partnerships, this effort maximizes Checkoff dollars to promote veal awareness and drive consumer discovery.

Citations:

1. Annual Meat Conference | The Power of Meat Study 2024©

Measurable Objectives:

Measurable Objective #1

Influencer Campaign Impact: Reach at least 80,000 consumers through influencer content across social media platforms, with an average engagement rate of 2% or higher, indicating relevance and interest.

Measurable Objective #2

Increase Website Engagement: Increase monthly unique visitors to Veal.org by 10% year-over-year, with an average time-on-site of 1 minute or more, indicating deeper engagement with veal-related content.

Measurable Objective #3

Achieve a total consumer reach of at least 1,300,000 across all digital channels—including Veal.org e-newsletters, organic and paid social media, influencer content, and digital advertising—by the end of the program year. Reach will be tracked using platform analytics, email engagement metrics, and media performance reports.

Performance Efficiency Measures:

General Target Audience

Consumers Reach Goal: 1,300,000

Consumers Engagement Goal: 30,150

LRP Initiatives Addressed by this Tactic:

Promote and Capitalize on the Multiple Advantages of Beef

- 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): Domestic Marketing

Supplemental Information for This AR

1. **Please explain significant changes from the FY25 approved AR.**
   There are no significant changes. The programming continues to build on past programming, but has been adjusted to fit available funding as a result of the decreasing veal formula provided by CBB.

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

3. **Will all work with vendors/agencies be competitively bid? If no, please provide a brief description as to why.**
   No, these vendors have been used year over year for this program and have built a relationship and understanding of the program.

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.**
   Yes, this AR builds upon four consecutive years of veal promotion programming subcontracted to the New York Beef Council. The proposed programming effort continues to advance the same strategic goals while leveraging the progress, resources, and insights from prior years.

It is important to note that available funding through the veal formula has continued to decline due to several factors, most notably rising input costs associated related to calf prices and the market for beef-on-dairy production.

As a result, this AR reflects a more focused and strategic approach, with a reduced funding request compared to previous years. Despite these limitations, programming remains vital to maintaining consumer awareness and supporting a niche but valuable segment of the protein market, particularly during periods of reduced production.

5. **If applicable, explain how this AR can be extended by state beef councils or other contractors.**
   This AR supports broader industry efforts by providing valuable resources and collaboration opportunities for State Beef Councils and other contractors engaged in veal-related programming. For example, content developed through this AR—such as educational materials, recipes, and consumer-facing information available on Veal.org—can be utilized to enhance local outreach. In addition, this AR offers ongoing staff support to assist State Beef Councils with veal-related inquiries and to help facilitate connections within the veal industry. Finally, it allocates funding to support joint initiatives or programs taking place at the state level, fostering alignment and amplifying impact across the broader Beef Checkoff network.

Detailed Budget Summary

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

1. National Beef Checkoff Funding
2. Other Funding 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

Definitions

National Beef Checkoff Funding is divided into:

- **Direct Costs:** These are expenses directly associated with executing program activities, including advertising, promotional materials, consulting fees, travel, and other project-specific costs.
- **Implementation:** These are the expenses that provide the process and infrastructure needed to put program activities into action, including overhead allocations and staff compensation (i.e. salaries and benefits).

Section 1 – FY26 Funding Requested by Tactic

FY26 National Beef Checkoff Funding Requested by Tactic

The following table outlines the requested amount of National Beef Checkoff funding for each tactic and the committee(s) that has been selected to score it/them.

National Beef Checkoff Funding by Tactic					
Committee Name	**Tactic**	**Tactic Name**	**Direct Costs**	**Implementation**	**Total**
Domestic Marketing	Tactic A	Channel Marketing and Engagement	$110,500.00	$24,000.00	**$134,500.00**
Domestic Marketing	Tactic B	Consumer Promotion and Marketing	$76,500.00	$24,000.00	**$100,500.00**
		Total	**$187,000.00**	**$48,000.00**	**$235,000.00**

FY26 Other Funding Requested by Tactic

The following table reports the amount of anticipated Other Funding that would be applied to each tactic. This information is for reference only and demonstrates external collaboration as delineated in the 2021-2025 Beef Industry Long Range Plan.

Funding Sources Requested by Tactic *(Informational Only)*			
Funding Source	**Tactic**	**Tactic Name**	**Total**
N/A	Tactic A	Channel Marketing and Engagement	**$0.00**
N/A	Tactic B	Consumer Promotion and Marketing	**$0.00**
		Other Funding Total	**$0.00**

Section 1 - Additional Funding Comments:

Use the space below to provide any additional details about the FY26 National Beef Checkoff or Other Funding amounts requested, along with any anticipated third-party contributions* for this AR.

** Specify the type of third-party contributions, such as support from external organizations or in-kind goods and services (e.g., equipment, supplies, volunteer time, consulting), and their estimated value (individual or cumulative).*

Industry stakeholders actively support programming in a variety of ways, even when direct funding is not provided. This often includes in-kind contributions such as supplying veal to content creators, participating in interviews or meetings to provide expert insight, and supporting program execution through non-monetary resources. Additionally, partnerships with State Beef Councils—while not always involving direct funding—play a vital role in enabling broader program participation. Their financial support of related initiatives helps make it possible for this contract to contribute meaningfully to collaborative efforts. Without this shared investment, many veal promotion initiatives would not be feasible. This can not be determined until funding has been confirmed by the Beef Promotion Operating Committee.

Section 2 – Summary of FY25 AR Budgets and Expenses

Classification:

This AR expands upon previously funded program work from last year. While CBB will enter information into the FY25 National Beef Checkoff Funding table, we (the contractor) will report corresponding details in the FY25 Other Funding table.

FY25 National Beef Checkoff Funding

This table reports the amount of awarded and expended National Beef Checkoff funding for this Authorization Request in FY25.

FY25 National Beef Checkoff Funding *Note: The Cattlemen's Beef Board completed the fields in this table.*			
	AR# 2501-P		
	Direct Costs	**Implementation**	**Total**
Funds Awarded	$176,000.00	$44,000.00	$220,000.00
Actual Expenses *(October 1, 2024 - June 30, 2025)*	$49,879.94	$14,339.16	$64,219.10

FY25 Other Funding

The following table reports the amount of committed and expended Other Funding for the FY25 AR. This funding information is for informational purposes only and demonstrates external collaboration as delineated in the 2021-2025 Beef Industry Long Range Plan.

FY25 Other Funding *(Informational Only)*			
	AR# 2501-P		
	Other Funding Source	**Funds Committed**	**Funds Expended** *(October 1, 2024 –June 30, 2025)*
A	QSBC Funds	$4,500.00	$4,500.00

Section 2 – Additional Funding Comments:

Use the space below if you wish to provide additional comments/information on the historical National Beef Checkoff or Other Funding budget and expense summaries, as well as details on third-party contributions* that supported these ARs.

** Specify the type of third-party contributions, such as support from external organizations or in-kind goods and services (e.g., equipment, supplies, volunteer time, consulting), and their estimated value (individual or cumulative).*

Industry stakeholders actively support programming in a variety of ways, even when direct funding is not provided. This often includes in-kind contributions such as supplying veal to content creators, participating in interviews or meetings to provide expert insight, and supporting program execution through non-monetary resources. Additionally, partnerships with State Beef Councils—while not always involving direct funding—play a vital role in enabling broader program participation. Their financial

support of related initiatives helps make it possible for this contract to contribute meaningfully to collaborative efforts. Without this shared investment, many veal promotion initiatives would not be feasible.

Industry stakeholders supported programming efforts via the following in-kind contributions so far in FY25:

- **Veal Processor:**
  - Provided veal to two influencers to share consumer facing content (estimated value of $150/influencer | $300 total)
  - Provided in-house chef time for program educational training and feedback, including veal cuts, ingredients, and setup (estimated value of $2,000)

Section 3 – Historical Summary of AR Budgets and Expenses

Classification:	This AR expands upon previously funded program work from the past two years or more. While CBB will enter information into the National Beef Checkoff Funding Summary table, we (the contractor) will report information in the Other Funding Summary table.

National Beef Checkoff Funding – Historical Summary

The following table reports the amount of awarded and expended National Beef Checkoff funding for the FY22, FY23, and FY24 ARs.

National Beef Checkoff Funding - Historical Summary *Note: The Cattlemen's Beef Board completed the fields in this table.*				
		FY24 AR# 2401-P	**FY23 AR# 2301-P**	**FY22 AR# 2201-P**
AR Period[1]	*Start Date:*	*Oct. 1, 2023*	*Oct. 1, 2022*	*Oct. 1, 2021*
	End Date:	*Sep. 30, 2024*	*Sep. 30, 2023*	*Extension: Dec. 31, 2022*
Funds Awarded		$275,000.00	$300,000.00	$356,230.00
Actual Expenses[2]		$271,849.27	$298,374.16	$347,449.73

[1]For multiyear ARs, the "End Date" reflects the date that the AR is scheduled to be completed.
[2]If the AR "End Date" has not occurred, actual expenses will be reflective of the following time period: AR Start Date - June 30, 2025.

Other Funding - Historical Summary

The following table reports the amount of Other Funding expenditures for the FY22, FY23, and FY24 ARs. 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 – Historical Summary *(Informational Only)*						
	FY24 AR# 2401-P		**FY23 AR# 2301-P**		**FY22 AR# 2201-P**	
	Other Funding Source	**Total Expenditures**	**Other Funding Source**	**Total Expenditures**	**Other Funding Source**	**Total Expenditures**
A	Other: Veal Industry Partners	$1,500.00	Other: Veal Industry Partners	$6,000.00	Other: Veal Industry Partners	$14,000.00
B	QSBC Funds	$6,600.00	QSBC Funds	$7,000.00	QSBC Funds	$2,000.00

Section 3 - Additional Funding Comments:

Use the space below if you wish to provide additional comments/information on the historical National Beef Checkoff or Other Funding budget and expense summaries, as well as details on third-party contributions* that supported these ARs.

** Specify the type of third-party contributions, such as support from external organizations or in-kind goods and services (e.g., equipment, supplies, volunteer time, consulting), and their estimated value (individual or cumulative).*

N/A