

Tactic Quick Guides

Preliminary FY25 Tactics



Consumer Trust
Committee

CONSUMER TRUST COMMITTEE TACTIC OVERVIEW

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Tactic A | 2521-CI

Building Bridges: Connecting STEM with Authentic Beef Science Education

Name of Contractor: American Farm Bureau Foundation for Agriculture

Start Date: 10/1/2024

End Date: 9/30/2025

CBB/BPOC Funding Request for this AR: \$1,079,070

CBB/BPOC Funding Request for this Tactic: \$1,020,270

Tactic A | 2521-CI

Building Bridges: Connection STEM with Authentic Beef Science Education

American Farm Bureau Foundation for Agriculture

TACTIC DESCRIPTION:

Tactic A continues the work that was begun in prior years with the goal of expanding reach and impact. This AR will build the capacity of teachers to work directly with agricultural groups in their states to deliver immersive events similar to the national On The Farm STEM event, as well as develop the skills of educators to deliver professional development around beef-funded education materials at their local or regional education centers, creating a system in which state agricultural groups could take the lead in planning and executing these types of events and could rely on “beef-trained” teacher facilitators.

Tactic A is built around three pillars: Professional Development, Education Resources, and Partnerships. By using these three pillars, the program plans to expand its reach by providing the resources and materials needed to those facilitating these efforts at the state/local level as well as prepare teachers to accurately implement science lessons built with context from the beef industry. Efforts in the FY25 AR expand impact with direct teacher and student interactions. Programming continues to extend its reach as this program includes virtual and immersive learning experiences as well as asynchronous learning opportunities.

The Need: Cultivating Informed Consumers Through Authentic Science Education

The educational landscape is undergoing a significant shift with the implementation of the Next Generation Science Standards (NGSS). These standards emphasize a deeper understanding of science through science and engineering practices and real-world connections, presenting both opportunities and challenges for educators. Agriculture, with its intrinsic link to food production, offers a powerful context for science education. However, educators may not always have access to either the latest resources specifically tailored to NGSS requirements or professional learning experiences related to beef production.

In today's information age, educators and students encounter a wide range of sources, some reliable and others not. This situation underscores the need to equip educators with tools to navigate this landscape and provide their students with credible, science-based resources about beef production.

As NGSS is implemented, science teachers must connect students with tangible, real-world contexts. Food and Agriculture remain an excellent context for science education, but educators often struggle to find high-quality, science-based resources for NGSS-aligned lessons. NGSS also requires teachers to tackle complex topics like climate change and sustainability, which necessitates accurate, collaborative efforts for authentic learning experiences and subject matter expertise. Often, misinformation prevails, and a concerted effort is needed to engage teachers in discussions to ensure balanced and accurate information.

The U.S. beef industry is committed to continuous improvement in animal care, sustainability, and environmental impact. By educating students about the science behind modern beef production practices, The Center empowers future consumers to make informed choices, contributing to a sustainable future for agriculture. Additionally, by supporting science education, the beef industry not only enhances public understanding but also increases and diversifies its potential talent pool for workforce development. Encouraging students to explore careers in agriculture and related sciences helps secure a skilled and knowledgeable workforce for the future. One that is equipped with the experiences, skills, and tools to assist industries in meeting their sustainability goals.

The Proposed Solution

To maximize the reach and impact of this program, we propose a collaborative approach that strengthens relationships with State Beef Councils (SBCs) and other local agricultural groups that engage cross-sector stakeholders, including universities, the education community, and industry leaders. The Center aims to scale up efforts by networking these diverse groups, ensuring broader dissemination of resources and support for educators.

AFBFA and select teachers from its extensive network will collaborate with SBCs to implement various aspects of this initiative, thereby achieving wider participation and resource reach. At the national level, AFBFA will train facilitators who are equipped to lead state-level events organized by SBCs and educational partners. This approach not only enhances the program's scalability but also fosters meaningful connections and trust between educators and industry leaders.

This initiative demands a significant investment of time and effort, reflecting The Center's commitment to building trust through strong relationships and effective communication. By creating opportunities for teachers to access resources within their local contexts and strengthening ties with key stakeholders, we aim to bridge gaps and promote a sustainable future for the beef industry.

AFBFA proposes the following activities to continue building and supporting its community of practice:

Classroom Resources

Investing in high-quality educational resources is crucial for equipping teachers with the tools they need to deliver effective science education. By providing accurate and engaging materials, we can improve understanding of beef production, foster trust among future consumers, and ensure wide accessibility through centralized hosting on The Center's platform.

- **Student Vetting of 20 New Beef Science Phenomena to Develop up to 5 Phenomena Outlines:** Students will evaluate 20 new beef science phenomena through surveys and focus groups, collecting data on which topics spark the most interest and curiosity. Five of these phenomena will be selected based on this feedback and developed into comprehensive outlines. A phenomenon outline provides a detailed framework for teaching a specific scientific concept, making it easier for educators to create engaging and effective lessons.
- **Development of 3 New Beef Science Transfer Tasks:** Create three new transfer tasks, which are assessments used in science classrooms to test student knowledge and understanding. These assessments are designed to apply beef science concepts in practical, real-world scenarios, enhancing student learning and engagement.
- **Updating and Maintaining Current Resources Available to Teachers:** Regularly update and maintain existing educational resources to ensure they remain relevant, accurate, and aligned with the latest educational standards and industry practices.
- **Hosting of all new resources on The Center:** All newly developed resources will be hosted on The Center's platform, ensuring easy access for educators and students.

Professional Learning

Investing in high-quality professional development is essential for empowering educators with the skills and knowledge they need to effectively teach beef science. By providing comprehensive training and resources, we can enhance educators' capabilities, build trust in the beef industry, and ensure consistent, high-quality education across various regions.

Designed for Science Educators:

- **2 Webinars Showcasing Beef Resources:** Host webinars to showcase and possibly modify beef educational resources, providing educators with updated and relevant content.
- **Spring National Science Teachers Association (NSTA) Workshop/Event:** Organize a workshop/event at the Spring NSTA conference, incorporating modifications to address the latest educational trends and needs related to the beef science resources.
- **Repackage Archived Webinars into Asynchronous Options for CEUs:** Transform archived webinars and live streams into asynchronous learning opportunities, offering continuing education units (CEUs) for educators. Each state has different requirements

for teachers to keep an active teaching license. Accumulating CEUs is a common method for teachers to stay accredited.[1]

Designed for Teacher Facilitators:

- **On The Farm STEM (OTF) Facilitator Pathway:** Scholarships for teachers to complete programs like “Becoming a Next Gen Science Teacher” and “The Facilitator Pathway” with NGSX, <https://www.ngsx.org/> along with participation in the national On The Farm STEM program, which combines an immersive experience with facilitator training.
- **Develop Asynchronous Series for Local Facilitators to Complete an OTF:** Create online modules that provide 8 hours of seat time, leveraging the Beef State Implementation Pilot that was completed in FY24 to train local facilitators.
- **Develop Facilitator Guides for Beef Unit, Tasks, and Phenomena:** Create comprehensive guides to support local facilitation at state or local-level science teacher events.
- **Effort to Finalize an On The Farm STEM Web Page for Facilitators:** Finalize a web page to provide easy access and hosting for facilitator resources, enhancing the support and tools available to them.
- Designed for Host States:
- **State Beef Councils/OTF Host Modules:** Finalize and post modules that provide 4+ hours of seat time, outlining what to expect, how to plan, and how to effectively host local On The Farm STEM events.

Community of Practice and Partnerships

Building a strong community of educators and stakeholders is essential for fostering collaboration, sharing best practices, and supporting the continuous improvement of beef science education. By creating and maintaining effective communication channels and engagement opportunities, we can strengthen the network of professionals dedicated to this cause.

- **Community of Practice Online Portal:** Facilitate ongoing engagement and communication among program alumni, providing a platform for networking, resource sharing, and community building.
- **Send Engagement Materials to Community of Practice:** Distribute materials to individuals on the portal to steward ongoing conversation and engagement with beef science resources.
- **NSTA - Alumni and Community Building Efforts:**
 - **Fall Conference:** Organize an "Alumni and Friends" event at the fall conference with a short program highlighting updates to the On The Farm STEM program and beef resources available on The Center.
 - **Spring Conference:** Host an event during the spring conference to further community building and offer beef science professional development.

Communications and Promotions

Effective communication and promotion are crucial for raising awareness, engaging stakeholders, and ensuring the success of our beef science education initiatives. By leveraging various channels and strategies, we aim to reach a broad audience and foster a positive perception of modern beef production practices.

- **Paid Social Media Ad Campaigns:** Implement targeted social media advertising campaigns on platforms such as Facebook, Twitter/X, Instagram, and LinkedIn to reach educators, students, and stakeholders. These campaigns will promote educational resources, professional development opportunities, and community-building events.
- **Maintaining Network Communications:** Two blog posts on The Center's website to share updates, success stories, best practices, and educational content related to beef science. Additionally, direct email newsletters to educators, stakeholders, and alumni to keep them informed about new resources, upcoming events, and opportunities for professional development.
- **Direct Advertising in Educational Publications:** Place advertisements in prominent educational magazines, journals, and online publications to reach teachers, administrators, and education professionals. This includes publications such as "Science Teacher," "Educational Leadership," and other relevant media.

Citations

[1] [Teacher Certification Requirements by State](#)

MEASURABLE OBJECTIVES

Measurable Objective #1

Educator Resources: Develop and distribute a minimum of 5 new, high-quality educational resources related to beef science.

Measurable Objective #2

Professional Development: Conduct a series of at least 5 professional development workshops or training sessions. Achieve a satisfaction rate of 85% or higher from participants based on post-training surveys.

Measurable Objective #3

Community of Practice: Establish an online community platform for educators to share best practices, resources, and experiences related to beef science education. Aim to have at least 200 active participants, with a minimum of 50% of members contributing content or engaging in discussions regularly.

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

CHECKOFF PROGRAM COMMITTEE(S) TO SCORE THIS TACTIC

Committee(s) to Score This Tactic: Consumer Trust

CONSUMER TRUST COMMITTEE

Tactic Score Sheet Considerations, Scores, and Notes

Tactic Considerations	Table Agreement Level
<p>Recognizing potential Beef Checkoff Contractors have drafted their tactics to align with the Beef Industry Long Range Plan and Beef Demand Drivers consider these expectations when providing scores and comments.</p> <p>For this tactic, quantify your table's level of agreement using the following 5-point scale.</p> <p><i>1 = Strongly Disagree</i> <i>2 = Disagree</i> <i>3 = Neither Agree nor Disagree</i> <i>4 = Agree</i> <i>5 = Strongly Agree</i></p>	
<p>Comments: Provide up to four constructive or actionable comments that outline what the table likes or dislikes about the tactic. These comments will be shared with the potential Beef Checkoff Contractor and the Beef Promotion Operating Committee.</p> <ul style="list-style-type: none"> • If a member(s) at the table is in favor of this tactic, list specifics about what is liked. • If a member(s) at the table does not like the tactic, list specific areas of concern and/or provide comments on what the tactic should be doing differently. 	
<ol style="list-style-type: none"> 1. 2. 3. 4. 	

Tactic B | 2521-CI Leveraging Beef Research to Support AFBFA's Communities of Practice in Science Education

Name of Contractor: American Farm Bureau Foundation for Agriculture

Start Date: 10/1/2024

End Date: 9/30/2025

CBB/BPOC Funding Request for this AR: \$1,079,070

CBB/BPOC Funding Request for this Tactic: \$58,800

Tactic B | 2521-CI

Leveraging Beef Research to Support AFBFA's Communities of Practice in Science Education
American Farm Bureau Foundation for Agriculture

TACTIC DESCRIPTION:

Tactic B focuses on leveraging the latest beef research conducted by key organizations such as the National Institute for Animal Agriculture (NIAA), the FMPRE/Meat Foundation, and the National Cattlemen's Beef Association (NCBA). The goal is to integrate this research into science education, providing educators with current, accurate, and relevant information about beef production. This tactic aims to establish a support network of scientists who can assist teachers in unique ways, enhancing the educational experience for both educators and students.

The Need

There is a growing disconnect between the public and the agricultural industry, particularly in terms of understanding beef production practices. Many science educators lack access to the latest research and resources that accurately reflect modern beef production. This gap in knowledge can lead to misinformation and mistrust among future consumers. By connecting educators with cutting-edge research and support from scientific experts, we can bridge this gap, fostering a more informed and trusting relationship between the public and the beef industry.

Proposed Solution

To address this need, Tactic B proposes the following solutions:

- **Establish Partnerships with Key Research Organizations:** Collaborate with NIAA, FMPRE/Meat Foundation, and NCBA to integrate the latest research findings into educational materials and resources.

- **Create a Research Portal:** Develop an online portal where educators can access the latest research from NIAA, FMPRE/Meat Foundation, and NCBA, among others. AFBFA will curate the research into age-appropriate learning assets that align to classroom standards.
- **Pilot a Support Network of Scientists:** Create a network of scientists who can provide ongoing support to educators, offering expertise and assistance in integrating beef research into science education.

By implementing these solutions, Tactic B will enhance the efforts of Tactic A, providing a comprehensive approach to science education that is both immersive and grounded in the latest research. This strategy will help build trust through transparency and authentic learning opportunities, ultimately benefiting the beef industry and its future consumers.

MEASURABLE OBJECTIVES

Measurable Objective #1

Collaborate with other contractors who receive checkoff funding to identify a minimum of three (3) scientific research concepts within the beef industry that rate high as authentic and relevant to high school students.

Measurable Objective #2

Create a minimum of three (3) science classroom resources that show a deeper understanding of the beef industry when comparing pre and post-test data.

Measurable Objective #3

Create and pilot a model to connect beef scientists directly with educators where both the scientist and educator express positive benefits from the interaction.

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

CHECKOFF PROGRAM COMMITTEE(S) TO SCORE THIS TACTIC

Committee(s) to Score This Tactic: Consumer Trust

CONSUMER TRUST COMMITTEE

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Tactic D | 2511-R Sustainability Research and Scientific Affairs

Name of Contractor: National Cattlemen's Beef Association

Start Date: 10/1/2024

End Date: 9/30/2027

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

CBB/BPOC Funding Request for this Tactic: \$1,116,800

Tactic D | 2511-R

Sustainability Research and Scientific Affairs

National Cattlemen's Beef Association

TACTIC DESCRIPTION:

NCBA, on behalf of the Beef Checkoff, leads scientific research to inform and engage industry stakeholders on the comprehensive topic of beef sustainability. Previous completion of the foundational U.S. beef sustainability Life Cycle Assessment (LCA) established a baseline measurement of beef's environmental footprint and identified areas of improvement throughout the supply chain for continual advancement of sustainable beef production. The collection of region-specific data continues to reflect the geographical differences in how beef is raised sustainably. The program continues to advance its research needs to reflect the true sustainability of beef more accurately, and better inform future sustainability assessments and opportunities for further improvement. It is critical for the beef industry to better understand these complex topics to maintain consumer confidence in beef production. This work also builds the scientific foundation for beef sustainability communications, thought leader education and consumer messages. Though a complex topic for all audiences, sustainability research continues to provide clarity for audiences by identifying and benchmarking areas for improvement.

Multiple audiences are targeted with this program work, both through direct tactic influence, including the scientific community, and indirectly by providing science-based information for the supply chain (retail, foodservice, packers, feedlot, and cow/calf), and those that influence consumer opinion (food, ag and culinary thought leaders, nutrition and health professionals, consumer media, and NGOs).

The current research roadmap, developed and maintained with an industry expert advisory group, builds a foundation of research that addresses challenges and opportunities related to beef sustainability while focusing on the environmental, economic and social pillars of sustainability. The program has evolved to identify high-priority research needs and will invest in projects for FY25 that focus on community dynamics and beef production, land use evolution, benchmarking environmental metrics such as water quality and quantity, animal welfare,

resource stewardship, and unintended consequences of beef sustainability to meet consumer demands. Scientific outreach will focus on leveraging research results and content to key audiences, including technical presentations and educational tools with other tactics. Strategic planning sessions will be conducted as needed to identify research gaps and collaborative research opportunities with third-party experts. Furthermore, these efforts will be leveraged through collaborations with state beef councils (SBCs), other NCBA Checkoff programs as well as other Checkoff contractors (e.g., AFBFA, USMEF, etc.) for a broader impact. This tactic directly addresses the demand driver of how food is raised/grown.

MEASURABLE OBJECTIVES

Measurable Objective #1

Fund Research: Conduct a minimum of seven (7) original sustainability scientific research projects or technical assessments focused on animal welfare, natural resource management, the socio-economic relationship of beef production within community dynamics, beef's role in a sustainable diet, and benchmarking environmental sustainability metrics such as water quality and quantity. These areas of focus lead to discoveries about beef sustainability and strengthen the scientific foundation and/or balances the body of evidence to reinforce beef's positive sustainability role within the scientific community.

Measurable Objective #2

Build Research Acceptance: To build a broader scientific understanding in beef's sustainability, conduct science briefings with targeted sustainability thought leaders on varied topics including water and resource management, the environmental footprint of human diets, socio-economic relationship between communities and beef production, and animal welfare (minimum of 35). Target at least five (5) new thought leaders (ex. 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 beef sustainability research results, (minimum of 45) internally (in other tactics/ARs or SBC partners) or externally (conferences, industry meetings, supply chain partners, communications/educational outlets, etc.) to improve the understanding of beef sustainability.

LRP INITIATIVES ADDRESSED BY THIS TACTIC

Grow Consumer Trust in Beef Production

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

Improve the Business and Political Climate of Beef

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

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: Consumer Trust

CONSUMER TRUST COMMITTEE

Tactic Score Sheet Considerations, Scores, and Notes

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Tactic A | 2532-II Issues and Crisis Management and Planning

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: \$3,610,400

CBB/BPOC Funding Request for this Tactic: \$668,900

Tactic A | 2532-II
Issues and Crisis Management and Planning
National Cattlemen's Beef Association

TACTIC DESCRIPTION:

The Issues and Crisis Management and Planning tactic is at the heart of safeguarding the beef industry – from the day-to-day issues that are addressed and managed to preparing for a future crisis like a Foot and Mouth Disease outbreak. Through this tactic, the NCBA Beef Checkoff-funded issues management team is responsible for monitoring media, consumer and industry conversations to stay ahead of issues, developing and updating relevant resources and facilitating issues trainings to ensure the industry is prepared when issues or crises arise. Time and time again, thanks to these resources, NCBA, a contractor to the Beef Checkoff, has led the beef industry through issues and crises. Most recently, an emerging animal health situation in dairy cattle, which was later identified as Highly Pathogenic Avian Influenza (HPAI H5N1), had the potential to threaten consumer confidence in beef. It was through our robust crisis planning program and sophisticated monitoring tools that we were able to stay ahead of the issue and respond appropriately to protect the industry.

It is crucial that the industry be prepared for a crisis and have the resources needed to respond with a unified strategy and voice. Through the funding of this tactic, we can provide partners and stakeholders with both strategic council and tangible resources to ensure the industry is prepared no matter the situation. In addition to monitoring the national conversation, the issues management team provides media monitoring, issues training and issue-specific support on a state level. The team also offers a more comprehensive monitoring service, which for a nominal fee includes detailed quarterly media reports, that more than a dozen state beef councils (SBCs) utilize. Not only does this help state partners save time and resources locally, but the fee also helps support the work of this tactic as we expand our monitoring capabilities.

Today, the Digital Command Center allows for around-the-clock monitoring of more than 200 topics related to beef. That technology, combined with the expert analysis done by the issues management team, gives the beef industry a leg up when identifying areas of opportunity and staying ahead of issues. In FY25, the team will continue to build on and expand our monitoring

capabilities, taking advantage of emerging technologies to bolster the learnings and inform strategy. The team will use that data in the continued creation and updating of resources – like talking points and infographics – and look for new ways to utilize all the information gathered and resources created when responding to or getting ahead of potential issues. In addition to the work outlined above, the funding of this tactic also supports Foot and Mouth Disease (FMD) preparedness efforts. NCBA’s Checkoff-funded issues management team is responsible for developing and maintaining beef-specific FMD resources including crisis plans (at both the national and state level), talking points and fact sheets, market research insights and social media content. The team will continue these efforts, while also maintaining engagement in the Cross Species Working Group. As a key member of the group, NCBA is responsible for the housing and management of FMDInfo.org, the website that all members of the Cross Species Working Group would turn to in the event of an FMD outbreak.

MEASURABLE OBJECTIVES

Measurable Objective #1

Serve as a Valuable Resource: Maintain the issues management program as a “trusted counselor” and “go-to resource” for SBCs and industry stakeholders, ensuring they are equipped to effectively navigate and respond to issues and crises, and have access to the resources needed to make informed crisis management decisions.

Measurable Objective #2

Lead Issues Workshops: Lead seven (7) beef issues training workshops with SBCs. This training equips SBCs to respond to local issues and provides them with the resources they need to tell beef’s positive story and/or address misinformation about beef.

Measurable Objective #3

Monitor 200+ Topics: Maintain the digital command center and its monitoring software and monitor at least 200 topics related to the beef industry to identify trending topics, inform messaging and ensure the issues team can quickly identify and respond to issues.

LRP INITIATIVES ADDRESSED BY THIS TACTIC

Grow Consumer Trust in Beef Production

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

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
- Develop crisis management plans

CHECKOFF PROGRAM COMMITTEE(S) TO SCORE THIS TACTIC

Committee(s) to Score This Tactic: Consumer Trust

CONSUMER TRUST COMMITTEE

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Tactic B | 2532-II Beef Advocacy Training & Engagement

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: \$3,610,400

CBB/BPOC Funding Request for this Tactic: \$750,800

Tactic B | 2532-II
Beef Advocacy Training & Engagement
National Cattlemen's Beef Association

TACTIC DESCRIPTION:

The Beef Advocacy Training and Engagement (BATE) program was developed 15 years ago to respond to a critical challenge in agriculture – the limited public awareness of farming and ranching practices. The Beef Checkoff-funded Consumer Beef Tracker, a monthly survey of at least 1,000 consumers, repeatedly shows that consumers view farmers and ranchers, and veterinarians as the top sources of information when it comes to how cattle are raised and grown. When consumers have questions about farming and ranching practices, they respond favorably to answers from the people who produce the food. Thus, the Masters of Beef Advocacy (MBA) certification program was created and remains this tactic's hallmark initiative providing farmers and ranchers the tools and resources they need to address environmental sustainability, beef nutrition, animal welfare and beef safety questions along with foundational information about the beef lifecycle from pasture to plate. Continuing education courses are also available for MBA graduates who want a deep dive into these topics. To date, more than 25,000 individuals have been certified and those seeking MBA certification have expanded from just farmers and ranchers to include students, supply chain members and even consumers who love beef.

With the expansion of MBA certification to more groups, the need for resources increased as teachers and students have become a well-developed audience for the BATE program. The MBA teacher toolkit was created turning the MBA certification courses into lesson plans for classroom instruction and was recently adapted to create more flexibility for classroom delivery. NCBA plans to continue identify opportunities to innovate the toolkit, improve the user experience and collaborate with like-minded groups to encourage wider use by educators and stakeholders.

As the need for farmers and ranchers as credible spokespeople in mainstream media outlets grew, the program responded. A top advocate program, currently the Trailblazers program, was developed to turn farmers and ranchers with baseline MBA instruction into well-trained

spokespeople ready for national media interviews and tough questions. This tactic has trained more than 100 individuals as top advocates and several have appeared in national media outlets such as the Washington Post and the Kelly Clarkson Show, along with countless regional publications. In FY25, NCBA plans to continue developing top advocates through the Trailblazers program and finding opportunities for them to engage with media and consumers. Training efforts by the BATE program allow for the continuation of an enhanced database of go-to spokespeople. Furthermore, the continuation of adding new MBA graduates and conducting advanced training programs will assist in creating empowered, well-informed, and prepared community members of grassroots advocates who can be mobilized and called upon to act within their respective communities, further exposing beef production practices and the work of the Beef Checkoff to new audiences.

NCBA, as a contractor to the Beef Checkoff, will continue to offer MBA graduates access to webinars, monthly newsletters and the program's Facebook community where updates are given on the latest consumer trends. NCBA plans to continue identifying opportunities to create an engaged user experience and additional educational opportunities through the Center for Beef Advocacy – the online hub for advocate engagement and development efforts.

Collaborating with state beef councils (SBCs) is also a vital part of the BATE program. The SBCs network establishes connections with top producer advocates across the country, provides opportunities for leadership development and the state MBA coordinator network advances MBA certification efforts, particularly in high school classrooms. Extending MBA in-person and virtual trainings, speaking engagements, resources, traditional and digital media content, webinars, and other engagement opportunities through SBCs, state cattlemen's and breed associations, 4-H and FFA programs, state extension programs, and other agriculture industry organizations and stakeholders willing to partner in promoting or expanding the BATE program will continue to be a focus. The BATE program will also continue to collaborate with the Checkoff-funded NCBA issues management and public relations team and brand marketing team to identify trained advocates to aid in their efforts to promote beef and protect the reputation of the beef industry. It will also continue efforts to promote training and certification through relevant award recognition, public relations, advertisement, sponsorships, face-to-face and virtual training opportunities. External review of the MBA program, tools and materials will be considered as a strategy to increase program credibility and standing with key stakeholders.

MEASURABLE OBJECTIVES

Measurable Objective #1

Recruit New Advocates: Add 1,500 new MBA graduates to the nationwide network and expand the footprint of the MBA classroom toolkit with the facilitation of at least one MBA Classroom Toolkit workshop, where participants will then be able to utilize the MBA Classroom toolkit with their class/group.

Measurable Objective #2

Inform and Educate Advocates: Produce and distribute at least 12 email campaigns for advocate information, activation, or engagement, providing advocates with the data and resources they need to respond to questions about beef production and share beef's positive story, maintaining an open rate of at least 17%.

Measurable Objective #3

Engage and Inspire Advocates: Offer at least four (4) webinars to engage advocates in continuing education efforts to inspire their advocacy journey averaging 50 participants per webinar and conduct a post-survey to gauge effectiveness and participant interest in content.

Measurable Objective #4:

Expand Advocacy Network: Conduct at least 25 in-depth training sessions and/or educational sessions for state and national advocates, staff and third-party subject matter experts, and/or key food and agriculture influencers from across the beef community to provide them with the content and skills to respond to misinformation and address concerns about the beef industry, and conduct a post-survey to gauge participant confidence in advocating for the beef industry.

Measurable Objective #5:

Train Top Spokespeople: Select and employ the 2025 cohort of 10 Trailblazers to participate in a yearlong training as national spokespeople for the beef community, equipping them with the tools and resources to participate in top-tier media interviews, higher-profile national opportunities and social media activity, and survey Trailblazers quarterly to determine advocacy engagement efforts.

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 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) TO SCORE THIS TACTIC

Committee(s) to Score This Tactic: Consumer Trust, Stakeholder Engagement

CONSUMER TRUST COMMITTEE

Tactic Score Sheet Considerations, Scores, and Notes

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Tactic C | 2532-II Beef Quality Assurance (BQA)

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: \$3,610,400

CBB/BPOC Funding Request for this Tactic: \$2,190,700

Tactic C | 2532-II
Beef Quality Assurance (BQA)
National Cattlemen's Beef Association

TACTIC DESCRIPTION:

For more than three decades Beef Quality Assurance has provided systematic information to U.S. beef producers on how good cattle husbandry techniques can be coupled with accepted scientific knowledge to raise cattle in a way that positively impacts consumer trust and demand for beef. BQA programs have grown over time to include best practices around cattle handling, facility management, cattle transportation, good record keeping and protecting herd health, which all result in better outcomes for cattle, producers, and consumers. Today, having an active BQA certification is more important than ever because the full beef supply chain is leveraging the program to ensure our commitment to food safety, cattle well-being, and beef quality.

Collaborating on BQA training and certification efforts with the state BQA coordinator network is a hallmark of the program. Support of states will continue with in-person training resource development and data management support, as well as continued efforts to maintain consistency across programs. National BQA will also collaborate on research, often with state BQA program coordinators, which strengthens BQA guidance and/or content. Extending BQA promotion resources, content and tools through state beef councils (SBCs), state cattlemen's and breed associations, livestock marketing organizations, state extension programs, veterinary organizations and other livestock organizations willing to partner in promoting BQA will continue to be a focus through traditional and social media, demonstrations, seminars/webinars, providing speakers for panels and other engagement opportunities. The National BQA program will continue efforts to promote training and certification through relevant award recognition, public relations, advertisement, sponsorships, face-to-face and virtual training opportunities. BQA and the Masters of Beef Advocacy program will continue to leverage Checkoff efficiencies by sharing technology platforms and customer service resources for Checkoff-funded online training programs at NCBA.

In FY25, BQA programming will provide updated content, including revisions of BQA print content, additional online training module updates and development and other relevant training and education tools. These tools are being developed for producers in each sector, and in partnership with sector specific partners (seedstock; cow-calf; stocker/backgrounders; feeders; youth, through support of the Youth for the Quality Care of Animals (YQCA); dairy, through support of the National Dairy Farmers Assuring Responsible Management (FARM); calf ranches through the Calf Care & Quality Assurance (CCQA) program, auction markets and transporters). These efforts support cattle owners, managers and workers to be certified and/or adopt current cattle rearing techniques and methods. External review of the BQA program, tools and materials will be considered as a strategy to increase program credibility and standing with key stakeholders. Promoting the understanding of the BQA and equivalent programs and the positive outcomes they provide for the cattle industry will be leveraged to the supply chain. The 2022 National Beef Quality Audit results will continue to be leveraged to both producers and supply chain audiences in 2025. Development of improved resources for Spanish language speakers will be a priority.

MEASURABLE OBJECTIVES

Measurable Objective #1

Certify Cattle Producers: Increase the number of producers who are BQA certified (or equivalent) by 10% over 2024 certification numbers to maintain the industry's commitment to effectively "walk the walk" in raising healthy, thriving cattle that meet consumer expectations.

Measurable Objective #2

Update and Deliver Compelling Content: Revise at least four (4) educational tools such as the BQA Producer Field Guide, state coordinator training resources, Antibiotic Stewardship for Beef Producers, and foundational online modules to reflect updated BQA manual (2024) content, accounting for the latest scientific advances, technological innovation and regulatory changes.

Measurable Objective #3

Engage and Inspire BQA Leaders: Engage at least two-thirds of the nation's state BQA coordinators (coordinators from at least twenty-nine states) by conducting a minimum of three "in-person" and/or virtual meetings which focus on continuing education and collaboration toward compelling and aligned BQA programs.

Measurable Objective #4:

Assure Alignment and Effectiveness: Survey state BQA coordinators to evaluate national program support, services and resources so that successes (or challenges) in these areas can be tracked and improved over time.

Measurable Objective #5:

Create and Deliver New Content: Develop and launch two (2) new continuing education modules for the Beef Quality Assurance re-certification platform to help drive producer engagement in compelling content and maintain existing certifications.

LRP INITIATIVES ADDRESSED BY THIS TACTIC

Grow Consumer Trust in Beef Production

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

Improve the Business and Political Climate of Beef

- Demonstrate beef's positive sustainability message and key role in regenerative agriculture
- Drive continuous improvement in food safety

CHECKOFF PROGRAM COMMITTEE(S) TO SCORE THIS TACTIC

Committee(s) to Score This Tactic: Consumer Trust, Stakeholder Engagement

CONSUMER TRUST COMMITTEE

Tactic Score Sheet Considerations, Scores, and Notes

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Tactic A | 2530-II Veal Quality Assurance (VQA)

Name of Contractor: Meat Institute

Start Date: 10/1/2024

End Date: 9/30/2025

CBB/BPOC Funding Request for this AR: \$75,000

CBB/BPOC Funding Request for this Tactic: \$75,000

Purpose and Description

**The section of the AR is being included, along with Tactic A, to provide Consumer Trust committee members with more context about the Veal Quality Assurance program.*

PURPOSE AND DESCRIPTION:

VEAL QUALITY ASSURANCE

Today more than ever, interest in food goes beyond taste, nutrition, convenience and price. Today's consumers desire to know how and where their food is produced and who is producing it. The Power of Meat study published by the Food Marketing Institute (FMI) and the Meat Institute indicates 58% of shoppers think it would be helpful to have some kind of animal welfare ratings or certifications for the meat they buy.¹ Furthermore, 63% of consumers would like to know where the food comes from and how it's raised. The Veal Quality Assurance (VQA) program helps address that desire.

VQA also helps ensure the welfare needs of the animals raised are met as assessed through a framework and certification process validated by a veterinarian.

The goal of the VQA is to provide a foundation and framework of high standards to ensure formula-fed veal calves raised in the U.S. receive excellent animal care and that those raising calves, in collaboration with licensed veterinarians and animal nutritionists, follow science-based best practices and regulatory requirements to prioritize animal welfare throughout the production system resulting in consistent, safe, quality veal.

As consumer perceptions and demand for animal-based proteins evolve and new husbandry practices are researched, the formula-fed veal industry must continue to demonstrate they are holding itself accountable to the highest standards of animal care. The VQA program provides both industry and the consuming public with those standards.

Participation in the VQA program is estimated at more than 95% of all formula-fed veal comes from VQA-certified farms. The VQA program historically is rated as one of the most valuable programs to the industry as measured annually through the Veal Industry Summit.

No other organization has a program to serve and support the unique aspects of the veal industry in the U.S. with a quality assurance program. The VQA program has been ongoing since its inception in 1990. It is funded through Beef Checkoff investments made by veal farmers each time a calf is sold. Every veal calf through its lifecycle typically contributes \$2 to the Beef Checkoff according to the FY24 Veal Formula, estimated by the Cattlemen's Beef Board.

The Veal Industry Information authorization request (AR) for Veal Quality Assurance (VQA) continues to align with the Beef Industry Long Range Plan and it also supports the veal industry's long-range plan. The Veal Promotion AR focuses on increasing the discovery of and access to veal in the marketplace, and VQA specifically reinforces consumer confidence in veal as a protein choice.

What is VQA?

Developed with input from farmers, veterinarians, feed and nutrition consultants, academia and other animal health care experts, the VQA program provides a framework of educational resources and best management practices necessary to ensure that those who care for veal calves meet their ethical obligation to the health and well-being of the animals through responsible, ethical practices and protocols.

To be VQA certified, each farm and its owner/farm manager producing formula-fed veal is expected to:

1. Maintain a Veterinarian-Client-Patient-Relationship
2. Meet the Expected Outcomes outlined in each section of the VQA manual.
3. Have a licensed veterinarian (preferably the one identified in their VCPR) assess and provide documentation confirming that best management practices are being followed and "Expected Outcomes" are achieved.

Licensed veterinarians who maintain a Veterinarian-Client-Patient-Relationship serve a critical role in the VQA certification process to assess that best management practices are followed and desired outcomes are achieved on farms raising formula-fed veal. Certification is required at least once every three years.

Background about veal

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

Veal is primarily raised in the Northeast including the states of New York, Pennsylvania, Ohio, Michigan, Wisconsin and Indiana.

While the industry's story about production practices is shared through consumer and channel marketing efforts deployed in the Veal Promotion AR, this AR for Veal Quality Assurance enables a credible and meaningful story to be communicated.

TACTIC DESCRIPTION:

Veal Quality Assurance (VQA) is the program that certifies and verifies production practices for raising formula-fed veal. The program provides the framework for this certification supported by educational resources to convey best management practices and desired outcomes to ensure calves receive optimal care for their health and well-being.

The FY24 VQA AR focused on producing educational materials for the updated VQA program and communication outreach to industry stakeholders and farmers of these new resources.

The focus of the FY25 VQA AR will be program management to ensure all independent and company-owned formula-fed veal calves are raised on farms with farmers/managers who are VQA certified using the new resources. This includes communication outreach to veal farmers, veterinarians, calf procurement managers and veal packer/processors involved in veal production as well as dairy industry partners who supply calves to veal growers/farmers. This AR includes activities to support, verify and record certification initiatives and updates that are necessary for the integrity of the program.

MEASURABLE OBJECTIVES

Measurable Objective #1:

Provide ongoing program management to ensure more than 95% of all domestically produced U.S formula-fed veal calves are derived from VQA-certified farms as confirmed by licensed veterinarians. (Ongoing)

Measurable Objective #2:

Provide a program and industry update on VQA to veal farmers and industry professionals through a minimum of one communication piece to approximately 225 farmer and industry contacts. (Q1 or Q2)

Measurable Objective #3:

Develop and host (Q2) the Veal Industry Summit reaching a minimum of 25 stakeholders with program updates and discussions to gather input on future veal programs.

LRP INITIATIVES ADDRESSED BY THIS TACTIC

Grow Consumer Trust in Beef Production

- Align and collaborate with traditional and nontraditional partners to tell the positive story of beef cattle production
- Intensify efforts in educating consumers as well as supply chain decision makers about the benefits of animal care programs like BQA and their impacts on animal well-being

CHECKOFF PROGRAM COMMITTEE(S) TO SCORE THIS TACTIC

Committee(s) to Score This Tactic: Consumer Trust

CONSUMER TRUST COMMITTEE
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Tactic C | 2522-CI Public Relations

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: \$1,861,500

Tactic C | 2522-CI
Public Relations
National Cattlemen's Beef Association

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

Measurable Objective #1

Host Satellite Media Tours: Host four 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 eight (8) 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 five (5) 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 eight (8) 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.

LRP INITIATIVES ADDRESSED BY THIS TACTIC

Grow Consumer Trust in Beef Production

- Measure, document, improve, and communicate the net climate and environmental impact of beef production
- Align and collaborate with traditional and nontraditional partners to tell the positive story of beef cattle production
- Engage positively in the sustainable nutrition conversation

Promote 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) TO SCORE THIS TACTIC

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CONSUMER TRUST COMMITTEE

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