

**Tactic Quick Guides**  
**Preliminary FY25 Tactics**



**Domestic Marketing**  
**Committee**

# DOMESTIC MARKETING COMMITTEE TACTIC OVERVIEW

| <b>Pages</b> | <b>Tactic #</b> | <b>Tactic Name</b>   | <b>Contractor</b> |
|--------------|-----------------|--|-------------------|
| 3-5          | 2501-A          | Channel Marketing + Engagement   | MI/NYBC           |
| 6-8          | 2501-B          | Consumer Marketing + Engagement  | MI/NYBC           |
| 9-15         | 2520-B          | Positioning Beef as the Protein of Choice Among Northeast Consumers      | MICA/NEBPI        |
| 16-24        | 2520-C          | Aligning with Athletics to Capitalize on the Multiple Advantages of Beef | MICA/NEBPI        |
| 25-28        | 2522-A          | Thought Leader Outreach and Engagement                                   | NCBA              |
| 29-31        | 2522-D          | Channel Marketing  | NCBA              |
| 32-35        | 2502-A          | Beef. It's What's For Dinner. Marketing Content                          | NCBA              |
| 36-39        | 2502-B          | Beef. It's What's For Dinner. Consumer Advertising & Social Media        | NCBA              |
| 40-43        | 2511-E          | Consumer Market Research   | NCBA              |

## **Tactic A | 2501-P**

### **Channel Marketing + Engagement**

**Name of Contractor:** Meat Institute

**Name of Subcontractor:** New York Beef Council

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

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

**CBB/BPOC Funding Request for this AR:** \$285,000

**CBB/BPOC Funding Request for this Tactic:** \$140,500

Tactic A | 2501-P  
*Channel Marketing + Engagement*  
Meat Institute

#### **TACTIC DESCRIPTION:**

Our commitment to channel marketing in this tactic plays a vital role in promoting veal as a protein source – in retail, in restaurants, and at home. The meal landscape remains largely home-centric with current price trends, nearly 80% of Americans are choosing to prepare meals at home (1). A major goal of this programming is to engage with this nearly 80% of consumers who wish to prepare meals at home – meeting them at the point of purchase with education, recipes and tips on how to elevate their home-cooked meals.

Our goal is to arm channel decision makers with important industry education, veal product information, and delicious recipes, while also meeting consumers at the point of purchase to better position veal as a protein option. 95% of consumers look at one or more promotional platforms to research meat and poultry specials when shopping (1). Past and anticipated programming that engages with grocery retail and e-commerce features veal on their promotional platforms to increase the awareness of the product. This program drives consumers to purchase veal and demonstrates the opportunity for home chefs.

Programming objectives in this tactic will continue to engage with grocery, foodservice and culinary professionals to increase their knowledge of veal, and in turn market the product to consumers. Success of this programming will be measured by consumer or key opinion leader reach as well as sales data to determine program impact. Continuing to focus on the overall audience of the program, and build on the consumer marketing in Tactic B.

#### **Citations:**

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

## ▼ MEASURABLE OBJECTIVES

---

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

Activate at least two (2) partnerships with grocery retailers to promote the purchase of Veal as a high-quality protein choice activating these campaigns on e-commerce platforms. Veal.org will create eye-catching digital marketing campaigns, to encourage consumers to choose veal and increase veal purchases. Success and impact will be measured using sales data when available.

### **Measurable Objective #2:**

Host, facilitate or participate in at least two (2) in-person culinary events focused on showcasing veal as a specialty food and demonstrating its versatility, value, and affordability in the marketplace. Further encouraging key opinion leaders to incorporate Veal on their menu and confidently share veal's story.

### **Measurable Objective #3:**

Partner with major veal supply chain companies to increase awareness of veal farming practices and veal as a protein choice by developing programming that engages with foodservice leaders, ultimately increasing sales of veal.

## LRP INITIATIVES ADDRESSED BY THIS TACTIC

---

### **Promote & 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
- Promote underutilized beef cuts and new variety meat products

## ▼ CHECKOFF PROGRAM COMMITTEE(S) TO SCORE THIS TACTIC

---

**Committee(s) to Score This Tactic:**

Domestic Marketing



## Tactic B | 2501-P Consumer Marketing + Engagement

**Name of Contractor:** Meat Institute

**Name of Subcontractor:** New York Beef Council

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

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

**CBB/BPOC Funding Request for this AR:** \$285,000

**CBB/BPOC Funding Request for this Tactic:** \$144,500

Tactic B | 2501-P  
*Consumer Marketing + Engagement*  
Meat Institute

### **TACTIC DESCRIPTION:**

Our consumer-focused Tactic B engages with individuals who are curious about veal raised and grown practices, expanding their culinary experience at home, and learning the nutritional value that veal holds. 73% of Americans believe that meat and poultry belong in a healthy, balanced lifestyle, and the millennial attitude toward meat and poultry has improved (1). Through targeted marketing campaigns aimed at millennials and the 80% of Americans that are meat eaters (1), this programming strives to change the landscape of how veal is viewed.

Transparency continues to be an important topic among consumers making purchasing decisions as they connect the dots between planet, people and animal welfare. According to the 2024 Power of Meat Study, 83% of consumers look for the “better for...” options when buying meat/poultry. Meaning consumers are looking at labels that advertise better-for my health/family, better-for the planet, better-for the farmer, and better-for animals. Keeping this in mind, using specific messaging when talking about veal raised and grown practices, nutrition information, and cooking techniques in the media will position the protein as a favorable option in the market.

Continuing to educate consumers that they can feel good about eating and purchasing veal offers a unique opportunity to frame veal as an additional protein option among target audiences. Additionally, drilling down on the market opportunities and choosing timing that is a good fit for veal to ensure efficient use of funding. For example, marketing secondary holidays and special occasions as big opportunities for consumers to splurge on veal.

In addition to online marketing, this programming takes advantage of direct in-person or virtual experiences hosting educational opportunities for classrooms that ultimately reaches teachers and parents at home as well. Sharing important and honest veal information before pre-conceived opinions about the protein can be developed.

Overall, our consumer focus in this tactic relies primarily on connecting with an audience already eating other proteins, those that are willing to spend the money at the meat case and discover additional options. Utilizing Veal.org’s website, social channels, recipe development, influencer engagement, and virtual experiences to share the value and opportunity veal has to offer. This approach capitalizes on our dollars to promote veal awareness and discovery.

**Citations:**

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

---

**▼ MEASURABLE OBJECTIVES**

**Measurable Objective #1**

Leverage Veal’s social media channels, email marketing, website, and digital advertisements to educate about Veal raising practices, Veal nutrition, and Veal recipes. Growing the demand for Veal by engaging with at least 20,000 consumers across all platforms.

**Measurable Objective #2**

Produce at least two (2) veal virtual farm tour experiences to reach at least 1,000 students (school aged), providing a first-hand learning experience about the veal industry. The virtual tours will meet students where they are in the classroom, measuring an increase in awareness of modern veal raising practices.

**Measurable Objective #3**

Execute at least twenty (20) influencer activations with leaders in the food space. These activations will help nurture, educate, and motivate consumers to feel comfortable with the veal industry’s humane raising practices, cooking veal in their own homes, and sharing facts about veal and the veal industry with their peers.

---

**LRP INITIATIVES ADDRESSED BY THIS TACTIC**

**Promote & Capitalize on the Multiple Advantages of Beef**

- Implement a marketing campaign that communicates beef’s advantage compared to competing proteins
- Develop targeted marketing programs focused on the highest opportunity market segments
- Cultivate collaborative promotion partnerships
- Engage consumers in a memorable beef eating experience
- Promote underutilized beef cuts and new variety meat products

---

**▼ CHECKOFF PROGRAM COMMITTEE(S) TO SCORE THIS TACTIC**

**Committee(s) to Score This Tactic:**

Domestic Marketing





## TACTIC B | 2520-CI

### Positioning Beef as the Protein of Choice Among Northeast Consumers

**Name of Contractor:** Meat Import Council of America

**Name of Subcontractor:** Northeast Beef Promotion Initiative

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

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

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

**CBB/BPOC Funding Request for this Tactic:** \$333,468

Tactic B | 2520-CI

*Positioning Beef as the Protein of Choice Among Northeast Consumers*

Meat Import Council of America

#### **TACTIC DESCRIPTION:**

Influencing key foodservice and retail experts with influence plays a crucial role in ensuring consumers have a positive beef purchasing experience, understand the value of beef as a protein choice and have a high-quality eating experience. Outreach focuses on, but is not limited to, the following professionals: Retail Meat Department Supervisors and Managers, Retail Marketing and Communications Professionals, Retail Registered Dietitians, Regional Butchers and/or Meat Cutters, Foodservice Operators/Foodservice Distributors, Executive Chefs, Culinary Instructors, Post-Secondary Culinary Students, and Food Insecurity Advocates.

Program efforts under this tactic will leverage and further solidify the trust audiences already have in credible experts with influence to positively impact the level of confidence our target audiences have in beef – nutrition, value, role in a sustainable diet, selection, preparation, and production practices. The goal of this tactic is to build consumer confidence and satisfaction in beef, therefore, increasing the frequency that beef is selected as the protein of choice among Northeast consumers.

#### **Background:**

According to the 2023 Northeast Dashboard Survey, Northeast consumers claim quick and easy meal solutions, healthy recipes and more information surrounding beef producers and beef production practices could encourage them to consume more beef<sup>1</sup>. Consumer willingness to learn more provides a great opportunity for the Beef Checkoff to gain trust by directly reaching consumers where they are already spending vested time and through strategic outreach with experts with influence.

The State of Consumer Survey conducted by National Cattlemen's Beef Association (NCBA), a contractor to the Beef Checkoff, revealed that over 57% of consumers are purchasing their groceries online today. Of those ordering online, 40% are purchasing fresh beef through these grocery ordering services: 76% of consumers are ordering meals online to consume at home at least once per month<sup>2</sup>. This provides the opportunity to engage and educate consumers about beef through e-commerce, online grocery partnerships and/or online meal delivery services.

Protein is essential for growth, development, and maintenance of the human body and nearly 11.6% of consumers don't have adequate access to nutrient dense, complete proteins, such as beef in the Northeast region of the country.<sup>6</sup> The void between food security and the nutrition crisis lies heavily between having access to complete proteins. While some believe meat alternatives can help combat the void, beef has a "steak" in the game as a complete and wholesome protein in a concise package, to

provide consumers throughout all stages of life. Exploring areas where beef can help fill this gap among those consumers that have inadequate access to protein will be an area of focus in the year ahead. With continued societal interest and focus on natural resources, climate change and the environment, coupled with a growing desire among consumers to know more about how cattle are raised and how beef is produced, work within this tactic will utilize experts with influence within retail and foodservice settings to reach those within our target audiences. These experts with influence have the ability to share science-based, accurate information with consumers to increase their trust in beef and beef products.

A recent study conducted by Bazaar Voice states that in the past 5 years, 86% of consumers say their trust in subject matter experts had increased or stayed the same. 26% of consumers are most influenced by the opinions of subject matter experts when purchasing products and 33% have actually purchased a product based on an expert's recommendation.<sup>3</sup> Aligning and partnering with key experts with influence/subject matter experts allows the Checkoff to broaden the scope and reach of key messages, which have the impact the trust consumers have and ultimately drive demand for beef and beef products.

### **Shifting Consumer Perception**

Our plan is to strategically partner with credible foodservice and retail experts with influence, including, but not limited to, retail registered dietitians, butchers, culinary leaders, food insecurity advocates, beef industry experts, beef producers and more. Special emphasis will be placed on building up relationships that the Checkoff has already invested in throughout previous program work and partnerships, as well as continually cultivating new relationships and partnership opportunities. The goal of this program work is to positively impact consumers beef purchasing experience, satisfy customers eating experience, and aid in meeting consumers nutritional needs.

The retail and foodservice experts with influence, that the program engages, will inspire peer and consumer acceptance of beef through a variety of engaging and interactive outreach efforts that are centered around delivering memorable messages regarding beef's nutritional attributes, quality, versatility, and safety, as well as the beef community's commitment to animal well-being and the sustainable use of natural resources. In FY22, the Checkoff Evaluation Committee contracted with Rose Research to conduct an external review to assess the effectiveness of this program's messaging. Rose Research's report revealed that consumers in the Northeast find this program's health/nutrition and cut/usage information most appealing and motivating.<sup>4</sup>

Building new relationships and fostering existing relationships with such experts with influence is key to extending the reach and making an impact with our Northeast consumers, given the large consumer base and limited budget within the region. Our experts with influence will be invited to participate in trainings that may include, but are not limited to, farm tours, media training, culinary innovation, mock interviews/demos, and others to get a pulse on today's consumer attitudes related to beef, how today's beef is raised, the latest science-based nutrition research, sustainability and more. They will also be armed with approved sound-bite messages intended for our target audiences.

Educating key foodservice and retail partners on beef – nutritional attributes, role in a sustainable diet, selection, preparation, and production practices will allow them to deepen their knowledge and know-how on all things beef. With a deeper understanding they can then influence those they have a direct relationship with to encourage consumers to choose/purchase beef.

## Connecting Consumers and Producers

The 2023 Northeast State Dashboard revealed that Northeast consumers are seeking more information surrounding beef producers and beef production practices. By sharing meaningful messages surrounding these topics, this audience may ultimately be encouraged to consume more beef. We also found that nearly 30% of consumers have purchased beef products directly from a farm in the Northeast and do so because they believe they receive better-quality products and want to support the local economy. 58% of Northeast consumers have not purchased beef direct from a farm, but they would consider it. Herein lies a great opportunity for increasing knowledge and trust in beef, as 31% of those are in suburban settings, 15% urban and 12% rural<sup>1</sup>. There is a great interest among consumers to foster a direct relationship with a local beef producer and/or producers. This provides the conduit for increased awareness surrounding the beef production lifecycle and raising beef for food.

Farmers and ranchers, as well as scientists are the most believable sources when it comes to beef sustainability messages.<sup>5</sup> Consumers across the Northeast region may be motivated to increase their beef consumption by having access to more recipe ideas and cooking methods, specifically those that are healthy, quick, and easy. These consumers express greater interest in information on where their beef comes from, local beef farmers and ranchers, nutritional material, and relevant safety information.<sup>1</sup> Engaging with beef producers provides the transparency that consumers desire. Producers equipped with the latest research, beef nutrition information, and more can aid in narrowing the rural/urban divide that is threatening agriculture. Beef producers within the Northeast region are much more likely to direct market their product to consumers, therefore, they already have an established relationship with target consumers and can further grow trust for the entire industry.

During FY24, the NEBPI hosted its third Northeast Beef Producer Workshop, and had nearly sixty beef producer attendees, representing three states in the Northeast region. The Workshop was funded in part by the Farm Credit Northeast AgEnhancement program. The day and a half event kicked off with regional farm tours located near Canandaigua Lake in New York. Producer attendees then had the opportunity to network further during a curated beef dinner. The workshop hosted the next day provided regional beef producers with insights surrounding consumer trends, the importance of the Northeast Beef Directory as a resource for consumers to locate beef producers selling direct to consumers, and more. Beef producer attendees had the opportunity to engage staff from the Cattlemen's Beef Board during a Beef Checkoff Academy training, which taught producers about the basics of the Beef Checkoff, the Beef Checkoff funding process, and current Beef Checkoff funded projects. The highlight of the workshop was an engaging keynote discussion with Kendall Ballantine, first-generation farmer, and owner of Marketing for Farmers. Kendall works to support farmers looking to build financial sustainability in their businesses. Ballantine shared, *"It was such a pleasure getting into a room with so many producers passionate about the cattle and beef industry. It is not always easy to get off the farm, but the networking and learning opportunities provided by the Northeast Beef Producer Workshop were invaluable."*

The FY24 workshop included the Beef Checkoff Academy, facilitated by Cattlemen's Beef Board (CBB) staff, which provided the opportunity to engage attendees in the history of the Beef Checkoff, the workings of the Act and Order, the funding process, current Checkoff funded programs and more. NEBPI staff conducted a pre-survey and post-survey with producer attendees. The pre-survey results showed that the average understanding surrounding the Beef Checkoff was rated at 6.1/10. As a result of participating in the Workshop, the average understanding surrounding the Beef Checkoff increased to 8.9/10, as noted in the post-survey results. Producer attendees were also asked to share their top three takeaways from the Workshop, many noted having a better understanding of the Beef Checkoff,

understanding the structure of Checkoff programs and where/how funds are allocated. Building greater understanding around the Beef Checkoff among Northeast producers will aid in ensuring that those that are direct marketing understand the need to remit, as well as the process to remit their Checkoff dollars.

We know, and the 2023 Northeast Dashboard Survey confirmed, that the Northeast Beef Directory has proven to be a valuable resource for consumers seeking local beef producers within the region. The Directory is an online resource designed to help connect Northeast-based families with local beef markets and producers selling beef directly. The Directory also contains robust educational resources that inform families about their options for choosing beef and allows them to discover that, regardless of where they purchase beef, their choices are wholesome, nutritious, and delicious. The Directory continues to see considerable traffic, with over 57,278 users and 11,192 pageviews from October 2023 – May 2024, equating for nearly 20% of website traffic on the NEBPI website. Building upon the successes of these initial producer workshops, which centered around engaging a core group of beef producers, will provide the opportunity to further engage producers in collaborative partnerships. Due to the increased interest from regional producers in these workshop opportunities, NEBPI staff are looking to host a minimum of two workshops (one farther north within the region and one farther south). Workshops hosted in fiscal year 2024-2025 and beyond will continue to provide the latest insights surrounding consumer attitudes related to beef, how beef is raised, the latest science-based nutrition research, sustainability and more, all while ensuring collaborative partnerships are explored to accomplish these workshop opportunities. For fiscal year 2024-2025 NEBPI staff will again submit a grant request to the Farm Credit Northeast AgEnhancement program to garner additional funding support of this program opportunity. The 2024 Northeast Beef Producer Workshop was supported in part (\$5,000) through a Farm Credit Northeast AgEnhancement program grant. The FY25 Farm Credit Northeast AgEnhancement grant will be submitted by the August 1, 2024, deadline, and notification of the funding status of the application will be by September 1, 2024. After completion of these workshops, regional beef producers will be better equipped to have impactful interactions with their customers, neighbors, and community, as they serve as industry spokespeople within the region and beyond. Examples of how these regional beef producers will be utilized to further engage with consumers, could include, but not be limited to, joining NEBPI staff at in-person consumer event opportunities, on-farm interactions with consumers, visiting farm stores to purchase beef, or on-air media opportunities, etc. Emphasis will be placed on bolstering representation and participation from beef producers within each state in the Northeast, to ensure that the Beef Checkoff has positive representation and touchpoints across the region as a whole.

#### **Citations:**

<sup>1</sup>Consumer Beef Tracker August 2023; National n=504. Qualtrics/PureSpectrum State Dashboard August 2023; Northeast Region n=503. Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

<sup>2</sup>State of Consumer Survey, 2020-2023. Survey designed and analyzed by National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

<sup>3</sup>Venticinque, L. (2024, February 8). *Influencer research: What do consumers want?*. Bazaarvoice. <https://www.bazaarvoice.com/blog/influencer-research-what-influence-do-influencers-have/#:~:text=26%25%20of%20consumers%20are%20most,increased%20or%20stayed%20the%20same>.

<sup>4</sup>Rose Research (June 2022) External program review of Beef Checkoff consumer-focused programs (Northeast Consumer Market Research Survey Responses – n = 1,000). Commissioned by the Checkoff Evaluation Committee.

<sup>5</sup>Sustainability Perceptions and Proof Point Assessment, Dynata Platforms, April 2021

<sup>6</sup>*Hunger & Poverty in America*. Food Research & Action Center. (2023, October 25). [https://frac.org/hunger-poverty-america#:~:text=In%202022%2C%2014.7%20percent%20of,the%20West%20\(11.2%20perc](https://frac.org/hunger-poverty-america#:~:text=In%202022%2C%2014.7%20percent%20of,the%20West%20(11.2%20perc)

## ▼ MEASURABLE OBJECTIVES

---

### **Measurable Objective #1**

Foster relationships with influential retail partners with influence who play a crucial role in ensuring consumers have a positive beef purchasing experience, understand the value of beef as a protein choice and a high-quality eating experience through involvement in a minimum of five targeted retail events, promotions, conferences, trainings, immersive on- farm experiences and/or virtual/in-person meetings with the end goal of increasing beef purchases and growing consumers' confidence in beef.

### **Measurable Objective #2**

Continue to build relationships with key foodservice partners who play a crucial role in ensuring consumers have a positive beef eating experience and/or purchasing, understand the value of beef as a protein choice and a high-quality eating experience through involvement in a minimum of three targeted foodservice events, such as, promotions, conferences, trainings, immersive on-farm experiences and/or virtual/in-person meetings. Growing consumers' confidence in the beef industry and increasing positive beef eating experiences.

### **Measurable Objective #3**

Leverage digital media platforms to deliver timely and seasonally relevant content centered around beef recipes and meal solutions, nutrition information, cut selection, preparation, and storage to regional consumers to guide their purchasing decisions, with a year-end goal of 1.5 million consumer views, while maintaining engagement with Checkoff content.

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

Conduct a minimum of two regional retail and/or foodservice e-commerce campaigns that aim to increase beef sales and/or intent to purchase beef through online purchasing/ordering technology.

### **Measurable Objective #5:**

Engage regional beef producers in a minimum of two in-person and/or virtual workshop to provide insights and training on consumer attitudes related to beef, how beef is raised, the latest science-based nutrition research, sustainability, existing Checkoff-funded resources and more. Aiming for a year-end goal of engaging with a minimum of 80 regional beef producers to better equip them to have impactful interactions with consumers and industry partners

## **LRP INITIATIVES ADDRESSED BY THIS TACTIC**

---

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

- Align and collaborate with traditional and nontraditional partners to tell the positive story of beef cattle production
- Engage positively in the sustainable nutrition conversation

### **Promote & Capitalize on the Multiple Advantages of Beef**

- Promote the role of beef in a healthy and sustainable diet
- 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
- Engage consumers in a memorable beef eating experience

## **▼ CHECKOFF PROGRAM COMMITTEE(S) TO SCORE THIS TACTIC**

---

**Committee(s) to Score This Tactic:**

Domestic Marketing



## TACTIC C | 2520-CI

### Aligning with Athletics to Capitalize on the Multiple Advantages of Beef

**Name of Contractor:** Meat Import Council of America

**Name of Subcontractor:** Northeast Beef Promotion Initiative

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

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

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

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

Tactic C | 2520-CI

*Aligning with Athletics to Capitalize on the Multiple Advantages of Beef*

Meat Import Council of America

#### **TACTIC DESCRIPTION:**

Program efforts under this tactic will leverage and further solidify the multiple advantages of beef through strategic partnerships with athletics. This will allow for positive beef messaging and content to reach athletes and fans, alike.

Aligning with athletics has proven to be a successful avenue to reach student athletes, parents/families, fans, coaching staff, athletic directors, etc. with positive beef messaging and content to improve the overall image of beef and the beef industry with the goal of increasing demand for beef. The NEBPI program has engaged with collegiate sports properties through relationships with Learfield since 2019.

Learfield is a large collegiate sports marketing company, who represents more than 200 of the nation's top collegiate properties, including the NCAA and its 89 championships, NCAA Football, leading conferences, and many of the most prestigious colleges and universities in the country. Learfield engages 182+ million loyal and passionate fans across the country with unrivaled leadership across sponsorship, ticketing, licensing, and more. They provide partners, like the Beef Checkoff through the NEBPI, access to technology and data to better connect our beef messages with targeted fans in key, highly populated metropolitan markets.

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

According to a recent Trust in Advertising Study, conducted by Neilsen, consumers view brand sponsorships in sporting events as very trustworthy, in fact 81% of consumers either completely trust or somewhat trust branded sponsorships in sporting events. According to the recent study, only



recommendations from people (89% of consumers either completely trust or somewhat trust) and branded websites (84% of consumers either completely trust or somewhat trust) rank higher in consumer trust.<sup>1</sup>

Aligning beef and athletics through brand partnerships provides the Beef Checkoff with the opportunity to have multiple touchpoints with the fan base throughout the year, yielding an always-on, surround sound approach. For example, partnership components are executed throughout the athletic season, however certainly elements may be grouped around a flagship sport, i.e. Men's Basketball. This approach provides the Checkoff with a greater return on investment compared to a one-off event (i.e. sponsorship of an event that is in a key metropolitan center for one weekend). Having various touchpoints with consumers throughout the athletic season keeps beef top of mind and only furthers the trust and confidence people will have surrounding beef.

### **Seton Hall Sports Properties Success**

The NEBPI was in discussion(s) with Seton Hall Sports Properties for two years prior to formalizing the partnership during the 2021-2022 fiscal year. The partnership has been a mutually beneficial opportunity to share positive beef messaging and content with the network of over 800,000 Pirate fans. Seton Hall is located just 14 miles from New York City, a metropolitan center of interest.

Aligning with Seton Hall Athletics has afforded the Beef Checkoff with numerous opportunities to reach athletes and fans, alike, with key beef messages. A few highlights include:

- Designation of Beef as the Preferred Protein of the Seton Hall Pirates during the 2022-2023 and 2023-2024 athletic season.
- Placement of beef jerky and beef nutrition information in the Refueling Station, which all student athletes have access to.
- Pirates Nutritional Video Series, featuring NEBPI's Registered Dietitian Nutritionist, Beth Stark, and Seton Hall Sports Dietitian Matt Abel. The series features four videos which share information related to beef's role in a healthy diet, meal planning tips, recipe inspiration and more.
  - The videos can be viewed at the below links:
  - Episode One - <https://fb.watch/kRYdzR2AM1/>
  - Episode Two - <https://fb.watch/kRYbqX4kbB/>
  - Episode Three - <https://fb.watch/kRYhckQl4b/>
  - Episode Four - <https://fb.watch/kRYeUbaBh/>
- Taste of the Pirates Fan Recipe Guide, which is an interactive 11-page digital piece that features quick and easy beef recipes geared towards tailgating, as well as information surrounding beef cuts, beef cookery, nutrition and more. The full recipe guide can be viewed at, <https://digital.learfield.com/setonhall-22-recipe.html?fbclid=IwAR1cff2h39Ls0fulpe2QnQCVs42NEj6Qx1TPG4aCtR0eOKQBjiARiOKvPqw>
- Farm Tour Experience with Athletics and Gourmet Dining Services, the NEBPI staff had the opportunity to take key members of the athletics staff and members of the on-campus dining team on a beef farm tour at Clover Valley Farm located in Southampton, NJ in May 2023.
- TV Visible, In-Arena Signage at all Men's and Women's home basketball games. During the 2023-2024 athletic season, beef messaging spent approximately 165 minutes on-screen. There were over 3 million viewers who watched Seton Hall Basketball (both Men's and Women's) during the 2023-2024 athletic season<sup>3</sup>.

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

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

Gourmet Dining is the premier foodservice company serving New Jersey, New York and Pennsylvania that's rooted in higher education. Gourmet Dining specializes in operating on-site food service management for universities and colleges and employs 2,500 individuals. In April 2024, the NEBPI had the opportunity to execute a Feature Station Takeover in the Pirate Dining Room. The Feature Station showcases a new meal option each day for students, often focusing on trendy options. The NEBPI was able to work with key members of the Gourmet Dining team to take over the Feature Station ahead of finals week and showcase Beef Smashburgers. During the peak lunchtime rush there were over 250 burgers served to hungry students. NEBPI staff were also on-site in the Pirate Dining Room, with Erica Rush, MS, RDN, Gourmet Dining's Nutrition Service program coordinator to engage with students about beef's role as part of a healthy, sustainable diet. The students are very familiar with Erica engaging in tabling activities, so aligning with her in the Dining Room proved to be an advantageous way to share out beef messaging to students.

Seton Hall Sports Properties is dedicated to continually providing value to our partnership and is always looking at new ways to elevate beef's messaging to the Pirate fanbase.

### **Expanding Collegiate Success to Reach New England Consumers**

The increased funding support from the BPOC in FY24 afforded to the NEBPI program the opportunity to establish a meaningful partnership with UConn Sports Properties based in Hartford, CT. Program learnings and successes that have been seen at Seton Hall Sports Properties were implemented within the inaugural partnership at UConn, along with some new opportunities. The UConn campus is located in Storrs, CT, 25 miles from Hartford, CT, the state's capital. The greater Hartford area is home to approximately 1.21 million people<sup>2</sup>. UConn Athletics has the unique advantage of playing a split home schedule, meaning that some of their flagship sports (i.e. Men's and Women's Basketball, Men's and Women's Ice Hockey) play some of their home games on campus in Storrs and some of their home games are played in Hartford. This affords the opportunity for two subsets of fans (both suburban and urban) to attend games and be exposed to and engage with beef messaging and content. There are 337,930 known UConn fans within the Northeast, as well as over 850,000 social media followers on official UConn Athletics platforms.

Aligning with UConn Athletics has afforded the Beef Checkoff with numerous opportunities to reach athletes and fans, alike, with key beef messages. A few highlights include:

- Designation of Beef as the Preferred Protein of the UConn Huskies during the 2023-2024 athletic season.
- TV Visible, In-Arena Signage at all Men's and Women's home basketball games. During the 2023-2024 athletic season, beef messaging spent approximately 66 minutes on-screen. There were over 9 million viewers who watched UConn Basketball (both Men's and Women's) during the 2023-2024 athletic season<sup>3</sup>.

- Name, Image and Likeness (NIL) Campaign with UConn student athletes.
  - Opportunity for the Beef Checkoff to partner with the UConn Department of Animal Science to take student athletes, and UConn Sports Properties staff on a campus farm tour, all while capturing content for social media activations.
  - Earth Day Social Share – UConn Huskies Athletics - opportunity to showcase the beef production lifecycle with UConn Huskie fans through an engaging video, which was shared out on multiple platforms. IG: <https://www.instagram.com/p/C6EmcWYOpSd/> FB: <https://www.facebook.com/uconnhuskies/videos/760250199573759> X: <https://twitter.com/UConnHuskies/status/1782462721654653302>
- Partnership with Women’s Basketball’s KK Arnold and Men’s Basketball’s Steph Castle<sup>4</sup>
  - KK’s Share of the UConn Barn Tour - <https://www.instagram.com/reel/C6KUX9QOZJq/>, which has received 179,000 Plays of the Reel, 17,100 Likes on the Reel and 134 Comments on the Reel
  - KK’s Share of Beef as a Recovery Meal - <https://www.instagram.com/reel/C4qvKsQuRUM/>, which has received 50,100 Plays of the Reel, 1,966 Likes on the Reel and 11 Comments on the Reel
  - Day in the Life - [https://www.instagram.com/reel/C4l\\_Og1uKD6/](https://www.instagram.com/reel/C4l_Og1uKD6/), which has received 79,500 Plays of the Reel, 3,456 Likes on the Reel and 14 Comments on the Reel
- Olympic Sport Feature - opportunity to work with 8 athletes across 7 Olympic sports to showcase cooking videos, which featured beef.
  - Sydnee Koosh, Softball - <https://www.instagram.com/reel/C7WtHX8MLo7/>
  - Chloe Landers, Women’s Soccer - <https://www.tiktok.com/@chloelandrz2/video/7372593836104633642?lang=en>
  - Giovanna Dionicio, Women’s Soccer - <https://www.instagram.com/reel/C7XK5vEJYgb/?igsh=bXEza3BsNnk1Z3Vj>
  - Kalli Knott, Track – <https://www.instagram.com/p/C7hJa0FuoNF/?hl=en>
  - Ray Dennehy, Golf – awaiting link
  - Madelyn LaPrade, Rowing - <https://www.instagram.com/p/C7WrKYeOvvT/?hl=en>
  - Sophie McCarthy, Women’s Soccer – <https://www.instagram.com/p/C7XWssEucnj/?hl=en>
  - Mikah Thomas, Men’s Soccer - <https://www.instagram.com/p/C7SDlpNuLEC/?hl=en>

### **Expanding Collegiate Success to Additional Metropolitan Markets**

Following the direction of Checkoff Program Committee members, the NEBPI staff has been actively engaging in discussions with key members of the Learfield and Playfly teams to discuss strategies to expand the success that has been cultivated into additional key metropolitan markets within the Northeast region. The goal in expanding the network of schools that the program is aligned with is

ultimately reaching new consumers within key population centers to further the reach of key beef messages to drive demand for beef and beef products.

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

### **Penn State Sports Properties**

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

### **University of Maryland Sports Properties**

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

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

### **Penn State Sport Camps**

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

### **University of Maryland**

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

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

### **Engaging with High School Athletes**

The NEBPI has also seen a large success in engaging with high school athletes, coaching staff and fans through various high school interscholastic athletic association relationships. High school athletes are forming habits that will carry them into adulthood and beyond. Ensuring that these student athletes, their coaches, and parents have a positive image surrounding the nutritional profile of beef is essential to ensure that beef is a protein source of choice for these athletes during not only their training and performance, but also in everyday life.

A working relationship exists with the Pennsylvania Interscholastic Athletic Association (PIAA) in Pennsylvania. The membership of PIAA consists of 1,431 schools, of which 583 are senior high schools and 594 are junior high/middle schools. Of that membership 40 are Charter senior high schools, 144 are Private senior high schools, 17 are Charter junior high/middle schools, and 53 are Private junior high/middle schools. More than 350,000 students participate in interscholastic athletics at all levels (varsity, junior varsity, or otherwise) of competitions under PIAA jurisdiction, which placed Pennsylvania sixth among the state organizations in 2017-2018.

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

Find a high-level overview of the reach of beef messaging and content to high school athletes, coaching staff, and parents outlined below:

- NJSIAA Overview
  - 33 Championship Sports
  - 435 Member High Schools
  - 283,650 Student Athletes
- DCSAA Overview
  - 51 Member High Schools
  - 35 State Championship Events
  - 85,000 Students
  -

Aligning with athletics to capitalize on the multiple advantages of beef, has the opportunity to further grow the trust student athletes, coaches, fans, etc. have in beef, therefore furthering the demand for beef within the Northeast region.

Honing in on opportunities that are located within heavily populated areas will ensure that beef messaging and content is seen and heard by as many people as possible within our budget, therefore tapping into high opportunity market areas.

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

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

**Citations:**

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

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

<sup>3</sup>Hive, 03.27.24; Nielsen TV, 2023-24

<sup>4</sup>Metrics pulled directly from Instagram

**▼ MEASURABLE OBJECTIVES**

---

**Measurable Objective #1**

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

**Measurable Objective #2**

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

**Measurable Objective #3**

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

**LRP INITIATIVES ADDRESSED BY THIS TACTIC**

---

**Grow Consumer Trust in Beef Production**

- Align and collaborate with traditional and nontraditional partners to tell the positive story of beef cattle production
- Engage positively in the sustainable nutrition conversation

**Promote & Capitalize on the Multiple Advantages of Beef**

- Promote the role of beef in a healthy and sustainable diet
- Develop targeted marketing programs focused on the highest opportunity market segments
- Cultivate collaborative promotion partnerships

**▼ CHECKOFF PROGRAM COMMITTEE(S) TO SCORE THIS TACTIC**

---

**Committee(s) to Score This Tactic:**

Domestic Marketing and Nutrition & Health





## TACTIC A | 2522-CI Thought Leader Outreach and 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:** \$7,609,200

**CBB/BPOC Funding Request for this Tactic:** \$1,505,200

Tactic A | 2522-CI  
*Thought Leader Outreach and Engagement*  
National Cattlemen's Beef Association

### 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.<sup>[1]</sup> 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.<sup>[2]</sup> 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 capture 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:**

<sup>[1]</sup> 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**

**Measurable Objective #1**

**Develop and Nurture Thought Leader Relationships:** Expand the Beef Expert Network to include fifteen (15) subject-matter experts across the food and culinary thought leader categories while establishing new relationships with at least eight (8) 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 sixteen (16) influencer activations each quarter, for a total of sixty-four (64), 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 ten (10) 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

## **LRP INITIATIVES ADDRESSED BY THIS TACTIC**

---

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

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

### **Promote & Capitalize on the Multiple Advantages of Beef**

- Promote the role of beef in a healthy and sustainable diet
- Engage consumers in a memorable beef eating experience
- 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) TO SCORE THIS TACTIC**

---

**Committee(s) to Score This Tactic:**

Domestic Marketing



## TACTIC D | 2522-CI Channel Marketing

**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:** \$2,520,500

Tactic D | 2522-CI  
Channel Marketing  
National Cattlemen's Beef Association

### 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 own. This tactic directly addresses the demand drivers of eating experience, convenience/versatility, value, nutrition and raised/grown.

### Citations:

<sup>[1]</sup> E-commerce Media Performance Reports, May 2023-May 2024

## ▼ MEASURABLE OBJECTIVES

---

### **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 three (3) 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 four (4) activations with channel partners that will educate and/or promote beef to and inspire businesses and/or consumers to choose beef.

## LRP INITIATIVES ADDRESSED BY THIS TACTIC

---

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

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

### **Promote & Capitalize on the Multiple Advantages of Beef**

- Implement a marketing campaign that communicates beef's advantage compared to competing proteins
- Develop targeted marketing programs focused on the highest opportunity market segments
- Cultivate collaborative promotion partnerships
- Promote innovative online marketing, packaging, and shipping solutions to enable the direct marketing of beef
- Develop a more interactive and exciting beef purchasing experience
- Promote underutilized beef cuts and new variety meat products

## ▼ CHECKOFF PROGRAM COMMITTEE(S) TO SCORE THIS TACTIC

---

**Committee(s) to Score This Tactic:**

Domestic Marketing



## **TACTIC A | 2502-P**

### ***Beef. It's What's For Dinner. Marketing Content***

**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:** \$10,888,600

**CBB/BPOC Funding Request for this Tactic:** \$4,649,300

Tactic A | 2502-P

*Beef. It's What's For Dinner. Marketing Content*

National Cattlemen's Beef Association

#### **TACTIC DESCRIPTION:**

This tactic develops the national *Beef. It's What's For Dinner.* (BIWFD) domestic consumer marketing strategy, messaging, campaigns and content. The mission is to champion every aspect of beef so consumers can appreciate where it comes from, savor its flavors and enjoy its benefits. Video, audio, photography, recipes and web content are created to inspire, entertain and educate consumers so they can be confident about every aspect of beef. This content will be deployed across all consumer-facing channels and platforms including the Checkoff's flagship website, BeefItsWhatsForDinner.com which currently attracts an average of 10 million site visits each year.<sup>[1]</sup> Launched in 1992, the BIWFD brand is the cornerstone of the consumer marketing strategy, helping to build recognition and loyalty with consumers. The brand is recognized by 67% of consumers and is a trusted source of information that helps keep beef top of mind.<sup>[2]</sup>

The BIWFD brand takes advantage of research and data to outline consumer segments, providing a grounded approach to the messaging and content strategy. NCBA, on behalf of the Beef Checkoff, creates visual, written and verbal promotional and advertising materials designed to target identified segments and reach consumers who have demonstrated interest in topics related to beef and the beef industry. Segments are not only developed based on demographics but also consider consumer attitudes and behaviors allowing the brand to target consumers who perceive benefits differently. Content focuses on communicating key messages that incorporate identified demand drivers for beef across those targeted segments. This effort continuously builds brand awareness, increases brand loyalty and increases beef purchases.

The multi-year Anthem campaign was launched in 2023, using the concept "Together We Bring More." Tactic A leverages this campaign, building a library of assets across demand drivers under a single theme connected to our brand values – beef's unique transformative quality that elicits joy and connection, bringing people together. This theme drives a consistent message that has emotional connection. In FY25, BIWFD will continue to leverage existing advertising content focused on convenience and versatility, eating experience, and how beef is raised and grown to reach consumers during key moments in time throughout the year. Content developed will include consumer storytelling that features real people and their real stories of beef and togetherness. In the coming year new nutrition content will include a more holistic wellbeing lens, which is a recognized trend among younger consumers.



This tactic will directly address areas that Checkoff-funded research has identified to drive demand for beef including beef's eating experience, convenience and versatility, nutritional benefits and how beef is raised and grown. Content will come to life across channels, driving consumers to the BIWFD website. This hub draws millions of site visits each year. Consumers search for content like recipes, beef cuts, cooking tips, nutrition information and more. The website provides consumers with information like how-to videos and tips and tricks to help build their confidence in buying and cooking beef. The deployment of this content will continue to build awareness, broaden our audience and brand affinity. Content developed in this tactic is utilized by state beef council partners and other contractors, creating a cohesive and consistent message while maximizing Checkoff resources.

### Citations

[1] BeefItsWhatsForDinner.com webpage analytics average 2018-2023

[2] Brand Health Report, 2023

## ▼ MEASURABLE OBJECTIVES

---

### Measurable Objective #1

**Always-on Brand Anthem Campaign:** Deploy the established, always-on brand anthem campaign with content designed to inspire, educate and entertain. The brand anthem campaign focuses on the transformative powers of beef, and how it brings joy and connection to our consumers. This aligns the brand values with key demand drivers. Content will be deployed on the national level and can be leveraged by state partners and other contractors to maximize Checkoff resources.

### Measurable Objective #2

**BeefItsWhatsForDinner.com Visits:** Ensure *BeefItsWhatsForDinner.com* is updated with recipes, cooking techniques, tips and tricks, instructional how-tos, and information around nutrition and beef production that will inspire, educate and entertain consumers, so they can be confident with every aspect of beef. The goal is to increase monthly site visits.

### Measurable Objective #3

**Asset Development:** Inspire, entertain and educate consumers with compelling marketing assets, up to 55 per quarter, including video, audio, photography, social and website content that will drive demand for beef. Assets will be leveraged across our consumer marketing channels, increasing consumer understanding and confidence in beef.

### Measurable Objective #4:

**State Beef Council Support:** Extend the national promotion efforts with state beef councils (SBCs) by sharing *Beef. It's What's For Dinner.* strategies, campaigns, videos and creative at least once per month. These efforts help provide the education and tools needed for SBCs to better unify their consumer efforts with national efforts to consistently advertise, promote and communicate the benefits of beef.

### Measurable Objective #5:

**Recipe Development:** Develop at least 32 new beef recipes that fill gaps for beef preparation methods, cuts, or trends on BIWFD.com, and to keep beef on-trend and relevant with today's consumers. Recipes developed will support national campaigns and SBC marketing efforts and will be used in marketing content on BIWFD.com to inspire and educate consumers to cook beef at home.

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

### **Promote & Capitalize on the Multiple Advantages of Beef**

- Promote the role of beef in a healthy and sustainable diet
- 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
- Engage consumers in a memorable beef eating experience
- Promote underutilized beef cuts and new variety meat products

## **▼ CHECKOFF PROGRAM COMMITTEE(S) TO SCORE THIS TACTIC**

---

**Committee(s) to Score This Tactic:**

Domestic Marketing



## TACTIC B | 2502-P

### ***Beef. It's What's For Dinner.* Consumer Advertising & Social Media**

**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:** \$10,888,600

**CBB/BPOC Funding Request for this Tactic:** \$6,239,300

Tactic B | 2502-P

*Beef. It's What's For Dinner. Consumer Advertising & Social Media*

National Cattlemen's Beef Association

#### **TACTIC DESCRIPTION:**

In today's crowded and highly fragmented advertising landscape, it's crucial for the Beef Checkoff to have a strong, unified voice that resonates with consumers. This tactic serves as the national megaphone for the Beef Checkoff, delivering inspirational and educational messages about beef's unmatched taste, thoughtful production practices and robust nutritional profile. Consumers are bombarded with messages from countless brands across multiple advertising platforms. To cut through the noise, this tactic is strategic and employs a wide variety of efficient media outlets to get beef messages directly to targeted consumers where they spend their time. From cable television to paid search, social media, event activations, partnerships and online advertising, this omnichannel approach ensures beef messages reach more consumers, more frequently. NCBA led advertising, on behalf of the Beef Checkoff reaches 920 million consumers annually through a variety of platforms helping to keep beef top of mind.<sup>[1]</sup>

This tactic meets consumers where they get their information and make purchasing decisions, utilizing a diverse range of platforms from niche digital channels to traditional media outlets. By strategically placing advertising across this expansive ecosystem, beef messaging seamlessly integrates into consumers' daily lives and decision-making processes. Not all consumers are alike in their beef preferences, perceptions and consumption habits. By tapping into market research segmentation insights, this tactic focuses efforts on key segments with high potential for driving beef demand. Segments are not only developed based on demographics, but also consider consumer attitudes and behaviors allowing for a targeted approach to ensure messages resonate with the audiences most likely to act. Industry stakeholders are also part of the Checkoff's advertising audience, to better strengthen industry members' awareness of Checkoff-funded activities.

Over the last several years, the *Beef. It's What's For Dinner.* has been showcased on a variety of popular platforms including Google Search and Display, YouTube, Connected TV, Pandora, Spotify, SiriusXM, and Cable TV channels such as ESPN Networks, Fox Sports (FS1), Food Network and the Hallmark Channel. As the Connected TV (streaming services) media landscape has expanded, the team has leveraged new opportunities to affordably place BIWFD advertising across live sporting events and programming, including the Paris Olympics, Major League Baseball and the National Football League.

In FY25, this tactic will continue to explore new and innovative media options that extend the visibility of the *Beef. It's What's For Dinner.* brand to more consumers and different audiences. The partnership with Little League Baseball is an example of how this comes to life as the brand connects with younger consumers and families through a variety of digital and in-person touchpoints. Also, in FY25 this tactic will continue to fund the BIWFD social media platforms (Facebook, Instagram, Pinterest, Twitter, TikTok, LinkedIn and YouTube), which serve as the brand's opportunity to directly engage with consumers. Through a strategic mix of paid advertising and organic content, the social media team will continue to cultivate an engaged community and deliver a steady drumbeat of educational content and recipe inspiration. In addition to amplifying the National BIWFD message, this tactic supports state beef councils in their local marketing and social media efforts. By acting as a digital agency, providing custom media plans, social media content, recommendations for local media buys and full support in executing online advertising, this tactic helps state beef councils be more cost-effective and innovative in reaching local consumers with relevant content. In FY23 alone, the team placed media on behalf of 34 state beef council partners, saving them an average of 15-20% in agency fees. This cost-saving not only stretches Checkoff resources further but also ensures alignment and synchronization of beef messaging and content assets across the U.S.

**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.

---

**MEASURABLE OBJECTIVES**

**Measurable Objective #1**

**Disseminate Always-on Campaign:** Plan, execute and disseminate one always-on *Beef. It's What's For Dinner.* campaign across a variety of platforms used to get beef messages directly to consumers to increase reach and engagement. In addition, one brand activation effort will be executed to further build awareness and excitement for the brand. Both consumer outreach efforts will be fully aligned against Beef's key demand drivers.

**Measurable Objective #2**

**Brand Lift Study:** Conduct a *Beef. It's What's For Dinner.* brand lift study with consumers following three (3) media flights to measure the impact of *Beef. It's What's For Dinner.* ads, with a brand lift goal of 3%.

**Measurable Objective #3**

**State Beef Council Support:** Work with a minimum of 30 state beef councils to create and execute custom paid media plans at the state level to reach local consumers with relevant content across the key demand drivers.

**Measurable Objective #4:**

**Social Media Videos:** Create and post 36 social media-specific videos on the *Beef. It's What's For Dinner.* Social media platforms to drive community engagement and inspire consumers to choose beef.

**Measurable Objective #5:**

**Quarterly Toolkits:** Develop and distribute quarterly social media toolkits to state beef councils with assets and resources to support local social media efforts.

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

### Promote & Capitalize on the Multiple Advantages of Beef

- Promote the role of beef in a healthy and sustainable diet
- 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
- Engage consumers in a memorable beef eating experience
- Promote underutilized beef cuts and new variety meat products

### ▼ CHECKOFF PROGRAM COMMITTEE(S) TO SCORE THIS TACTIC

---

Committee(s) to Score This Tactic:

Domestic Marketing



## **TACTIC E | 2511-R Consumer Market Research**

**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:** \$3,028,800

Tactic E | 2511-R  
*Consumer Market Research*  
National Cattlemen's Beef Association

### **TACTIC DESCRIPTION:**

NCBA, on behalf of the Beef Checkoff, delivers valuable insights through this tactic to enhance the effectiveness of all Checkoff programs. Through exploration of crucial subjects, message and asset testing, and utilization of diverse industry data sources, NCBA supports the development and execution of data-driven, demand-generating initiatives. These efforts inform both state-specific and broader national and industry-wide plans aimed at bolstering and safeguarding demand for beef. Program insights guide channel marketing strategies impacting retail and foodservice beef sales, test messages used to manage issues or respond to media inquiries, evaluate content that shape consumer marketing efforts, and study third-party audiences and their influence on consumers. Industry stakeholders leverage the consumer insights from this program to develop their own marketing initiatives, contributing to the overall growth of beef demand. Over time, this program has undergone a significant transformation, consolidating various tactics into a cohesive and efficient approach aimed at tracking consumer behaviors regarding beef and exploring emerging beef-related topics. Some of the topics addressed include production and nutrition perceptions, changes in consumption patterns and willingness to pay, and expanded efforts to encompass diverse aspects such as purchase intent and actual buying patterns, leveraging both traditional and technology-driven (such as eCommerce) avenues for engagement.

The dynamic nature of the target consumer audience necessitates continual adaptation. This tactic monitors demographic shifts, as well as evolving preferences and constraints influenced by generational and belief-driven factors, to better inform all Checkoff initiatives. This comprehensive data analysis extends beyond beef alone, gauging beef's competitive standing against both conventional animal proteins and alternative protein offerings.

In FY25, this tactic will enhance key knowledge about today's consumer by consistently monitoring, analyzing, and sharing insights on consumer behavior, attitudes, purchases, and perceptions through the Consumer Beef Tracker. This tracker, built upon years of valuable insights, involves surveying at least 1,000 consumers monthly, providing ample data for developing summaries to support both state and national programs. Compared to previous years, the Consumer Beef Tracker now boasts a larger sample size, enhancing analytical capabilities and accuracy, allowing for greater depth of data segmentation and cross-tabulation to better understand key consumer demographics. Additionally, the data allow for the development of comparative analyses between state and national consumer trends to inform strategic planning for SBC partner programs. By segmenting this data, valuable targeting insights are gained, which are crucial for all consumer-facing initiatives. Channel intelligence data will



continue to be licensed, analyzed and disseminated such as retail checkout scanner data and foodservice operator data. Projects will be initiated to assess the effectiveness of content and the *Beef. It's What's For Dinner.* brand and digital properties. Further, deep-dive projects using qualitative focus group research with beef consumers will evaluate topics such as food waste/food loss and consumer perceptions and preferences around tradeoffs of product appearance, shelf life, and cost implications for beef and other timely demand driver-related topics. Where opportunities exist, other consumer market data and insights that may impact beef consumption and demand will be evaluated. This tactic not only directly addresses all demand drivers but also serves as the foundation from which these drivers are derived and updated.

## **MEASURABLE OBJECTIVES**

---

### **Measurable Objective #1**

**Develop State Consumer Insight Dashboards:** Conduct a minimum of 35 state and Designated Market Area (DMA) dashboard surveys for 25 unique state beef council (SBC) entities, along with subsequent follow-up presentations where appropriate, to utilize and leverage consumer insights for state partners, facilitating the development of impactful programming for state partners.

### **Measurable Objective #2**

**Fund Research:** Conduct a minimum of ten (10) research projects focusing on demand drivers, asset testing, or continuous consumer monitoring. These projects will guide campaign/program strategies by delivering insights into content and messaging preferences of the target audience.

### **Measurable Objective #3**

**Share Beef Insights Reports:** Produce ten (10) beef insight reports aimed at comprehending consumer sentiment and knowledge levels regarding demand-driving topics. Disseminate these reports publicly through [BeefItsWhatsForDinner.com](http://BeefItsWhatsForDinner.com) and/or [Beefresearch.org](http://Beefresearch.org).

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

**Place Research Results:** Increase the visibility of consumer market research results or insights (minimum of 150) both internally (within other tactics/ARs or SBC partnerships) and externally (including conferences, industry meetings, supply chain collaborations, and communication/educational outlets). These placements will leverage science-based insights from this program on beef consumer perceptions, behaviors, and purchasing trends to existing and new audiences.

## **LRP INITIATIVES ADDRESSED BY THIS TACTIC**

---

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

- Align and collaborate with traditional and nontraditional partners to tell the positive story of beef cattle production
- Educate medical, diet and health professionals about beef and beef production

### **Promote & Capitalize on the Multiple Advantages of Beef**

- Develop targeted marketing programs focused on the highest opportunity market segments
- Engage consumers in a memorable beef eating experience
- Develop a more interactive and exciting beef purchasing experience

**▼ CHECKOFF PROGRAM COMMITTEE(S) TO SCORE THIS TACTIC**

---

**Committee(s) to Score This Tactic:**

Domestic Marketing

