

Tactic Quick Guides

Preliminary FY25 Tactics



Stakeholder Engagement
Committee

STAKEHOLDER ENGAGEMENT COMMITTEE TACTIC OVERVIEW

Pages	Tactic #	Tactic Name	Contractor
3-6	2532-B	Beef Advocacy Training and Engagement	NCBA
7-10	2532-C	Beef Quality Assurance (BQA)	NCBA
11-18	2531-A	14th Annual NIAA Antibiotics Symposium	NIAA
19-25	2531-B	Beef Producer Engagement with Public Health Leaders	NIAA
26-28	2550-A	Key Audience Insights and Action Platform	CBB
29-32	2550-B	Producer Publishing	CBB
33-35	2550-C	Industry and Media Collaboration	CBB

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

STAKEHOLDER ENGAGEMENT 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. 	
<p>1.</p> <p>2.</p> <p>3.</p> <p>4.</p>	

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

STAKEHOLDER ENGAGEMENT COMMITTEE

Tactic Score Sheet Considerations, Scores, and Notes

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TACTIC A | 2531-II

14th Annual NIAA Antibiotics Symposium

Name of Contractor: National Institute for Animal Agriculture

Start Date: 10/1/2024

End Date: 9/30/2025

CBB/BPOC Funding Request for this AR: \$228,716

CBB/BPOC Funding Request for this Tactic: \$113,078

Purpose and Description

**The section of the AR is being included, along with Tactic A, to provide Stakeholder Engagement committee members with more context about the NIAA's program(s).*

PURPOSE AND DESCRIPTION:

Science demonstrates significant improvements have been made in how farmers, ranchers, and veterinarians utilize antimicrobials in beef production over the past several decades. Improvements have been achieved through implantation of judicious use guidelines[1], regulatory updates[2], vaccination programs[3], improved animal husbandry, biosecurity, data-driven decision making, development of antibiotic alternatives[4],[5], genetic selection[6], and educational programs[7].

Yet, U.S. and global consumers still have significant concerns about livestock farming [beef production.]

Farmers and ranchers continue to face an ever-changing landscape of issues and areas they are asked to address. From environmental stewardship to worker health and safety, and animal health [antibiotic use] to human nutrition. There is never a shortage of topics to address via research, education, and promotion.

Antibiotic use in beef production continues to be a robust topic of conversation within the scientific community as well as the public [consumer influencers and consumers]. Even with significant changes in on-farm/ranch practices and new rules and regulations affecting antibiotic use, public opinion in the United States regarding livestock farming, antibiotic use, and its connection to antimicrobial resistance (AMR) is increasingly critical, with concerns largely focused on public health implications.

Leading “voices” that are influential amongst consumers and influential leaders who affect the beef industry’s *Freedom to Operate*, are “vocal.” Many online discussions and articles highlight that a significant portion of antibiotics sold in the U.S. is used in livestock production, not for treating sick animals, but for promoting growth and preventing disease in healthy animals. Through published articles and blog posts, critics of beef production report that the widespread use of antibiotics is linked to the rise in antibiotic-resistant bacteria, which poses a serious health threat. [8]

Organizations like the Natural Resources Defense Council (NRDC) and scientific journals have reported that the intensity of antibiotic use in U.S. livestock is nearly double that of Europe.[9] Correlating that this high level of use contributes significantly to the development and spread of antibiotic-resistant bacteria. They note that European policies have successfully reduced antibiotic use in livestock through stringent regulations, and advocate that this is a model many experts suggest the U.S. should follow.

Public concern is also reflected in the increasing demand for antibiotic-free meat and calls for stricter regulations on antibiotic use in farming[10]. Reports from Nature and other academic sources emphasize the need for urgent action to mitigate the risk of antimicrobial resistance, which threatens both human and animal health.

Overall, the popular opinion is that while antibiotics are essential for treating infections, their overuse in livestock farming is dangerous and unsustainable. There is a strong push for different [better in their mind] management practices and policies to curb unnecessary antibiotic use to protect public health.

Additionally, AMR is recognized as one of the most significant threats to global public health, posing severe challenges across human, animal, and environmental health sectors. Topics of significant interest based on prevalent research areas:

Global Public Health Threat

AMR is increasingly viewed as a critical issue due to its widespread impact and the potential for severe outcomes.[11] According to the World Health Organization (WHO), AMR is one of the top ten global public health threats facing humanity. The rise in drug-resistant infections undermines advances in modern medicine, leading to prolonged illness, higher mortality rates, and increased healthcare costs.[12]

Impact on Human Health

AMR results in infections that are harder to treat and more likely to spread, leading to prolonged hospital stays, higher medical costs, and increased mortality. The Centers for Disease Control and Prevention (CDC) estimate that in the United States alone, at least 2.8 million people get an antibiotic-resistant infection annually, and more than 35,000 people die as a result. Globally, it's estimated that AMR could cause 10 million deaths per year by 2050 if no action is taken.[13]

One Health Perspective

The One Health approach, which integrates human, animal, and environmental health, is essential for combating AMR. The interconnectedness of these sectors means that antimicrobial use and resistance in one area can directly affect the others. For instance, the use of antibiotics in livestock can lead to the development of resistant bacteria, which can then be transmitted to humans through the food chain or environmental pathways.[14]

Economic Impact

The economic burden of AMR is substantial. It includes direct costs such as increased healthcare expenses and indirect costs like loss of productivity. A report by the World Bank projected that AMR could have significant economic consequences, potentially reducing global GDP by up to 3.8% annually by 2050, with the cost of healthcare rising sharply due to more expensive treatments and longer hospital stays.[15]

Comparison with Other Public Health Issues

While other public health challenges, such as non-communicable diseases (NCDs), infectious diseases like HIV/AIDS and tuberculosis, and emerging pandemics (e.g., COVID-19), are also critical, AMR's unique characteristic is its potential to undermine the effectiveness of antibiotics that are essential for treating a wide range of infections. This cross-cutting impact makes AMR a distinct and pressing issue compared to other health concerns. The failure to address AMR effectively can exacerbate other health

problems by reducing the efficacy of treatments for infections that complicate conditions such as surgery, cancer therapy, and chronic diseases.[16]

AMR is a paramount public health issue with wide-ranging implications for human, animal, and environmental health. Its management requires a coordinated, multi-sectoral approach as advocated by the One Health framework. Given its potential to significantly impact healthcare outcomes and economic stability globally, AMR remains a high-priority topic in the grand scheme of public health. And, for the beef sector and other animal agriculture sectors of today's food system.

When scientific communities and influential organizations and consumers are “leading” conversations about antibiotic use, stewardship, and antimicrobial resistance, farmers, ranchers, veterinarians, and allied animal agriculture leaders need to be in the conversation.

The National Institute for Animal Agriculture (NIAA) believes continuous improvement on topics such as the responsible use of antibiotics will be shaped by engaging consistently and effectively through the communication of scientific collaboration, and a commitment on the part of the broad animal agriculture sector and its allies to combat antimicrobial resistance (AMR).

The 14th Annual NIAA Antibiotics Symposium and subsequent activities is a foundational convening that continues to support Beef Checkoff contractors, NIAA members, and all animal agriculture leaders in their work – engaging with influencers and consumers in meaningful ways. The knowledge and skills garnered and honed at Symposium allow beef producers to engage with influential leaders, including:

- Association of State & Territorial Health Officials
- Consumer packaged goods companies
- Food & Agriculture Organization of the United Nations
- General Assembly of State Veterinarians
- Meat and poultry processors
- National Association of Public Health Veterinarians
- Presidential Advisory Council to Combat Antimicrobial Resistance
- Restaurants and retailers
- The Centers for Disease Control and Prevention
- University and college researchers
- U.S. Food & Drug Administration
- U.S. Department of Agriculture
- U.S. Department of State
- U.S. Environmental Protection Agency
- World Health Organization

Citations:

[1] Beef Quality Assurance. *Antibiotic Stewardship for Beef Producers*. (2020). National Cattlemen's Beef Association, Accessed May 31,

2024. www.ncba.org/Media/NCBAorg/Docs/bqa-antibiotics-2020.pdf

[2] U.S. Food and Drug Administration. *Veterinary Feed Directive*. January 3, 2024. Accessed May 31, 2024. <https://www.fda.gov/animal-veterinary/development-approval-process/veterinary-feed-directive-vfd>

[3] Chirase, N. K., et al. *Effects of a vaccination program on the health and performance of beef calves*. Journal of Animal Science (2001).

- [4] Callaway, T. R., et al. *Probiotics, prebiotics and competitive exclusion for prophylaxis against bacterial disease*. Animal Health Research Reviews (2008).
- [5] Wallace, R. J., et al. *Phytochemicals in animal health: Flavonoids and related compounds*. Journal of Animal Science (2010).
- [6] Berry, D. P., & Kearney, J. F. *Genetics of feed efficiency in dairy and beef cattle*. Journal of Animal Science (2011).
- [7] Checkley, S. L., et al. *Antimicrobial stewardship programs: an essential measure to combat antimicrobial resistance in animals and humans*. Canadian Veterinary Journal (2018).
- [8] Wallinga, MD, David, Natural Resource Defense Council. December 1, 2022. *U.S. Livestock Industries Persist in High-Intensity Antibiotic Use*. Accessed May 31, 2024. <https://www.nrdc.org/resources/us-livestock-industries-persist-high-intensity-antibiotic-use>
- [9] Reardon, Sara, Nature. February 6, 2023. *Antibiotic use in farming set to soar despite drug-resistance fears*. Accessed May 31, 2024. <https://www.nature.com/articles/d41586-023-00284-x>
- [10] Anne-Marie Roerink, Principal, 210 Analytics LLC, *The Power of Meat 2022*, Report sponsored by Sealed Air Food Care Division/Cryovac® and Published by FMI and the Foundation for Meat & Poultry Research & Education
- [11] Food and Agriculture Organization of the United Nations. *Antimicrobial Resistance*. Accessed May 31, 2024. <https://www.fao.org/antimicrobial-resistance/en/>
- [12] World Health Organization. November 21, 2023. *Antimicrobial resistance*. Accessed May 31, 2024. <https://www.who.int/news-room/fact-sheets/detail/antimicrobial-resistance>
- [13] Centers for Disease Control and Prevention. March 20, 2024. *2019 Antibiotic Resistance Threats Report*. Accessed May 31, 2024. https://www.cdc.gov/antimicrobial-resistance/data-research/threats/?CDC_AAref_Val=https://www.cdc.gov/drugresistance/biggest-threats.html
- [14] Centers for Disease Control and Prevention. February 29, 2024. *One Health*. Accessed May 31, 2024. <https://www.cdc.gov/one-health/about/index.html>
- [15] Jonas, Olga B.; Irwin, Alec; Berthe, Franck Cesar Jean; Le Gall, Francois G.; Marquez, Patricio V.. March 1, 2017. *Drug-resistant infections : a threat to our economic future* (Vol. 2) : final report (English). HNP/Agriculture Global Antimicrobial Resistance Initiative Washington, D.C. : World Bank Group. <http://documents.worldbank.org/curated/en/323311493396993758/final-report>
- [16] United Nations Interagency Coordination Group on Antimicrobial Resistance. (2019). *No Time to Wait: Securing the future from drug-resistant infections*. Accessed May 31, 2024. www.who.int/publications/i/item/no-time-to-wait-securing-the-future-from-drug-resistant-infections

TACTIC DESCRIPTION:

The 14th Annual NIAA Antibiotics Symposium continues the work and collaborations established in prior symposia, funded in part by the Beef Checkoff. The FY '25 Symposium focuses on continued knowledge and insights about responsible antibiotic use and the primary efforts aimed at combating antimicrobial resistance (AMR). All components of the Symposium impact the beef value chain:

- 1) **Science:** understanding causal links, resistance mechanisms, bacterial genomics, the microbiome, current/future research, and more.
- 2) **Alternatives:** preventative and intervention strategies, ensuring antibiotic stewardship, needs and challenges, innovation, and technology.
- 3) **Communication:** How to effectively engage beef producers with reliable information, which can be shared when beef producers are engaging with influencers and consumers.
- 4) **Education:** How are all educators – K-12, colleges, and universities, are preparing the next generation to utilize antibiotics responsibly while engaging in AMR conversations and solutions?

The Symposium is unique in its design as it follows the **One Health¹** approach. **One Health** recognizes the health of people is connected to the health of animals and the environment. Building upon previous Symposia and current societal drivers, the Symposium explores and connects the responsible use of antibiotics to sustainable beef production as defined by the U.S. Roundtable for Sustainable Beef - *environmentally sound, socially responsible, and economically viable beef*.

The Symposium creates a synergistic environment where stakeholders from Qualified State Beef Councils, national beef organizations, the Centers for Disease Control & Prevention (CDC), the U.S. Food & Drug Administration (FDA), United States Department of Agriculture (USDA), American Veterinary Medical Association (AVMA), National Institute for Antimicrobial Resistance Research and Education (NIAMRRE), state public health offices, and experts from all points along the animal agriculture supply chain (producers, packers, retailers, etc.), industry associations, and other animal agriculture leaders can come together to recognize the progress and diligent efforts of industry and veterinary medicine and the work that has broadened the **One Health** collaboration with human medicine and environmental activities. In addition, the Symposium fosters shared learning, networking, and collaboration as, together, food and agriculture system leaders continuously improve the responsible use of antibiotics in animal agriculture while ensuring animal agriculture is doing its part to combat antimicrobial resistance (AMR).

Through keynote addresses, panel conversations and breakout sessions that allow for further exploration and application of knowledge, beef producers leave the Symposium and allied activities with skills, knowledge, and insights to more effectively engage with key opinion leaders as they preserve and enhance trust in beef production, safety, and products. Farmers and

ranchers also leave with additional resources to add to the 2020 Beef Checkoff-funded toolkit of resources to ensure they are able to engage with influencers and consumers on a variety of platforms – social media, traditional media, in-person, etc.

Citations:

¹ World Health Organization. "One Health" - [One health \(who.int\)](https://www.who.int). Accessed 13 June 2024.

MEASURABLE OBJECTIVES

Measurable Objective #1

Stakeholders from all segments will attend the 2024 Symposium: Animal agriculture leaders (including beef producers), processors, retailers, research scientists, academia, environmental NGOs, human health professionals, and government. Success is:

- At least 80 percent of attendees sharing that the Symposium improves their knowledge and understanding of responsible antibiotic use and measure to combat AMR.
- A successful Symposium will have 80 percent of attendees reporting increased knowledge and skills about communicating with influencers and consumers.

Measurable Objective #2

Engage at least two state beef councils in pre- and post-Symposium media interviews, such as commercial radio, podcasts, farm news, etc. that reach a minimum of 65,000 beef producers with key take-aways advanced by the Symposium agenda.

Measurable Objective #3

Creation of a comprehensive White Paper detailing insights shared during the 14th Annual NIAA Antibiotics Symposium with a specific webinar for Qualified State Beef Councils (QSBCs) following Symposium to discuss application of key insights from the White Paper to support the work of QSBCs.

LRP INITIATIVES ADDRESSED BY THIS TACTIC

Grow Consumer Trust in Beef Production

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

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
- Increase industry funds for beef marketing, promotion and research
- Educate producers, lawmakers, and industry stakeholders on the benefits and the impact of the Beef Checkoff
- Cultivate preventative animal care and wellness technologies

▼ CHECKOFF PROGRAM COMMITTEE(S) TO SCORE THIS TACTIC

Committee(s) to Score This Tactic: Safety & Product Innovation, Stakeholder Engagement

STAKEHOLDER ENGAGEMENT COMMITTEE

Tactic Score Sheet Considerations, Scores, and Notes

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TACTIC B | 2531-II

Beef Producer Engagement with Public Health Leaders

Name of Contractor: National Institute for Animal Agriculture

Start Date: 10/1/2024

End Date: 9/30/2025

CBB/BPOC Funding Request for this AR: \$228,716

CBB/BPOC Funding Request for this Tactic: \$115,638.00

Purpose and Description

**The section of the AR is being included, along with Tactic A, to provide Stakeholder Engagement committee members with more context about the NIAA's program(s).*

PURPOSE AND DESCRIPTION:

Science demonstrates significant improvements have been made in how farmers, ranchers, and veterinarians utilize antimicrobials in beef production over the past several decades. Improvements have been achieved through implantation of judicious use guidelines[1], regulatory updates[2], vaccination programs[3], improved animal husbandry, biosecurity, data-driven decision making, development of antibiotic alternatives[4],[5], genetic selection[6], and educational programs[7].

Yet, U.S. and global consumers still have significant concerns about livestock farming [beef production.]

Farmers and ranchers continue to face an ever-changing landscape of issues and areas they are asked to address. From environmental stewardship to worker health and safety, and animal health [antibiotic use] to human nutrition. There is never a shortage of topics to address via research, education, and promotion.

Antibiotic use in beef production continues to be a robust topic of conversation within the scientific community as well as the public [consumer influencers and consumers]. Even with significant changes in on-farm/ranch practices and new rules and regulations affecting antibiotic use, public opinion in the United States regarding livestock farming, antibiotic use, and its connection to antimicrobial resistance (AMR) is increasingly critical, with concerns largely focused on public health implications.

Leading “voices” that are influential amongst consumers and influential leaders who affect the beef industry’s *Freedom to Operate*, are “vocal.” Many online discussions and articles highlight that a significant portion of antibiotics sold in the U.S. is used in livestock production, not for treating sick animals, but for promoting growth and preventing disease in healthy animals. Through published articles and blog posts, critics of beef production report that the widespread use of antibiotics is linked to the rise in antibiotic-resistant bacteria, which poses a serious health threat. [8]

Organizations like the Natural Resources Defense Council (NRDC) and scientific journals have reported that the intensity of antibiotic use in U.S. livestock is nearly double that of Europe.[9] Correlating that this high level of use contributes significantly to the development and

spread of antibiotic-resistant bacteria. They note that European policies have successfully reduced antibiotic use in livestock through stringent regulations, and advocate that this is a model many experts suggest the U.S. should follow.

Public concern is also reflected in the increasing demand for antibiotic-free meat and calls for stricter regulations on antibiotic use in farming[10]. Reports from Nature and other academic sources emphasize the need for urgent action to mitigate the risk of antimicrobial resistance, which threatens both human and animal health.

Overall, the popular opinion is that while antibiotics are essential for treating infections, their overuse in livestock farming is dangerous and unsustainable. There is a strong push for different [better in their mind] management practices and policies to curb unnecessary antibiotic use to protect public health.

Additionally, AMR is recognized as one of the most significant threats to global public health, posing severe challenges across human, animal, and environmental health sectors. Topics of significant interest based on prevalent research areas:

Global Public Health Threat

AMR is increasingly viewed as a critical issue due to its widespread impact and the potential for severe outcomes.[11] According to the World Health Organization (WHO), AMR is one of the top ten global public health threats facing humanity. The rise in drug-resistant infections undermines advances in modern medicine, leading to prolonged illness, higher mortality rates, and increased healthcare costs.[12]

Impact on Human Health

AMR results in infections that are harder to treat and more likely to spread, leading to prolonged hospital stays, higher medical costs, and increased mortality. The Centers for Disease Control and Prevention (CDC) estimate that in the United States alone, at least 2.8 million people get an antibiotic-resistant infection annually, and more than 35,000 people die as a result. Globally, it's estimated that AMR could cause 10 million deaths per year by 2050 if no action is taken.[13]

One Health Perspective

The One Health approach, which integrates human, animal, and environmental health, is essential for combating AMR. The interconnectedness of these sectors means that antimicrobial use and resistance in one area can directly affect the others. For instance, the use of antibiotics in livestock can lead to the development of resistant bacteria, which can then be transmitted to humans through the food chain or environmental pathways.[14]

Economic Impact

The economic burden of AMR is substantial. It includes direct costs such as increased healthcare expenses and indirect costs like loss of productivity. A report by the World Bank projected that AMR could have significant economic consequences, potentially reducing global GDP by up to 3.8% annually by 2050, with the cost of healthcare rising sharply due to more expensive treatments and longer hospital stays.[15]

Comparison with Other Public Health Issues

While other public health challenges, such as non-communicable diseases (NCDs), infectious diseases like HIV/AIDS and tuberculosis, and emerging pandemics (e.g., COVID-19), are also

critical, AMR's unique characteristic is its potential to undermine the effectiveness of antibiotics that are essential for treating a wide range of infections. This cross-cutting impact makes AMR a distinct and pressing issue compared to other health concerns. The failure to address AMR effectively can exacerbate other health problems by reducing the efficacy of treatments for infections that complicate conditions such as surgery, cancer therapy, and chronic diseases.[16] AMR is a paramount public health issue with wide-ranging implications for human, animal, and environmental health. Its management requires a coordinated, multi-sectoral approach as advocated by the One Health framework. Given its potential to significantly impact healthcare outcomes and economic stability globally, AMR remains a high-priority topic in the grand scheme of public health. And, for the beef sector and other animal agriculture sectors of today's food system.

When scientific communities and influential organizations and consumers are “leading” conversations about antibiotic use, stewardship, and antimicrobial resistance, farmers, ranchers, veterinarians, and allied animal agriculture leaders need to be in the conversation.

The National Institute for Animal Agriculture (NIAA) believes continuous improvement on topics such as the responsible use of antibiotics will be shaped by engaging consistently and effectively through the communication of scientific collaboration, and a commitment on the part of the broad animal agriculture sector and its allies to combat antimicrobial resistance (AMR).

The 14th Annual NIAA Antibiotics Symposium and subsequent activities is a foundational convening that continues to support Beef Checkoff contractors, NIAA members, and all animal agriculture leaders in their work – engaging with influencers and consumers in meaningful ways. The knowledge and skills garnered and honed at Symposium allow beef producers to engage with influential leaders, including:

- Association of State & Territorial Health Officials
- Consumer packaged goods companies
- Food & Agriculture Organization of the United Nations
- General Assembly of State Veterinarians
- Meat and poultry processors
- National Association of Public Health Veterinarians
- Presidential Advisory Council to Combat Antimicrobial Resistance
- Restaurants and retailers
- The Centers for Disease Control and Prevention
- University and college researchers
- U.S. Food & Drug Administration
- U.S. Department of Agriculture
- U.S. Department of State
- U.S. Environmental Protection Agency
- World Health Organization

Citations:

[1] Beef Quality Assurance. *Antibiotic Stewardship for Beef Producers*. (2020). National Cattlemen's Beef Association, Accessed May 31, 2024. www.ncba.org/Media/NCBAorg/Docs/bqa-antibiotics-2020.pdf

- [2] U.S. Food and Drug Administration. *Veterinary Feed Directive*. January 3, 2024. Accessed May 31, 2024. <https://www.fda.gov/animal-veterinary/development-approval-process/veterinary-feed-directive-vfd>
- [3] Chirase, N. K., et al. *Effects of a vaccination program on the health and performance of beef calves*. Journal of Animal Science (2001).
- [4] Callaway, T. R., et al. *Probiotics, prebiotics and competitive exclusion for prophylaxis against bacterial disease*. Animal Health Research Reviews (2008).
- [5] Wallace, R. J., et al. *Phytochemicals in animal health: Flavonoids and related compounds*. Journal of Animal Science (2010).
- [6] Berry, D. P., & Kearney, J. F. *Genetics of feed efficiency in dairy and beef cattle*. Journal of Animal Science (2011).
- [7] Checkley, S. L., et al. *Antimicrobial stewardship programs: an essential measure to combat antimicrobial resistance in animals and humans*. Canadian Veterinary Journal (2018).
- [8] Wallinga, MD, David, Natural Resource Defense Council. December 1, 2022. *U.S. Livestock Industries Persist in High-Intensity Antibiotic Use*. Accessed May 31, 2024. <https://www.nrdc.org/resources/us-livestock-industries-persist-high-intensity-antibiotic-use>
- [9] Reardon, Sara, Nature. February 6, 2023. *Antibiotic use in farming set to soar despite drug-resistance fears*. Accessed May 31, 2024. <https://www.nature.com/articles/d41586-023-00284-x>
- [10] Anne-Marie Roerink, Principal, 210 Analytics LLC, *The Power of Meat 2022*, Report sponsored by Sealed Air Food Care Division/Cryovac® and Published by FMI and the Foundation for Meat & Poultry Research & Education
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- [12] World Health Organization. November 21, 2023. *Antimicrobial resistance*. Accessed May 31, 2024. <https://www.who.int/news-room/fact-sheets/detail/antimicrobial-resistance>
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- [14] Centers for Disease Control and Prevention. February 29, 2024. *One Health*. Accessed May 31, 2024. <https://www.cdc.gov/one-health/about/index.html>
- [15] Jonas, Olga B.; Irwin, Alec; Berthe, Franck Cesar Jean; Le Gall, Francois G.; Marquez, Patricio V.. March 1, 2017. *Drug-resistant infections : a threat to our economic future* (Vol. 2) : final report (English). HNP/Agriculture Global Antimicrobial Resistance Initiative Washington, D.C. : World Bank Group. <http://documents.worldbank.org/curated/en/323311493396993758/final-report>
- [16] United Nations Interagency Coordination Group on Antimicrobial Resistance. (2019). *No Time to Wait: Securing the future from drug-resistant infections*. Accessed May 31, 2024. www.who.int/publications/i/item/no-time-to-wait-securing-the-future-from-drug-resistant-infections

TACTIC DESCRIPTION:

Previously, the Beef Checkoff has provided specific funding for beef producers to engage in antibiotic Symposia events and a subsequent meeting with the Centers for Disease Control and Prevention (CDC) and related public health groups. Building on the positive outcomes of previous producer engagement with the CDC, a group of state beef council producer leaders will attend and participate in the Antibiotic Symposium and after the Symposium host CDC leaders to specifically learn about beef and dairy production during a NIAA-facilitated farm/ranch tour.

Beef producers will be empowered to use face-to-face presentations to share information on both scientific developments learned at the Symposium and at the CDC meeting specifically within the beef industry to influence their peers' commitment toward continuous improvement, related to responsible antibiotic use. In addition, they will share the results of communication strategies and effectively communicating the safety and wholesomeness of beef.

This tactic includes support for working with Qualified State Beef Councils (QSBCs) to attend Symposium and host CDC and public health leaders during a far/ranch tour.

▼ MEASURABLE OBJECTIVES

Measurable Objective #1:

20 QSBC farmer/rancher leaders and state staff participating in the 14th Annual NIAA Antibiotics Symposium.

Measurable Objective #2:

20 QSBC farmer/rancher leaders and state staff participating in a FY '25 CDC and public health officials farm/ranch tour focused on beef and dairy production.

Measurable Objective #3:

At least five (5) social media post assets showcasing the engagement between farmers and ranchers and CDC and public health officials prepared for Qualified State Beef Councils (QSBCs) to utilize in their consumer engagement. Social media assets will include pictures, graphics, and verbiage.

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

- 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

Safeguard and Cultivate Investment in Beef Industry Research Marketing and Innovation

- Attract innovation and intellectual capital and cultivate the next generation of talent into the beef industry
- Encourage the cooperation and collaboration of existing industry advisory committees to identify and prioritize research efforts
- Increase industry funds for beef marketing, promotion and research
- Educate producers, lawmakers, and industry stakeholders on the benefits and the impact of the Beef Checkoff.

▼ CHECKOFF PROGRAM COMMITTEE(S) TO SCORE THIS TACTIC

Committee(s) to Score This Tactic: Safety & Product Innovation, Stakeholder Engagement

STAKEHOLDER ENGAGEMENT 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.	
<p>1.</p> <p>2.</p> <p>3.</p> <p>4.</p> 	

Tactic A | 2550-PC Key Audience Insights and Action Platform

Name of Contractor: Cattlemen's Beef Board

Start Date: 10/1/2024

End Date: 9/30/2025

CBB/BPOC Funding Request for this AR: \$2,290,000

CBB/BPOC Funding Request for this Tactic: \$271,000

Tactic A | 2550-PC
Key Audience Insights and Action Platform
Cattlemen's Beef Board

TACTIC DESCRIPTION:

This listening tactic identifies different aspects and traits of farmers and ranchers to create more targeted, purposeful messaging that can be shared and leveraged across national and state Beef Checkoff programs.

Data-Driven Producer Listening

The Producer Attitude Survey - The annual Producer Attitude Survey is a national, quantitative, random, independently administered survey of producers. It provides key data and insights on the understanding, or lack thereof, among producers about Beef Checkoff programs and is used to determine much of PC's outreach messaging. The sample size is a statistically valid representation of producers and participants spread across six regions of the U.S. The annual survey provides valuable benchmarks of producer awareness, affinity for the Beef Checkoff, identifies current hot topics among producers, and tracks changes how and where producers gain their day-to-day information. Additionally, each Qualified State Beef Council (QSBC) may further fund expansion of this study within its respective state to gain deeper producer insights specific to their location.

The Drive Producer Content Survey - With a focus on gathering opinions from *The Drive* platform content and *DrivingDemandForBeef.com* website, this survey invites current subscribers to *The Drive* as well as to other cattle and beef producer groups (who are then given an opportunity to receive *The Drive*) an opportunity for input, including top preferences regarding how Beef Checkoff dollars are invested. In FY25, more outreach is planned to encourage QSBCs and other beef industry organizations to invite their members to participate in surveys that will allow the PC program to broaden producer listening efforts and grow *The Drive* subscriber list.

One-on-One Producer Input

Checkoff Discussions - Discussions with various Beef Checkoff and industry groups continue to be invaluable in gaining a deeper understanding of gaps in producer knowledge about Checkoff programs and setting content for the PC program. The PC team will continue to conduct quarterly discussions between QSBCs, national Checkoff contractors, and other ag groups. This allows the PC team to share updates and seek program input into current and future programming.

Direct Producer Feedback -Success for any program includes the opportunity for stakeholders to express opinions, ask questions, and share feedback. The PC team continues to seek convenient ways for individual producers to share their thoughts regarding the program. The program plans for expanded feedback opportunities in the digital space through the Beef Checkoff website, ongoing targeted digital surveys, tracking and organizing producer calls, exploring new local outreach opportunities, and attending events where producers gather.

Key Insights Reporting By compiling different types of producer data, more targeted messaging can occur. Key producer data will continue to be tabulated and shared with state and national Checkoff programs through digital dashboards and regular updates to enable more efficient producer communications programs – both at the national and state level.

MEASURABLE OBJECTIVES

Measurable Objective #1

Include feedback and insight gained from producers and influencers into more targeted, purposeful Beef Checkoff messaging that is shared and leveraged across national and state programs.

Measurable Objective #2

Conduct one independent, national quantitative study/survey of producers to gauge input and sentiment of the Beef Checkoff and the Producer Communications program.

Measurable Objective #3

Plan, develop and share insights to the QSBCs and Stakeholder Engagement Committee members about how to engage with producers and key beef audiences to encourage greater consistency in Producer Communications programming across the national and state level.

LRP INITIATIVES ADDRESSED BY THIS TACTIC

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

- Educate producers, lawmakers and industry stakeholders on the benefits and impact of the Beef Checkoff

CHECKOFF PROGRAM COMMITTEE(S) TO SCORE THIS TACTIC

Committee(s) to Score This Tactic: Stakeholder Engagement

STAKEHOLDER ENGAGEMENT COMMITTEE

Tactic Score Sheet Considerations, Scores, and Notes

Tactic Considerations	Table Agreement Level
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Tactic B | 2550-PC Producer Publishing

Name of Contractor: Cattlemen's Beef Board

Start Date: 10/1/2024

End Date: 9/30/2025

CBB/BPOC Funding Request for this AR: \$2,290,000

CBB/BPOC Funding Request for this Tactic: \$1,774,000

Tactic B | 2550-PC
Producer Publishing
Cattlemen's Beef Board

TACTIC DESCRIPTION:

The Drive is PC's cornerstone monthly email and quarterly hard-copy publication sent out to producers and Checkoff stakeholders around the country. *The Drive in Five* is a five-minute video version that further delves into corresponding topics covered in *The Drive*.

Complementary messages are also disseminated with related social media properties, through the website *DrivingDemandForBeef.com*, print and radio multimedia campaigns via ag media channels, and more to ensure this platform reaches as many producers and importers as possible with timely Beef Checkoff program updates and results.

The Drive Publishing Platform

The producer publishing platform is centered around *The Drive*, a quarterly print newsletter, which won national first place in 2024 for best ag newsletter from the National Agri Marketing Association. *The Drive's* messaging is further extended by regular enewsletters, *The Drive in Five* video series, the website *DrivingDemandforBeef.com*, and social media platforms including Facebook, Twitter, Instagram, YouTube, and LinkedIn. This multi-faceted platform serves as the communication juggernaut for current Beef Checkoff programming dissemination to those who pay into the program, and the beef industry. With approximately 880,000 producers and importers in the country, it is a monumental task to reach as many of these stakeholders as possible. *The Drive* team will continue to nurture existing relationships with cattle organizations, breed associations, and other groups to increase our direct reach as well as to get *The Drive* content inserted or printed within their own publications.

Growth and accessibility to *The Drive* platform, as well as consistent, quality, and original content remain top priorities. Creating timely and educational content featuring a variety of programs gives producers access to the information they consistently request. New in FY25, *The Drive* team will employ mobile phone text notifications, alerting subscribers to new and additional content.

The Drive is an important communication tool for Qualified State Beef Councils (QSBCs). State content is shared through the national distribution channels – mailed inserts inside the print

newsletter, and state content inside of *The Drive's* enewsletters. This partnership provides valuable, cost-effective opportunities for QSBCs to extend their messages to a broader producer audience within their state, along with providing the reader with more local flavor alongside the national Beef Checkoff content, too.

The Drive Audio Library

As Podcasts and audio content continue to become more popular among producers, *The Drive* publishing platform will launch an audio library to showcase Beef Checkoff program updates and educational content in yet another medium to reach more stakeholders. Planning includes content planning and rollout, using original and curated stories alongside previously recorded pieces for efficiency. Much of this content will leverage the voice of our producers and feature leaders throughout the country. This type of content is shown to resonate well with the target audience.

DrivingDemandForBeef.com Updates

Websites are one of the best ways to provide current information and develop a brand for an organization's content. However, it has been shown that to maintain interest and relevancy, content and website design must constantly be changing and evolving, or the users fail to return. *DrivingDemandForBeef.com* is the key repository of Beef Checkoff program work. The website acts as a vehicle for transparency for program updates, *The Drive* content, Beef Checkoff financials, frequently asked questions, videos, collections, and other aspects of the program. This website has grown significantly in traffic and content in the past five years since its first rejuvenation, and more recently has seen visitors spending more time looking into the site for committee workings information and other opportunities for higher understanding of the Beef Checkoff (as seen through the site's background analytics software, updated daily). Updates to the overall user experience for producers and other users, including more moving content and graphics, a refined homepage experience (for desktop and mobile users), updated program and committee overviews, a revamped FAQ section, more Checkoff collections support, and other areas will expand and refresh the web platform to ensure it remains a relevant and key tool for PC.

Social Media

Social media channels that (with their own audience and content strategy) carry the "Beef Checkoff" name - Facebook, Twitter, Instagram, LinkedIn, and YouTube – are increasingly valuable mediums to reach a multitude of producer audiences. Producer-facing social media carries different messaging style and tone compared to consumer audience posts, and many QSBCs seek to replicate and share what works on these national producer-facing digital platforms for the their own state social media channels.

Producer Awareness and Engagement Campaign

Limited paid media can be an important tool to reach farmers and ranchers outside of everyday Beef Checkoff channels. Use of the nationally award-winning *Your Dollar Does* print, digital, radio and social campaign will continue in limited and highly-targeted venues. New focus in FY25 will be to create more paid content into publications and onto platforms where Beef Checkoff information is currently unavailable or limited to readers.

MEASURABLE OBJECTIVES

Measurable Objective #1

Continue to strengthen the distribution platforms for *The Drive* print and email newsletters, *The Drive in Five*, social media properties, *DrivingDemandForBeef.com*, multimedia campaigns, and other outreach efforts to ensure Beef Checkoff program updates and results reach as many producers and importers as possible, leading to a deeper understanding of the Beef Checkoff program.

Measurable Objective #2

Develop and distribute timely content for *The Drive* platforms, including enewsletters, printed newsletters, *The Drive in Five* video series, social posts, and Beef Checkoff website articles.

Measurable Objective #3

Continue the production of audio files for use on *DrivingDemandForBeef.com* and across other channels, with at least 12 new files being created and posted, and extended for external use.

LRP INITIATIVES ADDRESSED BY THIS TACTIC

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

- Educate producers, lawmakers and industry stakeholders on the benefits and impact of the Beef Checkoff

CHECKOFF PROGRAM COMMITTEE(S) TO SCORE THIS TACTIC

Committee(s) to Score This Tactic: Stakeholder Engagement

STAKEHOLDER ENGAGEMENT COMMITTEE

Tactic Score Sheet Considerations, Scores, and Notes

Tactic Considerations	Table Agreement Level
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<p>1.</p> <p>2.</p> <p>3.</p> <p>4.</p>	

Tactic C | 2550-PC Industry and Media Collaboration

Name of Contractor: Cattlemen's Beef Board

Start Date: 10/1/2024

End Date: 9/30/2025

CBB/BPOC Funding Request for this AR: \$2,290,000

CBB/BPOC Funding Request for this Tactic: \$245,000

Tactic C | 2550-PC
Industry and Media Collaboration
Cattlemen's Beef Board

TACTIC DESCRIPTION:

The Beef Checkoff plays a key role in developing demand for beef amid an increasingly competitive protein market both in the U.S. and abroad. However, a generation of producers have been born and raised since the Checkoff was first implemented in 1986, and many do not fully understand the important role the program plays in the industry. The goal of this tactic is to communicate the Beef Checkoff's efforts in driving beef demand by connecting key voices with those who can amplify the message -- especially trade media and industry influencers.

Checkoff Thought Leadership & Spokesperson Development

Established thought leaders are identified as CBB and Federation of State Beef Council officer teams, Checkoff Program and Administrative Committee leadership, select board members, and CBB staff. These thought leaders are extremely reliable sources of information and are highly trusted among producers. By developing and positioning these key thought leaders for speaking opportunities around the country -- as resources for print, for online, radio, podcast interviews, and for social media -- we can educate beef industry stakeholders about the Beef Checkoff. Extensive media training and Beef Checkoff spokesperson development programs will continue for these individuals, supporting their knowledge of how to tackle important issues.

Media Relations

Developing relationships with editorial staff and broadcasters is critical for media coverage. A strong media relations effort can support transparent communications, foster media relationships, and help tell the Beef Checkoff story. It also helps ensure that the media includes CBB executives and Checkoff members when developing their own stories about current topics affecting the beef industry. Ag trade media will be supported with data and valuable access to regional or local Beef Checkoff insiders to ensure that they are able to present their producer audiences with the most transparent and accurate updates and information.

Industry Outreach

Efforts will continue to build relationships with beef industry organizations and sectors who often communicate and interface with producers and importers. Together with QSBCs, development of engaging, customizable outreach materials, talking points, best practices, videos, and in-

person meetings will continue. As the outreach program is developed and implemented, feedback from QSBCs will determine where customization is needed.

MEASURABLE OBJECTIVES

Measurable Objective #1

Broadly communicate the program's efforts in driving beef demand by connecting educated and media-trained Beef Checkoff voices with those who can amplify their message -- especially trade media and industry influencers -- which will illicit earned trust and credibility among producer and importer peers.

Measurable Objective #2

Conduct three media training and/or Checkoff spokesperson development sessions, reaching new CBB board members and officers, Checkoff Program Committee Co-Chairs, QSBC staff and boards, and Checkoff stakeholders.

Measurable Objective #3

Maintain a consistent total number of Checkoff media pickups and placements across ag-industry print and broadcast publications including grassroots letters to the editor / op-ed pieces sent to local media.

Measurable Objective #4

Grow industry relationships through attendance and participation of CBB board members and staff at various national and regional cattle industry events and meetings.

LRP INITIATIVES ADDRESSED BY THIS TACTIC

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

- Educate producers, lawmakers and industry stakeholders on the benefits and impact of the Beef Checkoff

CHECKOFF PROGRAM COMMITTEE(S) TO SCORE THIS TACTIC

Committee(s) to Score This Tactic: Stakeholder Engagement

STAKEHOLDER ENGAGEMENT COMMITTEE

Tactic Score Sheet Considerations, Scores, and Notes

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