

Meat Institute

AR# 2501-P

AR Title: Veal Promotion

AR Purpose and Description:

The purpose of the Veal Promotion programming is to promote awareness of veal and encourage consumers to choose veal as an additional protein choice. With under 400,000 head of Veal cattle raised in the United States each year, the two veal Authorization Requests (AR) use Beef Checkoff funds that are contributed directly by the veal industry to promote awareness of the protein and protect its image. Promotional efforts focus on a consumer audience already consuming meat, that has a higher income base, and those that are more likely to spend money on protein. Additionally, this programming focuses on an audience in regions across the United States where veal readily available and in market. Markets that are mostly along coasts, especially the Northeast and Florida.

Programming objectives use Veal.org and Veal – Discover Delicious to engage with key opinion leaders and consumers, increasing the overall knowledge and awareness of veal in the market. Promoting the consumption and discovery of veal to consumers at multiple points of interest. Utilizing Veal.org's website, social channels, recipe development, influencer engagement, and virtual experiences to share the value of Veal. This overall AR approach capitalizes on the available dollars to promote veal awareness and discovery, while aligning with the goals of the Beef Industry Long Range Plan.

Industry Background

Veal is primarily raised in the Northeast including the states of New York, Pennsylvania, Ohio, Michigan, Wisconsin, and Indiana. Raising veal is very much a family affair. Most farms annually raise about 400 calves and many farmers raising veal today are Amish or Mennonite. Sales of formula-fed calves typically contribute \$2 per calf to the Beef Checkoff (1).

Veal meat is light pink in color. Veal is very tender and has a mild flavor making it popular with restaurant and home chefs for taking on flavors. Cutlets are the most common cut of veal; roasts, chops, and ground veal are also popular.

Citations:

(1) FY24 Veal Formula, estimated by the Cattlemen's Beef Board

CBB Budget Category: Promotion

Start Date: 10/1/2024

End Date: 9/30/2025

FY25 CBB/BPOC Funding Request		
Direct Costs	Implementation	Total
\$176,000.00	\$44,000.00	\$220,000.00

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

- Promote and Capitalize on the Multiple Advantages of Beef

Tactic A | 2501-P
Channel Marketing + Engagement

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 one (1) 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.

Performance Efficiency Measures:

General Target Audience

- Consumer Reach Goal: 24,000
- Consumer Engagement Goal: 3,000

Key Opinion Leaders

- Channel Marketing Professionals Reach Goal: 1,000
- Channel Marketing Professionals Reach Goal: 200

LRP Initiatives Addressed by this Tactic:

Promote and Capitalize on the Multiple Advantages of Beef

- Develop targeted marketing programs focused on the highest opportunity market segments
- Cultivate collaborative promotion partnerships
- Engage consumers in a memorable beef eating experience
- Promote underutilized beef cuts and new variety meat products

Checkoff Program Committee(s): Domestic Marketing

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.

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 Study 2024©

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

Execute at least one campaign using Veal - Discover Delicious Social media platforms to reach at least 50,000 consumers about the Veal Quality Assurance program and its integral importance to the industry.

Measurable Objective #3

Execute ten (10) 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.

Performance Efficiency Measures:

General Target Audience

- Consumer Reach Goal: 764,200
- Consumer Engagement Goal: 34,150

Key Opinion Leaders

- N/A Reach Goal:
- N/A Engagement Goal:

LRP Initiatives Addressed by this Tactic:

Promote and Capitalize on the Multiple Advantages of Beef

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

Checkoff Program Committee(s): Domestic Marketing

Supplemental Information for This AR

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

Due to available funding decreasing, this years veal promotion AR was wrote to be more specific and focus on initiatives of the Domestic Marketing Committee, and not include the Consumer Trust Committee. The Veal Summit portion of this AR from FY24 was moved to the Industry Information AR which lives in the Consumer Trust Committee. The programming continues to build on past programming, but has been adjusted to fit available funding.

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

- Quidsimia - website management
- 2060 Digital - running targeted social media ads

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

No, these vendors have been used year over year for this program and have built a relationship and understanding of the program.

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

Yes, this AR builds upon the last three years of veal promotion that has been subcontracted to the New York Beef Council. This programming is working towards the same goals and working to build on prior year program development. With that being said, available funding through the veal formula continues to decrease and while this AR will build on years prior it will do so while requesting less programming funding then prior years.

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

This AR provides content that state beef councils or other contractors doing work with veal can use in programming. For example the available resources on Veal.org. This AR also provides staff support when state beef councils have questions on veal, or need assistance with a contact in the veal industry. This happens throughout the year. Lastly, it also provides funding to partner with state beef councils on programs or initiatives that are taking place in their own states.

Detailed Budget Summary

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

- Cattlemen's Beef Board/Beef Promotion Operating Committee (CBB/BPOC) Funding
- Other Funding sources such as:
 - Federation of State Beef Councils (FSBC) Funds
 - Individual Qualified State Beef Council (QSBC) Funds
 - Government Funds (e.g., Market Access Program, Foreign Market Development)
 - Grain/Oilseed Funds (e.g., National Corn Growers Association, American Soybean Association) Corporate Funds (e.g., tech and pharma companies)
- Other

Section 1 – FY25 Funding Requested by Tactic

FY25 CBB/BPOC Funding Requested by Tactic

The following table outlines the amount of CBB/BPOC funding that is being requested for each tactic within this AR, and the committee(s) that has been selected to score each tactic.

FY25 CBB/BPOC Funding Requested by Tactic					
Committee Name	Tactic	Tactic Name	Direct Costs	Implementation	Total
Domestic Marketing	Tactic A	Channel Marketing + Engagement	\$83,000.00	\$22,000.00	\$105,000.00
Domestic Marketing	Tactic B	Consumer Marketing + Engagement	\$93,000.00	\$22,000.00	\$115,000.00
		Total	\$176,000.00	\$44,000.00	\$220,000.00

FY25 Other Funding Sources Requested by Tactic

The following table reports the amount of proposed and/or anticipated Other Funding sources that would be applied to this AR's tactics. The funding information in this table is for informational purposes only and demonstrates external collaboration as delineated in the 2021-2025 Beef Industry Long Range Plan.

FY25 Other Funding Sources Requested by Tactic (Informational Only)			
Funding Source	Tactic	Tactic Name	Total
Other: N/A	Tactic A	Channel Marketing + Engagement	
Other: N/A	Tactic B	Consumer Marketing + Engagement	
		Other Funding Total	

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

N/A

Section 2 – Summary of FY24 AR Budgets and Expenses

Classification:

This AR is a continuation of, or builds upon, program work from last year. CBB will report information in the "FY24 CBB/BPOC Funding" table and the contractor will provide information for the "FY24 Other Funding Sources" table.

FY24 CBB/BPOC Funding

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

FY24 CBB/BPOC Funding			
<i>Note: The Cattlemen's Beef Board completed the fields in this table.</i>			
	AR# 2401-P		
	Direct Costs	Implementation	Total
Funds Awarded	\$255,000.00	\$20,000.00	\$275,000.00
Actual Expenses <i>(October 1, 2023 - June 30, 2024)</i>	\$96,173.00	\$30,315.00	\$126,488.00

FY24 Other Funding Sources

The following table reports the amount of committed and expended "Other Funding Sources" for this AR in FY24. The funding information in this table is for informational purposes only and demonstrates external collaboration as delineated in the 2021-2025 Beef Industry Long Range Plan.

FY24 Other Funding Sources (Informational Only)			
	AR# 2401-P		
	Other Funding Source	Funds Committed	Funds Expended <i>(October 1, 2023 – June 30, 2024)</i>
A	Other: Veal Industry Partners	\$1,500.00	\$1,500.00
B	QSBC Funds	\$6,600.00	\$6,600.00

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

N/A

Section 3 – Historical Summary of AR Budgets and Expenses

Classification: This AR is a continuation of, or builds upon, program work from the last two years or more. CBB will report information in the "CBB/BPOC Historical Summary" table and the contractor will provide information for the "Other Funding Sources Historical Summary" table.

CBB/BPOC Funding – Historical Summary

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

CBB/BPOC Funding - Historical Summary				
<i>Note: The Cattlemen's Beef Board completed the fields in this table.</i>				
		FY23 AR# 2301-P	FY22 AR# 2201-P	FY21 AR# 2101-P
AR Period ¹	Start Date:	Oct. 1, 2022	Oct. 1, 2021	Oct. 1, 2020
	End Date:	Sep. 30, 2023	Sep. 30, 2022	Sep. 30, 2023
Funds Awarded		\$300,000.00	\$356,230.00	\$298,220.00
Actual Expenses ²		\$298,374.00	\$347,450.00	\$293,267.00

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

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

Other Funding - Historical Summary

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

Other Funding Sources – Historical Summary (Informational Only)						
	FY23 AR# 2301-P		FY22 AR# 2201-P		FY21 AR# 2101-P	
	Other Funding Source	Total Expenditures	Other Funding Source	Total Expenditures	Other Funding Source	Total Expenditures
A	QSBC Funds	\$7,000.00	QSBC Funds	\$2,000.00	QSBC Funds	\$2,500.00
B	Other: Veal Industry Partner	\$6,000.00	Other: Veal Industry Partner	\$14,000.00	Other: Veal Industry Partner	\$12,000.00

Use the space below if you wish to provide additional comments/information on the historical CBB/BPOC or Other Funding budget and expense summaries.

N/A