

Meat Import Council of America

AR# 2520-CI

AR Title: Northeast Nutrition & Health Expert, Consumer, and Athletic Program Outreach and Engagement

AR Purpose and Description:

The Northeast Beef Promotion Initiative (NEBPI), which was established during the 2005-2006 fiscal year continues to play a key role, in conjunction with our regional State Beef Council (SBC) and industry partners, extending nationally developed Beef Checkoff messaging and content to the Northeast region, where people outnumber cattle sixteen to one.^{1,2} Program efforts aim to bridge the knowledge and resource gap with our target audiences, including supply chain experts with influence, consumers, and nutrition and healthcare professionals with the goal of positioning beef as the protein of choice, while building trust in and respect for beef producers' long-standing commitment to high quality, safety and sustainability.

The Northeast region is immensely consumer-heavy (more than 73.6 million consumers¹) in comparison to the cattle population. In fact, only 2.7% of the national Beef Checkoff dollars are being collected within the 12-state region, covering Maine to Virginia³. The NEBPI programs play a vital role in extending nationally developed Checkoff messaging and content, as six of the region's 12 states lack SBC presence. The NEBPI strives to constantly evolve and grow to best reach and engage our target audiences, while making the most positive impact for the beef industry. This is achieved by judiciously putting Checkoff dollars to work through targeted engagements and partnerships that focus on the highest opportunity market segments to communicate beef's compelling value proposition. The Checkoff's growth in reaching our Northeast audience is attributed to strategic partnerships, when applicable, with other Checkoff contractors, as well as the continued support of SBC and industry funding partners.

This Authorization Request and the funding awarded by the Beef Promotion Operating Committee are the driving force behind the NEBPI program, providing the ability to extend and disperse Checkoff-funded materials and resources to the growing Northeast population to positively move the needle for beef demand. The additional funding support from our SBC and industry partners amplifies the reach and geographic footprint impacted through programming efforts, however the funding from those partners could not afford the opportunities at hand as it is truly a joint partnership.

2023 Northeast Dashboard Survey⁴: The importance of strategically connecting with our Northeast audiences is an on-going need as we continue to thoughtfully put Checkoff dollars to work to increase beef demand within the region. The foundation for all programming executed in the region is the Beef Industry Long Range Plan (LRP). We also leverage consumer demand

drivers derived from the Northeast Dashboard Survey.

To keep a pulse on consumer confidence and attitudinal shifts, the NEBPI invested in a heavy-up of the National Consumer Beef Tracker Survey, conducted by the National Cattlemen's Beef Association (NCBA), a contractor to the Beef Checkoff. The regional data was collected in three sets – the Mid-Atlantic states (NY, NJ, MD, DE, VA), the New England states (ME, RI, CT, MA, NH, VT), and Pennsylvania. High-level findings from the survey revealed the following:

- Consumers in the Northeast Region are **actively eating beef**, with **most (72%) doing so at least once a week** and are unlikely to change their consumption habits in the future.
- Consumers in the Northeast seem more **nutrition-oriented** since their top 3 consideration factors when choosing a meal with protein are **taste, value for money, and a healthy choice**.
- **29% of consumers have purchased beef directly** from a beef producer at least once, and the main driver is to receive a better-quality product, followed by the desire to support the local economy.

While this research helps to capture differing opinions among our Northeast consumers, it also highlights key opportunities for continued programming success. Our research shows **health** continues to be the main barrier within the Northeast, followed secondarily by production-related aspects. We also know that our regional consumers are far removed from agriculture.

Utilizing research-based consumer insights allows us to better align programs and outreach with the needs of our Northeast consumers while addressing desired outcomes of the Beef Industry's LRP. We will also continue to leverage the expertise of our credentialed registered dietitian nutritionist (RDN) to communicate beef's nutrition and health message to Northeast consumers and experts with influence in a fresh and meaningful way. Throughout the fiscal year, NEBPI program staff will continue to position beef as a trusted, high quality and consistently satisfying protein for consumers.

To ensure that messaging resonates with our target Northeast consumers through program outreach, including digital, in-person, retail/foodservice promotions, etc., we can implement learnings from the various data sets included within the 2023 Northeast State Dashboard, based on the specific state/area of focus. This continues to confirm that our strategy is comprehensive and well-rounded to maximize the reach of program dollars within the region.

NEBPI program staff will look to invest in the State Dashboard study again during the 2024-2025 fiscal year to measure any new attitudinal shifts and behavior trends among Northeast consumers. Study findings will be integrated into programming to ensure that Northeast consumers are continually met with messaging that resonates with their needs and continues to move the needle when it comes to increasing demand for beef.

Citations:

1. Census.gov, Annual Estimates of the Resident Population for the United States, Regions, States, District of Columbia, and Puerto Rico: April 1, 2020 to July 1, 2023 - <https://www2.census.gov/programs-surveys/popest/tables/2020-2023/state/totals/NST-EST2023-POP.xlsx>
2. USDA NASS Cattle Data from January 1, 2024 - <https://downloads.usda.library.cornell.edu/usda-esmis/files/h702q636h/6108x003v/kk91h696g/catl0124.pdf>
3. Cattlemen’s Beef Promotion and Research Board, Statement of Assets, Liabilities and Net Assets, September 30, 2023
4. Consumer Beef Tracker August 2023; National n=504. Qualtrics/PureSpectrum State Dashboard August 2023; Northeast Region n=503

CBB Budget Category: Consumer Information

Start Date: 10/1/2024

End Date: 9/30/2025

FY25 CBB/BPOC Funding Request		
Direct Costs	Implementation	Total
\$550,000.00	\$350,000.00	\$900,000.00

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

- Grow Consumer Trust in Beef Production
- Promote and Capitalize on the Multiple Advantages of Beef

Tactic A | 2520-C1

Engaging Influential Nutrition and Health Professionals to Impact Consumer Trust

TACTIC DESCRIPTION:

Credible and influential nutrition and health professionals that broadly educate consumers in a variety of settings play a vital role in communicating beef’s positive story as it relates to health, nutrition, culinary applications, beef production practices, sustainability and beyond.

The key audiences targeted by this tactic include credentialed nutrition and health professionals, such as medical doctors, physician assistants, registered dietitians, dietetic students/interns, nurses, and others. Our own staff registered dietitian nutritionist will serve as the primary liaison

in outreach to these target audiences, nurturing relationships that have resulted from previous Checkoff-funded engagements, while cultivating new and meaningful connections.

Program efforts under this tactic will be structured to provide educational opportunities to nutrition and health professionals audiences that enhance the knowledge level of and trust in beef's positive role in a healthy, sustainable diet for all ages and stages of life.

Opportunities to collaborate with other groups and fellow contractors will also be explored to further the program reach and efficiently utilize Checkoff dollars within the region.

Engagement and Outreach Strategy

Our strategy to strengthen beef's reputation as a healthful protein choice and impact trust among Northeast consumers will leverage our own staff registered dietitian nutritionist for outreach and engagement to this tactic's target nutrition and health professional audiences to inspire authentic consumer and peer support through extension of Checkoff-funded beef nutrition research findings, content, and resources.

Nutrition and health professionals are well-equipped to translate the latest evidence-based research about beef's role in a healthy, sustainable diet into practical messaging that their patients and clients can put into practice when meal planning, food shopping, cooking at home or dining out, thereby reducing barriers to purchase, and ultimately driving beef demand. At a high-level, program activations to engage these individuals may include, but not be limited to, beef nutrition and media training workshops, speaker placement at professional meetings, educational webinars, farm tours, in-person/virtual cooking and education classes, print and digital activations with food retailers and nutrition and medical professional organizations.

We will also leverage the level of trust placed in our target audiences as it relates to food and nutrition recommendations by reaching consumers where they are regularly spending time, i.e. social media. According to the 2023 International Food Industry Council's Food and Health Survey, four in ten Americans have been exposed to food and nutrition content on social media platforms, primarily Facebook, YouTube and Instagram, in the past year. While six in ten Americans have been encouraged by social media content to experiment with healthier food choices, many more agree they have seen conflicting information about foods to eat/avoid causing doubt and uncertainty about their eating choices¹. Such metrics reinforce the value in collaborating with trusted and credible nutrition and health professionals to combat both misinformation and disinformation about beef where consumers are most often being misled and confused. Strategic partnerships with these professionals may aim to educate the consumers within their circles of influence through traditional and social media programming efforts related to nutrition, health, food and culinary trends and seasonality.

One unique benefit of collaborating with nutrition and health professionals for broad-reaching

nutrition communications projects, such as traditional and social media activations, is the opportunity to reach not only consumers with beef nutrition content, but other nutrition and health professionals within their network for an even more meaningful impact.

Resources for our nutrition and health professional audiences will be carefully curated to meet their unique needs, as well as those of their unique patient and client populations. For cost efficiency and collaboration, we will continue to rely heavily on the nationally developed Checkoff content and resources, which are timely, relevant and aligned with the latest beef nutrition research. To gain meaningful data on the effectiveness of programming efforts, we will employ pre- and post-surveys to capture metrics related to behavior change, perception of beef, knowledge base and likelihood of recommending beef to their patients and clients.

Ensuring that nutrition and health professionals are correctly informed and armed with adequate resources will remain a top priority of this tactic in the fiscal year ahead. Failure to engage with this audience may result in the unintentional sharing of misinformation, thereby causing less trust and overall, more confusion about beef's role in a healthy, sustainable diet by Northeast consumers.

Citations:

[1] <https://foodinsight.org/wp-content/uploads/2023/05/IFIC-2023-Food-Health-Report.pdf>

Measurable Objectives:

Measurable Objective #1

Engage 800 nutrition and health professionals through a minimum of four in-person educational-based events, such as professional conferences, farm tours or culinary trainings, to extend Checkoff-funded nutrition research findings, content, and resources that emphasize the value of beef's nutrient profile inspiring them to recommend beef as part of a healthy, sustainable eating pattern to their robust patient and client circles of influence.

Measurable Objective #2

Partner with four influential nutrition and health experts to reach their peer and consumer audiences with authentic and timely traditional and/or social media content through quarterly collaborative partnerships centered on beef's role in various life stages, nutrient profile, convenience, and versatility to achieve a reach of at least three million.

Measurable Objective #3

Educate 5,000 nutrition and health professionals with turn-key content that highlights beef's nutritional benefits, research updates, and patient-, client-, and consumer-friendly messages through at least six outreach efforts, such as nutrition e-newsletters, toolkit distribution, presentations, advertisements or other.

Performance Efficiency Measures:

General Target Audience

- Consumers Reach Goal: 2,500,000
- Consumers Engagement Goal: 50,000

Key Opinion Leaders

- Experts with Influence Reach Goal: 10,000
- Experts with Influence Engagement Goal: 2,000

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

Promote and 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
- Engage consumers in a memorable beef eating experience

Checkoff Program Committee(s): Nutrition & Health

Tactic B | 2520-CI

Positioning Beef as the Protein of Choice Among Northeast Consumers

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 beef¹. 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 month². 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.⁶ 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.³ 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.⁴

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.

Calculating Metrics through Retail and Foodservice Partnerships

Consumers in the Northeast are purchasing their groceries through both traditional and non-traditional avenues, such as shopping within physical brick and mortar locations, as well as utilizing online e-commerce platforms through strictly delivery-based grocers. The NEBPI program's relationships with key retail and foodservice partners allows the Checkoff to target shoppers and garner key metrics – i.e. impressions, reach, clicks, units of beef purchased during the campaign, as well as sales lift data. Each retail partner provides end of campaign metrics in different ways depending on how they collect the sales data on their end. For

example, AmazonFresh provides sales data in the form of percentage lift in sales during the campaign compared to their beef sales the year prior during the same timeframe. This provides us with the percentage of beef moved, either an increase or decrease, during our campaign to allow us to see how successful our digital signage opportunity was. However, others provide the total amount of either dollars of beef sold during the campaign or the pounds of product sold which allows us to have a firm engagement number for the partnership. Digital opportunities provide metrics related to impression, reach, and clicks to our website on top of beef performance data. These partnerships allow us to target the traction of our digital ads among consumers in the region, while having a handle on the number of shoppers that have seen and interacted with our advertisements. These partnerships provide metrics that reaffirm a clear connection between targeting shoppers to influence their protein purchasing decision at the store and/or online platforms and the beef product moved as a result.

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% rural¹. 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.⁵ 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.¹ 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 one to two workshops (with the goal of hosting 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 submitted and received a \$5,000 grant from 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. 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:

1 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.

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

3 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.>

4 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.

5 Sustainability Perceptions and Proof Point Assessment, Dynata Platforms, April 2021

6 *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\(11.2%20percent\)](https://frac.org/hunger-poverty-america/#:~:text=In%202022%2C%2014.7%20percent%20of,the%20West%20(11.2%20percent))

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 four 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 two 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 and/or participate in 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 one to 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 65 regional beef producers to better equip them to have impactful interactions with consumers and industry partners.

Performance Efficiency Measures:

General Target Audience

- Consumers Reach Goal: 2,633,750
- Consumers Engagement Goal: 57,213

Key Opinion Leaders

- Experts with Influence Reach Goal: 5,300
- Experts with Influence Engagement Goal: 600
- Producer Advocate Reach Goal: 17,782
- Producer Advocate Engagement Goal: 65

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
- 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): Domestic Marketing

Tactic C | 2520-CI

Aligning with Athletics to Capitalize on the Multiple Advantages of Beef

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 Nielsen, 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.¹

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/kRYhckQI4b/>
 - 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=IwAR1cff2h39Ls0fulpe2QnQCVs42NEj6Qx1TPG4aCtR0eOKQBJiARiOKvPgw>
- 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 season³.
- 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 people². 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 season³.
- 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>
 - <https://twitter.com/UConnHuskies/status/1782462721654653302>
- Partnership with Women’s Basketball’s KK Arnold and Men’s Basketball’s Steph Castle⁴
 - 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/, which has received 79,500 Plays of the Reel, 3,456 Likes on the Reel and 14 Comments on the Reel
- Additional Sport Features - opportunity to work with 7 student athletes across 6 sports to showcase cooking videos, which featured beef. It is important to note that these student athletes were selected to broaden the reach of beef messaging to various fanbases. The student athletes' following may be humbler, but they were chosen to reach a new demographic of consumers within the region.
 - Sydnee Koosh, Softball
 - 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>
 - 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

Vetting Potential Student Athlete Partnerships

The opportunity to utilize student athletes, through Name, Image, and Likeness (NIL) partnerships to inspire and increased level of trust in and knowledge surrounding beef with their peers (of similar age), but also fans across a wide array of demographics. According to a recent Learfield IP Study, 60% of fans said they are likely to purchase products and services that college athletes endorse⁵. College sports fans feel positive about NIL; therefore, the Checkoff has an opportunity to utilize this new avenue to reach targeted consumer groups. Ensuring that the Checkoff engages student athletes that are aligned with the values and ethics of the beef industry is paramount to the success of sharing out messaging and content centered around the multiple advantages of beef.

The NEBPI’s collegiate athletic partners work with their respective student-athlete relations

team that works to preliminarily vet out the athletes that fit within the specific campaign objectives (i.e. protein positive, females, specific ethnicity desired, strong content creators, minimum social media following, etc.). The campaign objectives are communicated to partners through NEBPI staff; therefore, focus is placed on sharing out relevant/timely nationally developed messages. Once the campaign objectives are created, athletic partners send NEBPI staff a list of athletes that fit within the criteria. Staff then review the potential student athlete partners' social media platforms, etc., and provide direction on whether we would like the opportunity offered to the student athlete(s). Staff place particular focus on any protein-focused posts and/or any previous posts, which call out beef. This allows for a "gut-check" on the students position surrounding beef and provides insight on how well the student athletes values align with the campaign objectives. Once that information is in-hand the student-athlete relations team approaches either the student athletes and/or agents with the partnership detail, creative brief, financial compensation offer, appropriate tax documents, etc. Once the student athlete(s) accept, they sign a contract. The student athlete relations team at each property have great insight and relationships on their campuses, which aid in the process of identifying the "right" athletes for the brands they are working with to ensure a successful and authentic campaign.

It is important to note that consistent two-way communication is an essential component that exists throughout these NIL partnerships. The NEBPI staff treat NIL partnership opportunities just as they would an expert with influence or influencer campaign partnership (i.e. working with a well-known blogger to share out beef recipe inspiration and video content).

Likelihood of Collegiate Students Preparing Meals

In FY24, several of the NIL partnerships with student athletes centered around sharing out recipe inspiration and engaging cooking video content, featuring beef. For most students, college is often their first time living away from home and having increased control of how and what they are eating. College can be an important time for individuals to develop and/or further develop cooking skills and behaviors that can lead to long-term eating habits. A study by Utter et al. found that individuals who reported having very adequate cooking skills when they were 18-23 years old had better dietary outcomes 10 years later. Most college students report often (45.7%) or sometimes (40.3%) cooking, yet much is still not known about this population's cooking behaviors and related characteristics. It was noted that perceived cooking skills were the strongest predictor of often or sometimes cooking.⁶

Inspiring an increased frequency of cooking beef by showcasing quick and easy recipes that require minimal culinary skills and/or techniques is an avenue to increase the confidence of younger consumers. If a young consumer gains confidence through simple, easy-to-follow recipe inspiration, over time their confidence and skills in the kitchen will naturally build. The goal of these collegiate student partnerships is to reach a new cross-section of consumers within the Northeast to grow trust in beef and highlight beef's multiple advantages.

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.

Collaboration with Additional States to Leverage Resources

The NEBPI program has forged relationships with the high school athletic associations within Pennsylvania, the District of Columbia, and New Jersey. Additional opportunities exist within the region, as similar associations exist in all 50 states.

NEBPI staff have had some discussions with other State Beef Councils, at this point primarily those who have supported these partnerships, who also have partnerships with their high school athletic associations to share learnings and gain efficiencies in sharing out beef messaging. Additional discussions can be facilitated during FY25 to gain insight into further opportunities for collaboration and efficiency.

The NEBPI program has and will continue to utilize nationally developed messaging and content, both from other contractors, as well as State Beef Council partners to ensure consistent information is being shared across the country within these sponsorships for the Checkoff as a whole.

Reaching Additional Audiences with Further Financial Support

The NEBPI staff continues to garner additional funding support from both State Beef Council partners, as well as industry partners. Within FY24 several funding partners, including State Beef Council partners and a grant secured through the Northeast Farm Credit AgEnhancement program provided the opportunity to partner with the Pennsylvania Interscholastic Athletic Association (PIAA), the District of Columbia State Athletic Association (DCSAA), and the New Jersey State Interscholastic Athletic Association (NJSIAA).

Looking ahead to FY25, the NEBPI has worked through outside funding requests with those State Beef Council and industry partners who have seen the value in and continue to prioritize utilizing these avenues to reach student athletes, parents, coaching staff, administrators, and fans with positive beef messaging and content. Outside funding partnerships have allowed the NEBPI program to expand the geographic reach of athletic program partnerships within the region to reach new audiences.

Citations:

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

2 <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.>

3 Hive, 03.27.24; Nielsen TV, 2023-24

4 Metrics pulled directly from Instagram

5 2022 Learfield IP Study (Sample Size n=5989)

6 <https://doi.org/10.1016/j.ijgfs.2021.100303>

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 a minimum of one new athletics partner and/or organization, 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. aimed at increasing general knowledge surrounding beef, while growing trust in beef.

Performance Efficiency Measures:

General Target Audience

- Consumers Reach Goal: 980,000
- Consumers Engagement Goal: 43,800

Key Opinion Leaders

- Experts with Influence Reach Goal: 40
- Experts with Influence Engagement Goal: 14

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
- Develop targeted marketing programs focused on the highest opportunity market segments
- Cultivate collaborative promotion partnerships

Checkoff Program Committee(s): Domestic Marketing, Nutrition & Health

Supplemental Information for This AR

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

The FY25 AR will continue to evolve and build upon the successes achieved throughout the FY24 AR, as well as previously funded program work. This will be achieved by continuously forging new relationships, as well as fostering existing relationships with our target audiences, Supply Chain Experts with Influence, Consumers and Nutrition Experts with Influence to ensure that positive beef messaging and content is effectively reaching each audience. Program work within the FY25 AR will continue to build upon the way Northeast consumers are consuming information, for example, taking advantage of digital, online opportunities like targeted social ads featuring beef, integrated e-commerce retail campaigns and/or engaging touchpoints with our targeted nutrition audiences to name a few.

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

2060 Digital, Learfield, Playfly Sports, Teall Properties Group (TPG), Market Street Sports Group, The Promo Girl and Purple Martin Creative

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

No, the Northeast Beef Promotion Initiative will continue to leverage the ongoing relationships with agencies/vendors who have historical knowledge with our program and its needs. New contracts, fees and deliverables are reviewed each year, and all

agencies/vendors are expected to meet or exceed contractual goals. As needed, work may be contracted out with new consultants, who will be competitively bid at that time.

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.

The work outlined within this AR continues to build upon and enhance the work previously executed by the NEBPI through the previous 19 ARs. ARs continue to become more efficient, streamlined, targeted and focused on the work accomplished. Funding support from our State Beef Council (SBC) and industry partners continues to further enhance each of the program tactics. The NEBPI staff often collaborate with fellow Checkoff contractors, including NCBA, NAMI, CBB and others, when program goals are complimentary - i.e. working with CBB to host a Beef Checkoff Academy session during the Northeast Beef Producer Workshop or partnering with NCBA to execute the Northeast Dashboard Survey.

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

Programs and work executed within this AR can be extended by State Beef Councils, either through direct partnership and/or by taking the proven program(s) and associated learnings and then extending within their own state. Funding support from State Beef Council partners continues to further enhance each of our program tactics.

This AR continually works to collaborate among Checkoff Contractors, as we extend nationally developed messaging and resources created through the Beef It's What's for Dinner program, as well as working alongside the Veal Promotion AR, when applicable to ensure that beef and veal are strongly represented through programs, where goals align.

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
Nutrition & Health	Tactic A	Engaging Influential Nutrition and Health Professionals to Impact Consumer Trust	\$131,000.00	\$116,670.00	\$247,670.00
Domestic Marketing	Tactic B	Positioning Beef as the Protein of Choice Among Northeast Consumers	\$170,468.00	\$116,670.00	\$287,138.00
Domestic Marketing, Nutrition & Health	Tactic C	Aligning with Athletics to Capitalize on the Multiple Advantages of Beef	\$248,532.00	\$116,660.00	\$365,192.00
		Total	\$550,000.00	\$350,000.00	\$900,000.00

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 <i>(Informational Only)</i>			
Funding Source	Tactic	Tactic Name	Total
QSBC Funds	Tactic A	Engaging Influential Nutrition and Health Professionals to Impact Consumer Trust	\$81,500.00
QSBC Funds	Tactic B	Positioning Beef as the Protein of Choice Among Northeast Consumers	\$60,000.00
Other: Farm Credit Northeast AgEnhancement Grant	Tactic B	Positioning Beef as the Protein of Choice Among Northeast Consumers	\$15,000.00
QSBC Funds	Tactic C	Aligning with Athletics to Capitalize on the Multiple Advantages of Beef	\$35,000.00
Other: Farm Credit Northeast AgEnhancement Grant	Tactic C	Aligning with Athletics to Capitalize on the Multiple Advantages of Beef	\$10,000.00
		Other Funding Total	\$201,500.00

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# 2420-CI		
	Direct Costs	Implementation	Total
Funds Awarded	\$550,000.00	\$350,000.00	\$900,000.00
Actual Expenses <i>(October 1, 2023 - June 30, 2024)</i>	\$350,673.00	\$132,620.00	\$483,293.00

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 <i>(Informational Only)</i>			
	AR# 2420-CI		
	Other Funding Source	Funds Committed	Funds Expended <i>(October 1, 2023 – June 30, 2024)</i>
A	Other: FSBC Funds	\$166,700.00	\$125,842.22
B	Other: PA Pork Producer Council	\$8,500.00	\$8,500.00
C	Other: NAMI Protein Pact	\$3,500.00	\$3,500.00
D	Other: Farm Credit Northeast AgEnhancement Grant	\$10,000.00	\$10,000.00

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# 2320-CI	FY22 AR# 2220-CI	FY21 AR# 2120-CI
AR Period¹	<i>Start Date:</i>	<i>Oct. 1, 2022</i>	<i>Oct. 1, 2021</i>	<i>Oct. 1, 2020</i>
	<i>End Date:</i>	<i>Sep. 30, 2023</i>	<i>Sep. 30, 2022</i>	<i>Sep. 30, 2023</i>
Funds Awarded		\$550,000.00	\$494,760.00	\$497,034.00
Actual Expenses²		\$549,520.00	\$494,506.00	\$476,224.00

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# 2320-CI		FY22 AR# 2220-CI		FY21 AR# 2120-CI	
	Other Funding Source	Total Expenditures	Other Funding Source	Total Expenditures	Other Funding Source	Total Expenditures
A	QSBC Funds	\$227,000.00	QSBC Funds	\$270,999.83	QSBC Funds	\$273,029.42

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