

AUTHORIZATION REQUEST FOR FY 2022

CBB Budget Category: **Consumer Information**

Name of Contractor: **National Cattlemen's Beef Association**

Name of Organization Subcontracting:

Start Date: **10/1/2021**

End Date: **9/30/2022**

AR OVERVIEW

AR Purpose and Description:

The new Beef Industry Long Range Plan (LRP) for 2021-2025 provides core strategies and initiatives with a vision for beef to be the protein of choice around the world; trusted and respected for the commitment to quality, safety and sustainability. The Authorization Requests (ARs) brought by the National Cattlemen's Beef Association (NCBA), as a contractor to the Beef Checkoff, utilizes additional insights from consumer market research that shows what areas most directly drive consumer demand for beef: eating experience, nutrition, how food is raised/grown, convenience/versatility and price. The tactics in this AR outline programs and measurable objectives to drive and/or protect demand that ultimately work toward achieving the goals outlined in the LRP. Specifically, this Consumer Information AR outlines tactics to inform and influence thought leaders, supply chain operators and the media about key beef topics and opportunities for beef.

Given our staff expertise, traveling to/from and attending key influencer/stakeholder/partner meetings may be required to provide or gain more strategic guidance and training, and to engage in briefings and/or educational sessions/events. Besides disseminating knowledge, the funds in this AR may be used to extend and leverage previously funded efforts. To accomplish this, it may be necessary for the Checkoff to fund international travel to/from the U.S. Also note that legal counsel may be sought for routine, day-to-day content development, program planning and contracting to ensure compliance with federal rules or regulations.

Funding	Direct Costs	Implementation	Total
CBB/BPOC Funding Request:	\$2,228,520	\$4,005,500	\$6,234,020

Other Potential Funding	Direct Costs	Implementation	Total
Federation of SBCs Pledges: (Informational Only)	\$0	\$0	\$0
Other Funding: (Informational Only)	\$0	\$0	\$0

*The Federation funds are placeholders only and are subject to change. The Federation Division of the NCBA Executive Committee will have jurisdiction and approval over how these funds will apply to Checkoff programs in FY 2022. For FY 2022, if the threat of legal challenges does not impact State Beef Council investments, approximately \$4-5 million will be voluntarily invested by SBCs to supplement NCBA’s ARs. This assumes the underlying ARs are funded at a sufficient level to execute the core elements of the program. The supplemental funding will be used consistent with the principles outlined in the AR and deliverables for the industry will increase accordingly.

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

Drive Growth in Beef Exports	Grow Consumer Trust in Beef Production	Develop & Implement Better Business Models & Value Distribution Across All Segments	Promote & Capitalize on the Multiple Advantage of Beef	Improve the Business & Political Climate of Beef	Safeguard & Cultivate Investment in Beef, Industry Research, Marketing & Innovation
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

PROGRAM INFORMATION FOR THIS AR

Tactic A

Tactic Name: Food, Culinary & Ag Thought Leader Outreach and Engagement

Tactic Description:

Thought leaders are individuals recognized as authorities in a specialized field and whose expertise is sought. They are the “go-to” people in their field and the trusted sources who move and inspire others. NCBA, on behalf of the Beef Checkoff, builds relationships and leverages thought leaders to share their perspectives about beef to inspire their peers and consumers. The thought leader target audiences of this tactic include culinary leaders, bloggers, beef industry experts, and others with influence on consumer or peer attitudes and perceptions about how beef is raised, its nutritional value, and how to prepare it.

Historically, this program area has built strong and lasting relationships with a variety of thought leaders using techniques including immersion experiences that facilitate first-hand exposure to beef’s benefits from both a product and production standpoint and by

addressing topics like how beef is raised, antibiotic and hormone use, cuts and preparation and beef in a healthy, sustainable diet. Experiences have also included training and engagement on preparing beef with food-focused culinarians, bloggers and other thought leaders. In 2021, this tactic leveraged key thought leaders for activations on holiday preparation, beef substitutes, summer grilling, sustainability and others, as well as providing beef education to consumers and their peers.

The tactic will allow the Beef Checkoff to identify individuals, organizations or events that target a variety of thought leader audiences on topics across nutrition, product, and production to serve as an educational resource for thought leaders wanting to learn more about beef. New content will be created for and with identified thought leaders and will be leveraged through digital and in-person opportunities.

Measurable Objectives

(For tactics \$100,000 or less two measurable objectives are required and for tactics over \$100,000 at least three to five measurable objectives are required by the Checkoff Evaluation Committee):

- Reduce the Beef Expert Network to include 16 subject-matter experts across the food, culinary and beef industry thought leader categories while establishing new relationships for future project activation.
- Identify and execute two influencer campaigns utilizing thought leaders in the culinary, food and ag space.
- Develop relationships with at least two new food, culinary or ag influencer partners.
- Provide education content to food, culinary and ag influencers via one digital or in-person touchpoint.

Performance Efficiency Measures

Consumer Reach Goal: 13,500,000

Consumer Engagement Goal: 135,000

Key Opinion Leader Reach Goal: 200300

Key Opinion Leader Engagement Goal: 60

LRP Initiatives Addressed by this Tactic

Drive Growth in Beef Exports	Grow Consumer Trust in Beef Production	Develop & Implement Better Business Models & Value Distribution Across All Segments	Promote & Capitalize on the Multiple Advantage of Beef	Improve the Business & Political Climate of Beef	Safeguard & Cultivate Investment in Beef, Industry Research, Marketing & Innovation
<ul style="list-style-type: none"> <input type="checkbox"/> Drive adoption of traceability <input type="checkbox"/> Identify & address export customer needs and values <input type="checkbox"/> Collaborate with targeted partners to promote U.S. beef in foreign markets <input type="checkbox"/> Invest in research, marketing & education programs 	<ul style="list-style-type: none"> <input type="checkbox"/> Measure, document, improve & communicate the net environment impact of beef production <input type="checkbox"/> Educate medical, diet & health professionals about beef & beef production <input checked="" type="checkbox"/> Align and collaborate with traditional & nontraditional partners to tell the positive story of beef production <input type="checkbox"/> Engage positively in the sustainable nutrition conversation <input type="checkbox"/> Expand efforts in education the general public about BQA program & it's impact on animal well-being <input type="checkbox"/> Expand BQA program to include verification <input type="checkbox"/> Develop a direct-to-consumer beef safety campaign 	<ul style="list-style-type: none"> <input type="checkbox"/> Use innovative methods & technologies to value carcasses based on eating satisfaction & red meat yield 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Promote the role of beef in a health & sustainable diet <input type="checkbox"/> Implement a marketing campaign that communicates beef's advantage compared to alternative proteins <input type="checkbox"/> Develop targeted marketing programs focused on the highest opportunity market segments <input type="checkbox"/> Cultivate collaborative promotion partnerships <input type="checkbox"/> Promote innovative online marketing, packaging & shipping solutions to enable the direct marketing of beef <input checked="" type="checkbox"/> Engage consumers in a memorable beef eating experience <input type="checkbox"/> Develop a more interactive & exciting beef purchasing experience <input type="checkbox"/> Promote underutilized beef cuts & new variety meat product 	<ul style="list-style-type: none"> <input type="checkbox"/> Demonstrate beef's positive sustainability message & key role in regenerative agriculture <input type="checkbox"/> Defend beef's product identity <input type="checkbox"/> Ensure beef's inclusion in dietary recommendations <input type="checkbox"/> Drive continuous improvement in food safety <input type="checkbox"/> Develop crisis management plans 	<ul style="list-style-type: none"> <input type="checkbox"/> Attract innovative & intellectual capital into the beef industry <input type="checkbox"/> Encourage the cooperation & collaboration of existing industry advisory committees to identify & prioritize research efforts

Committee(s) to Score this Tactic

Consumer Trust	Domestic Marketing	International Marketing	Nutrition & Health	Safety & Product Innovation	Stakeholder Engagement
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Tactic B

Tactic Name: Nutrition & Health Thought Leader Outreach and Engagement

Tactic Description:

Nutrition and health “thought leaders” are individuals and organizations who are considered trusted sources of medical, health, and fitness advice. NCBA, on behalf of the Beef Checkoff, builds relationships and partners with “thought leaders” to share credible perspectives about beef to inspire authentic peer and consumer support. The thought leader target audiences for this tactic include health and fitness professionals, credentialed nutrition experts and communicators, medical doctors/physician assistants, nurses, non-governmental organizations (NGOs), and others with trustworthy influence on consumer or peer attitudes and perceptions about beef’s health value.

This tactic engages key thought leaders by providing rich educational programs, including hands-on learning experiences and access to leading beef industry experts. Because of the education provided, thought leaders will be encouraged and strategically positioned to share reliable information about the health benefits and positive role of beef in sustainable, healthy diets through speaking engagements, specifically tailored for health professional audiences by providing continuing education credits, at conferences, on webinars, and in social media.

The tactic will allow the Beef Checkoff to identify individuals, groups or events that influence a variety of thought leaders within the target audience. The extension of speaker bureaus/seminar programs will supply compelling experts for both national and state events attended by these thought leaders. New content will be created in collaboration with identified thought leaders and, along with previously developed content, will be leveraged through on-line and in-person opportunities.

Measurable Objectives

(For tactics \$100,000 or less two measurable objectives are required and for tactics over \$100,000 at least three to five measurable objectives are required by the Checkoff Evaluation Committee):

- Maintain relationships with at least six top-tier, credentialed health experts to form a dependable Beef Expert Network.

- Identify and execute one influencer campaigns focused on creating content in collaboration with nutrition and health thought leaders.
- In conjunction with an established research tactic, leverage one research results via digital or written content or through a presentation extended to other influencers.

Performance Efficiency Measures

Consumer Reach Goal: 0

Consumer Engagement Goal: 0

Key Opinion Leader Reach Goal: 8,000

Key Opinion Leader Engagement Goal: 1,000

LRP Initiatives Addressed by this Tactic

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Committee(s) to Score this Tactic

Consumer Trust	Domestic Marketing	International Marketing	Nutrition & Health	Safety & Product Innovation	Stakeholder Engagement
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Tactic C

Tactic Name: Media & Public Relations Efforts

Tactic Description:

This tactic positions beef as the top protein with media and consumers, and proactively protects the reputation of the beef industry. Over the past several years, NCBA has focused efforts on pitching information on a variety of beef topics – from positioning subject-matter experts in stories about how beef is raised, to securing coverage about new Checkoff-funded research, to sharing recipes and securing cooking segments with national outlets. By being timely, creative, and leveraging experts, NCBA has helped increase positive media coverage around key beef moments, like the holidays and grilling season, and topics that consumers are particularly interested in, like sustainability, technology and food trends. Additionally, in FY 2021 NCBA hosted four satellite media tours reaching millions of consumers across the country with beef recipes and positive information about how beef is sustainably produced.

With today’s rapidly changing news cycle, it is imperative to respond quickly to inaccurate media stories and common misconceptions about beef AND share positive, proactive stories about beef with consumers. This comes to life in a variety of ways, including work with media outlets (broadcast, print, digital, radio, podcasts and more), as well as event sponsorships and involvement. In the first half of FY 2021 alone, NCBA, a contractor to the Beef Checkoff, responded to reporters and major media outlets more than 20 times, correcting misinformation and providing resources. Additionally, the team placed 41 letters to the editor addressing sustainability concerns in local publications across the country.

In FY 2022, NCBA will build on this momentum to continue to share positive stories about beef and protect the reputation of the industry. This will come to life with continued proactive pitching of stories and cooking segments, satellite media tours and press releases, content partnerships and strategic placement of information to combat misinformation, and science communications efforts to share the latest beef-related research. In addition to proactive placements secured in a variety of media outlets, response tactics will be used to respond to inaccurate information and build relationships with key journalists and outlets.

During the past several years, through strategic and sustained media outreach, NCBA has developed strong relationships with top-tier consumer media contacts in the areas of food, sustainability, business and marketing, among others. In FY 2022, NCBA will continue to cultivate and leverage these relationships to ensure stories about beef are fair, accurate and include the perspective of the Beef Checkoff. Through both earned and selected paid media opportunities, NCBA will position beef as the top protein with consumers and tell stories to help drive beef demand and preference. NCBA will also continue to work with supply chain/channel media to share content and relevant news with retail and foodservice decision makers.

In conjunction with other tactics in the consumer information, industry information, research and promotion Authorization Requests, this media and public relations tactic will reach important consumer and stakeholder audiences with timely and valuable stories about beef.

Measurable Objectives

(For tactics \$100,000 or less two measurable objectives are required and for tactics over \$100,000 at least three to five measurable objectives are required by the Checkoff Evaluation Committee):

- Host at least three satellite media tours reaching 15 or more media markets each time.
- Place at least three positive stories, including but not limited to features, op-eds, quotes, and/or key data about the beef eating experience, beef's great versatility, beef price, how beef is raised or beef's nutritional value in top-tier national consumer media outlets (*Washington Post, GMA.com, etc.*).
- Place at least three positive stories, including but not limited to features, op-eds, quotes, and/or key data about the beef eating experience, beef's great versatility, beef price, how beef is raised or beef's nutritional value in top-tier supply chain media outlets (ex. *Progressive Grocer*).
- Place, or assist in placing, information from Checkoff-funded scientific research in at least one national outlet – either scientific or consumer-facing.
- Participate in one content partnerships or one national event addressing concerns about beef nutrition or how beef is raised (BQA, sustainability, etc.) to protect beef's reputation.

Performance Efficiency Measures

Consumer Reach Goal: 40,000

Consumer Engagement Goal: 0

Key Opinion Leader Reach Goal: 35,000

Key Opinion Leader Engagement Goal: 6,000

LRP Initiatives Addressed by this Tactic

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Committee(s) to Score this Tactic

Consumer Trust	Domestic Marketing	International Marketing	Nutrition & Health	Safety & Product Innovation	Stakeholder Engagement
■	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Tactic D

Tactic Name: Supply Chain Engagement

Tactic Description:

NCBA, on behalf of the Beef Checkoff, has a rich history of success in positioning beef as the most valuable protein in the meat case and on the menu. Supply chain operators - from marketing contacts to meat executives to meat procurement and buyers – continue to lean on NCBA to be a steady partner in bringing great beef to a willing consumer.

This tactic uniquely provides knowledge, education and resources that drive supply chain operators’ decisions to sell beef on topics such as taste, nutrition, production, sustainability, etc. For example, popular webinars hosted for supply chain operators on Beef Quality Assurance, sustainability and meat substitutes have resulted in hundreds of influential business-decision makers hearing accurate information about how beef is raised such as digital assets including ads, images, recipes, website or social content or other tools. This important educational content is also extended through one-on-one dialogue with operator contacts, access to internal subject-matter experts to help solve unique company challenges (i.e., product mix, sourcing, sustainability, culinary, etc.) hosted webinars, executed conference sponsorships and panel presentations, published trade media content, the popular Beef News Now e-newsletter, a Wholesale Price Update email blast and a robust dedicated supply chain section of BeefItsWhatsforDinner.com. And, this tactic allows for staff expertise and these educational resources to be leveraged through other Checkoff tactics, such as Media Relations & Public Relations. Existing content (such as photography, infographics, recipe inspiration, presentations, and other shopper marketing tools and learnings), as well as ongoing beef supply chain knowledge and expertise, will be shared with key national supply chain stakeholders and with state beef council partners who work with more regional supply chain stakeholders.

Long-term relationships with beef supply chain companies will continue to be critical to the beef industry to prompt continued strong sales of beef through retail and foodservice outlets in a world of increasing protein competition. This tactic directly addresses the demand drivers of eating experience, convenience/versatility, price, nutrition and raised/grown.

Measurable Objectives

(For tactics \$100,000 or less two measurable objectives are required and for tactics over \$100,000 at least three to five measurable objectives are required by the Checkoff Evaluation Committee):

- Reach supply chain partners with *Beef. It's What's For Dinner.* brand educational messaging and/or assets at least once per month (including via presentations, email newsletters, social media, webinars, etc.).
- Identify and execute a minimum of two beef education opportunities that reach supply chain operators nationwide.
- Continue one-on-one corporate relationships with at least 15 leading supply chain companies.

Performance Efficiency Measures

Consumer and/or Producer Reach Goal: 0

Consumer and/or Producer Engagement Goal: 0

Key Opinion Leader Reach Goal: 30,000

Key Opinion Leader Engagement Goal: 3,000

LRP Initiatives Addressed by this Tactic

Drive Growth in Beef Exports	Grow Consumer Trust in Beef Production	Develop & Implement Better Business Models & Value Distribution Across All Segments	Promote & Capitalize on the Multiple Advantage of Beef	Improve the Business & Political Climate of Beef	Safeguard & Cultivate Investment in Beef, Industry Research, Marketing & Innovation
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Committee(s) to Score this Tactic

Consumer Trust	Domestic Marketing	International Marketing	Nutrition & Health	Safety & Product Innovation	Stakeholder Engagement
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Tactic E**Tactic Name:** E-Commerce Partnerships**Tactic Description:**

This tactic identifies unique moments in today's consumer purchase lifecycle and executes e-commerce digital marketing campaigns that drive beef sales online and that measure campaign ROI through increased beef sales and beef purchase intent.

E-commerce is projected to continue its upward trajectory, reaching 12% of total retail food and beverage dollars by the end of 2021, up from 9.5% in 2020. (Source: https://www.winsightgrocerybusiness.com/technology/5-things-online-grocery-shoppers-gravitate-toward?utm_source=Marketo&utm_medium=email&utm_campaign=NL_GRO_Daily_06-08-21&LID=1942471&mkt_tok=NTYxLVpOUC04OTcAAAF9ikGU0Tegd7kXURnYZsaHXaP3LeztMjKAb6SfiHQJt6gZKeaKhKA-JT1bbJOaKWmxuSAJ3ARiJkkR_Ea5c_hlVfta8kTTRghBgMy_47wVwRK). Moreover, 87% of grocery CEOs listed continued growth of e-commerce as one of their top five trends for 2021, while 69% reported the same for digital profitability. (Source: https://www.grocerydive.com/news/e-commerce-profitability-is-a-top-priority-for-grocery-ceos-survey-finds/602288/?utm_source=Sailthru&utm_medium=email&utm_campaign=Issue:%202021-06-23%20Grocery%20Dive%20%5Bissue:35027%5D&utm_term=Grocery%20Dive)

NCBA, on behalf of the Beef Checkoff, has been conducting pilot e-commerce campaigns with well-known national retail partners that have resulted in return on ad spend values of up to \$5.20 and sales lifts of up to 7%. Learnings from these pilot campaigns will be leveraged to further develop deeper, more informed, and targeted e-commerce campaigns to drive more beef sales and to continue to position Beef as a leader in the fresh meat e-commerce space. This will result in direct engagement with a small number of retail partner contacts to develop campaigns, and a large amount of consumer reach and engagement.

Building on the previous success of these e-commerce campaigns will continue to be critical to the growth and longevity of consumer beef sales. Through this tactic, NCBA will continue to work with leading companies to drive more growth of the overall beef category via online sales. This tactic directly addresses the demand

drivers of taste, convenience/versatility and price.

Measurable Objectives

(For tactics \$100,000 or less two measurable objectives are required and for tactics over \$100,000 at least three to five measurable objectives are required by the Checkoff Evaluation Committee):

- Conduct at least two e-commerce campaigns that measure and aim to increase beef sales and/or beef purchase intent.
- Explore one new e-commerce tactic or partner for a new campaign opportunity.
- Offer at least one e-commerce campaign to state beef councils to partner on to further extend campaign reach.
- Share e-commerce campaign results with beef supply chain industry to encourage new ways to market and merchandise beef through website articles, email newsletters, etc.

Performance Efficiency Measures

Consumer Reach Goal: 15,000,000

Consumer Engagement Goal: 15,000

Key Opinion Leader Reach Goal: 15

Key Opinion Leader Engagement Goal: 15

LRP Initiatives Addressed by this Tactic

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Committee(s) to Score this Tactic

Consumer Trust	Domestic Marketing	International Marketing	Nutrition & Health	Safety & Product Innovation	Stakeholder Engagement
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SUPPLEMENTAL INFORMATION FOR THIS AR

1. Please explain changes from FY 2021 approved AR:

Thought Leader Outreach and Engagement has been split out into two tactics based on audience for FY 2022, one for Food, Culinary & Ag Influencers and one for Nutrition & Health Influencers.

Reputation management programming and the corresponding budget has been moved to Tactic C in this AR. It was previously in the Industry Information AR. This was done to be more effective in targeting consumers with information that will protect the reputation of the beef industry. For example, when a hot topic, misinformation or potential issue is identified, we can go directly to consumers to address it.

Supply Chain work has been split out into two tactics for FY 2022, Supply Chain Engagement and E-Commerce Partnerships.

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

FoodMinds, Linhart Public Relations, Meltwater, Cision, Chicory, Retail Media Groups (Target, Walmart, Kroger, etc.)

3. Will all work with vendors/agencies be competitively bid?

No

If not, why not?

Contracts and fees are reviewed every year. Agencies are reviewed annually and must meet or exceed expectations to continue work. Subcontractors and consultants with specific expertise will be contracted on an as-needed basis.

FoodMinds is an agency that has supported the Beef Checkoff for many years to include the food and health involved Influencer program and the supply chain and media relations programs. The contracts were competitively bid and FoodMinds was selected based on the organization’s strong relationships and expertise.

Linhart PR is the public relations agency of record for NCBA and was selected in 2019 after a competitive bid process. They were selected based on their experience, media relationships and ability to secure positive media coverage on behalf of the

Beef Checkoff. They have been retained due to their performance. The relationship is ongoing and contractual.

4. Please list any relationships between this AR and projects previously funded by the Beef Promotion Operating Committee (BPOC):

All tactics in this AR build on previously funded ARs.

5. If applicable, explain how this AR can be extended by State Beef Councils.

Tactic A – Food, Culinary & Ag Influencer content and posts can be extended by state partners via their social media channels.

Tactic B - Nutrition & Health Thought Leader Outreach and Engagement content and posts can be extended by state partners via meetings with this audience and their social media channels.

Tactic C – Media and Public relations support and materials are provided to state Beef Councils for local extension.

Tactic D – Resources aimed at national supply chain operators can be extended for regional or local supply chain operators.

Tactic E – At least one e-commerce campaign will be able to be further extended and leveraged in states.

DETAILED BUDGET SUMMARY

AR# 2222-CI

CBB/BPOC Funding Request:

Committee Name	Tactic	Tactic Name	Funding Source	Direct	Impl.	Total
<i>Domestic Marketing</i>	A	Food, Culinary & Ag Thought Leader Outreach and Engagement	BPOC	\$ 540,000	\$ 479,200	\$ 1,019,200
<i>Nutrition and Health</i>	B	Nutrition & Health Thought Leader Outreach and Engagement	BPOC	\$ 540,000	\$ 646,500	\$ 1,186,500
<i>Consumer Trust</i>	C	Earned Media & Public Relations Efforts	BPOC	\$ 540,000	\$ 1,052,900	\$ 1,592,900
<i>Domestic Marketing</i>	D	Supply Chain Engagement	BPOC	\$ 50,000	\$ 1,639,800	\$ 1,689,800
<i>Domestic Marketing</i>	E	E-Commerce Partnerships	BPOC	\$ 558,520	\$ 187,100	\$ 745,620
AR Totals				\$ 2,228,520	\$ 4,005,500	\$ 6,234,020

Federation of SBCs Pledges/Other Funding: (Informational Only)

Committee Name	Tactic	Tactic Name	Funding Source	Direct	Impl.	Total
<i>Domestic Marketing</i>	A	Food, Culinary & Ag Thought Leader Outreach and Engagement	Federation/ Other Funding			\$ -
<i>Nutrition and Health</i>	B	Nutrition & Health Thought Leader Outreach and Engagement	Federation/ Other Funding			\$ -
<i>Consumer Trust</i>	C	Earned Media & Public Relations Efforts	Federation/ Other Funding			\$ -
<i>Domestic Marketing</i>	D	Supply Chain Engagement	Federation/ Other Funding			\$ -
<i>Domestic Marketing</i>	E	E-Commerce Partnerships	Federation/ Other			\$ -
AR Totals				\$ -	\$ -	\$ -

*The Federation funds are placeholders only and are subject to change. The Federation Division of the NCBA Executive Committee will have jurisdiction and approval over how these funds will be applied to checkoff programs in FY2022. For FY 2022, if the threat of legal challenges does not impact State Beef Council investments, approximately \$4-5 million will be voluntarily invested by SBCs to supplement NCBA's ARs. This assumes the underlying ARs are funded at a sufficient level to execute the core elements of the program. The supplemental funding will be used consistent with the principles outlined in the AR and deliverables for the industry will increase accordingly.

Summary of Prior Year AR Budgets and Expenses:

AR# 2222-CI

FY 2021 Approved Budgets							
	CBB/BPOC	FSCBs	Other Source(s)	Total	Direct Cost	Impl.	Total
AR Totals	\$ 6,163,221	\$ 1,000,000		\$ 7,163,221	\$ 3,663,221	\$ 3,500,000	\$ 7,163,221

FY 2021 Actual Expenses (through June 30, 2021)							
	CBB/BPOC	FSCBs	Other Source(s)	Total	Direct Cost	Impl.	Total
AR Totals	\$ 3,125,416			\$ 3,125,416	\$ 919,293	\$ 2,206,123	\$ 3,125,416
AR Totals - Federation of SBCs	\$ 120,129			\$ 120,129	\$ 120,129		\$ 120,129

*NOTE: Financials are through Jun 30, 2021 are not yet available and the above are the most current financials available in advance of the BPOC Meeting in Sept

Historical Summary of Budgets and Expense: *(includes all funding sources listed in original AR)*

	Total Approved Budgets			Total Actual Expenses		
	FY 2020	FY 2019	FY 2018	FY 2020	FY 2019	FY 2018
AR Totals - BPOC	\$ 7,334,460	\$ 7,352,700	\$ 7,759,800	\$ 4,160,251	\$ 7,020,784	\$ 7,728,810
AR Totals - Federation of SBCs	\$ -	\$ -	\$ -	\$ 868,775	\$ 768,284	\$ 1,158,281