



Funded by Beef Farmers & Ranchers

FY 2021 MARKETING PLAN



Marketing Plan Fiscal Year 2021

This work plan supports the vision and mission of the 2021-2025 Beef Industry Long Range Plan (LRP) by reaching consumers and focusing on two core strategies: Grow consumer trust in beef production and promote and capitalize on the multiple advantages of beef. This plan seeks to drive beef as the protein of choice for Virginia families all while seeking the industry's transparency and consumer trust.

Mission Statement

Virginia Beef Council enhances consumer preference for beef to strengthen Virginia families.

Target Audiences

Virginia Beef Council's (VBC) primary target audience is consumers. VBC will reach consumers and stakeholders through direct marketing efforts as well as partnerships that support the goals of the Beef Industry Long Range Plan. This work plan supports project areas that directly and measurably increase beef demand for these audiences by way of the following priority areas.

PRIORITIES

Grow Consumer Trust in Beef Production

Growing Consumer Trust in Beef Production strives to strengthen the image of the beef community and how beef is brought from pasture to plate. Program emphasis for this area will focus on proactively advocating for the beef industry and beef product systems, with an emphasis to improve consumer and influencer understanding of beef processes and products.

Tactics:

1. Education health professionals and influencers about beef and beef production

Provide facts about nutrition and beef production to medical, diet, and health communities and influencers to build confidence in recommending beef to their circles of influence

Tactics:

- Educational messaging (in-person and digitally) for medical, diet and health professionals about beef nutrition and beef production.
- Beef science -based nutrition facts shared in industry journals and publications
- In-person (when possible) presence at state influencer meetings targeting

fitness, medical, and health professionals

- Sponsorship of credentialed speakers at annual state influencer meetings

2. Educate youth about beef and beef production

Promote the positive contribution of the beef cattle industry to nutrient dense, healthy, and sustainable food systems to K-12 students

- Promote VDACS Farm to School program to interested cattle producers and emphasize beef as part of a healthy diet, it's safety, and that it is sustainably produced at participating schools
- Engage FFA and 4H students in middle and high schools to complete the MBA program through initiatives that motivate students to succeed
- Partner with division school nutrition supervisors to incorporate more beef in the weekly school menu
- Partner with like-minded agricultural entities to extend positive beef messaging in the classroom.

3. Share the Positive Story of Beef Cattle Production with Consumers

Educate consumers through traditional and non-traditional channels and partners with fact-based messaging surrounding animal care, beef sustainability, safety, and nutrition.

- Utilize social media and digital platforms to extend positive beef production facts and messaging
- Engage consumers at in-person events through educational displays, speakers, or digital signage
- Utilization of Virginia Beef Council website as educational resource
- Partner with like-minded agricultural entities to reach more consumers with factual messaging
- Share BQA program with consumers as a tool to improve trust and confidence.

Promote and capitalize on the multiple advantages of beef

Promote and capitalize on the multiple advantages of beef encompasses highlighting the role of beef in a healthy lifestyle, communicating beef's advantages compared to alternative proteins, and explaining how beef can strengthen Virginia families as a nutrient- dense food source.

Tactics:

1. Engage health professionals and influencers regarding the benefits of beef in a healthy lifestyle

- Health, nutrition, and related events for influencers

- Social media & digital marketing content highlighting beef's as a food for strength and healthy diets
- Utilization of industry journals to advertise facts such as lean beef in a heart healthy diet

2. Consumer Campaigns to keep beef top of mind as their protein of choice

- Utilize social media and digital outlets to share recipes that highlight beef's convenience, nutrition, and versatility.
- Attend in-person events to speak to consumers about the positive attributes of beef
- Partnerships to extend beef messages to consumers in non-traditional means.
- Support community outreach efforts where beef can play a role in both education and promotion.

Producer Education and Communication

Educate beef producers about the best management practices that influence their day-to day on-farm decisions to positively impact consumer confidence in beef as a sustainable source of protein. Keep producers updated on checkoff programs.

Tactics:

1. Expand VBC's role in Beef Quality Assurance in Virginia

- Expand VBC's administrative role in extending the BQA program.
- Manage the database of BQA participants.
- Partner with VCE and Virginia Tech to hold train the trainer meetings.
- Partner with VCE agents and Virginia Tech to increase regional opportunities for producers to gain BQA certification.
- Extend the online BQA program to producers to increase numbers of producer certifications annually.
- Utilize email newsletters, VBC website and social outlets to keep producers updated on BQA opportunities.

2. Communicate Checkoff Updates and News with Producers

- Utilize email newsletters a minimum of quarterly.
- Ensure producers receive a copy of The Drive, national newsletter.
- Attend in-person industry events with opportunities to speak to producers about how the checkoff is using their dollars.

IMPLEMENTATION

Programs

Program work shall be implemented by VBC staff and in partnership opportunities that arise throughout the fiscal year. All program work will be measurable and meet priority requirements as set forth by the Board of Directors. Reports of program effectiveness, cost justifications, measurements, and successes will be required and reported back to the board at physical meetings and through newsletters. Additionally, outside parties may apply for grant funding to implement programs that meet the priority requirements. Outside grants are not guaranteed to be funded and must be approved by the Board of Directors at a board meeting. Reports of program effectiveness, cost justifications, measurements, and successes will be required and reported back to the board at the end of the fiscal year.

Industry Partnerships

The Virginia Beef Council cooperates with local, state, and national organizations engaged in work or activities similar to that of the Virginia Beef Council and supportive of this Marketing Plan mission.

Innovative Contracts

Similar to Industry Partnerships the Council recognizes that there will be opportunities to support the overall goals of the Council that may be larger in scope and cost than a traditional program. Innovative Contracts are subject to the same measurement and reporting requirements and may be used contracted expertise, another Cattlemen's Beef Board approved contractor, or other large programs as approved by the Board of Directors.

Collections & Compliance

Emphasis for this area will focus on collections generated from the Beef Checkoff and tools necessary for producer investment. Collections and compliance will be handled by VBC staff.

Stakeholders

Stakeholders are defined as all contributors to the Checkoff as declared in the 1985 Beef Promotion Act and Order and will expect to receive timely, concise, and positive communications relating to the programs and fiscal handling of their Checkoff dollars.

Resource Management

Beef Checkoff funded programs develop numerous print and digital resources that are available for beef promotion and available for use by those supportive of this Marketing Plan. In an effort to maximize the Checkoff programs and promotions efficiency all Checkoff resources are available for request and as described in the Virginia Beef Council website.