Board members present: Lawson Roberts (Vice-chairman), Mark Gwin (Treasurer), Craig Miller, Elizabeth Nixon, Patti Knight, Will Copenhaver, Andrew Gilmer, Dalton Bennett, Tom McCall

Board members absent: Mark Sowers, Chas Potter, Rod Miller, Hank Maxey

Others Present: Jason Carter & Teresa Volk (VBC staff), Stephanie Weiss

8:00 AM Gather in meeting room, coffee and beverages available

8:30 AM Meeting welcome & introductions Hank Maxey, VBC Chair

8:45 AM Review agenda & meeting documents VBC Staff

Review VBC fiscal & audit timeline

Expectations for the meeting were summarized to include:

- Hear funding proposals from outside organizations (≥$112,500)
- Review VA consumer attitudes survey about beef
- Review FY2019 funded projects summaries
- Review current VBC Marketing Plan & Operating Budget
- Approve funding recommendations for FY2020 projects
- Recommend FY2020 VBC Marketing Plan & Operating Budget

A timeline of the fiscal year and expectations was also reviewed in context with the beginning of the 2020 fiscal year on October 1, 2019 (attached)

9:00 AM FY 2020 Outside funding proposals

- Richmond International Raceway – Michael Evrainian, RIR Marketing (attached)
- Northeast Beef Promotion Initiative – Jennifer Orr, Director (attached)

10:15 AM Break

10:00 AM FY 2020 Outside funding proposals continued VBC Staff

- Federation of State Beef Councils Investment
  The FY2020 Federation of State Beef Councils support was recommended at $17,000 to secure Virginia representation on the Federation Board of Directors as well as provide financial support for Federation benefits to state beef councils

- US Meat Export Federation Support
  The role of the USMEF in relation to supporting, developing and adding value to overseas export markets for beef and beef products was reviewed and financial support for USMEF in FY2020 was presented as optional and discretionary

- Agriculture in the Classroom (attached)
- Sussex High School Culinary Arts (attached)
- Green Top Sporting Goods Outdoor Expo (attached)
• VA Commonwealth University Health (under development)
• Richmond City Market at 25th Purchasing Program (under development)

Overview of the ongoing conversations seeking to possibly engage in beef promotional partnership with Market at 25th and VA Commonwealth University was provided to the Board. Each of these entities are engaged with activities directed towards improving the well-being and health of individuals located in areas of metro Richmond who live near or below the poverty level as well as areas considered “food deserts” due to a significant lack of minimally processed foods. Beef is among the critically unavailable foods in these areas due to a lack of grocery stores and associated knowledge of beef handling and preparation. Future association of the Council to support initiatives to improve beef consumption and knowledge in partnership with these organizations are under consideration.

11:30 AM  Review of VA Consumer Beef Attitudes Survey (attached)  VBC Staff

The results of a VA consumer attitude survey approved at the June 2019 Board meeting was shared with members. Overall VA consumers have similar attitudes about beef as a product and production system to US consumers. Areas of opportunity for the VA Beef Council to consider to improve VA consumer attitudes were recommended as follows:

• Highlight beef’s versatility and strong equity in taste as this is what consumers weigh the most when making meal choices.
• Continue to educate consumers about cattle production as this will allow consumers with a neutral perception to have a more positive outlook.

Noon  Lunch in Drillfield meeting room

1:00 PM  Review of FY 2019 Funded Partner Programs  VBC Staff

• VA Agriculture in the Classroom – the AITC partnership successfully supported the development and implementation of beef cattle production centric training and curriculum resources for nearly 2000 teachers in the Commonwealth. Additionally, funds supported the reprinting and distribution of a kid friendly beef cookbook and industry knowledge text for children of elementary school age.

• Sussex High School Culinary Arts – funds successfully provided beef and production of instructional material for 35 students involved in a high school culinary arts program where exposure to beef production is low and overall per capita income is also low. The year long course focused on the practical and technical aspects of beef production, meat cutting and beef preparation for a variety of meals using many different and retail available cuts.

• Washington Co VCE Master Cattleman – due to scheduling challenges the funds awarded in FY2019 will be implemented in FY2020 for the course during November 2019. Course is designed to provide continuing education and understanding of beef carcass finishing, grading and processing for a farm to consumer retail setting. Audience is producers considering farm direct marketing of beef.
• The Virginia Cattleman newspaper ads – overall utilization of the Virginia Cattlemen’s Association monthly publication The Virginia Cattleman was discussed. In FY2019 the Council purchased 1.5 pages of advertising space to make available producer Checkoff remittance forms and increase Checkoff awareness. It was determined that producer related Checkoff forms and Council information are adequately available through the Council website at www.vabeef.org and the 0.5 page advertising space will be discontinued beginning in November 2019. The full-page ad will remain and the Council agreed to propose a redesign and revolving messaging focus monthly for the ad space. This effort will be led by Council Director Elizabeth Nixon.

• VT/UVA Marketing Partnerships – in August 2019 the Council began making available Cattlemen’s Beef Board approved Checkoff messaging to people utilizing digital and web-based assets associated with Virginia Tech and University of Virginia athletics. Thus far the promotion has garnered significant impressions among users of the assets and is currently the top performing digital promotion associated with University of Virginia’s athletics app.

1:30 PM Recommendations for FY 2020 Marketing Plan VBC Board

The current Council Marketing Plan was reviewed along with the priority areas for promotions and programming focus that include Beef’s Image, Beef’s Nutrition and Beef’s Convenience. The Council discussed the need for updating the Marketing Plan for FY2020 based on the following points:

• Maintain flexibility
• Consolidate where feasible
• Are 3 Priority Areas and their definitions adequate? How much specific strategy detail is necessary without being restrictive?
• Is Innovative Contracts an appropriate term/concept?
• Address expectations for Stakeholders communication
• Evaluate guidelines for Resource Management

2:00 PM Review of YTD FY 2019 VBC Balance Sheet (attached) VBC Staff
Recommendations for FY 2020 Operating Budget - ongoing VBC Board

3:00 PM Break

3:15 PM Approval of FY 2020 Marketing Plan – to be finalized Nov 2019 VBC Board
 Approval of FY 2020 Operating Budget - to be finalized Nov 2019
 Approval of FY 2020 Partner Program Funding – as follows with approval to proceed with funding contingent upon final approval of contractual relationship by VBC, USDA and partner entity

• Richmond International Raceway - $50,000
• Northeast Beef Promotional Initiative - $80,000
• Federation of State Beef Councils - $17,000
• US Meat Export Federation - $5,000
• VA Agriculture in the Classroom - $4,750 specifically for renewal of support provided for curriculum development and teacher training. Reprint of Kid’s Chef Cookbook was not recommended.
• Sussex Central High School - $1,500
• Green Top Outdoor Expo (Summit Media) - $0, not recommended

4:00 PM VBC Looking Ahead Update & Discussion VBC Staff

• Stephanie Weiss was approved by Council to be the next Executive Director of the Virginia Beef Council to start October 5, 2019
• Development of a VBC employee policy was approved and to be led by a committee of Board members Andrew Gilmer, Tom McCall and Will Copenhaver
• Council approved purchase of new laptop computer to be used exclusively for bookkeeping and associated management of VBC business
• There was no public comment

Meeting adjourned at 4:54 PM
Virginia Beef Council Fiscal Year Timeline

- 3rd party audits performed annually by Brown Edwards & every 5 years by Cattlemen’s Beef Board
- VBC Board may approve project funding 100% or 50/50 payments in FY
- VBC annual meeting held in conjunction with Cattle Industry Field Day in July
- VBC Budget & Marketing Plan major priorities are approved by end of each calendar year for submission to CBB with details of each subject to Board alteration as needed year around
Virginia Beef Council Grant Funding Application

Applicant Information

Name & Title of Project Coordinator: Michael Evrainian, Director of Business Development

Company: Richmond International Raceway

Address: 600 E. Laburnum Avenue Richmond, VA 23222

Phone Number: Office: 804-228-7502   Cell: 614-565-3882

Email: mevranian@richmondraceway.com

Funding Information

Total Funding Requested: $50,000

Half of Funding is required by: 10/01/2019

Project Summary: In 200 words or less, please summarize the proposed project and its alignment with the Virginia Beef Council’s mission and priorities (defined above):

The Richmond International Raceway proposes a marketing partnership with the Virginia Beef Council that will enhance the Council’s messaging particularly in the three priority areas of Beef’s Image, Beef’s Nutrition and Beef’s Convenience. This will be accomplished by utilizing the vast and diverse digital media presence of RIR as well as the incorporation of Council branding and messaging in several live events at the facility throughout the 2019 – 2020 fiscal year. These events will range from three auto races to a concert series to community oriented charitable and informational events that attract a wide and diverse audience of raceway stakeholders. Additionally, the digital presence of RIR will focus heavily on promotion of May is Beef Month in 2020 in preparation for the April NASCAR race and through the late spring events happening at the facility. RIR presents a unique venue and communication opportunity for the Virginia Beef Council to reach a diverse audience within and outside of a dense population center of the state.
Virginia Beef Council 2020 Partnership Opportunity

Goal: Create a comprehensive year-round program that highlights and enhances Richmond Raceway visitor’s preference towards beef.

2020 Rights Fee: $50,000 - *Signage production and installation costs included in rights fees

2020 NASCAR Race Weekend Schedule
- Toyota Owners 400 Weekend April 18-19
- Federated Auto Parts 400 Weekend September 11-12*  
  *NASCAR playoff race weekend
- 2020 Midway Concert Stage Sponsor: April & September Weekends
  o Ie: “Beef, It’s What’s For Dinner” Concert Stage or “VA Beef Council” Concert Stage
  o Exclusive stage branding includes:
    - Backdrop, Two (2) Stage Wings and Two (2) headers
  o One (1) Dogwood Grandstand Banner (30’x 34.5) – Spring & Fall Race Weekends
    - Faces main parking lot and tram shuttle route

National Beef Month Activation:
- Sponsorship of a month of May “Digital Display Campaign”
  o 5 week “Image Trivia” engagement across RR social channels
    - Facebook: 131k + Likes
    - Twitter: 121k + Followers
    - Include sweeps to giveaway Fall Tickets & Fan Ground Passes
  o One (1) dedicated month of May eblast targeting 90k email data base
    - How to buy beef, 6 tips and tricks to stretch your dollar, recipes and pairings
    - Opportunity to partner with Kroger, drive retail traffic for beef sales
  o 10 Reserved NASCAR Cup Grandstand Admissions (April & September)
  o 10 Reserved Cup FanGrounds Passes (April & September)
    - Admissions to be used as digital marketing giveaways
- Virginia Credit Union Live! amphitheater lawn branding
  o Amphitheater lawn is a grassy hill located at the back of VACUL!
    - Lawn provides additional GA seating space for guests during concerts
  o One (1) 10’x 175’ Mesh Fence Banner
  o Rebrand as “The Pasture” and use as giant info graphic promoting fun facts and tips
    - Opportunity to integrate educational messaging like Farm to Fork
  o 16 concerts were hosted in 2019, May – September
- “Beef, It’s What’s For Dinner” brand integration through RR and RR NASCAR event concessions
  o Opportunities include:
    - Selected concession stand menu board branding
    - Brand one (1) mobile cart serving exclusive beef options
    - Provide brand apparel (hats or shirts) for concession staff
    - Two (2) Daily :30 Jumbotron commercial spots (Spring and Fall)
    - Two (2) Daily :30 PA Announcements (Spring and Fall)
• Naming rights to annual Checkered Flag 10k (September 2020)
  o “Beef Up Your Health Checkered Flag 10k”
  o 300 annual participants
  o Brand recognition on all advertisements for 10k
  o Display opportunities and sampling rights
    ▪ Marketing pass through rights (beef jerky partner for samples etc)
  o Logo / Beef Identification:
    ▪ Back of T-Shirt, Medals and full RR digital marketing campaign
  o Post 10k results email with sponsor message
    ▪ Weblink could promote Protein benefits, Beef Big 10, Heart Health Messaging
• Display participation at RR for August 2020 “National Night Out” Event
  o Community unity event featuring food, games and displays with local law enforcement

2018 Richmond Raceway Demographics

• Account Holder Age
  o Age 18-25: 4.2%
  o Age 26-35: 12.7%
  o Age 46-55: 18.5%
  o Age 56-65: 22.7%
  o Age 66+: 13.9%

• Household Income
  o Less than 30k: 8.1%
  o 30k - $49.9k: 18.4%
  o 50k – 74.9k: 29.1%
  o 75k – 99.9k: 18%
  o 100k – 124k: 8.6%
  o 125k +: 17.7%

• Ethnicity
  o African American: 14.4%
  o Asian: 1%
  o European: 76.3%
  o Hispanic: 3.5%
  o Mediterranean: 3.7%
  o Other: 1%

• Gender
  o 65% Male
  o 29% Female
  o 6% Don’t Know

2019 Virginia Credit Union Live Concert Demographics

• 16 Concerts hosted in 2019
• 65,000 + Concert Attendees
• Hosting a wide range of genres and demographics: Here a few examples:
  o Juice World: Hip Hop; targeted 16-24 urban youths
  o Stone Soul: Gospel + R&B; targeted 45-55 minority community
  o Cody Jenkins: Outlaw County; targeted 30-40 lower-middle class Caucasians
  o Seven Dust: Hard Rock; targeted 25-35 middle class Caucasians
  o Dark Star Orchestra: Jam Band; targeted older “Grateful Dead” type crowd
  o Jojo Siwa: Pop Music; Disney Star that targeted 7-13 kids; families
PROPOSAL FOR: THE VIRGINIA BEEF COUNCIL

PROGRAM DESCRIPTION: The Northeast Beef Promotion Initiative (NEBPI) extends nationally-developed checkoff messaging and content in the heavily populated Northeast region of the country, where there is minimal state beef council presence. Our 12-state region is home to 23% of the U.S. population, collecting only 3% of Beef Checkoff dollars, yet there are only three active Qualified State Beef Councils (QSBCs) to assist in sharing the positive beef message. The NEBPI program focuses on three core areas of outreach: Supply Chain Professionals, Metropolitan Consumers and Nutrition Influencers. The NEBPI program supports the regional QSBCs in this area, ensuring the beef checkoff has a voice in the high population cities and states.

ALIGNING WITH THE BEEF INDUSTRY LONG RANGE PLAN: Each year, the NEBPI program strives to develop a relevant, fresh and meaningful plan of work that aligns with the Beef Industry Long Range Plan (LRP). There are two LRP Core Strategies and four strategic initiatives this year’s Authorization Request is planning to address in FY 2019-2020:

- Grow Consumer Trust in Beef and Beef Production
  - Protect Beef’s Image
  - Engage Beef Advocates
- Promote and Strengthen Beef’s Value Proposition
  - Research & Communicate Beef’s Nutritional Benefits
  - Connect & Communicate Directly with Consumers

BEEF CHECKOFF OPPORTUNITIES WITH NORTHEAST CONSUMERS

The 2018 Northeast Dashboard Survey revealed important information about the Northeast metropolitan consumer. Below highlights areas of tremendous opportunity in the Northeast Region for the Beef Checkoff to continue sharing a positive beef message.

1. Consumers decide to eat beef based on taste and nutrition attributes most, while production reasons don’t influence their decisions as much.
2. Knowledge on how cattle are raised is lower in the Northeast, which correlates to lower positive perceptions of beef production.
3. While attribute agreement is lower than the Total U.S. in all taste, strength and responsible attributes, overall agreement on taste and strength are still high.
The Northeast Beef Promotion Initiative (NEBPI) executes projects and programs that align best with the Beef Industry Long Range Plan, in order to benefit the overall beef community. Each year, staff presents our plan of work to the appropriate checkoff committees and, ultimately, the Beef Promotion Operating Committee (BPOC). Our program is built to address the LRP strategic initiatives and Joint Committee priorities, first and foremost. The funding from our QSBC partners enables us to enhance the work being done within the region. In order for our program to make the most strategic use of our state dollars and the BPOC funding, we are asking states to invest in the NEBPI and join us in funding one, or several, of these three funding areas to align with our overall Authorization Request. Three funding options are outlined below for your board’s consideration. In hopes to broaden our partnership with the Virginia Beef Council (VBC) we have also outlined how the NEBPI and VBC can build a relationship moving forward:

- NEBPI staff will agree to attend 1-2 VBC board meetings a year, pending program travel plans by our staff
- Assist Virginia with campaigns/programs occurring within their state, such as radio buys or Google AdWords
- Facilitate/Execute a minimum of 2 events or meetings, in Virginia and the surrounding regions
- When possible, include Virginia influencers and consumers in programs/campaigns we are executing in the northeast such as digital campaigns, retail promotions, influencer farm tours, etc.
- Be a resource for our regional stakeholders in Virginia with the latest checkoff information and research

**TACTIC A FUNDING OPTION**  
Supply Chain Engagement

Northeast supply chain influencer outreach focuses on the following groups of professionals:

<table>
<thead>
<tr>
<th>SUPPLY CHAIN INFLUENCERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail Meat Department Supervisors &amp; Managers</td>
</tr>
<tr>
<td>Retail Marketing &amp; Communications Professionals</td>
</tr>
<tr>
<td>Regional Butchers and/or Meat Cutters</td>
</tr>
<tr>
<td>Foodservice/Foodservice Distributors</td>
</tr>
<tr>
<td>Executive Chefs</td>
</tr>
<tr>
<td>Culinary Instructors</td>
</tr>
<tr>
<td>Post-Secondary Culinary Students</td>
</tr>
</tbody>
</table>

Supply Chain Engagement for FY 2019-2020 will continue to be an area of focus for NEBPI staff as it has been since the inception of the program. Each year, program staff meet new influencer audiences and organizations that are interested in extending positive beef messaging to their membership and/or event attendees. NEBPI program staff accommodate as many requests as possible each year within program budgets.
TACTIC A: $15,000 (including up to 38% NEBPI implementation) to support the Beef Checkoff’s sponsorship of a Northeast influencer conference located within the region. Based on past influencer engagement and sponsorships, this tactic could include a combination of the following outreach opportunities:

- **Supply Chain Conferences/Trainings** – This could include educational sessions, immersion events, cooking and cutting demos, farm tours, Beef & Veal in the Classroom, etc.
- **Northeast Beef Directory** - Support of the ever-growing online consumer database of regionally based beef producers seeking to sell their beef direct-to-consumer.
- **Non-Traditional Supply Chain Outreach** – Looking beyond ‘brick & mortar’ retail stores, focusing on where/how urban consumers are buying groceries and on influencing the shoppers’ buying decision before they step foot inside the grocery store. (e.g. meal kit companies, commissaries, online grocers).

Measurable Objectives for the Supply Chain Influencer Outreach tactic could include:

- Measure impressions, engagements and/or pounds/units of beef sales following retail campaign.
- Measure perception of beef and/or beef industry via pre and post survey of immersion event or beef educational session.
- Record total reach and engagement metrics for influencer engagement opportunities.
Northeast consumer outreach will focus on connecting and communicating directly with consumers by strategically targeting groups who are well poised to include beef in their diet, in order to achieve the three initiatives outlined below:

**TACTIC B: $50,000 (including up to 38% NEBPI Implementation) to support reaching our northeast consumers, while leveraging the Checkoff-funded content and educational creative already in existence through the National Cattlemen’s Beef Association, a contractor to the Beef Checkoff. Outreach efforts could include one or more of the following:**

- **Face-to-Face Events** – In-person event presence reaching urban consumers face-to-face, highlighting beef’s versatility, taste and nutrition. Selected events and programs could include digital/radio advertising opportunities surrounding the event, geo-targeting a northeast consumer audience.
- **Northeast Team Beef** – Enhance team participation and educational opportunities as they become advocates for beef.
- **Influencer Partnerships & Training** – In-person training/experience with a select group of Northeast influencers, which could include chefs, Registered Dietitians, bloggers, etc. The training would be designed to build up these influencers as advocates for beef. Following the training, the beef checkoff will continue to build upon influencer relationships, supporting those individuals on media interviews, demonstrations and/or creating social content to amplify the beef message.

**Measurable Objectives for the Consumer Marketing tactic could include:**

- Record total reach and engagement metrics for consumer marketing initiatives.
- Maintain on-site consumer favorable rating of beef at or above 71%.
- Meet or exceed engagement rate of 10% through in-person consumer marketing efforts.
- Meet or exceed engagement rate of 3% through digital consumer marketing efforts.

**TACTIC C FUNDING OPTION**

**Nutrition Influencer Engagement**

Communicating a positive beef nutrition message with medical and nutrition professionals continues to be a key area of focus with our northeast program. Each year, staff access new influencer engagement opportunities, partnerships and conferences as possible avenues to share the checkoff message. Northeast Nutrition Influencer Engagement will focus on, but is not limited to, the following groups of professionals:

<table>
<thead>
<tr>
<th>NUTRITION INFLUENCERS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MEDICAL PROFESSIONALS</strong></td>
</tr>
<tr>
<td>Family Physicians</td>
</tr>
<tr>
<td>Medical Doctors</td>
</tr>
<tr>
<td>Health-Focused Organizations</td>
</tr>
</tbody>
</table>

**TACTIC C**: $15,000 (including up to 38% NEBPI implementation) to support the Beef Checkoff’s engagement with northeast nutrition influencers. Engagement opportunities could present themselves in a number of ways and staff continually evaluate the most effective means of relationship building and ways to share the nutrition message with influencers. A few possibilities are listed below:

- **Annual Meetings/Conferences** – Sponsor and exhibit at annual membership meetings to connect one-on-one with new and existing influencer groups. Involvement could include speaker sponsorship as well.
- **Beef Expert Seminar** – Host and facilitate and invitation-only seminar, featuring a credentialed beef spokesperson to present on a relevant, research-based topic.
- **Integrated Influencer Partnerships** – Identify and partner with nutrition influencers who are willing to extend that beef message within their circles of influence. Partnering with such influencers could include sponsored blog posts, social media campaigns or hosting educational seminars or trainings.
- **Immersion Experiences** – An educational tour/experience is sought to deepen relationships with health professionals through educational sessions and hands-on experiences such as farm tours, cooking/cutting demos and much more.
Measurable Objectives for the Nutrition Influencer Engagement tactic could include:

- Engage with nutrition influencers by attending, hosting or coordinating meetings/programs that share the positive beef nutrition message.
- Measure perception of beef via pre and post surveys of immersion event or beef educational session, maintaining a 75% positive opinion rating or higher.
- Record total reach and engagement metrics for influencer engagement opportunities and partnerships, maintaining a minimum of 20% engagement rate at in-person conferences.

Thank you for this opportunity to explore a meaningful program that will help leverage the Virginia Beef Council financial resources within the Northeast Region.

Please direct any questions to Jennifer Orr at 724-244-7143 or jorr@pabeef.org.
Applicant Information

Name & Title of Project Coordinator: Lynn Black, Education Program Coordinator
Company: The Virginia Foundation for Agriculture in the Classroom
Address: P.O. Box 27552, Richmond, VA 23261
Phone Number: 804-290-1143
Email: aitc@vafb.com

Funding Information

Total Funding Requested: $9,000
Half of Funding is required by: 10/15/2019

Project Summary: In 200 words or less, please summarize the proposed project and its alignment with the Virginia Beef Industry Council’s mission and priorities (defined above):

Agriculture in the Classroom respectfully requests funding for the following:

1. **Sponsorship of Beef Curriculum Kit** - unit will be promoted during National Grilling Month in July 2020. Included in the resource are lessons, kid-friendly recipes, and book suggestions; each of which enhances beef’s image and consumer knowledge about beef’s nutrition/health. The guide will remain available online throughout the year, but will be specifically promoted during Grilling Month through AITC’s Facebook pages and website.

2. **Outreach and Educational Training Support** – this includes all educational programs and outreach efforts of AITC that reach approximately 400,000 children annually. The Virginia beef industry plays a major role in various ways across AITC’s programming. Included in these efforts is AITC’s latest project, Farm Life 360, a collection of virtual reality videos that give children the opportunity to have an on-the-farm experience. One of these videos takes viewers to a beef cattle farm so that they may begin to see how beef is brought from pasture to plate.

3. **Reprint of Kid Chef: Beef Edition** - this resource has remained a popular request from volunteers to hand-out at events. The recipes and facts included in this resource support each of VBIC’s priority areas.
Budget Summary: To the best of your ability, please identify your estimated funding needs and potential funding sources. To effectively leverage Checkoff dollars, it is highly recommended to identify potential partners that might assist with matching funds or the value of in-kind services. Please include an estimate of these partnerships in the Additional Budget Notes below. You may add rows to the table as needed.

<table>
<thead>
<tr>
<th>Item Description</th>
<th>Funds Amount Requested</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commodity Curriculum Kit: Beef Update and dissemination of kit - $250 Project management and administrative support - $250 Social Media/Website Sponsorship - $1,000</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>Outreach and Educational Training Support</td>
<td>$3,250.00</td>
</tr>
<tr>
<td>Reprint of Kid Chef: Beef Edition Cost of 85 cents/copy for a total of 5,000 copies</td>
<td>$4,250.00</td>
</tr>
<tr>
<td><strong>Total Funds Requested:</strong></td>
<td><strong>$9,000.00</strong></td>
</tr>
</tbody>
</table>

Additional Budget Notes:
Below is a breakdown of 2019-2020 program costs for Virginia Agriculture in the Classroom. Funding from VBIC would be applied to the areas of professional development training and volunteer/student outreach projects. Combined, these make up the largest portion of AITC’s budget expenditures.

<table>
<thead>
<tr>
<th>Program Category</th>
<th>Budget*</th>
<th>Percentage of Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional Development Trainings</td>
<td>$151,050.35</td>
<td>37%</td>
</tr>
<tr>
<td>Volunteer/Student Outreach Projects</td>
<td>$58,700.18</td>
<td>14%</td>
</tr>
<tr>
<td>Classroom Grants</td>
<td>$49,600.10</td>
<td>12%</td>
</tr>
<tr>
<td>Newsletter</td>
<td>$13,880.03</td>
<td>3%</td>
</tr>
<tr>
<td>Agriculture Literacy Project</td>
<td>$7,300.00</td>
<td>2%</td>
</tr>
<tr>
<td>Curriculum Development</td>
<td>$17,520.00</td>
<td>4%</td>
</tr>
<tr>
<td>Teacher of the Year Award</td>
<td>$7,520.02</td>
<td>2%</td>
</tr>
<tr>
<td>Website &amp; Marketing</td>
<td>$14,780.03</td>
<td>4%</td>
</tr>
<tr>
<td>Special Projects/Administration</td>
<td>$29,520.12</td>
<td>7%</td>
</tr>
<tr>
<td>Development</td>
<td>$63,397.00</td>
<td>15%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$413,267.83</strong></td>
<td></td>
</tr>
</tbody>
</table>

Agriculture in the Classroom
12580 West Creek Parkway, Richmond, VA 23238
Office: 804-290-1143 | Email: aitc@vafb.com | AgInTheClass.org
**Project Evaluation Plan:** Please be specific as you identify the steps you will take, put a number or percentage to your goals, and identify the target audience and how you will measure your programs success.

<table>
<thead>
<tr>
<th>Goal/Objective</th>
<th>Measurement Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Update and distribute a beef-themed Commodity Curriculum Kit through online networks. Goal is to reach a minimum of 3000 educators.</td>
<td>AITC will track the number of contacts reached through the educator list serve as well as log the number of social media and website hits.</td>
</tr>
<tr>
<td>Provide professional development training and volunteer outreach materials, supported in-part by VBIC. Goals for the year are to reach 425,000 children through these combined efforts.</td>
<td>AITC tracks child impact through educator attendance at professional development events as well as direct-to-student events facilitated by volunteers.</td>
</tr>
<tr>
<td>Reprint 5,000 copies of Kid Chef: Beef Edition and distribute to volunteer and community events.</td>
<td>AITC will take requests for this volunteer resource and measure child impact numbers through volunteer reporting.</td>
</tr>
</tbody>
</table>

**Timeline & Details:** Please include the main steps, important dates (when advertising will begin, or the date of the event, for example) whether you’ll be requesting VBIC staff support and details of those requests, how you plan to promote the project, and other details as applicable.

- **October 2019:** First half of VBIC funding is awarded.
- **December 2019:** Reprint of Kid Chef: Beef Edition.
- **Spring 2020:** Outreach and educational support will be applied; *Commodity Curriculum Kit: Beef* will be updated.
- **July 2020:** *Commodity Curriculum Kit: Beef* will be promoted on AITC website, social media, educator list serve and volunteer network in correlation with National Grilling Month.
- **August 2020:** Final report will be provided to VBIC and second half of funding will be awarded.

VBIC staff support will not be needed for this request. VBIC will remain the sole sponsor of the *Commodity Curriculum Kit: Beef* as well as *Kid Chef: Beef* and would have their logo (along with AITC’s logo) branded on each. VBIC’s logo will also be recognized on professional development training materials distributed at workshops throughout the year to approximately 2000 educators.
Virginia Beef Industry Council Grant Funding Application

Applicant Information

**Name & Title of Project Coordinator:** Erica Ewald; Culinary Instructor  
**Company:** Sussex Central High School  
**Address:** 21302 Sussex Dr. Stony Creek, VA 23882  
**Phone Number:** 434-246-1099  
**Email:** eewald@sussex.k12.va.us

Funding Information

**Total Funding Requested:** $1500.00  
**Half of Funding is required by:** 10/7/2018

**Project Summary:** In 200 words or less, please summarize the proposed project and its alignment with the Virginia Beef Industry Council’s mission and priorities (defined above):

I’ll use the funds to purchase beef to be used in my Nutrition, Introduction to Culinary and advanced Culinary Arts classes. I’ll purchase primal cuts and show students how to further process the cuts. Given our new equipment, we will also add a Sausage and Jerky Unit to the curriculum. The concepts and students involvement will increase in difficulty with each class level. Students will learn about the Beef’s Image by utilizing the education materials provided by the council in addition to materials I created. Few of my students can afford to eat beef at home so they are unaware of the nutritional benefits of beef so Beef Nutrition and Health will be covered as we analyze the nutritional information of the recipes we create using the beef. Given the time allotted for class, many of the recipes we use will be quick and easy so that students see Beef’s Convenience. We will, however, utilize longer and more refined techniques within my advanced class. Beef Safety will be reviewed in all classes as we discuss handling, packaging, storing, cooking and reheating practices. Students in the advanced course will participate in a Pasture to Plate Capstone Experience; visiting a farm, butcher shop and Steakhouse to see the steps of getting beef to the consumer.

**Budget Summary:** To the best of your ability, please identify your estimated
funding needs and potential funding sources. To effectively leverage Checkoff dollars, it is highly recommended to identify potential partners that might assist with matching funds or the value of in-kind services. Please include an estimate of these partnerships in the Additional Budget Notes below. You may add rows to the table as needed.

I am requesting a total of $1,500.00 this year. This was the amount that the council provided me with last year. The reason I am looking for the same grant amount is it will allow me to purchase enough beef for both semesters for my students to work with; figuring $750.00 for each semester. The $750.00 “budget” per semester allows me to purchase anywhere from 1-5 cuts of each primal cut. Having more than one Flank for instance, allows each of my 4 groups to try a different recipe rather than splitting one Flank per class. I developed a relationship with the owner of the butcher shop in Emporia, Virginia and he is willing to work with me again this year to ensure we are getting all of the cuts we need within our budget. The budget will also allow for the introduction of the Sausage and Jerky Unit as well as funding for the Capstone Experience.

**Virginia Beef Industry Council Grant Funding Application**

**Item Description:**
(advertising, literature, materials, food for participant meals, material development, SWAG (Stuff We All Get), room rental, etc)

I am requesting a total of $1,500.00 to be used on beef. I am not requesting funds to be used on any other types of products or materials.

**Funds Amount Requested:**
Total Funds Requested: $1,500.00

**Additional Budget Notes:**

**Project Evaluation Plan:** Please be specific as you identify the steps you will take, put a number or percentage to your goals, and identify the target audience and how you will measure your programs success.

**Goal/Objective Measurement Details**
As per last year, my goals will be for my students to walk away with the knowledge and skills necessary to be able to go to the store, pick out a cut of beef and cook it at home using
the correct cooking technique. I want my students to understand the concepts of beef nutrition, safety, convenience and cooking techniques. My students will be able to identify cuts, cooking times and temperatures and cooking techniques. I will measure the success of these goals by providing students with pre and post tests in addition to worksheets and classroom activities that they will turn in. Students will also be graded on taste, texture and plate presentation for each beef recipe they complete. Students will also complete self and group evaluations on the recipes they create. I am looking for 90% of the students who take the post test to score a 85% or higher.

**Timeline & Details:** Please include the main steps, important dates (when advertising will begin, or the date of the event, for example) whether you’ll be requesting VBIC staff support and details of those requests, how you plan to promote the project, and other details as applicable

I will begin to introduce beef into the classroom labs mid October. We will start with the educational materials provided by the council, move into videos and demonstrations and then finally into recipe creation and evaluation. This process will be repeated second semester starting mid February.
Virginia Beef Council Grant Funding Application

Applicant Information

Name & Title of Project Coordinator: Anthony Krickus, Account Executive
Company: Summit Media
Address: Richmond, VA
Phone Number: 804-327-0837
Email: anthony.krickus@summitmediacorp.com

Funding Information

Total Funding Requested: $5000
Half of Funding is required by: 10/1/2019

Project Summary: In 200 words or less, please summarize the proposed project and its alignment with the Virginia Beef Council’s mission and priorities (defined above):

The Green Top Sporting Goods Outdoor Expo is the largest outdoor sporting trade show for consumers in the eastern US. Traditionally the partners in this event are dealers and suppliers of Green Top’s hunting, fishing and outdoor recreational goods and services. This year the Virginia Beef Council is being invited to be a sponsor in collaboration with Green Egg grills in the Ford Tailgating Area of the event as the feature protein for cooking and sampling demonstrations throughout the weekend. VBC will be given sponsor amenities that include branding support of the Expo through digital promotion utilizing Facebook and Instagram expected to reach over 400,000 consumers in the greater Richmond area for 2 weeks prior to the event.
VIRGINIA STATE DASHBOARD

August 2019
Key Findings

- When making a decision to eat meat proteins, consumers weigh taste the most followed by safety, value, health, and then production-related ideas.
- Almost all consumers in Virginia agree beef is great tasting, and many of the other attributes fall in line with the total U.S.
- More Virginians are not familiar with how beef is raised, yet some would be encouraged to eat more beef if they knew more about the process.

<table>
<thead>
<tr>
<th>Pillars</th>
<th>PROTEIN IMPORTANCE</th>
<th>BEEF PERFORMANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>TASTE</td>
<td>4.3</td>
<td>81</td>
</tr>
<tr>
<td>STRENGTH</td>
<td>3.8</td>
<td>71</td>
</tr>
<tr>
<td>RESPONSIBLE</td>
<td>3.1</td>
<td>52</td>
</tr>
</tbody>
</table>

Average rating of attributes within each pillar.
Beef consumption is high in both Virginia and the Total U.S.

**88% vs 89%**

*At least monthly*

Source: Toluna State Dashboard August 2019; Total US n=500; Virginia n=150; Thinking of all your meals – breakfast, lunch, dinner, and snacks – both at home and away from home, how frequently do you eat each of the following types of food? Looking forward, do you plan to eat more, less or about the same amount of each of the following foods?
# Consideration Factors – Top 3

Taste is the top consideration for consumers followed by safety, value and health while production is not considered as highly when making a meal decision.

<table>
<thead>
<tr>
<th>Factor</th>
<th>Total U.S.</th>
<th>Virginia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is great tasting</td>
<td>41%</td>
<td>37%</td>
</tr>
<tr>
<td>Is safe to eat</td>
<td>37%</td>
<td>33%</td>
</tr>
<tr>
<td>Is a healthy choice</td>
<td>33%</td>
<td>32%</td>
</tr>
<tr>
<td>Is a great source of protein</td>
<td>35%</td>
<td></td>
</tr>
<tr>
<td>Is good for the money</td>
<td>27%</td>
<td></td>
</tr>
<tr>
<td>Kids or family enjoy eating it</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Is quick/fast to prepare</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Is raised responsibly</td>
<td>13%</td>
<td>17%</td>
</tr>
<tr>
<td>Environmentally Friendly</td>
<td>17%</td>
<td>15%</td>
</tr>
<tr>
<td>Is a food that gives me...</td>
<td>17%</td>
<td>13%</td>
</tr>
<tr>
<td>Trust in the people that raise...</td>
<td>13%</td>
<td>10%</td>
</tr>
<tr>
<td>Is good for social gatherings...</td>
<td>9%</td>
<td></td>
</tr>
</tbody>
</table>

Not necessarily a priority for most people.
Consumers have high agreement about beef with taste and strength leading the way followed by responsible with more Virginia consumers agreeing that beef is great tasting.

Source: Samplify State Dashboard August 2019 Total US n=500; Virginia n=150

Please read through the statements below and tell us whether you agree or disagree with each one. Please rate each statement using the scale of 1-5.
Claimed knowledge of beef production is low overall in both the Total U.S. and Virginia.

Knowledge of beef production

Knowledgeable | Somewhat Knowledgeable | Unknowledgeable
---|---|---
36% | 43% | 21%

Source: Samplify State Dashboard August 2019; Total US n=500; Virginia n=150; Please indicate how knowledgeable you are about each of the following. Please rate each item using the scale of 1-5 where 1 means you know almost nothing about and 5 means you know a lot about.
Consumers in Virginia have a higher positive perception of beef while having a high neutral perception of beef production driven by their low claimed knowledge levels.

**Perception of Beef**
- Positive: 56%
- Neutral: 29%
- Negative: 15%

**Perception of Cattle for Food**
- Positive: 30%
- Neutral: 43%
- Negative: 28%

Source: Samplify State Dashboard August 2019; Total US n=500; Virginia n=150; Considering all you know about each of the following, what is your perception of; Thinking specifically about how animals are raised for food in the U.S., what is your perception of...
Consumers in Virginia have similar trust levels as the U.S.

**Strong Trust Metric**

- Beef is safe to eat: 51% (Total U.S.), 56% (Virginia)
- The safety of beef is continually researched and monitored: 39% (Total U.S.), 43% (Virginia)
- Sanitation guidelines are followed: 40% (Total U.S.), 44% (Virginia)
- Protocols to prevent diseases in cattle are followed: 39% (Total U.S.), 41% (Virginia)
- Cattle health is a priority: 37% (Total U.S.), 41% (Virginia)
- Environmental practices are continuously improving: 36% (Total U.S.), 39% (Virginia)
- Cattle are given room to roam: 35% (Total U.S.), 39% (Virginia)
- Beef does not negatively impact your long term health: 32% (Total U.S.), 37% (Virginia)
- Cattle are treated humanely: 29% (Total U.S.), 31% (Virginia)
- Cattle are fed a natural diet: 28% (Total U.S.), 29% (Virginia)
- Antibiotics are used responsibly: 28% (Total U.S.), 29% (Virginia)
- Hormones are used responsibly: 28% (Total U.S.), 27% (Virginia)

Source: Samplify State Dashboard August 2019 Total US n=500; Virginia n=150

Thinking about how cattle are raised for food in the U.S., please tell us how much you trust each of the following statements. Please rate each statement using the scale of 0-10 where 0 means do not trust at all and 10 means you completely trust.
Knowing where their beef comes from would encourage Virginia consumers to eat more beef

Source: Sample State Dashboard August 2019 Total US n=500; Virginia n=150
Awareness of BIWFD

Awareness of BIWFD is high in both the Total U.S. and Virginia

Aided Awareness

- 34% for BIWFD
- 37% for Virginia Beef Industry Council

Source: Samplify State Dashboard August 2019; Total US n=500; Virginia n=150; In the recent months, which of the following have you read, seen, or heard about?
Recommendations

• Highlight beef’s versatility and strong equity in taste as this is what consumers weigh the most when making meal choices.

• Continue to educate consumers about cattle production as this will allow consumers with a neutral perception to have a more positive outlook.
# FY 2019 Virginia Beef Council Budget - Approved

<table>
<thead>
<tr>
<th></th>
<th>Budgeted FY 2019</th>
<th>Actual FY2019 May</th>
<th>August</th>
<th>FY 2019 Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY Checkoff Collections</td>
<td>$370,000.00</td>
<td>$263,821.50</td>
<td>$338,040.00</td>
<td>Virginia Checkoff collections, does not include FY 2018 carryover funds</td>
</tr>
<tr>
<td>Priority &amp; Program Work</td>
<td>$12,700.00</td>
<td>$21,595.68</td>
<td>$33,798.70</td>
<td>YTD value of funds paid to outside programs &amp; communications program proposals (Sept 2018) $9,000 AITC, $2,900 Washington VCE, $1,500 Sussex High School, $2,000 VG Field Day, $1,600 VA Physicians Conf $15,000 The Virginia Cattlemen newspaper ads, Office telephone, Teresa travel</td>
</tr>
<tr>
<td>Grants/Innovative Contracts</td>
<td>$67,500.00</td>
<td>$67,500.00</td>
<td>$169,500.00</td>
<td>Northeast Beef Promotional Initiative paid in full October 2018 Virginia Tech Marketing $72,000 &amp; University of VA Marketing $30,000</td>
</tr>
<tr>
<td>Program Staff</td>
<td>$47,000.00</td>
<td>-</td>
<td>-</td>
<td>Anticipated value of new Executive hired Feb - Sept ($30,550 salary + $16,450 benefits)</td>
</tr>
<tr>
<td>Admin Cost</td>
<td>$-</td>
<td>$4,940.00</td>
<td>$13,684.12</td>
<td>April 2019 - YTD value of J Carter Interim Executive Director contract</td>
</tr>
<tr>
<td>Virginia Cattlemen's Association MOU</td>
<td>$45,000.00</td>
<td>$31,069.92</td>
<td>$39,530.32</td>
<td>Value for VCA staff services of Bookkeeping (Oct '18 - May '19) &amp; Interim Executive (Oct '18 - Mar '19)</td>
</tr>
<tr>
<td>FY 2019 USDA MOU</td>
<td>$2,000.00</td>
<td>$572.49</td>
<td>$841.41</td>
<td>Estimated $70/hour x 20 hours review of submitted materials time</td>
</tr>
<tr>
<td>Board &amp; Legal</td>
<td>$60,000.00</td>
<td>$24,084.50</td>
<td>$30,528.21</td>
<td>Includes Board meetings &amp; services of Watkinson &amp; Miller ($12,640.57 through Oct '18 - Jun '19)</td>
</tr>
<tr>
<td>Resource Management</td>
<td>$5,000.00</td>
<td>$100.00</td>
<td>$942.40</td>
<td>Amount for purchase/mailing of promotional materials as requested by producers/consumers</td>
</tr>
<tr>
<td>Federation Services</td>
<td>$28,600.00</td>
<td>$28,600.00</td>
<td>$28,600.00</td>
<td>Federation of State Beef Councils Director seat, USMEF Board seat</td>
</tr>
<tr>
<td>Estimated Value of Committed Expenditures</td>
<td>$267,800.00</td>
<td>$178,462.59</td>
<td>$317,425.16</td>
<td></td>
</tr>
<tr>
<td>Home Trust Reserve Balance</td>
<td>$277,790.63</td>
<td>$378,595.81</td>
<td>$378,595.81</td>
<td>Amount of non-current FY collections held in interest bearing accounts</td>
</tr>
<tr>
<td>Home Trust Checking Account Balance</td>
<td>$247,777.56</td>
<td>$75,069.01</td>
<td>$75,069.01</td>
<td>Amount of non &amp; current FY collections held in operating account</td>
</tr>
<tr>
<td>Funds Contributed to Cattlemen's Beef Board for FY 2020 Programming</td>
<td>$102,200.00</td>
<td>$263,833.50</td>
<td>$338,060.00</td>
<td>Amount of current FY VA Checkoff funds, less other state of origin, sent to CBB</td>
</tr>
<tr>
<td>Reserve Funds Contributed to Cattlemen's Beef Board for FY 2020 Programming</td>
<td>$47,800.00</td>
<td>$150,000.00</td>
<td>$150,000.00</td>
<td>Amount contributed to CBB via FY 2019 MOA</td>
</tr>
</tbody>
</table>