

# 1. Brand Marketing & Communications

<b>Objective A:</b>	<b>Consumer Communications &amp; Advertising: Involve millennial consumers in the beef conversation by hosting events, supplying beef information and interacting on social media to increase awareness about beef and beef cattle production.</b>
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**Strategy 1: Host the Jr. & Sr. High School State Beef Cookoff for Family and Consumer Science (FACS) students to increase their knowledge and skill of working with beef cuts.**



Action Step 1 Partner with the Department of Education and Alabama CattleWomen’s Association to host a state high school beef cook-off.



Action Step 2 Work with the State Dept. of Education to identify a FACS teacher in every county to work with the county cattlemen and/or cattlegwomen chapter to host a county contest.



Action Step 3 Enhance the educational program during the cook-off by separating into breakout groups for students to learn about economical cuts of beef, careers in foodservice and cattle production.



Action Step 4 Provide the winning student an opportunity to cook their beef dish on a local television cooking segment.

**Strategy 2: Conduct a "Bama's Best" contest in the fall to increase beef demand at independent restaurants and gain media exposure about beef.**



Action Step 1 Use the ACA Facebook and Instagram platforms to promote the contest and offer a direct link to [www.BamaBeef.org](http://www.BamaBeef.org) where nominations can be collected.



Action Step 2 Purchase an advertisement on Facebook to increase online engagement throughout the online portions of the contest.



Action Step 3 Award plaques and road signage to each of the four finalists utilizing ACA leadership as a way to increase media attention about the contest.



Action Step 4 Select and reimburse three judges to travel to the top four restaurants to select a winner.



Action Step 5 Conduct an awards presentation and media event at the winning restaurant(s) for both the People's Choice and Judge's Pick.

**Strategy 3: Leverage beef checkoff social properties to educate consumers about beef from pasture to plate.**



Action Step 1 Implement the NCBA quarterly digital marketing plan to highlight beef on social media throughout the year.



Action Step 2 Purchase advertising through Facebook each month to drive consumers to [www.BeefftsWhatsForDinner.com](http://www.BeefftsWhatsForDinner.com) where they can explore beef nutrition, cattle production practices and recipe information.



Action Step 3 Post weekly on ACA social properties (Facebook and Instagram) highlighting positive information about beef cattle production, beef nutrition and recipes.



Action Step 4 Using Constant Contact, email monthly consumer newsletters with information about seasonal cuts, recipes and beef nutrition information.

**Strategy 4: Participate in consumer events around Alabama as a way to promote beef to various consumer groups.**



Action Step 1 Purchase beef brochures from NCBA to distribute at consumer events and through mailings.



Action Step 2 Purchase and distribute beef materials and posters/banners to county cattlemen and cattlegwomen chapters for use in their county fairs and local consumer events.



Action Step 3 Appear on five television news stations during the year to promote beef recipes and cooking tips to viewership.



Action Step 4 Sponsor four (4) cooking segments to be featured on Simply Southern.



Action Step 5 Have an exhibit at the Auburn University College of Agriculture Ag Round-Up to promote beef as a top ag commodity in the state.



Action Step 6 Establish a list of large food events taking place in various counties during the year for county cattlemen to utilize.



Action Step 7 Host a beef cookoff for students at private schools, homeschools and agriscience students to compete at AJCA Round-Up or the Alabama National Fair.



Action Step 8 Sponsor four (4) culinary events taking place in major cities in Alabama.





Action Step 9 Explore a sponsorship of a beef night at the two minor league baseball teams to promote beef.



Action Step 10 Sponsor the Beef Cook-off contest at Alabama National Fair.



Action Step 11 Renovate the Beef. It's What's for Dinner trailer for use at local events.

**Strategy 5:**

**Expand the reach of the national Beef. It's What's For Dinner. advertising in Alabama.**



Action Step 1 Place national beef ads in programs during special events such as rodeos, fairs and festivals.



Action Step 2 Purchase stickers using the new Beef. It's What's For Dinner. logo to distribute at consumer events and for counties to use.



Action Step 3 Purchase promotional items using the Beef. It's What's For Dinner. logo to distribute at consumer events.



Action Step 4 Sponsor local podcasts episodes to promote beef in Alabama during the year to promote the beef message.



Action Step 5 Promote Beef. What's For Dinner. campaign with strategically-placed billboard signs in high trafficked areas of the state.



Action Step 6 Purchase BEEF car tags to distribute at statewide events.



Action Step 7 Purchase Beef. It's What's For Dinner napkins and placements to provide for use at events.



Action Step 8 Cost share billboards with Cattlemen's chapters who desire to extend the Beef. It's What's for Dinner. brand in their county.



Action Step 9 Purchase advertising in popular Southeast print media to extension Beef. It's What's for Dinner. brand awareness.



Action Step 10 Partner with AL Media Group to extend brand messaging to Alabama consumers through digital display advertising, targeted email campaigns and OTT/Pre-Roll advertising.



Action Step 11 Cost share Beef. It's What's For Dinner. tents and signage with local Cattlemen's chapters to increase brand awareness.

**Strategy 6:**

**Host October Beef Month in Alabama to promote beef and beef cattle production among consumers in the state.**



Action Step 1 Purchase statewide online advertising to promote beef during October Beef Month and drive consumers to [www.BeeftsWhatsForDinner.com](http://www.BeeftsWhatsForDinner.com).



Action Step 2 Coordinate a "Beef Week" during October Beef Month.



Action Step 3 Partner with the Department of Agriculture to host BeefFest at SweetCreek Farm Market.



Action Step 4 Coordinate a County Cattlemen's Steak competition at BeefFest at SweetCreek Farm Market.



Action Step 5 Post daily throughout October on ACA social properties promoting beef recipes, nutrition information, production facts and the faces behind the beef.



Action Step 6 Encourage cattlemen across the state to promote October Beef Month at countywide events, in schools and on social properties.



Action Step 7 Redesign the homepage of [www.BamaBeef.org](http://www.BamaBeef.org) to feature beef imagery, links to [www.BeeftsWhatsForDinner.com](http://www.BeeftsWhatsForDinner.com) and an "October is Beef Month in Alabama" theme.



Action Step 8 Purchase advertising in the *Alabama Cattleman* magazine and other industry publications promoting October as Beef Month in Alabama.












Action Step 9 Sponsor the STEM event at Talladega SuperSpeedway to educate middle school students about the byproducts that come from cattle that are used on the race track.





Objective A: Consumer Communications & Advertising	
National	State
\$143,000	\$74,000

**Objective B: Influencer Education: Work with influencers in Alabama to increase knowledge about beef from pasture to plate.**










**Strategy 7: Utilize the BEEF 101 checkoff program as the primary beef educational tool for key influencer groups to highlight the “Pasture to Plate” beef story.**

-   Action Step 1 Host programs for at least eight culinary schools in Alabama at Auburn University Meats Laboratory to educate students about beef production and processing.
-  Action Step 2 Provide beef cuts charts and foodservice beef buying guides to all post-secondary culinary schools in Alabama.
-  Action Step 3 Target young medical professional students at Auburn University, University of Alabama, USA and UAB for a BEEF 101 program to increase knowledge about beef before they begin their careers.
-  Action Step 4 Provide opportunities for ACA Board members, county directors and ag industry groups to participate in BEEF 101 program to learn more about cattle production.
-   Action Step 5 Host a Beef 101 program for local food bloggers and influencers such as chefs in Alabama and provide them the cuts of beef fabricated during the program in order for them to cook and post on their media outlets.
-   Action Step 6 Partner with This Is Alabama to produce a pasture to plate educational video featuring Alabama's cattle producers.










**Strategy 8: Utilize farm tours to expose influencers to the cattle industry and increase their knowledge of beef.**

-   Action Step 1 Host a farm tour for three culinary schools to learn the facts about beef cattle production.
-  Action Step 2 Host a farm tour in north Alabama for the American Culinary Federation members.
-  Action Step 3 Host a farm tour for 30 nutrition interns at UAB to learn more about cattle from pasture to plate.

**Strategy 9: Partner with leaders from Alabama Dept. of Education to provide information, training programs, and materials about beef to targeted teacher groups.**

-   Action Step 1 Participate in a general session at the FACS summer conference in Birmingham to educate teachers about availability of BEEF 101 programs for their students and beef teaching materials.
-   Action Step 2 Provide a BEEF 101 at Auburn University for FACS and AgriScience teachers to earn continuing education credits.
-  Action Step 3 Maintain a beef product information packet for FACS teachers to provide them with a presentation, beef cut identification and an economical beef lab for their students.
-  Action Step 4 Develop a lesson plan for agriscience teachers on beef production to use in the classroom.
-  Action Step 5 Attend and present the beef production lesson plan for Agriscience teachers at three regional meetings held during the year.
-  Action Step 6 Provide beef education to teachers and classrooms by utilizing virtual learning experiences such as webinars and live feeds to BEEF 101.
-  Action Step 7 Partner with the Department of Education to sponsor the beef for the FCCLA Star high school culinary event in Alabama.

**Strategy 10: Contract with a registered dietitian to provide resources, speakers, and materials detailing beef's role in a healthy diet to health influencers around Alabama.**

-  Action Step 1 Contact four colleges in Alabama about using ACA staff and cattlemen to serve on virtual panels for their class in Food Science to discuss beef cattle production.
-  Action Step 2 Partner with the Alabama Dietetic Association to provide 2 "lunch and learn" opportunities for members to earn continuing education units on beef.
-   Action Step 3 Work with University of Alabama and Auburn University Hospitality and Restaurant Management departments to conduct a beef presentation and demonstration every semester.
-   Action Step 4 Work with the Obesity Task Force to host a quarterly meeting and serve as the educational speaker on the program to discuss beef nutrition and cuts information.
-  Action Step 5 Serve as a speaker at the Alabama Family and Consumer Science collegiate conference to provide instructors with beef cut and nutrition information.
-   Action Step 6 Contract with a registered dietitian to use as a spokesperson at educational programs and on ACA social properties to provide expertise on beef's role in a healthy lifestyle.



Action Step 7 Present recent research findings on beef's role in a healthy lifestyle with Alabama Academy of Family Physicians.

Objective B: Influencer Education	
National	State
\$40,000	\$31,000

<b>Objective C:</b>	<b>Work with retail and foodservice partners in Alabama to increase beef sales through education about the product and promotional programs.</b>
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Strategy 11: Work with retail partners in Alabama to coordinate promotions to increase beef sale and serve as a source of education about beef.



Action Step 1 Communicate with NCBA's regional retail manager concerning regional and national supermarket chains participation in checkoff programs.



Action Step 2 Provide independent retailers with Point of Sale marketing items from NCBA to be used in meat case at supermarkets.



Action Step 3 Work with three retailers in the state or region to provide educational programs about beef and resources available through www.BeefItsWhatsForDinner.com.



Action Step 4 Partner with independent grocers to fund a sales competition between stores in the summer to increase beef sales and tonnage.



Action Step 5 Attend the Alabama Grocers Association Annual Conference and purchase a booth in the trade show to engage with retailers

Strategy 12: Work with foodservice partners in Alabama to coordinate promotions to increase beef sale and serve as a source of education about beef.



Action Step 1 Host four BEEF 101 classes at the AU Meats Laboratory about basic beef processing for foodservice companies as a training tool for new employees.



Action Step 2 Schedule and visit with 4 foodservice companies in the state to discuss national promotions, educational programs available and promotion ideas to increase beef sales.



Action Step 3 Promote BEEF U 2.0 to two foodservice operators as a training tool for sales teams.



Action Step 4 Partner with Alabama Restaurant and Hospitality Alliance to host a BEEF 101 for 50 chefs and restaurant owners in the state.



Action Step 5 Conduct sales promotion with foodservice companies during October Beef Month to increase sales and tonnage of beef in the state.

Strategy 13: Manage and advertise Bama Beef Sales Directory on Alabama Cattlemen's Association website.



Action Step 1 Manage registration for the online Bama Beef Sales Directory at www.bamabeef.org



Action Step 2 Produce advertisement materials for the Bama Beef Sales Directory to distribute at events and farmers markets.

Objective C: Retail & Foodservice	
National	State
\$23,000	\$10,000

BRAND MARKETING & COMMUNICATIONS	
National	State
\$206,000	\$115,000

### Issues Response & Industry Relations

<b>Objective D:</b>	<b>Issues Response: Prepare a team of industry stakeholders to manage issues that arise and develop a plan to respond utilizing the team.</b>
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Strategy 14: Work with industry stakeholders to prepare and implement a plan for issues response.



Action Step 1 Keep a current list and contact information of key statewide individuals who are on the Beef Crisis Preparedness Team.



Action Step 2 Provide a staff person contact for the Beef Crisis Preparedness Team.



Action Step 3 Maintain a list of major communicators throughout the state who can stay abreast of issues regarding the beef cattle industry and are willing to participate in media when asked.



Action Step 4 Activate the issues team when an event arises.

**Strategy 15: Monitor traditional and digital media for unfavorable stories on beef and stay abreast of potentially damaging issues that could impact consumer confidence in beef.**



Action Step 1 Use Google Alert and Meltwater to monitor local stories about the cattle industry and beef in the print and social media.



Action Step 2 Monitor NCBA's communication efforts about issues circulating the industry.

**Strategy 16: Be prepared to counter media stories and statements that portray raising cattle and beef consumption in a negative way.**



Action Step 1 Have an efficient plan in place for handling negative media stories including social media reports.



Action Step 2 Keep talking points ready for use on a wide array of potential issues.



Action Step 3 Provide a media spokesperson training session for the Beef Crisis Preparedness Team and others who desire media training.



Action Step 4 Strongly encourage county presidents in major media markets to participate in media spokesperson training so they're equipped to be available to media in case of crisis.



Action Step 5 Provide state and county leaders with the basic points on what to do when the media calls.

Objective D: Issues Response	
National	State
\$2,000	\$21,000

**Objective E: Public Relations: Serve as the state's spokesperson for the beef cattle industry.**

**Strategy 17: Media: Increase the number of positive impressions generated about Alabama's beef industry.**



Action Step 1 Serve as the spokesperson for the state's beef cattle industry by providing beef cattle information and responding to media calls.



Action Step 2 Co-sponsor the Rodeo Media Kickoff Luncheon with the SLE which is held for 50 members of the media providing positive beef industry information.



Action Step 3 Maintain a database of cattle producers in Alabama's major media markets that are available for interviews when the media inquires.

**Strategy 18: Showcase that cattle producers are good stewards of the land, protect the environment, care for their cattle and produce them in a sustainable way.**



Action Step 1 Partner with Natural Resources Conservation Services (NCRS) and the Alabama Department of Agriculture to recognize a state Alabama Environmental Stewardship Award winner and submit to the NCBA Environmental Stewardship Award Program.



Action Step 2 Highlight the work of Alabama cattle producers on social media through feature posts weekly.



Action Step 3 Provide articles and information that promote the Alabama beef cattle industry to newspapers who request content.



Action step 4 Implement the Masters of Beef Advocacy 2.0 program in Alabama to train advocates on a grassroots level.

Objective E: Public Relations	
National	State
\$2,000	\$16,000

**Objective F: Industry Outreach: Attend industry stakeholders events to discuss, partner and promote beef checkoff programs.**

**Strategy 19: Inform producers about checkoff-funded programs by speaking at meetings and other events.**



Action Step 1 Update producers about beef checkoff activities at approximately 30 county cattlemen meetings and other producer gatherings.



Action Step 2 Provide industry leaders and Auburn University Beef Team with checkoff updates and talking points at least quarterly.



Action Step 3 Update ACA Board of Directors at regularly scheduled board meetings about checkoff programs.



Action Step 4 Work with the Alabama Livestock Marketing Association (LMA) to have an ACA staff person at annual meeting to report on checkoff activities.



Action Step 5 Update industry stakeholders such as the Alabama BCIA and breed associations about checkoff work during meetings or events.



Action Step 6 Purchase marketing material and new technology to improve aesthetics and provide modern communication tools for producers at trade shows and events.



Action Step 7 Produce and distribute 10,000 "Cattlemen's Connect" card to gain producer contact information to provide information about the checkoff and upcoming educational opportunities.

Strategy 20: Maintain strong relationships with Alabama's 22 auction markets and order buyers and work with them to promote the checkoff message.



Action Step 1 Provide all stockyards with banner up signage to promote producer programs.



Action Step 2 Visit each stockyard annually to discuss checkoff programs and provide checkoff resources to distribute to producers.



Action Step 3 Provide auction markets with checkoff fliers that can handily fit in an envelope when producers collect their check.



Action Step 4 Sponsor and attend 5 Customer Appreciation events at Alabama stockyards.



Action Step 5 Maintain a current stockyard directory on www.BamaBeef.org

Objective F: Industry Outreach	
National	State
\$0	\$44,000

ISSUES RESPONSE & INDUSTRY RELATIONS	
National	State
\$4,000	\$81,000

### 3. Research

Objective G: Beef Quality Research: Support beef quality research at Auburn University in cooperation with a cattlemen's research panel.

Strategy 21: Fund research projects to improve beef quality and safety.



Action Step 1 Provide funds for a graduate student in meat science Auburn University to research beef quality and safety.

Objective G: Beef Quality Research	
National	State
\$0	\$15,000

Objective H: Production Research: Form a committee of cattlemen to evaluate and fund beef cattle research at Auburn University.

Strategy 22: Provide funds for applied production research programs at Auburn that meet producer needs in carrying out the needs identified by the research committee.



Action Step 1 Fund production research projects at Auburn related to topics developed by a committee of cattle producers.

Objective H: Production Research	
National	State
\$0	\$50,000

RESEARCH	
National	State
\$0	\$65,000

## 4. Producer Communications

<b>Objective I:</b>	<b>Producer Communications: Keep cattle producers informed about how their checkoff funds are being spent.</b>
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**Strategy 23: Leverage ACA social properties, print advertising and other digital tools to inform producers about the beef checkoff program.**



Action Step 1 Provide national and state checkoff information on [www.BamaBeef.org](http://www.BamaBeef.org).



Action Step 2 Publish a weekly update on the Bama Beef Blog where producers can learn about checkoff-funded programs and events.



Action Step 3 Work with CBB to produce a state insert in *The Drive* annually to provide to Alabama cattle producers.



Action Step 4 Highlight county activities throughout October Beef Month on social media and in the *Alabama Cattleman* magazine.



Action Step 5 Run a half-page piece in the *Alabama Cattleman* each month publicizing the work of the checkoff program.



Action Step 6 Purchase advertising through Facebook each month to drive producers to [www.BeefBoard.org](http://www.BeefBoard.org) where they can explore the work of their checkoff dollars.



Action Step 7 Produce placemats to provide at cattlemen events that display the work of checkoff dollars.



Action Step 8 Provide digital signage to all stockyards and producer sales with digital screens to display the work of checkoff dollars.



Action Step 9 Redesign [www.BamaBeef.org](http://www.BamaBeef.org) to offer a refreshed look to online visitors.

**Strategy 24: Utilize ag industry media to inform Alabama producers about checkoff-funded programs.**



Action Step 1 Provide checkoff information to producers via the Southeast AgNet radio program.



Action Step 2 Prepare an annual report on the beef checkoff including information on the state and national programs and publish in the *Alabama Cattleman* and online at [www.BamaBeef.org/Checkoff](http://www.BamaBeef.org/Checkoff).



Action Step 3 Advertise producer communication pieces in popular agriculture print media in Alabama.

Objective I: PRODUCER COMMUNICATIONS	
National	State
\$29,000	\$19,000

## 5. Producer Education

<b>Objective J:</b>	<b>Beef Quality Assurance (BQA): A nationally coordinated, state implemented program that teaches producers how to raise cattle under optimum management and environmental conditions.</b>
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**Strategy 25: Increase the number of BQA certifications to 20,000 through online and on-site certifications.**



Action Step 1 Increase participation by developing incentives for producers who are BQA certified by providing them with a farm sign, bumper sticker and certificate.



Action Step 2 Provide funds as needed for Alabama's state BQA coordinator and ACA leader to the National BQA State Coordinators Annual Meeting.



Action Step 3 Publish an article in *Alabama Cattleman* on proper handling of cattle when loading and hauling in trailer.



Action Step 4 Maintain a database of all Alabama BQA-certified producers and send out yearly reminders for re-certification.



Action Step 5 Recognize top 5 counties for BQA certified cattlemen at the 2021 ACA Convention.



Action Step 6 Establish dates for 10 BQA certification trainings in auction markets across the state and advertise on Bama Beef Events Calendar.



Action Step 7 Offer BQA training at the 15th annual AJCA Round-Up.



Action Step 8 Provide all auction markets with four (4) cattle handling flags to promote safe handling of animals and the checkoff message.

**Strategy 26: Integrate BQA training into Agriscience classrooms statewide to teach students at an early age that cattlemen care about their cattle, the land and food safety.**



Action Step 1 Update and provide agriscience teachers with a BQA presentation for use in the classroom.



Action Step 2 Invite agriscience teachers to ACA building to show them what we do, promote the importance of BQA and show our support for youth development in the state.



Action Step 3 Provide web resources for instruction on beef cattle production on the www.BamaBeef.org Agriscience Teacher webpage.



Action Step 4 Partner with BQA state coordinator to co-sponsor "Train the Trainer" events

Objective J: Beef Quality Assurance	
National	State
\$0	\$22,000

**Objective K: Producer Educational Programs: Provide programs that will increase the productivity, profitability and sustainability of Alabama's beef cattle industry by meeting the needs of producers.**

**Strategy 27: Provide educational programs that teach producers about forages, nutrition, reproduction and animal breeding.**



Action Step 1 Work with ACES to sponsor regional cow/calf management field days across the state.



Action Step 2 Partner with Auburn University's Department of Animal Science to host a beef cattle tour with the new faculty members.



Action Step 3 Work with ACES and the Alabama Department of Agriculture & Industries to educate producers on animal disease traceability.



Action Step 4 Work with ACES to sponsor the Alabama Grazing Academy.



Action Step 5 Work with ACES to sponsor the Stocker Conference.



Action Step 6 Advertise Extension educational programs using ACA social properties, www.BamaBeef.org and the *Alabama Cattleman*.



Action Step 7 Work with ACES to sponsor and promote short courses offered across the state.



Action Step 8 Sponsor development of educational materials for producers about bull selection, market reports and record keeping.



Action Step 9 Print quick reference guide for cattle producers that cover pasture establishment and management strategies developed by ACES.

**Strategy 28: Publish articles and materials highlighting management practices that are beneficial to cattle producers in carrying out the Alabama Beef Cattle Strategic Plan.**



Action Step 1 Develop a series of 12 articles to be published in the *Alabama Cattleman* that educate producers about production topics related to marketing, breeding, sustainability and management.



Action Step 2 Include a page in the *Alabama Cattleman* twice a year that features contact info for each ACES REA.



Action Step 3 Partner with Alabama BCIA to purchase and distribute the IRM Red Book to cattlemen in Alabama.



Action Step 4 Archive educational articles from the *Alabama Cattleman* on www.BamaBeef.org.




Objective K: Producer Educational Programs	
National	State
\$0	\$49,000

**Objective L: Young Producer Programs: Provide learning and leadership opportunities for young cattlemen ages (22-40) involved in the cattle industry.**








**Strategy 29: Develop educational programs for the millennial segment (22-40) to increase and strengthen communication to millennials within the cattle**






**industry.**

-  Action Step 1 Sponsor and host a media training conducted by NCBA for young cattlemen.
-  Action Step 2 Identify Alabama colleges with agriculture curriculum and offer educational programs for students.
-  Action Step 3 Co-sponsor at least one young cattleman to represent Alabama at the NCBA Young Cattlemen’s Conference.

**Strategy 30: Coordinate and support the Young Cattlemen’s Leadership Program.**

-  Action Step 1 Recruit a class of at least 25 participants for Class VIII.
-  Action Step 2 Work with counties to recruit potential YCLP candidates, notify county chapters when they have graduates and encourage chapters to get YCLP’s involved locally.
-  Action Step 3 Support the YCLP by organizing a series of 6 meetings dispersed throughout the state including an industry tour that highlights the many segments of the cattle industry.
-  Action Step 4 Work with Auburn University to provide leadership and spokesperson training.
-  Action Step 5 Provide issues management training to the YCLP class by ACA staff.
-  Action Step 6 Co-sponsor reception for graduates and current members at Cattlemen’s Convention.
-  Action Step 7 Feature the current class on ACA social properties to highlight their involvement in Alabama’s beef cattle industry.

**Strategy 31: Utilize YCLP council to organize YCLP Alumni events and promotional items.**

-  Action Step 1 Organize and coordinate one YCLP alumni event to serve as a networking opportunity.
-  Action Step 2 Host YCLP council seasonal meetings to get feedback and organize upcoming alumni events.
-  Action Step 3 Purchase YCLP merchandise to sell at Convention with proceeds to go to YCLP Alumni events.






Objective L: Young Producer Programs	
National	State
\$0	\$38,000





PRODUCER EDUCATION	
National	State
\$0	\$109,000

**6. Youth Development**











<b>Objective M:</b>	<b>Youth Programs: Provide educational and leadership development opportunities for youth involved in the cattle industry.</b>
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**Strategy 32: Increase the number of learning opportunities and activities to target young people and get them involved in the Alabama beef cattle industry.**




-  Action Step 1 Increase the non-show participation at the 15th annual AJCA Round-Up by 30 youth.
-  Action Step 2 Work with county Cattlemen’s chapters to establish at least 25 junior programs that involve activities beyond livestock exhibition.
-  Action Step 3 Work with 4H, FFA, and AJCA programs to host a statewide leadership training for youth involved in agriculture.
-  Action Step 4 Work with junior advisers to establish specified goals and expectations to include all youth in the county interested in the beef cattle industry.
-  Action Step 5 Co-sponsor and promote youth participation at BEEF U in Auburn.

-  Action Step 6 Sponsor an educational field days in different regions of the state to learn more about the cattle industry.
-  Action Step 7 Provide learning opportunities for Alabama youth by supporting the 12 educational contests during the statewide Alabama Junior Cattlemen's Association Round-Up.
-  Action Step 8 Produce a quarterly e-newsletter for AJCA members and advisers containing updates, announcements and upcoming statewide events.
-  Action Step 9 Provide learning opportunities for Alabama youth by supporting three educational contests during the 2021 ACA Convention.






**Strategy 33: Partner with existing organizations to provide opportunities for youth within the beef industry.**

-  Action Step 1 Support statewide events and livestock shows that target youth, such as the Junior Beef Expo, Alabama National Fair, AGR Christmas Classic, SLE Livestock Judging Contest and other FFA and 4-H events throughout the year.
-  Action Step 2 Provide funds for the winning FFA Livestock Judging team to attend national contests.
-  Action Step 3 Educate youth about Alabama's beef cattle industry at the 2021 Alabama FFA Convention with a trade show exhibit.
-  Action Step 4 Participate in the roundtable discussion for Agriscience teachers at their summer conference to discuss BQA certification and cattle industry issues.
-  Action Step 5 Purchase and distribute cattle industry materials to 300 Agriscience teachers to disperse at their annual meeting.
-  Action Step 6 Sponsor the statewide FFA Livestock Judging Contest and Beef Proficiency Supervised Agricultural Experience (SAE).
-  Action Step 7 Provide funds to help send state 4-H winning teams to national events including: All-star 4-H Judging team to Louisville, KY, the state 4-H Livestock quiz bowl team to Omaha, NE. and the state 4-H skill-a-thon team to Louisville, KY.
-  Action Step 8 Support the AU Collegiate Livestock Judging Team with an annual sponsorship.
-  Action Step 9 Utilize the AJCA social properties to market upcoming youth events across AJCA, FFA and 4-H youth.
-  Action Step 10 Host a meeting for FFA, 4-H, and AJCA officers to create programs for leadership development.

**Strategy 34: Partner with ACES to coordinate a Junior Pasture to Rail that will be managed through the AJCA.**

-  Action Step 1 Partner with ACES and industry leaders to fund four (4) educational programs for the Junior Pasture to Rail participants that give them insight of the cattle industry from pasture to plate.
-  Action Step 2 Fund awards for the top 3 youth participants based on profitability of one (1) calf and the average profitability of a pen of three (3) calves.
-  Action Step 3 Promote and advertise the program with a goal of having at least 10 youth participants.

**Strategy 35: Encourage youth across Alabama to learn more about the beef cattle industry by visiting The MOOseum.**

-  Action Step 1 Create a video of The MOOseum after renovation for social media and to house on www.BamaBeef.org to help publicize to potential visitors.
-  Action Step 2 Work with ACF to develop marketing materials for the renovated The MOOseum to include a lesson plan for teachers to give their classes on cattle production and beef's role in healthy lifestyles.
-  Action Step 3 Create a brochure about The MOOseum that can be included in information areas of other downtown landmarks and destinations.
-  Action Step 4 Partner with ACF to host quarterly events at The MOOseum showcasing Alabama's beef cattle industry.
-  Action Step 5 Make a presentation about The MOOseum to the State Superintendents annual meeting to encourage school districts to visit the facility during field trips to Montgomery.

Objective M: YOUTH DEVELOPMENT	
National	State
\$0	\$78,000

## 7. Operations

**Objective N: National Program Support: Provide funds for support of the development and implementation of national and foreign**

**beef promotion, information, education and research programs.**

**Strategy 36: Fund national programs through the National Cattlemen's Beef Association, Meat Export Federation and the Cattlemen's Beef Board to help improve demand.**



Action Step 1 Support the national checkoff programs by sending the Federation of State Beef Councils monies from both the national and state beef checkoff to meet requirements for two board seats.



Action Step 2 Send monies collected from the national checkoff funds to other states as required by the State-of-Origin section in Order. The Southeast states maintain the agreement of auction markets where all dollars collected stay in the state where the market is located.



Action Step 3 Support United States Meat Export Federation (USMEF) efforts in promoting beef in global markets by becoming a member.

Objective N: National Program Support	
National	State
\$12,000	\$30,000

**Objective O: Collections & Compliance: Ensure that beef cattle sellers and buyers are complying with the laws and regulations governing the checkoff programs. This means collecting and remitting a dollar whenever an animal is sold.**

**Strategy 37: Collection Point Materials: Provide forms and other materials for collecting and remitting the dollar per head to all potential collection points.**



Action Step 1 Print and distribute remittance forms and supplies as needed for collection sites.



Action Step 2 Mail at least one letter to all purebred breeder sales and board sales with compliance information and remittance forms.



Action Step 3 Keep collection points abreast of compliance issues by communicating with them at least twice annually.



Action Step 4 Work with all auditors in the Alabama Department of Agriculture and Industries to ensure all auction markets collect and remit the state \$1 checkoff on all cattle sold.



Action Step 5 Continue use of the BARN software and provide staff for data entry and reports on collection and compliance with the national and state checkoff programs.

**Strategy 38: Collection Point Surveillance: Ensure collection points and private treaty sales are complying with the national and state laws and perform audits as needed.**



Action Step 1 Place at least four ads for both the national and state programs with private treaty remittance forms in the *Alabama Cattleman* magazine.



Action Step 2 Contact sites found to be non-compliant through letters, telephone calls and personal visits, conducting audits when necessary.



Action Step 3 Monitor market and board sale reports and compare with monthly remittance reports.



Action Step 4 Mail refunds to producers as requested monthly from the state program.



Action Step 5 Meet with staff at the Alabama Department of Agriculture and Industries at least twice annually to evaluate state checkoff collections.

Objective O: Collections & Compliance	
National	State
\$11,000	\$22,000

**Objective P: Administration: Provide adequate and efficient administrative services to the state beef checkoff program.**

**Strategy 39: Support Service: Work through the the Alabama Cattlemen's Association to provide administration and operations support services for the checkoff program.**



Action Step 1 Conduct a year-end audit for the national checkoff program and an every-other-year-end audit on the state checkoff program using an independent CPA firm.



Action Step 2 Assemble and provide timely accounting information for management.



Action Step 3 Report to the Alabama Beef Checkoff Council on compliance issues.



Action Step 4 Reimburse the Alabama Cattlemen's Association for general administrative expenses to include the costs of miscellaneous supplies and services for the checkoff program not related to other programs.



Action Step 5 Reimburse the Southeastern Livestock Exposition building account for rent of office and meeting space, use of demonstration kitchen, storage space and equipment usage.



Action Step 6 Reimburse auction markets 3% for their assistance in collecting and remitting checkoff funds to the Alabama Department of Agriculture and Industries and the Alabama Cattlemen's Association.



Action Step 7 Reimburse the Alabama Department of Agriculture and Industries 3% of the state checkoff for collecting and remitting monies to the Alabama Cattlemen's Association.

<b>Objective P: Administration</b>	
<b>National</b>	<b>State</b>
<b>\$38,000</b>	<b>\$81,000</b>

<b>OPERATIONS</b>	
<b>National</b>	<b>State</b>
<b>\$61,000</b>	<b>\$133,000</b>

<b>TOTAL</b>	
<b>National</b>	<b>State</b>
<b>\$300,000</b>	<b>\$600,000</b>