

2024

ALABAMA

BEEF CHECKOFF

MARKETING PLAN

Approved December 14, 2023 by the Alabama Beef Checkoff Council



www.BamaBeef.org/Checkoff

Strategy

National \$ State \$ Staff Lead Activation

The Alabama Beef Checkoff Marketing Plan serves as the roadmap for how Beef Checkoff dollars are activated in the state. The following plan outlines each strategy to be executed in FY24 along with the dollars contributed from either the National Beef Checkoff and/or the State Beef Checkoff. The staff lead column represents the team member that focuses on that strategy. They are Director of Consumer Outreach (CO), Director of Field Services (FS), Director of Communications (COMM) or Executive Vice President (EVP). Finally, the activation column gives more specific detail into ways the program will be accomplished.

Consumer Outreach: Programs designed to extend the Beef. It's What's For Dinner message to consumers in order to increase beef demand.

1. Advertising

| | | | | |
|--|-----------|-----------|----|---|
| Expand the reach of Beef. It's What's For Dinner advertising. | \$ 25,000 | \$ 30,000 | CO | National beef ads at events, Audio streaming services, Connected TV and pre-roll advertising |
| Partner with Alabama Media Group to promote beef on digital platforms. | \$ 15,000 | \$ 12,000 | CO | Standard display ads, mobile full-page ads, consumer e-blasts |
| Promote beef through Alabama Media Group sports packages. | \$ 10,000 | \$ 30,000 | CO | Graphics packages for spring and fall sports and Head2Head sponsorship |
| Purchase advertising in the <i>Alabama Cattleman</i> . | \$ 3,000 | \$ 3,000 | CO | Pay for an advertising spot in the <i>Alabama Cattleman</i> magazine to promote beef and October Beef Month |

2. Consumer Events

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|--|-----------|-----------|----|--|
| Conduct the Bama's Best Beef contest to increase beef demand at Alabama restaurants. | \$ 6,000 | \$ 6,000 | CO | Facebook promotions, in-person judging cost, in-person awards cost, plaques and road signage for finalists |
| Participate in consumer cooking events across the state. | \$ 10,000 | \$ 10,000 | CO | Auburn Ag Roundup, Hoover Iron Chef Competition, Mobtown Burger Week, Round-Up Battle of the Beef, AL National Fair Beef Contests, and SLE Rodeo Steak Cookoff |
| Purchase educational materials and promotional items for beef promotion across the state year-round. | \$ 20,000 | \$ 20,000 | CO | Beef brochures, October Beef Month promotional items for county Cattlemen's chapters, stickers, BEEF tags, napkins, placemats and other educational or promotional items |
| Sponsor events at minor league baseball stadiums in Alabama. | \$ 15,000 | \$ 10,000 | CO | Contract with Birmingham Barons and Trash Pandas |
| Promote beef at Talladega Superspeedway for October Beef Month in partnership with local county cattlemen. | \$ 15,000 | \$ 10,000 | CO | Contract with Talladega Superspeedway, beef samples, sign production costs, etc. |
| Sponsor Alabama Independent School Association and Distinguished Young Women. | | \$ 10,000 | CO | Partner with Alabama Independent School Association to support the all-star program and the state Distinguished Young Women state pageant. |

3. Consumer Education

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|---|-----------|-----------|----|---|
| Coordinate the Jr. and Sr. High School State Beef Cookoff and other high school beef cookoffs to increase Alabama students' knowledge and culinary skills pertaining to beef. | \$ 7,000 | \$ 6,000 | CO | Partner with the Department of Education and Alabama Cattlewomen's Association to host event, identify county partners to host county contests, provide lunch for all participants, purchase prizes for winners, prepare educational sessions for students competing, showcase the winning student on a larger platform |
| Leverage Beef Checkoff social properties to educate Alabama consumers about beef pasture to plate. | \$ 13,000 | \$ 13,000 | CO | Implement the NCBA digital marketing plan to highlight beef on social media, Facebook advertising (general), weekly posts on social media platforms, monthly consumer e-newsletters |
| Utilize Beef 101 program as a beef education tool. | \$ 15,000 | \$ 15,000 | CO | Update the website to include Beef 101 sign up portal, refresh Beef 101 marketing and educational materials, provide additional resources for teachers to utilize with complimentary information to the program, purchase lunch for all participants |
| Partner with Bama-Q and BBQ Hill to produce beef content and host educational events. | \$ 20,000 | \$ 3,000 | CO | Produce social media content, host beef field days, host beef workshops |

4. Influencer Outreach

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|--|----------|----------|----|--|
| Provide university football teams with a pre-season meal in partnership with the athletic departments. | \$ 6,000 | \$ 6,000 | CO | Purchase ingredients and supplies for meal, coordinate county Cattlemen's chapters to grill and serve, partner with the athletic programs to increase impact of outreach |
| Provide farm tours to engage with key influencers across the state. | | \$ 7,500 | CO | Coordinate with producers to plan and execute farm tours, provide meals as needed for attendees, offer supplemental resources to attendees |

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|---|-----------|-----------|----|--|
| Partner with educational leaders across the state to provide information, training program and beef materials to targeted teacher and student groups. | | \$ 7,000 | CO | Communicate with appropriate channels to reach appropriate teacher and student groups, update educational materials for teacher use, provide speakers to classes across the state |
| Work with registered dietitians to provide resources, speakers and materials detailing beef's role in a healthy diet to influencers across Alabama. | | \$ 12,000 | CO | Provide speakers for organizations' conferences, communicate with industry professional to stay up-to-date with current research and consumer trends, provide leadership and support for student groups across the state, attend meetings and conferences to build relationships and learn about current needs |
| Utilize Alabama influencers to encourage in-home and in-restaurant beef consumption. | \$ 15,000 | \$ 8,000 | CO | Contract influencers with a current reach to produce cooking videos, recipe articles, demonstrations, food reviews and participation in local events |

5. Marketing Programs

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|--|--|-------------------|----|---|
| Work with retail partners in the state of Alabama to coordinate opportunities to increase beef promotion and sales. | | \$ 8,000 | CO | Purchase promotional materials from NCBA to distribute to retailers, communicate with NCBA to cover retail changes, attend shows and conferences in Alabama to engage with retailers and current industry trends |
| Cost share with county Cattlemen's chapters to purchase tents and beef tablecloths for beef promotion. | | \$ 8,000 | CO | Partner with county associations to purchase branded tents and tablecloths for county use during educational events and fundraisers |
| Manage and promote Bama Beef Sales Directory on www.bamabeef.org. | | \$ 4,000 | CO | Maintain the Bama Beef Sales Directory page on www.bamabeef.org, communicate with direct sales producers, provide educational content to participating producers |
| Work with foodservice partners in the state of Alabama to coordinate education and promotion opportunities to increase beef sales. | | \$ 15,000 | CO | Host Beef 101 programs for foodservice employees, meet with foodservice leaders across the state, promote NCBA programs and resources to foodservice companies (Beef U, Beefoodservice app, BQA, www.beefitswhatsfordinner.com), partner with other organizations to provide educational opportunities, purchase educational and promotional supplies, offer incentives to increase beef sales in October |
| Support county cattlemen's chapter by offering a Beef promotion grant program for annual application. | | \$ 15,000 | CO | Offer a grant for beef promotion projects to county Cattlemen's chapters, evaluate funding use, educate about beef promotion opportunities |
| Total Investment-Consumer Outreach | | \$ 195,000 | | \$ 268,500 |

Producer Programs: Programs that work directly with cattle producers through education, outreach and industry relations.

1. Stakeholder Partnerships

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|---|-----------|-----------|----|---|
| Sponsor Alabama Cooperative Extension System programs related to beef and forage production. | | \$ 10,000 | FS | Field Days, conferences, Red Books |
| Sponsor Alabama Cooperative Extension System programs related to marketing and risk protection. | | \$ 5,000 | FS | Producer meetings, conferences |
| Work with Alabama's auction markets and order buyers to promote the Beef Checkoff. | \$ 10,000 | \$ 10,000 | FS | Annual visits, customer appreciation, promotional materials |
| Communicate to producers about Beef Checkoff activities at meetings and events. | \$ 6,000 | \$ 6,000 | FS | County meetings, sales, producer meetings |

2. Young Producer Programs

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|---|--|-----------|----|--|
| Coordinate and support the Young Cattlemen's Leadership Program. | | \$ 40,000 | FS | Recruit an annual class of young producers age 22-40 to participate in five educational sessions throughout the year |
| Provide an industry trip for YCLP Council members. | | \$ 15,000 | FS | Expose Council members to beef industry and legislative process |
| Support a networking event for young producers. | | \$ 4,000 | FS | Reception, meeting, educational event |
| Sponsor one young cattleman to represent Alabama at the National Cattlemen's Beef Association Young Cattlemen's Conference. | | \$ 5,000 | FS | Conference is held every May/June for a young cattlemen to attend for Alabama. |

3. Producer Communications

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|--|----------|----------|------|--|
| Report monthly Beef Checkoff activities on the Bama Beef e-Newsletter. | \$ 2,000 | \$ 3,000 | COMM | Share upcoming events, program reports and explanation on how Beef Checkoff dollars are spent. |
| Publish detailed Beef Checkoff activity report in <i>Alabama Cattleman</i> magazine. | \$ 3,000 | \$ 3,000 | COMM | Publish program reports with associated dollar amounts to give comprehensive overview of Beef Checkoff activities. |
| Purchase social media advertising to drive producers to learn more about the Beef Checkoff at www.BeefBoard.org. | \$ 2,000 | \$ 3,000 | COMM | Utilize video assets produced by Cattlemen's Beef Board |
| Produce placemats to report on Beef Checkoff programming to cattlemen at local events. | \$ 1,000 | \$ 1,000 | COMM | Report on Beef Promotion, Youth Development, YCLP, BEEF 101 and other Beef Checkoff program areas of interest |
| Partner with Southeast AgNet to report monthly on Beef Checkoff program work. | \$ 2,000 | \$ 2,000 | COMM | Activate timely staff reports on the Southeast AgNet radio station |
| Produce an annual report for cattlemen to review online and in the <i>Alabama Cattleman</i> magazine. | \$ 5,000 | \$ 5,000 | COMM | National Beef Checkoff report to publish in June; State Beef Checkoff report in July |

4. Beef Quality Assurance (BQA)

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|---|----------|----------|----|---|
| Promote BQA education to producers. | \$ 3,000 | \$ 3,000 | FS | Sponsor and promote online and in-person training Classroom resources, classroom visits, career days |
| Support BQA education by working with high school Agriscience teachers. | | \$ 5,000 | FS | |

5. Industry Advocacy

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|---|----------|-----------|------|---|
| Monitor media for beef industry news and serve as a spokesperson to protect consumer confidence in beef and/or cattle production. | \$ 5,000 | \$ 10,000 | COMM | Utilize Meltwater and Google Alerts software to monitor news media Provide staff assistance in lining up cattlemen or industry representative interviews when requested by media ESAP Committee to establish nominee; staff fulfills the requirements for submitting nomination Share MBA toolkit with Agriscience teachers, YCLP, Junior Cattlemen and Collegiate Cattlemen |
| Coordinate news media and cattle producer interviews to provide representation for Alabama's cattle industry. | \$ 2,000 | | COMM | |
| Nominate an Alabama Environmental Stewardship Award applicant. | | \$ 3,000 | COMM | |
| Promote Masters of Beef Advocacy program to cattlemen and students. | \$ 1,000 | | COMM | |

6. Research

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|--|--|-----------|----|
| Fund research at land grant universities pertaining to on farm production. | | \$ 40,000 | FS |
| Fund research at land grant universities focusing on meat science. | | \$ 15,000 | FS |

Total Investment-Producer Programs \$ 42,000 \$ 188,000

Youth Development: Programs that work to develop the next generation of cattlemen through events, contests and educational programs.

1. Alabama Junior Cattlemen's Association (AJCA)

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|---|--|-----------|----|--|
| Coordinate youth educational contests and events related to beef production and career-readiness. | | \$ 45,000 | FS | Field Days, Convention Contests, Round-Up 4H, FFA, Auburn University, SLE Leadership training, board meetings, promotion |
| Support youth development programs in the state. | | \$ 37,000 | FS | |
| Support and promote the AJCA organization and its student leaders. | | \$ 8,000 | FS | |

2. The MOOseum

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|---|--|----------|------|--|
| Produce marketing materials to promote The MOOseum. | | \$ 2,000 | COMM | Tri-fold brochures, lesson plans for teachers, and activity booklets Host the Bainbridge Block Party to kick off summer grilling season Extend promotional videos on local news stations, social media and through targeted pre-roll advertising |
| Provide seasonal events for young people promoting The MOOseum. | | \$ 5,000 | COMM | |
| Promote The MOOseum informational video to attract teachers and families to attend and learn more about Alabama's beef cattle industry. | | \$ 5,000 | COMM | |

Total Investment-Youth Development \$ - \$ 102,000

Administration: Provide adequate and efficient administrative services to the National and State Beef Checkoff programs to ensure timely collection and disbursement of funds.

1. Administration

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|--|-----------|-----------|-----|---|
| Utilize Beef Checkoff funds to support the Federation of State Beef Councils and US Meat Export Federation (USMEF). | \$ 23,000 | \$ 9,000 | EVP | Payment to National Cattlemen's Beef Association for (1) Federation seat Payment to USMEF to support beef export programs. |
| Reimburse the Alabama Cattlemen's Association monthly for general administrative expenses associated with office equipment and supplies. | \$ 10,000 | \$ 10,000 | EVP | Monthly payment made to ACA following allocation of costs based on employee time spent in a program area. |
| Maintain monthly accounting services and perform a year end audit on the Beef Checkoff programs. | \$ 18,000 | \$ 18,000 | EVP | Services provided by Carr, Riggs and Ingram CPA firm |
| Contribute rent to the Cattlemen's Building Fund monthly for office space used by Beef Checkoff staff. | \$ 15,000 | \$ 20,000 | EVP | Monthly rent paid to the ACA. |

2. Collections and Compliance

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|---|-----------|-----------|-----|--|
| Mail checks to producers who request refund on the State Beef Checkoff dollar. | | \$ 8,000 | EVP | By law, cattle producers can request a refund of state Beef Checkoff within 30 days of cattle sales. |
| Reimburse auction markets (3% State, .75% National) and the Department of Agriculture and Industries (3%) for administrative duties of collecting the State Beef Checkoff. | \$ 5,000 | \$ 30,000 | EVP | Payment made to Alabama Livestock Marketing Association (ALMA) and deducted by ADAI for clerical services. |
| Disburse Beef Checkoff dollars collected in Alabama for out of state cattle back to states in which the cattle originated to comply with the Beef Act and Order. | \$ 12,000 | | EVP | Per agreement with other states, the beef checkoff dollar flows back to the state of origin for the cattle sold. |
| Ensure compliance at all collection points by providing printed compliance forms, utilizing the BARN software system and working with the Department of Agriculture and Industries. | \$ 5,000 | \$ 5,000 | EVP | Provide remittance forms and utilize the BARN software to track collections. |

Total Investment-Administration \$ 88,000 \$ 100,000

Total \$ 325,000 \$ 658,500