



Funded by Beef Farmers & Ranchers

FY 2024 MARKETING PLAN



Marketing Plan Fiscal Year 2024

This marketing plan supports the vision and mission of the 2021-2025 Beef Industry Long Range Plan (LRP) by reaching consumers and focusing on three core strategies: Grow Consumer Trust in Beef Production, Promote and Capitalize on the Multiple Advantages of Beef, and Producer Communications. This plan seeks to drive beef as the protein of choice for Virginia families all while seeking the industry's transparency and consumer trust.

Mission Statement

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

Target Audiences

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

CORE STRATEGIES

Grow Consumer Trust in Beef Production

Strategic Initiatives:

1. Educate medical, diet and health professionals about beef and beef production

Expand educational outreach programs for professionals in the medical, diet and health communities focused on providing facts about nutrition and beef production.

Projects/Programs:

- Share educational messaging for medical, diet and health professionals about beef nutrition and beef production. Example: Beefnutritioneducation.org shared with targeted audience.
- Beef science -based nutrition facts shared in industry journals and publications.
- Sponsorship of credentialed speakers at annual state influencer meetings and in-person presence at events targeting fitness, medical, and health professionals. Examples: 10K races, VA Academy of Nutritionist and Dietetics, VA Family Physicians conference

2. Align and collaborate with traditional and non-traditional partners to tell the positive story of beef cattle production.

Share fact-based messaging about animal care, beef industry sustainability, beef safety and beef nutrition.

Projects/Programs

- Brand Awareness campaigns at large scale consumer attended events. (Examples: collegiate partnerships, state fairs, etc.)
- Digital, social, radio campaigns such as Spotify, You Tube, Nativo, Facebook and Instagram.
- In person events
- Broadcast television campaigns.

3. Engage positively in the sustainable nutrition conversation.

Promote the positive contribution the beef cattle industry makes to nutrient dense, healthy and sustainable food systems with a particular emphasis on in-person and/or virtual engagements with K-12 students who are developing their dietary patterns and preferences.

Projects/Programs

- In-person speaking opportunities at Virginia schools
- Extension of Masters of Beef Advocacy program to Ag Classes
- Provide resources to Virginia educators to use during Ag days and other similar events.
- May is Beef Month school opportunities.
- Develop relationships with culinary arts instructors to include beef cuts and cooking into their curriculum.
- Develop Virginia Beef In Schools program to encourage more beef more often on school cafeteria menus.
- Collaborate with VDACS Farm to School program to connect cattle producers schools who want Virginia sourced beef.
- Collaborate with Virginia Farm Bureau Ag in the Classroom

4. Expand efforts in educating the public about the BQA program and its impact on animal well-being.

Broaden use of print, video, social media and virtual/in-person tours to educate consumers, influencers and the public about the BQA program and its positive impact on animal care and well-being.

Projects/Programs

- Collaborate with the State BQA Team to expand BQA producer certification opportunities and share with results.
- Utilize print, video, social media campaigns to target consumers with BQA messaging.

Promote and Capitalize on the Multiple Advantages of Beef

Strategic Initiatives:

1. Promote the role of beef in a healthy and sustainable diet:

Expand marketing and education efforts specifically highlighting the role of beef in a healthy lifestyle and sustainable diet.

Projects/Programs

- Retail partnerships with traditional brick and mortar locations as well as e-commerce
- Social, digital and print campaigns targeted toward consumers.
- Broadcast television campaigns
- May is Beef Month activations
- Targeted campaigns toward athletes and health-conscious consumers

2. Cultivate collaborative promotion partnerships

Cultivate opportunities to build collaborative beef promotion partnerships (e.g., complementary commodities, innovative retailers/food service organizations, etc.)

Projects/Programs

- Form relationships with retailers such as Kroger, Food City, Food Lion or Giant
- E-commerce opportunities through Federation of State Beef Councils

Producer Communication

Strategic Initiatives:

Offering opportunities for producers to learn more about their Beef Checkoff program and encourage to increase number of producers that are BQA certified in Virginia.

Projects/Programs

- Support efforts of State BQA Coordinator Team
- Provide resource materials for BQA meetings.
- Extend the online BQA program to producers to increase numbers of producer certifications annually.
- Utilize email newsletters, VBC website and social outlets to keep producers

- updated on Checkoff programs.
- Attend in- person producer meetings and industry events.
 - Update livestock market materials and expand in-person opportunities.

IMPLEMENTATION

Programs

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

Industry Partnerships

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

Innovative Contracts

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

Collections & Compliance

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

Stakeholders

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

Resource Management

Beef Checkoff funded programs develop numerous print and digital resources that are available for beef promotion and available for use by those supportive of this Marketing Plan. Materials are available by request and for purchase by visiting the beefstore.org website.