



NORTHEAST BEEF PROMOTION INITIATIVE PROGRAM UPDATE OCT 2020 – AUG 2021



OUR MISSION: The NEBPI extends nationally developed Checkoff messaging and content in the heavily populated Northeast region of the country with minimal State Beef Council presence to cover the population.

Core Program Audiences



SUPPLY CHAIN ENGAGEMENT

Strive to be the 'go to' resource for all things beef on the menu and in the meat case for our Northeast retail and foodservice partners.



CONSUMER MARKETING

Strive to connect with consumers both digitally and in-person, highlighting beef's taste, convenience, and nutrient density.



NUTRITION INFLUENCER ENGAGEMENT

Strive to share nutrition science with health professionals and educators to build confidence in recommending beef to their circles of influence.

Northeast Regional Attributes



72 MILLION CONSUMERS



3 % OF CHECKOFF COLLECTIONS



TOP 4 METRO CITIES



5 STATES WITHOUT STATE BEEF COUNCIL PRESENCE

Tactic A: Supply Chain Engagement >>>

The NEBPI partnered with Checkoff funded *Beef. It's What's For Dinner.* to extend their **2020 Holiday E-Commerce Target Campaign** within the Northeast region. States including New York, New Jersey, Virginia, and the D.C. Metro area were served beef messaging through the Target app and online. The campaign provided beef the opportunity to have run of site ads on Target properties and online advertising on non-Target partner sites throughout the month of December with the goal to encourage shoppers to consider buying beef during their next shopping trip. In total, the campaign had a reach of 907,744 with 548 engagements to Northeast consumers, with a return on ad spend of \$5.35.



Culinary instructors from across the Northeast region were ready to **Beef Up Culinary Creativity in the Classroom** this fall. As the COVID-19 situation continues to impact the country, culinary art programs are looking for support and resources to continue to teach their students, both virtually and in-person. Grant funding provided to qualifying schools will allow students to continue to work on their craft, while receiving hands-on learning experiences with our protein, beef. The 2020-2021 program reached 12 classrooms and nearly 390 students from across the region. Learn more, [here](#).

The Beef Checkoff's NEBPI welcomed Northeast regional butchers, processors, and local retailers to tune in to the **Butcher Block Talk #2: Developing Tomorrow's Butcher** on January 28, 2021.

The pandemic exposed how dependent the public is on local meatpackers and processors. As customers look for alternative ways to purchase fresh meat, they look at a smaller local business to supply these needs. Featured speaker, Kari Underly, founder of [Range® Meat Academy](#) (RMA), introduced attendees to RMA's approach to vocational meat training and developing the next generation of meat cutters and butchers.

During the one-hour webinar, Kari discussed the Range Meat Clerk & Cutter certificate programs, walked through the program's learning management system, explained how other meat processors have utilized the program to train their staff.



American Culinary Federation
The Standard of Excellence for Chefs

The year 2020 was transformative, and its impact will be felt for years to come. The Beef Checkoff's Northeast Beef Promotion Initiative, in partnership with *Beef. It's What's for Dinner.*, shared the latest consumer research, which will provide a snapshot on how domestic consumers have responded to unprecedented events and learn more about Checkoff programs that are addressing these opportunities and challenges. The latest trends and consumer perceptions regarding beef and its production story were shared. This was part of the **American Culinary Federation (ACF) ChefsForum Webinar series**.

Tactic A: Supply Chain Engagement >>>

The Beef Checkoff's Northeast Beef Promotion Initiative partnered with **Fresh Direct**, an East Coast online retailer giant whose consumer shopper market territory stretches from New York City to Washington D.C. leading up to the Memorial Day holiday to drive sales and awareness surrounding beef. The campaign spoke to beef versatility and featured a Beer-Braised Beef Chuck Taco recipe. The two-week campaign sold nearly 3,000 pounds of chuck roll, **TRIPLED**, the regular movement of this cut during warm summer months. Fresh Direct re-ran this ad set in mid-June and doubled their movement of chuck roll during that time.



The Beef Checkoff's Northeast Beef Promotion Initiative is partnering with **Weis Markets** to promote beef consumption by supporting Weis's NASCAR initiatives at the Pocono, Watkins Glen and Dover speedways. Promotional efforts will focus on encouraging beef purchases and consumption among Weis shoppers, online followers and the NASCAR fan base for the summer grilling season. Partnership components include a consumer-facing #HungryForSpeed Sweepstakes, a Meat Manager Contest, as well as various social media promotion/mentions.

Giant Foods's **Handpicked by Our In-Store Nutritionists program** gives shoppers access to a team of licensed nutritionists and/or registered dietitians to help them make the best choices for their family's health. Beef was featured by the nutrition team during the month of June 2021. Partnership benefits included, featured product mention in the quarterly "Try Something New for Summer" podcast episode, product mention in Nutrition Made East blog, in-store radio educational promotion, promotions on social media, product mention in "Ask the Expert" in Savory Magazine, featured product on the nutritionist Handpicked page in the seasonal summer mailer, and more! Positive beef messaging and content reached over 726,000 target consumers.



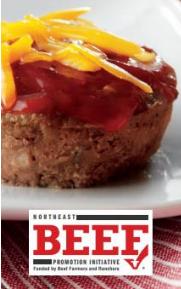
The Beef Checkoff's Northeast Beef Promotion Initiative ensured that beef information and resources, including cooking videos, summer grilling recipes, and more were included in the **2021 National Capital Giant Barbecue Battle Virtual Experience**, which was hosted in June 2021. The month-long virtual event celebrated summer and an American classic, barbecue.

The Beef Checkoff's Northeast Beef Promotion Initiative will be partnering with the **Pennsylvania Association of Meat Processors** (PAMP) to host an online virtual webinar for its members. The webinar will be held on August 26th and will feature a beef cutting demo to showcase maximizing yield to meet current consumer demands/interest, as well as labeling do's and don't for processors as they brand and market their beef products to consumers.



Tactic A: Supply Chain Engagement >>>

**Kid-friendly,
simple, and
affordable.**



FIVE-WAY MINI MEATLOAVES

INGREDIENTS

Base Meatloaf Recipe
 ½ pounds Ground Beef (93% lean or leaner)
 ½ cup saline, butter cracker crumbs or Panko
 bread crumbs
 ½ cup finely chopped onion
 ¼ cup reduced-fat 2% milk

COOKING

- Heat oven to 350°F. Combine all ingredients in large bowl, mixing lightly but thoroughly. Cook's Tip: To make cracker crumbs, place crackers in food-safe plastic bag; close bag securely, squeezing out air. Crush crackers with rolling pin to form fine crumbs.
- Shape beef mixture into 12 equal portions. Place into 12-cup standard muffin pan, lightly patting beef mixture to level top. Bake in 350°F oven 19 to 20 minutes, until internal temperature reaches 160°F. Cook's Tip: Cooking times are for fresh or thoroughly thawed Ground Beef. Ground Beef should be cooked to an internal temperature of 160°F. Color is not a reliable indicator of Ground Beef doneness.
- Remove from oven. Garnish with Toppings, as desired. Let stand 5 minutes before serving. For more variation of this recipe and other family favorite beef recipes visit NortheastBeef.org.

For more family meals under \$15 visit hebpi.org/recipes/beef-recipes-under-15 or scan with your phone



The Beef Checkoff's Northeast Beef Promotion Initiative is partnering with **Weis Markets for Family Meals Month** in September. The fall partnership will include a 'Five-Way Mini Meatloaves' half page advertisement in their September edition of the HealthyBites magazine.

Beef will also be featured in six virtual 'Cook with a Dietitian' cooking classes. Two of the classes will be centered around cooking dinner with a dietitian, as well as a brunch featured class, a kid's cooking class, and two nutrition 101 classes. All classes will showcase the positive attributes of beef.

The Beef Checkoff's Northeast Beef Promotion Initiative is partnering with **Redner's Markets for Family Meals Month** in September. The fall partnership will include a 'Family-Friendly Beef Recipes' full-page advertisement in their September edition of the HealthCents magazine.

Meredith McGrath RD, LDN with Redner's Markets will also conduct a LIVE cook along on Facebook and Instagram to show case beef's versatility for families.



Nicely done, beef.
 The search is over.
 You're what's for dinner.



Mongolian Beef Sloppy Joes

30 Minutes | 4 Servings

INGREDIENTS
 1 pound Mongolian Beef (93% lean or leaner)
 1 medium onion, chopped
 1 lb 2 serrano chiles, seeded, chopped
 1½ cups low-sodium soy sauce
 2 tablespoons oyster sauce
 1 tablespoon soy sauce
 1 tablespoon honey
 4 hamburger buns

COOKING

- Heat large nonstick skillet over medium heat until hot. Add Ground Beef; cook 8 to 10 minutes, breaking beef up into ½-inch crumbles and stirring frequently. Cook's Tip: Cooking times are for fresh or thoroughly thawed ground beef. Ground beef should be cooked to an internal temperature of 160°F. Color is not a reliable indicator of ground beef doneness.
- Stir in soy sauce, oyster sauce, honey, bring to boil. Reduce heat, simmer 5 minutes, stirring often.
- Divide beef mixture evenly on bottom half of each bun; close sandwiches.

30 Minutes | 4 Servings

INGREDIENTS
 1 pound Mongolian Beef (93% lean or leaner)
 ½ cup water
 1 cup dry elbow macaroni
 4 cups shredded cheese spread, cut into cubes
 8 to 10 deli pickle slices (optional)

COOKING

- Heat large nonstick skillet over medium heat until hot. Add Ground Beef; cook 8 to 10 minutes, breaking into ½-inch crumbles and stirring frequently.
- Cook's Tip: Cooking times are for fresh or thoroughly thawed ground beef. Ground beef should be cooked to an internal temperature of 160°F. Color is not a reliable indicator of ground beef doneness.
- Sprinkle cheese cubes over bottom of skillet; bring to a low-to-moderate heat; cover and simmer 9 to 11 minutes or until macaroni is tender.
- Stir in cheese cubes. Cook 1 to 2 minutes or until heated through.
- Season with salt and pepper, as desired. Serve beef mixture topped with pickle slices, if desired.



For more family friendly beef recipes visit NortheastBeef.org



**IT IS A
keeper**
TRIED & TRUE EASY RECIPES

Looking Ahead:

- PA Association of Meat Processors Webinar August 26, 2021
- Weis Markets Cooking Class Partnership September 2021
- Redner's Market Retail Dietitian Partnership September 2021
- It Is A Keeper Blog Partnership September 2021

The Beef Checkoff's Northeast Beef Promotion Initiative is partnering with Christina Hitchcock of **It Is A Keeper** throughout the month of September with a goal of inspiring families to connect during mealtime with beef. The four-week campaign will feature blog posts, social content, videos and more surrounding purchasing beef in bulk, how to store beef in the freezer, how to properly thaw beef, as well as family-friendly beef recipes. Follow along on Facebook and Instagram at @NortheastBeefPromo.

Tactic B: Consumer Marketing >>>



Beef messaging and content will remain front and center among **Penn State Athletic** fans thanks to a year-long partnership. The partnership will transfer the passion and loyalty of Penn State fans towards a desire to purchase and consume more beef. Positive beef messaging and content will be shared in a variety of ways including, digital banner ads on the [GoPSUSports.com](#) website, live reads during the Coaches Show ahead of football games and a targeted social media contest. The targeted social media contest took place in early April and saw over 3,700 entries. Stay tuned as more updates are added throughout the year surrounding this partnership.

Beef was a prominent partner at the 2020 **Norfolk Harbor Half Marathon**, which was hosted in a virtual format November 20-29, 2020. A field of nearly 2,000 runners engaged with beef messaging and content in a variety of ways leading up to and following the race – emails, digital content, virtual goodie bag, official race results certificate and more. There were eleven Northeast Team Beef members who participated in the event. Learn more, [here](#).

To remain relevant and present with our Northeast consumers, we have initiated a **[Virtual] Consumer Workshop Series**. The workshops are hosted monthly utilizing Zoom, in an interactive and engaging format to feature timely and relevant topics related to beef. For example, in the month of October a workshop featuring [Chrissy Carroll](#), Registered Dietitian and mom showcased a series of spooky Halloween meals featuring beef. Attendees cooked along and left the workshop with several kid-friendly beef recipes, perfect for kicking off their festivities. In the months of November and December workshops were centered around Holiday Entertaining with Beef and featured Laurie Forster, [The Wine Coach](#) and [Two Board Moms](#). Attendees learned about beef and wine pairing, as well as tips and tricks to create a show-stopping charcuterie board. The holiday entertaining workshops were also supported by [Cabot Creamery](#) and [American Dairy North East](#). For the month of February consumers learned how to create a date-worthy beef meal at home to celebrate Valentine's Day with [Chef Laura Hagen](#). The beef was paired with the perfect wine, thanks to Laurie Forster, [The Wine Coach](#).

Consumer engagement and perception of beef increased as a result of attending these workshops. Additional workshops are being planned for the remainder of the fiscal year. Learn about upcoming workshops, [here](#).

SHOW-STOPPING HOLIDAY ENTERTAINING
VIRTUAL WORKSHOP
featuring
Two Board Moms & Laurie Forster, The Wine Coach
DEC. 9TH - 7PM

HOSTED BY:
NORTHEAST BEEF
PROMOTION INITIATIVE
Funded by Beef Farmers and Ranchers

IN PARTNERSHIP WITH:

AMERICAN DAIRY NORTH EAST
 YOUR MILK COMES FROM A GOOD PLACE

CABOT
From Our Cooperative Of Farm Families Since 1919

BATCH COOKING WITH BEEF
VIRTUAL WORKSHOP
FEATURING CHEF ABBIE GELLMAN, RD
WEDNESDAY, JULY 21ST AT 6:30 PM EST

HOSTED BY:
NORTHEAST BEEF
PROMOTION INITIATIVE
Funded by Beef Farmers and Ranchers

Tactic B: Consumer Marketing >>>

JR. BEEF AMBASSADOR



The **Northeast Jr. Beef Ambassador Program** was unveiled last year and provides youth within the Northeast region the opportunity to share their beef story and gain important advocacy skills to further the industry moving forward. The program focuses on fostering the skills of youth ages 5 to 18. The program has roots at the South Dakota Beef Industry Council, and we are excited to extend the opportunity within our heavily populated region where consumers outnumber cattle 14-to-1. These young beef leaders' stories will highlight their own farms and what they do each day, as well as young beef consumers sharing their favorite beef recipes and more.

Our advocates had the opportunity to hear from Amanda Radke, former national Beef Ambassador, Ag Speaker, Beef Blogger and Rancher during our **Jr. Beef Ambassador Advocacy Training**. Amanda shared some tips and tricks she's learned on her advocacy journey, including examples from her time as a national Beef Ambassador.

The NEBPI has an on-going effort to deploy **Targeted Social Ad Campaigns** to our consumers within the Northeast region. The ads center around timely and relevant topics to encourage consumer to keep beef at the center of the plate. For example, during the holiday season ads featured tips on holiday entertaining for a small crowd, the shoppable recipes on the *Beef. It's What's for Dinner* website and more. There have also been ads centered around beef as a complimentary food for babies and toddlers. The ads reach our Northeast consumers with the information they are actively seeking during these challenging times. To date these ads have garnered over 345,000 impressions and over 9,300 engagements with nationally developed Checkoff content, ensuring that beef stays top of mind and center of the plate within the Northeast region.

Additional targeted social ad campaigns are in the works for the remainder of the fiscal year. Stay tuned for more updates.



No athlete wants to be sidelined because they are not in the best shape. And you probably do not want to sit on the sidelines in life. The food you eat should give you the maximum energy, help build your body from the inside out and support overall health. A 3 oz. serving of beef is packed with 10 important nutrients that help you meet your daily needs. Keeping beef on your plate if you want to perform your best is a motto our roster of 41 **Northeast Team Beef** members live out daily. Our **members** know first-hand how beef helps their bodies build and maintain muscle mass, recover after long training runs and fuel them to the finish line. Members are remaining active, even in these uncertain times and continue to share their enthusiasm around beef on social media. Check out our extensive [Member Library](#) and hear why they love being fueled on BEEF!

Tactic B: Consumer Marketing >>>

The **2021 NBC4 Health & Fitness Virtual Expo** was hosted March 19-20, 2021. Beef was featured throughout the event platform, including a 30-minute cooking demonstration featuring Cindy Chan Phillips, RD, downloadable beef recipes, handouts and more! The expo had over 10,000 registered attendees and garnered over 606,000 impressions and 3,200 engagements for beef.



Run for the Ribeye

The Beef Checkoff's Northeast Beef Promotion Initiative hosted its first ever virtual **10K Run for the Ribeye** race. The field of 228 runners had from May 22nd – May 29th to log their virtual miles. The entry fee collected from participants increased accessibility of a high-quality protein source, beef, for families in our Northeast community through over \$8,800 in donations to Northeast-based Feeding America Food Banks. The race also included an educational Summer Grilling Workshop on Friday, May 28th, which saw over 100 participants.

The Beef Checkoff's Northeast Beef Promotion Initiative, through funding support from the South Dakota Beef Industry Council and the Montana Beef Council, will have a presence at the **2021 Asics Falmouth Road Race**, August 12-15, 2021, in Falmouth, MA. The race is expecting a reduced field of ~9,000 runners. Beef jerky will be included in each runner's packet. Beef messaging and content will also be front and present digitally and through traditional radio advertisement.



The Beef Checkoff's Northeast Beef Promotion Initiative, in partnership with Chrissy Carroll, Registered Dietitian, USAT Level I Triathlon Coach and ACSM Certified Personal Trainer, provided resources surrounding beef's nutritional benefits through the **Body By Beef Virtual 5K Training program**. The 8-week program was targeted towards participants of the Big 5K, which will be hosted this September as part of the Big E in West Springfield, MA.

Looking Ahead:

- Asics Falmouth Road Race – August 12-15, 2021
- Body By Beef Virtual 5K Training Program – August – September 2021
- Jr. Beef Ambassador Program – Year-Long Effort
- Targeted Social Ads – Year-Long Effort
- [Virtual] Workshop Series – Year-Long Effort

Tactic C: Nutrition Influencer Engagement >>>

The Beef Checkoff partnered with Liz Weiss, MS, RDN of [Liz's Healthy Table](#), to host an interactive, cook-along style webinar for close to 30 members of the **Connecticut Academy of Nutrition & Dietetics**. Liz's session focused on tips and tricks to conducting a culinary demo to keep the audience engaged during these virtual events. It was no surprise this session went over extremely well with attendees with 100% commenting that Liz was knowledgeable about the topic and 83% having a positive opinion towards beef. Liz demonstrated the [Beef Confetti Taco Salad](#), as an easy and delicious family meal. Read more, [here](#).

Liz Weiss is shown in a video call interface. She is wearing a blue patterned shirt. In the foreground, there is a bowl of salad. To the right of the video, a red box contains the text "Recipe Themes During COVID". A vertical list of recipe themes follows:

- Where to source?
- Family meals
- Cook once, dine twice
- Breakfast for dinner
- Batch-cooking and freezer meals
- Immunity with zinc, vitamin D, vitamin C
- Pantry meals
- One-pot dinners
- School lunches
- Better baking
- Holidays and seasonal meals



[Team Beef member](#) and RD influencer, Chrissy Carroll of [Snacking in Sneakers](#) shares her latest beef recipe – an **Easy Air Fryer Beef Roast!** During a year when most of us are preparing smaller family meals (thanks 2020) – the air fryer is such a convenient tool to have in the kitchen. It uses forced hot air to cook food quickly, resulting in recipes that are usually done faster than in a standard oven. Plus, it frees up the oven! You can cook your roast right in the air fryer and save that precious oven space for your dessert. See recipe, [here](#).

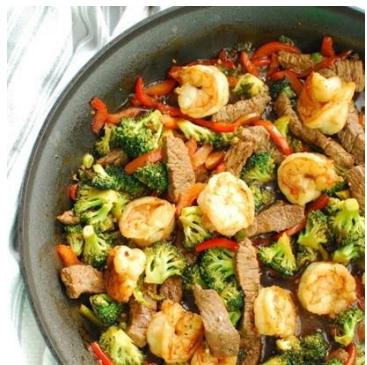
The Beef Checkoff's NEBPI partnered with the PA Beef Council to reach family physicians across the Commonwealth of Pennsylvania during the [Pennsylvania Academy of Family Physician's Virtual Educational Meeting](#), November 12-14. Staff, alongside Cindy Chan Phillips, RD highlighted [lifestyle interventions](#) for patients with diabetes and heart disease, showcasing the various ways beef can remain part of a healthy lifestyle. Phillips assisted in engaging with physicians visiting the virtual beef booth and the Checkoff's live video sessions to answer their questions about beef in the diet. The Checkoff saw nearly 34 engagements with 92% of virtual booth visitors stopping by to review the Beef Checkoff materials, links, and research.



As part of additional physician outreach this spring, the Beef Checkoff's NEBPI participated in the **Maryland Academy of Family Physician's Winter Fresher Meeting**, February 26-28 and was a sponsor of the virtual CME spring conference for the **Pennsylvania Academy of Family Physicians**, March 12-14. During the meeting with the Maryland physicians staff made meaningful connections, shared beef research, and sent recipes and nutrition education materials for physicians and their patients. As an added touch point with these physician groups, NEBPI has been able to place ads in the quarterly magazine publications for the academies in Virginia, Pennsylvania, Maryland and Rhode Island. In total, these publications reach more than 14,800 physicians.

Tactic C: Nutrition Influencer Engagement >>>

To celebrate Heart-Health month in February, Chrissy Carroll, of Snacking in Sneakers, shared her **Steak & Shrimp Stir Fry**, packed with colorful veggies, lean sirloin steak and homemade stir fry sauce. Carroll's posts combined had a reach of well over 60,000 positive beef messages, sharing topics like beef's nutrient density, lean cuts, convenient beef meals and much more. Partnerships with Registered Dietitian collaborators have proved to be fruitful through the pandemic, to share the benefits of beef, to our online audiences through blog creations and social media.



To engage with **NY State Academy of Family Physicians** attending the 2021 Winter Weekend, the Beef Checkoff hosted an interactive culinary demonstration for a handful of attendees showcasing lean beef cuts, culinary methods and simple meals featuring beef. Ahead of the conference, staff recorded a short commercial highlighting the latest research advocating for the advantages of lean beef in the diets in diabetes and heart-health patients. Conference goers viewed the video clip between sessions and were directed back to Checkoff websites for more information and connected with staff. Overall, the multiple touchpoints and educational opportunities hosted during the virtual Winter Weekend were a success in sharing Checkoff information to the physician audience.

In March we celebrated National Deli Meat Month by focusing on prepared beef cuts, through the innovative sushi-style concept of Beefshi. We teamed up with the North American Meat Institute (NAMI), a contractor to the Beef Checkoff, and encouraged consumers to think outside the box with prepared beef through a fun and interactive workshop featuring Nicole Rodriguez, RDN, NASM-CPT in the **Get Rolling with Beefshi interactive workshop**. In total, 26 people tuned in live to learn how to roll Beefshi.



We are teaming up with culinary RD's Chef Abbie Gellman and Chef Julie Harrington as they change the conversation when discussing dietary protocol with clients through the monthly **Culinary Nutrition Studio Workshop Series**. This dynamic duo will reach nutrition professionals online and teach them how to educate their clients with evidence-based science but translated through food along with behavior change techniques. Attendees will learn how to evaluate clients' cooking skills and confidence in the kitchen to set realistic food-focused behavior change goals. To date these workshops have reached nearly 4,800 health professionals.

Looking Ahead:

- Cooking with Kids [Virtual] Workshop featuring Julie Harrington, RD – August 24, 2021
- Farm Tour Series YouTube Campaign featuring Nicole Rodriguez, RDN – September 2021
- Influencer Content Creation– Year-Long Effort

Meet The Northeast Beef Promotion Initiative Team



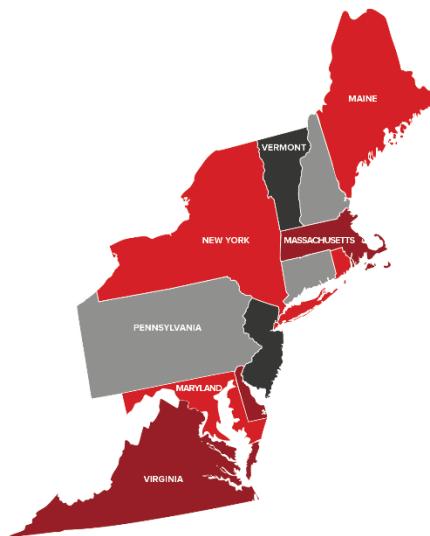
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