



LOUISIANA

BEEF

INDUSTRY COUNCIL

The Louisiana Beef Industry Council recently created a Project Funding Committee to review all previously funded projects as well as upcoming funding requests. The changes are based on a priority setting exercise our board conducted to help bring great focus to our projects and stronger alignment to the Beef Industry Long Range Plan (LRP). Moving forward, any project funding is now required to fall under at least one of the following five priorities from the LRP listed as follows:

- 1.) Connect and communicate directly with consumers – *Capitalize on flexible new media technologies and innovative communication tactics to design and deliver memorable messages directly to consumers, regarding beef's quality, safety and nutritional value and the beef community's commitment to animal well-being and the sustainable use of natural resources.*
 - a. *YouTube promotion; Spotify ads, cooking competition in large markets, best burger or steak competition*
 - b. *Showing that beef is a nutritious option burger when compared to other burger options and substitutes*
- 2.) Protect beef's image – *Align and collaborate with a broader group of industry partners, and other organizations, to anticipate and combat attacks against beef, beef products and today's American agriculture that undermines consumer trust. Capitalize on the increased influence of traditional and nontraditional retail and foodservice operators on consumers.*
 - a. *Beef Quality Assurance program*
- 3.) Defend beef's product identity – *Defend beef's product identity/nomenclature against competing proteins, including plant-based alternatives.*
 - a. *Beef cooking competitions*
- 4.) Producer communication – *Education and promotion of checkoff programs to producer investors in the Beef Checkoff.*
- 5.) Youth education – *Facilitation of programs directly teaching youth of the attributes of beef products.*
 - a. *4-H and FFA meats contests*
 - b. *American Farm Bureau Foundation for Agriculture coordinates on-farm STEM events and numerous other youth educational programs*
(<https://www.agfoundation.org/>, <http://www.myamericanfarm.org>)