

2010 Post Audit – Evaluation Form

After a Project Evaluation Audit is completed, the Joint Evaluation Advisory Committee requests the project manager of the audited area to answer the following questions:

Name of AR or project audited: 2009 National Beef Cook-Off®

Project Manger's name: Sherry Hill, American National CattleWomen, Inc.

Submission date of this form: 1-17-11

What were the primary recommendations of the Project Evaluation Audit of this AR or project?

Overall – NBCO be run as a biennial national recipe contest, supported by consumer promotions, retail partnership promotions and select event marketing. Add to consumer involvement through online public voting of the top ten recipes. Shifting audience from media to consumers. Messaging shifting from promoting the Cook-Off to building awareness of cooking with beef.

1. Screening and Judging Tool
2. Legal recommendations
3. Promotional Overlays
4. Extended Reach of the Cook-Off
5. Sampling Events
6. Partnerships/Sponsorships/Tie-ins
7. Charitable Overlay
8. Reinstatement of at least four consumer categories

Please indicate what actions have been taken in the last six months to implement the recommendations listed above.

Overall – I conducted strategic planning and wrote a marketing plan for the National Beef Cook-Off program prior to Don Jagota Associates, Inc. audit report. When I was given the opportunity to review their initial audit, I noticed their initial recommendations made 'tweaks' to our existing program at the time. Because I was recommending moving the program in a different direction strategically, I asked them to review my strategic recommendations for moving ahead, since they differed from their initial recommendations. They concurred with my analysis and recommendations and adopted them into their final audit recommendations.

1. The 2011 NBCO entry generation includes online application software that will be I framed into www.beefcookoff.org to receive recipe entries, include a judging portal, public voting portal and enables staff to manage the recipe entry judging in a manner that addresses all suggestions made in the audit report. The application is objective and time efficient. A one-time setup fee and monthly service fee will result in cost effectiveness.

2. The 2011 NBCO Rules are easier to read and comprehend. The 2009 NBCO Rules were reviewed by a contest attorney and their recommendations were adopted. Attorneys will differ on their recommendations to contest copy. Most of the auditor's recommendations were adopted for the 2011 NBCO Rules. The odds statement was removed. Spending money and meal per diem disclosure for the

grand prize winner was included. The sponsor statement reserving the right to change the rules was deleted. Phone was added as means by which finalists will be notified. Added language that Sponsor may prohibit any individual from participating in the Contest or winning a prize, if it determines the individual is attempting to undermine the operation of the Contest. Included date on or about when entries will be judged. Rules clarify who the judges are. The restriction on finalists and families was lifted after a period of two years of non-participation.

3. Finalists will be posted on the website and consumers will be allowed to pick the recipe they feel will become the grand prize winner. Consumers will vote on the finalist recipes online. The promotion specifics will differ because we don't want to duplicate the same promotion that Pillsbury uses in the Bake-Off Contest.

4. Extended reach of the Cook-off through social media was already included in the 2011 marketing plan that was sent to the auditor for review. Blog coverage, quarterly emails, facebook updates and Twitter updates will be implemented. Flip cam videos were previously included in the marketing plan sent to the auditor for review.

5. Sampling was previously included in the 2011 marketing plan that was sent to the auditor for review.

6. Partnerships, sponsorships, tie-in and fundraising were previously included in the 2011 marketing plan that was sent to the auditor for review.

8. Four consumer categories will be reinstated in the 2011 Cook-Off.

If any of these recommendations have not been implemented, please indicate why and when/if you anticipate that they will be implemented.

We are not limiting the number of entries per person because they have never dominated the entry pool, nor came close to dominating the entry pool in the past. We don't expect that to change. We will not state how long the winners list will be posted on the website in the rules, but rather on the website at the appropriate time. The Massachusetts data security law dated March 1, 2010 is not applicable to this program.

Widget, Apps, E-Cards and Hispanic marketing won't be implemented due to budget constraints.

A charitable overlay is not possible without outside sponsorship funding. The Beef Checkoff does not participate in charitable contributions.

If any of these changes will affect the objectives of this AR or project for the coming year, please indicate the type(s) of changes that may be made in the objectives or the work process.

No.

Once this form has been submitted, the Joint Evaluation Advisory Committee may request a project manager to attend the next committee meeting to answer any questions raised by answers on this form.