

NATIONAL

*deli
meat*

MONTH

National Deli Meat Month 2021

National Deli Meat Month, which coincides each March with National Nutrition Month, has served as a joint educational program between The North American Meat Institute (NAMI), a contractor to the **Beef Checkoff** and **The National Pork Board**, administrator of the **Pork Checkoff**. This year, the effort was augmented by the **International Deli-Dairy-Bakery Association (IDDBA)**.

The goal of the month-long celebration is to provide educational and promotional tools to consumers, health professionals, retailers and manufacturers to encourage them to enjoy their favorite deli meat and to remind them that they can feel good about the nutritional benefits of these popular cuts.

This year, National Deli Meat Month was full of promotional excitement and engaging outreach, **reaching more than 341,294,441 views**

SEE FOR YOURSELF



Funded by Beef Farmers and Ranchers





Resource Site

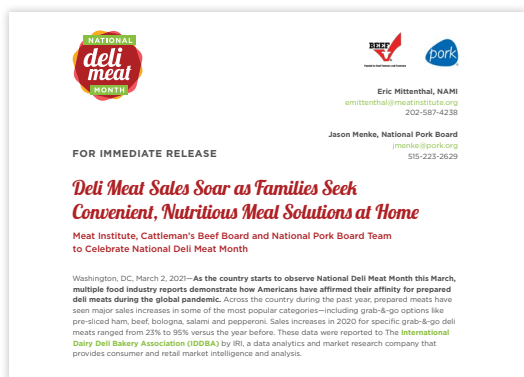
The centerpiece of this effort—nationaldelimeatmonth.org—provides a multitude of resources, including key messages, infographics, fact sheets, nutrition information and the latest news.

VISIT THE SITE ▶

Media Outreach

Multiple opportunities were seized to engage the news media with fun and informative news about NDMM.

▶ National Deli Meat Month Press Release



REACH: **165,806,199**

▶ Deli Dinner Showdown Release



REACH: **158,008,528**

▶ Outreach to Top 150 Nutrition Communicators

Personal outreach to Top 150 Nutrition Communicators highlighted key messages, infographics and fact sheets available on NationalDeliMeatMonth.org. **These Communicators are the most quoted RDNs in traditional media and RDNs with the largest followings on social media.**

National Deli Meat Month in Times Square

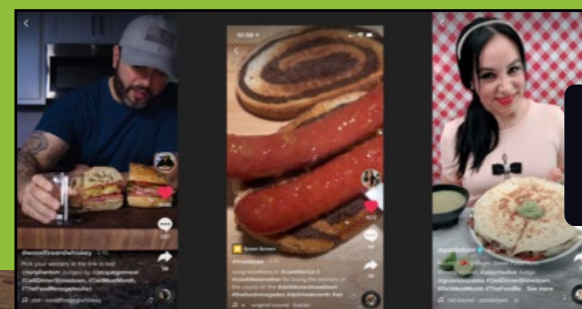
Times Square visitors were met with jumbotron images of National Deli Meat Month facts and information.



TikTok Deli Dinner Showdown

A tournament-structured event, the Deli Dinner Showdown engaged thousands of fans and featured leading TikTok influencers sharing their enthusiasm for deli meats.

REACH: **1,100,000** VIEWS ENGAGEMENT: **109,800**

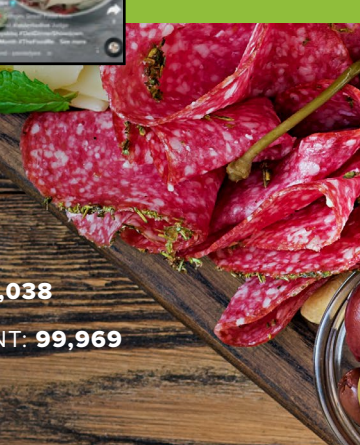


Social Media Buzz



▶ REACH: **869,038**

▶ ENGAGEMENT: **99,969**



Today's Dietitian Magazine

March 2021 Issue

National Deli Meat Month also happens to be National Nutrition Month. A full-page ad featured in *Today's Dietitian* print and digital editions brought these important messages to the broader RDN audience.

REACH: **105,093**



Registered Dietitian Nutritionist (RDN) Eblast

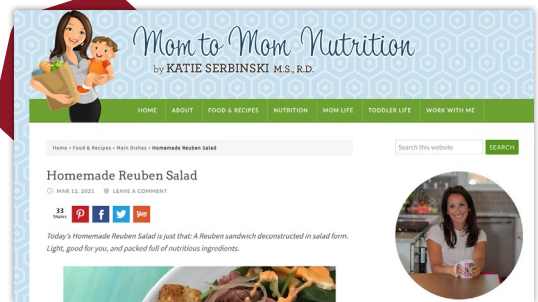
A series of seven eblasts were sent to RDN audiences (including Supermarket RDNs) to share facts and resources for National Deli Meat Month promotion. More than one-third, an impressive amount for any industry, of the community engaged with this correspondence.

REACH: **3,353**



RDN Blog Feature

Katie Serbinski, MS, RD, an influential nutrition blogger, featured her favorite deli meat recipe (and information about deli meat) on her blog and shared through her newsletter and social channels.



REACH: **35,845**

Television Segments with Media RDNs

A series of ten interviews across the country with RDNs who have close relationships with their local media advanced the awareness of National Deli Meat Month, provided product demonstrations and gave consumers permission to enjoy more deli products.

REACH: **15,365,747**

There is no question that National Deli Meat Month is becoming a serious promotional period. The founding partners created the fundamental tools and outreach to get this promotion off the ground.

How will your company/brand leverage National Deli Meat Month in 2022?

► Contact emittenthal@meatinstitute.org for more information.



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