



REI COMMITTEES PLAN AT 2009 CATTLE INDUSTRY ANNUAL CONVENTION

At the 2009 Annual Convention in Phoenix, the REI Committees initiated planning for the 2010 fiscal year. From a list of priorities relevant to the current industry climate, committees chose those that most affect their work. With these priorities in mind, NCBA's checkoff-funded staff will develop programs to directly address the issues and opportunities identified by the committees. The following is a list of the REI committees and their top priorities.

Joint Producer Education Committee

Roger West, Chair

John Maas, Vice Chair

- Responsibly employ economically viable practices without negatively impacting beef quality or safety.
- Aggressively share environmental practices and animal welfare efforts.
- Take proactive steps to protect public health from emerging threats.

Joint Human Nutrition Committee

Richard Thorpe, M.D., Chair

Lana Slaten, Vice Chair

- Own protein in the minds of consumers.
- Be a part of government and health organizations' nutrition guidance.
- Directly associate with a healthy lifestyle.

Joint Beef Safety Committee

Duane Theuninck, Ph.D., Chair

Mark Reichers, Vice Chair

- Take proactive steps to protect public health from emerging threats.
- Protect consumers from *E. coli* and *Salmonella*.
- Provide thought leaders with science-based industry information.
- Responsibly employ economically viable practices without negatively impacting beef quality or safety.

Joint Product Enhancement Committee

Glen Dolezal, Ph.D., Chair

Paul Parker, Vice Chair

- Make mealtime for Americans easier by being convenient, a terrific value and great tasting.
- Directly associate with a healthy lifestyle.
- Provide thought leaders with science-based industry information.
- Responsibly employ economically viable practices without negatively impacting beef quality or safety.
- Educate targeted decision makers about attributes that differentiate U.S. beef from international competitors.

Joint New Product and Culinary Initiatives Committee

Jennifer Houston, Chair

Neil Kayser, Vice Chair

- Make mealtime for Americans easier by being convenient, a terrific value and great tasting.
- Directly associate with a healthy lifestyle.
- Own protein in the minds of consumers.

Joint Market Research Working Group

Craig Uden, Chair

Laurie Bryant, Vice Chair

The Market Research Working Group is composed of chairs and vice chairs from all committees. At the meeting, members received an update on several recent market research studies that impact their work.



CATTLEMEN'S COLLEGE presentations can be downloaded at the Cattle Learning Center. Planning has begun for the 2010 Cattlemen's College – we are seeking input on topics and speakers – suggestions can be sent to Tom Field at tfield@beef.org.



The Stockmanship and Stewardship Tour is being finalized for 2009. This event focuses on putting Beef Quality Assurance and low stress handling techniques to work.

Scheduled workshops are listed on the Cattle Learning Center website.

State and breed affiliates are being asked to participate in a producer education survey to quantify producer education efforts and to uncover opportunities for improved partnerships in educational efforts for cattle producers.

We continue to work with the staff of **CATTLEMEN TO CATTLEMEN** to enhance the educational impacts of NCBA's one hour show on RFD TV.



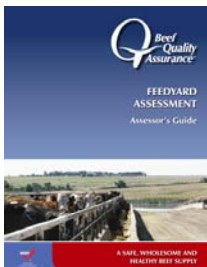


NCBA's **2009 IRM REDBOOKS** are available for shipment. These pocket-size record books provide an effective way for cattlemen to keep better production records and enhance profitability of their operations. Customization is available on orders of 100 books or more. The cost of the IRM Redbooks is \$5.95 each, plus shipping. Please visit store.beefusa.org to place your order. For more information, contact Grace Webb gwebb@beef.org or 303/850-3338.



THE BQA FEEDYARD ASSESSMENT

In an effort to further promote total quality management principles at the production level, the Beef Quality Assurance program has created the BQA *Feedyard Assessment* with the help and input of many beef industry partners. The BQA *Feedyard Assessment* is an on-site educational tool that allows for assessing and benchmarking key indicators of animal care and well-being as well as general feedyard conditions. The *Feedyard Assessment* focuses on three main areas – Animals, Records and Standard Operating Procedures (SOPs), and Facilities and Equipment. The *Feedyard Assessment* may be utilized as a self-assessment or conducted by a third-party assessor. The real key, regardless of who conducts the assessment, is that the assessment be repeated on a periodic basis so that comparisons may be made, trends observed, and management actions be taken to maximize animal care and well-being *and* feedyard efficiency.



The *Feedyard Assessment* consists of multiple assessment points grouped into nine main categories. When properly conducted, this assessment can help identify items that may need to be improved and create benchmark points to monitor progress. Repeating the assessment on a regular basis can help a feedyard identify trends and take appropriate management action as necessary.

The *Feedyard Assessment* is scheduled to be released to the industry for use on April 15, 2009. This educational tool is the result of much hard work by many organizations with vested interest in the beef industry and serves as a valuable tool to guard against unnecessary regulation and interference from outside groups and organizations. For more information related to the BQA *Feedyard Assessment* or other BQA programs please go to www.bqa.org.



TENNESSEE FOOD SAFETY TASKFORCE MEETING

On February 19, Mandy Carr, Executive Director of Beef Safety Research spoke to the Tennessee Food Safety Taskforce about the checkoff's

efforts in safety research. The presentation included an overview of pre- and post-harvest intervention research and the utilization of this information throughout the industry. Additionally, attendees learned about market and consumer research to provide perspective on events surrounding a recall as well as pro-active checkoff efforts to ensure consumer confidence in beef.

KENTUCKY-TENNESSEE RETAIL & FOODSERVICE SYMPOSIUM

On February 25-26, Mandy Carr, Executive Director of Beef Safety Research, traveled with other members of checkoff funded program teams to Lexington, KY and Murfreesboro, TN to present at the Retail & Foodservice Symposium organized by the Kentucky and Tennessee Beef Councils. In each location, members from the state's retail & foodservice



channels heard about the checkoff-funded safety and consumer research efforts as well as opportunities for each channel to benefit from the resources of BIFSCO and other safety-related checkoff

programs. For more information, go to www.beefresearch.org/beefsaferesearch.aspx.

INDUSTRY SAFETY SUMMIT

Over 160 representatives of all sectors of the beef production, processing and marketing chain met in San Diego, CA, for the sixth annual Checkoff-funded Beef Industry Safety Summit.

Participants discussed emerging safety issues, explored solutions to safety challenges and developed industry-wide, science-based strategies to help each sector reduce foodborne pathogen incidence.



Information sharing and in-depth discussions at the summit resulted in action plans to address safety issues as well as ideas that can be implemented by all sectors of the industry to enhance the safety of U.S. beef products. An Executive Summary of the Summit will be posted on www.bifSCO.org.



REQUEST FOR PROPOSALS RESULTS IN FOUR NEW RESEARCH STUDIES

The FY 2009 Request for Human Nutrition Research Proposals asked for research project proposals addressing one of three Joint Human Nutrition Research Committee research priorities:

- Beef’s High Quality Protein in Optimal Health
- Beef’s Unique Total Package of Nutrients
- Discovery / Novel Benefits for Beef

Fifty-six pre-proposals requesting a total of \$5,552,393.25 were submitted by 40 different institutions in early January. After a review of the pre-proposals, 13 researchers were invited to submit a more detailed proposal which were, in turn, reviewed by a Science Advisory Committee knowledgeable in nutrition research, as well as by NCBA nutrition research staff and nutrition research committee leadership. All 13 proposals had very high reviews and were of interest to the committee. However, funding for only four of the studies is available in FY 2009. The four selected for funding are:

Marie Caudill, PhD, Cornell University, *Optimizing choline status during pregnancy (24 months)*

Doug Paddon-Jones, PhD, University of Texas Medical Branch at Galveston, *Protein Needs for Optimal Meal Response (24 months)*

Robert Wolfe, PhD, University of Arkansas for Medical Sciences, *Nutrient synergy in beef and stimulation of protein synthesis (12 months)*

Wayne Campbell, PhD, Purdue University, *Increased protein intakes from predominantly meat-versus soy protein/pulses-based foods: effects on daily and postprandial appetite during energy restriction-induced weight loss (24 months)*

Contracts are being initiated and research is scheduled to start in April 2009. Twelve-month studies will be completed March 31, 2010 and 24 month studies will be complete March 31, 2011.

“MY5™” NUTRITION EDUCATION SYSTEM RELEASED AT SCIENTIFIC SYMPOSIUM IN MARCH

The Nutrient Rich Foods Coalition (NRFC) hosted a scientific meeting on changing the paradigm of nutrition education to one that focuses on a positive total diet approach to living well. The *Achieve Better Health with Nutrient-Rich Foods Symposium* was held in Washington, D.C. on Tuesday, March 17, 2009, with more than 120 health and nutrition thought leaders in attendance.



The program highlighted research on the development of a scientifically valid definition of nutrition density

and a preview of a consumer-driven nutrition education system called “My5™” that can be used to help consumers get more nutrition from the calories they eat. Moreover, the audience learned why positive nutrition messages work most effectively for consumers, and heard supporting information on why now is the time for a change in nutrition education to help people achieve better health.

This symposium secured health and nutrition thought leader support for nutrient density as a cornerstone of nutrition education along with the need to reach the public through positive nutrition education. Furthermore, attendees concurred on the need to speak with one voice on the importance of nutrient density in the diet and to be consistent in its application at various consumer touch points, including at home, in schools, with their healthcare professional, and at locations where food decisions are made.

A summary of the *Achieve Better Health with Nutrient Rich Foods Symposium* will be published in a leading peer-reviewed nutrition journal. Additionally, video presentations from select speakers are available in the Health Professionals section of the Nutrient Rich foods (NRF) Web site at www.NutrientRichFoods.org.

BEEF CHECKOFF AND NRFC

The NRFC is a partnership dedicated to helping people build healthier diets by showing them how to get more nutrition from their calories. The Beef Checkoff has been a key member of the Nutrient Rich Foods Coalition (NRFC) since its inception nearly 5 years ago. The science behind the development of the “My5™” nutrition education system was funded in part by the Beef Checkoff.



2009 CONVENTION OVERVIEW

The Joint Product Enhancement (PE) Committee, led by Chairman Glen Dolezal of Cargill Meat Solutions Corporation and Vice Chairman Paul Parker of Fort Dodge Animal Health, met on Friday, January 30th at the Cattle Industry Annual Convention in Phoenix, AZ. Committee members went through the planning and prioritization process for FY 2010.

The committee also received a report on recommended research priorities from the industry-based FY 2010 Product Enhancement Research Advisory Panel. Following this report, the committee evaluated and ranked the top areas for specific research focus in 2010. In addition, members in attendance received an update on the current program budget and ongoing program activities for FY 2009.

Committee members also heard checkoff-funded project updates from researchers at Texas A&M University, Colorado State University and the University of Missouri. The objective of this joint committee is to establish research and funding priorities, review research results related to the improvement of beef and beef products, and communicate research findings to the beef industry.

FY 2009 REQUEST FOR PROPOSALS

A request for research concept papers for FY 2009 checkoff-funded Product Enhancement research was issued in late summer and a total of 65 concept papers were received on September 15. These concept papers covered the areas of Pre-Harvest Beef Quality and Post-Harvest Beef Quality. Concept papers were reviewed and narrowed down and full proposals were solicited from 24 of the original submissions. Full proposals were reviewed by multiple industry representatives and funding decisions have been made based on results from the industry review. Projects are now being initiated and will continue through May 2010.

PRODUCT ENHANCEMENT STAFF ON THE MOVE

Checkoff staff person Bridget Wasser has been on the move and helping the Beef Innovations Group spread the word on new chuck roll value cuts. Bridget has conducted cutting demonstrations in 2009 for the International Livestock Congress, Cattlemen's College, the Colorado Chef's Association, Chico State's Beef Day, Kentucky & Tennessee Joint Retail & Foodservice Meetings and the Missouri Association of Meat Processors. Future cutting demonstrations will be conducted at U.S. Foodservice and Mississippi State University's Marination 101 Course.



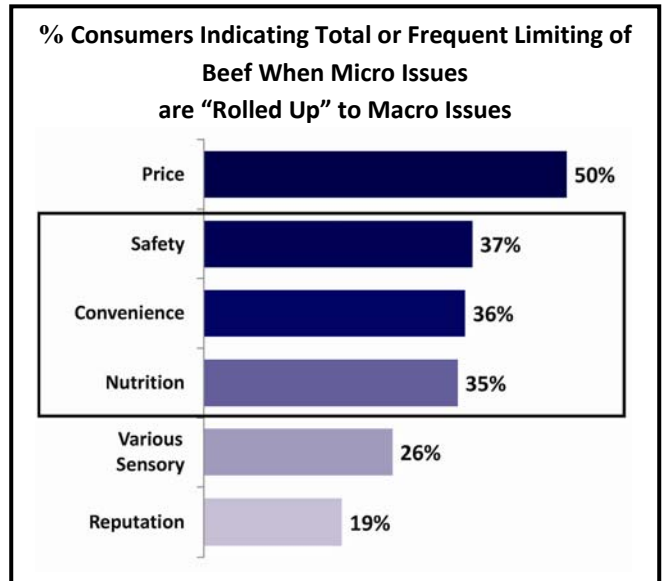
LIMITERS OF BEEF CONSUMPTION SURVEY

The average beef eater consumes beef in-home about 1.6 times per week. On an ongoing basis, The Beef Checkoff monitors the reasons why consumers may limit their beef consumption. A better understanding of the relative strength of the issues and realities that restrict beef consumption is needed to help prioritize communications efforts so that promotional messages can impact the frequency of beef purchases.

A recent online survey determined which consumer concerns, issues and preferences currently have the greatest impact on beef purchases. The study found that concerns limiting beef use parallel consumer concerns about food use in general and form three levels, with price being alone at the top level. Fifty

percent of consumers believe the cost of steaks per pound or at a restaurant has caused them to limit or even eliminate steak usage. Since the study was conducted in December 2008, it is likely that recessionary pressures were top of mind for the consumer.

After price, issues surrounding safety, nutrition, and



convenience almost equally cause limitations in beef purchases among slightly more than one-third of consumers. Examples of the concerns contributing to these macro issue roll-ups include use of hormones, risks of *E. coli*, the perception of beef's fat and cholesterol profile, health risks such as heart disease, lack of beef snack options, inconveniently sized cuts and difficulty in microwaving beef.

Approximately one-quarter of consumers limit beef purchases because of sensory factors such as inconsistency of beef flavor and dislike for handling raw beef. Less than one-fifth of consumers limit beef purchases for perceived issues surrounding the beef industry such as animal welfare and concerns about the effects of beef production on the environment. The recent focus in the media about these issues, however, warrants ongoing attention.

THE ROUND INITIATIVE

In order to increase the likelihood of rapid acceptance of the new round cuts being developed by the Beef Innovations Group (BIG), the market research team is conducting checkoff-funded research to identify the most popular cut names, determine the sensory reaction of foodservice chefs and consumers to the new cuts, and assess responses from a trained taste panel.

The name research was conducted online. Finalists from an initial name test were evaluated across a range of variables for each steak including most

appealing, great taste, worth more, impact at restaurant and impact at grocery. Further work is being conducted to finalize the name choices.

In the chef research, 11 chefs from a variety of foodservice operations tasted products and evaluated them for appearance, aroma, taste, tenderness, texture, mouthfeel and menuability. The chefs were asked to discuss new applications and take the products home for experimentation. Further work is being conducted to refine the different cut applications to ensure they will work operationally.

The consumer sensory panel employed 50-plus consumers to test ten cuts, eight new cuts from the round and two controls, the Petite Tender and Skirt Steak. All the steaks were evaluated for flavor, dryness, tenderness and overall liking.

The trained sensory panel assessed two of the cuts, the Gastrocnemius and the Pectineus, for meat attributes (juiciness, muscle fiber, connective tissue and overall flavor) and flavor attributes (aromatics, basic taste, mouth feel) against controls. The overall reaction to the Gastroc was fairly similar to that of the Top Sirloin. The Pectineus varied from the Petite Tender for flavor and mouthfeel reasons.

Moving forward, BIG will continue technical work on the cuts to correct concerns revealed by this round of testing and prepare for the next round of consumer sensory testing in June.



Consumer Sensory Panel

of beef and this offers them more delicious choices both in the meat case and on the menu.

UPDATE ON PHASE I OF THE ROUND NEW PRODUCT DEVELOPMENT WORK

From inception to completion, two pursuits drive new product development — working on the right products and doing the work right the first time around. To make sure the team is on track with the new Round cuts, the Beef Innovations Group (BIG) has pursued retailers, foodservice operators, beef packers and further processors to ask questions, listen, and gain valuable insights and feedback.

Between January and March of this year, BIG targeted and initiated one-on-one meetings with nine key companies — Colorado Premium, Chicago Meat Authority, Cargill, Stampede, Dillon's, Super Valu, Buffets Inc., Protein Solutions and Miniat — to demonstrate the Round product development work, offer tastings, and then solicit their thoughts and insights. Certified Hereford Beef and Certified Angus Beef representatives also participated.

To further evaluate product performance, BIG worked with the Market Research team in March to conduct a comprehensive checkoff-funded research program that included three phases: consumer taste panels, chef panels, and trained expert taste panels. Each testing group presented differing perspectives and

supplied information which, in combination, is critical in determining our future direction for further development and for product positioning.

The results and information gained from the one-on-one industry meetings and research testing were compiled and analyzed, and

the statistics were presented to the BIG technical and marketing experts in late March.

Now, the marketing portion of the BIG group is fully engaged in creating marketing and sales materials for the new cuts. BIG tentatively plans to train NCBA and SBC staff on the new cuts in August 2009, and then present them to the industry in early fall of 2009. At this fall meeting, BIG's goal is to engage, solicit, and obtain commitments from industry leaders, ensuring they embrace the new cuts and add them to their manufacturing lines, meat cases and menus.



Chef Research Panel



NEW CHUCK ROLL CUTS HITTING MAINSTREAM

When rolling out new beef cuts, the most significant challenge is having major beef processors change long-standing operations to accommodate the new ways of cutting and selling newly developed beef products.

In March, Tyson-IBP began selling the four-piece Chuck Roll combo pack. The combo pack offers the Chuck Eye Roll (which can be further cut into Delmonico steaks, America's Beef roasts and Country-Style ribs), the Serratus Ventralis (Denver cut), the Splenius (Sierra cut) and the Rhomboideus, which is generally cut up into stew meat.

Having Tyson-IBP on board processing the new cuts is a big win for the beef industry and consumers alike. The cuts are flavorful, trimmed of visible fat, and they offer a variety of merchandising applications, giving the retailer and the foodservice operator more flexibility. Consumers have been asking for leaner cuts

NEW INFORMATION ON THE BIG WEBSITE, BEEFINNOVATIONSGROUP.COM

The www.beefinnovationsgroup.com website has been redesigned to allow easier access to all of the cutting guides and culinary applications on the Shoulder Clod, Chuck Roll, and selected middle meats.

A Chuck Roll cutting video has been added to the site and it can easily be downloaded. Also added are two new cutting guides on the Rib Eye and Top Sirloin. The BIG team will continue to add more cutting guides so that the website can continue to be a valuable resource to meat cutters, chefs and other industry stakeholders.



CULINARY CENTER UPDATE

Culinary Services

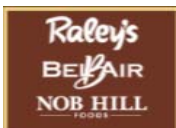
- The Culinary Center recently completed a joint recipe development project with the Texas Beef Council for the www.lecarnederes.com website. Fourteen authentic Hispanic recipes were developed.
- Culinary Center will begin developing cook times for several new cuts from the round.
- Culinary Center is developing recipes for Food Communications summer grilling releases.
- Culinary Center sponsored a student culinary competition at the Research Chef's Association meeting. All three finalists utilized beef in their recipes. Later in the conference the Culinary Center teamed up with the Beef Innovations Group and sponsored a booth at the trade show. Country style ribs were sampled.
- Dave Zino, Executive Director Beef & Veal Culinary Center, presented at the Ohio and Oklahoma Dietetic Association meetings discussing taste, flavor and the power of Umami.
- At the National Grocer's Association conference, Dave did a series of cooking demos featuring the Beef Alternate Merchandising (BAM) cuts.



NATIONAL BEEF COOK-OFF®

2009 Entry Generation Activities

There were 125,000 entry brochures printed in December and shipped free of charge to all NBCO customers willing to distribute them. The primary vehicles for delivery were Raley's, Nob Hill & Bel Air food stores (NBCO retail partners), State Beef Councils, ANCW State Team Members, and the NBCO consumer database mailings from the ANCW office.



NBCO promotional activities

- Raley's *Something Extra Magazine* featured a full

page color ad to promote the National Beef Cook-Off, in their Winter issue appearing in stores January through March 2009.

- The Raley's Web site included a sponsor ad and link to enter recipes online at www.BeefCookOff.org on their *Something Extra Magazine* Page.
- Raley's distributed 12,700 entry brochures at the meat case in each of their stores.
- The www.BeefCookOff.org Web site was updated and online recipe entry submission began January 1, 2009.
- We have reached our goal and are midway through to surpassing the high end of the Entry Generation publicity goal. The media impression goal for the Entry Generation phase is 210-250 million. To date, we've garnered more than 1,163 media placements with over 221.3 million impressions.
- Media outreach includes top daily newspaper food editors, syndicated food writers, national broadcast (TV and radio), long lead food/women publications, culinary Web sites and retail/industry trades. A 60-second NBCO radio news release continues to garner radio coverage – thus far the RNR has been broadcast 750 times in 37 different states, reaching an audience of 63,026,406.
- Three eNewsletter sponsorships were launched in January and February - Cooking Contest Central, Recipe Carousel and iVillage.
- On January 6th, a 90 second Mr. Food syndicated TV segment aired 105 times in 90 cities on major TV affiliate and independent noon news programs, reaching a viewership of 1,839,541, and six online broadcast outlets reaching 1,080,050 visitors per month. Overall Mr. Food coverage reached a total audience of 2,919,592. Also shown with this segment were three lean beef cuts, showcasing there are a lot of lean beef choices for consumers to choose from today.



What's Next?

Recipe Screening, Editing, Photography – April - June
Finalist Phase Publicity Activities – July – September
Sonoma, CA Chef/Media Challenge Event – September 21
Sonoma CA Home Cook Event – September 23

NEWS FROM THE BEEF DEMONSTRATION CENTER (BDC)

Many of you know the BDC as the home of the great meals you eat while attending meetings in our headquarters office. What most of you don't know is the BDC is a state of Colorado health-inspected facility with a retail operating license. The BDC has joined the convenient food craze by creating Gourmet Express, a meal-to-go program. Launched in February, Gourmet Express features checkoff-funded recipes to create healthy, quick meals for dinner that night or to freeze and



BEEF PRODUCTION RESEARCH COMMITTEE

2009 Convention Overview

The NCBA Beef Production Research Committee met during the Cattle Industry Annual Convention in Phoenix, AZ on Friday, January 30th. At their meeting last summer, the committee engaged in dialogue on the issues of a young scientist shortage and limited funding for beef production research. As a result, a working group was initiated to discuss the potential for an NCBA policy to take action on these issues. The working group provided a report of their work to-date and presented a draft resolution sponsored by the Pennsylvania Cattlemen’s Association to the committee to help address these issues.

The resolution was approved by the committee and passed through the Combined NCBA Board of Directors/CBB Meeting on the morning of Saturday, January 31st. It is titled “Agriculture Research Funding” and instructs NCBA to join with other agricultural industry groups and organizations in securing funding for agricultural research, education and outreach.

The committee also heard research presentations on naturally modifying beef fat composition from Dr. Steve Smith at Texas A&M University and genetic defect testing from Dr. Jon Beever at the University of Illinois. These presentations were very well received by those in attendance.



reheat at a later day. Each month the menu will rotate following seasonal and culinary food trends.

The program was created to help families enjoy beef at home, while promoting the wonderful recipes on www.Beefitswhatsfordinner.com. The BDC staff is working with the nutrition team to promote a balanced meal that fits beef into a healthful diet. Currently, meals are being offered to national staff and affiliates in the Denver office. We hope to expand to include friends and family and eventually, the local community. Please contact Shenoa French, Manager BDC, sfrench@beef.org, 303-850-3365, with questions or comments.

Committee Leader Profile

Duane Theuninck, Ph.D. is the chair of the Joint Beef Safety Committee. A nutritionist at Cargill Cattle Feeders, Duane has worked with Cargill for more than 28 years in many facets of the beef industry across the world.

Duane lives with his wife Deb, in Canyon, Texas and has four grown, but unmarried, children. Duane and Deb are both hoping for grandchildren before too much longer.



Duane and his wife, Deb, with Forrest Roberts, NCBA CEO, Mark Riechers, Joint Beef Safety Committee vice chair, and his wife, Jan, at the Beef Industry Safety Summit.



The 2008 Research, Education and Innovation Annual Report, “Linked Together to Strengthen Beef’s Value” provides snapshots of key checkoff-funded initiatives that have been addressed collaboratively by REI teams during FY 2008. To download a copy of the REI Annual Report, go to www.beefresearch.org. To order a free copy, please contact Grace Webb gwebb@beef.org or 303/850-3338.

Upcoming Meetings

- May 13-14, 2009 - Joint Committee Leadership Meeting in Denver
- July 13-18, 2009 - Cattle Industry Summer Conference



Funded in Part by The Beef Checkoff

For more information, contact

Research, Education and Innovation Department
Betty Anne Redson
bredson@beef.org

National Cattlemen’s Beef Association
9110 E. Nichols Ave.
Suite 300
Centennial, CO 80112
303-850-3348
www.beef.org