



2009 Cattle Industry Summer Conference

The 2009 Cattle Industry Summer Conference is just around the corner — July 14-18 in Denver, Colorado. Please make your plans now to attend Research, Education & Innovation meetings on Thursday, July 16th & Friday July 17th. For a complete list of REI meetings, see the last page of this newsletter.

Joint Market Research Working Group: Today. Tomorrow. The Future Thursday, 1:00 - 3:00 PM

The market research working group meeting will start with a quick review of recently completed new product round cut research, public relations messaging opportunities, the most recent Consumer Beef Index, and an update on tracking of in-home usage of beef. An interactive discussion about the 2010 market research authorization request will follow. The meeting will conclude with a brainstorming session on producer leadership's hopes for market research two, three and four years down the road. This meeting provides committee leadership with an excellent opportunity to interact on key consumer opportunities as a prelude to the committee meetings the next day.

Joint Research, Education & Innovation Group Update Friday, 9:30 - 11:45 AM

Join us to hear about recent accomplishments in the programs represented by the REI Group's committees—Beef Safety Research, Product Enhancement, Human Nutrition Research, New Product and Culinary Initiatives, Producer Education, Beef Production Research and the Market Research Working Group— and the proposed direction for the FY 2010 program.

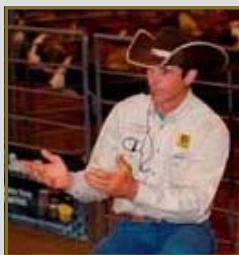


NCBAs Stockmanship & Stewardship Tour

This innovative seminar series uses live cattle demos to inform cattlemen about

the importance and benefits of proper cattle handling—and its critical role in increasing the consumer's confidence in beef. Not only are producers assisted, the tour includes special hands-on training sessions at livestock auction markets where employees are coached in stockmanship methods and educated on their pivotal role in sustaining beef quality for the consumer.

The tour is led by two talented presenters who each have unique skills to share with the audience. Renowned Montana horseman, rancher and stockmanship instructor Curt Pate is joined by lifelong cattleman Ron Gill, PhD, Texas A&M livestock specialist and cattle handling advisor.



Curt Pate



Ron Gill

Schedule of Upcoming Events

7/24-26	Eagle CO	Rocky Mountain Horse Expo
7/29	Sterling CO	Sterling Livestock Commission
8/4	Crossville TN	University of Tennessee Experiment Field Day
9/6-12	Clark CO	The Home Ranch
9/17	Columbia MO	University of Missouri
9/10	Clark CO	Horse Sale
9/25	Corsicana TX	Grazing Management & Stockmanship Workshop
10/11-17	Raymondville MO	Golden Hills Resort
10/19-20	Mount Pleasant TX	Priefert Ranch
10/ 28	Kenansville NC	NC Extension Cattleman's Expo
12/10-12	Billings MT	Montana Stockgrowers Association Convention

For more information, go to www.beefusa.org. Find the Stockmanship Tours under the Conventions, Meetings and Trade Show dropdown menu.



Sponsors: The Beef Checkoff, AQHA, Priefert Ranch Equipment, Miraco Livestock Water Systems, Land O'Lakes Purina Feed, LLC, Harper Industries, Inc.-DewEze, Mid-Continent Supplements, Wrangler, Merial, Hartford Insurance, Intervet-SPAH, Pfizer





BQA Coordinators 2009 Update Meeting

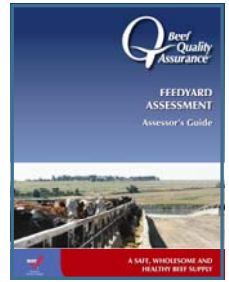
Industry leaders representing 40 state BQA programs participated in the checkoff-funded 19th Annual BQA State Coordinators Seminar on June 11-12 in Denver. Attendees benefited from a wide array of seminar topics including the “TQM Approach to Managing Beef Quality” presented by Daryl Tatum, PhD, professor in animal science at Colorado State University. Gary Smith, PhD, professor in animal science at Colorado State University, provided information on the “HACCP Approach to Beef Safety.”

Representatives from Cargill Meat Solutions, Glen Dolezal, PhD, Director New Technology Applications, and Greg Persing, West Sales Team Lead, expressed appreciation to attendees for their efforts to train producers around the country on BQA programs and best practices. The results of these efforts impact the quality of the beef products distributed at retail. Other topics presented and discussed by attendees were , animal welfare issues, vaccine efficacy and older refrigerators, dairy animal care, transportation BQA certification, antibiotic usage, dairy/Spanish BQA and veterinarian collaboration.

The BQA Feedyard Assessment

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 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. It can 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 can be made, trends observed, and management actions taken to maximize animal care and well-being and feedyard efficiency. For more information on BQA programs, please go to www.bqa.org.



2008 Summer Conference Preview

The Joint Product Enhancement Committee, led by Chairman Glen Dolezal, PhD, of Cargill Meat

Solutions Corporation and Vice Chairman Paul Parker of Fort Dodge Animal Health, will meet on Friday, July 17th at the Cattle Industry Summer Conference in Denver, CO. 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.

The committee will receive a report on FY 2008 and 2009 program activities and hear important program highlights. Following this report, the committee will be presented with the draft FY 2010 Product Enhancement Authorization Request (AR) and will



Beef Production Research Committee Meeting Update

2009 Summer Conference Preview

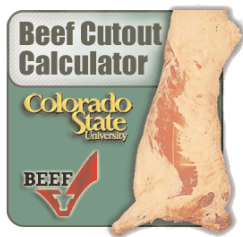
The NCBA Beef Production Research Committee will meet during the Cattle Industry Summer Conference in Denver, CO on Friday, July 17th. At this meeting, committee members will receive an update on genetic defects from Chairman James Henderson. Committee members will also hear three separate research updates. Ronnie Green, PhD, of Pfizer Animal Genetics will give the first update on the topic of genomic marker research. Mark Thallman, PhD, of the USDA-ARS Meat Animal Research Center (MARC) will provide the second update on current genomics research occurring at MARC. The last update will cover cellulosic ethanol production.

Beef production research is defined as those studies, past, present and future, that will enhance the sustainability and profitability of the beef industry. Committee objectives are to:

1. Encourage, stimulate and prioritize production research and to help seek and obtain funding to facilitate beef production research;
2. Foster a working relationship and an ongoing communication with those principle entities involved with beef production research; and
3. Arrive at a plan that allows for effective dissemination of research results to the beef industry.



engage in discussion related to this AR. Committee members will also receive updates from researchers from the University of Nebraska and Colorado State University related to the impact of BQA on beef quality and new enhancements to the online **Beef Cutout Calculator**, respectively.



Product Enhancement Staff on the Move

Checkoff staff person Bridget Wasser has been on the move helping the Beef Innovations Group spread the word on muscle profiling research and new chuck roll value cuts. Bridget has conducted recent cutting demonstrations for the New York Times, the International Meat Secretariat, UW Provision, Saveur Magazine, the Denver Post, Colorado Public Radio and the Washington Beef Commission's Chef Tour.

News Coverage

Recent articles in the *New York Times*, the *Denver Post* and *BEEF* magazine discuss the benefits of checkoff-funded muscle profiling research and the new cuts from the beef chuck that resulted from it. To access the articles, go to the *New York Times* (http://www.nytimes.com/2009/04/29/dining/29beef.html?_r=2&th&emc=th), the *Denver Post* (http://www.denverpost.com/search/ci_12751729) and *Beef Magazine* (<http://beefmagazine.com/beef-quality/0501-beef-cuts-value-program/index.html>).



2010 Dietary Guidelines Advisory Committee (DGAC) Update 2010

The nutrition scientists serving on the 2010 Dietary Guidelines Advisory Committee (DGAC) are currently reviewing the published science and developing technical recommendations that will inform the 2010 *Dietary Guidelines for Americans*, and form the basis of Federal nutrition programs, nutrition standards and nutrition education for the general public. Through the beef checkoff, the nutrition research program is participating in this process by preparing the scientific evidence to educate and inform the DGAC about the important role beef plays in a healthy diet. To date, seven sets of scientific comments (oral and written) have been submitted covering the excellent nutrient



package beef provides, the leanness of today's beef, clarifying beef's contribution to the total saturated fat in the American diet, the scientific evidence to demonstrate beef intake is not associated with heart disease and sustainability / environment. Additionally, we are pleased to advise you that five researchers have submitted scientific comments that support the role of high quality protein foods such as beef in the diet and have clarified the science on red meat and cancer. Dietary Guidelines comments can be viewed at <http://usda-cnpp.entellitrak.com/etk-usda-cnpp-2.8.0-prod/login.request.do?service=%2Ftracking.dashBoard.do> ~Beef Comments pp 7, 8, 9).

International Meat Secretariat

Several REI members participated in the International Meat Secretariat Marketing/Communications Workshop VI held in Chicago, May 17-19. The purpose of the workshop was 1) to exchange red meat experiences among executives of national promotion organizations, 2) enhance worldwide efforts to increase consumer demand for beef, pork, lamb and veal products and 3) encourage interactive discussion of all workshop delegates about their home market experiences. Several REI staff presented case studies: new products and product enhancement on new ways to merchandise the chuck and round, market research on consumer niche groups, and nutrition research presented "Can the red meat industry own protein?"



First BIFSCo newsletter

The inaugural issue of the *Beef Safety Insider* was distributed on May 5 to BIFSCo members and 2009 Beef Industry Safety Summit attendees. This newsletter will be distributed quarterly to BIFSCo members. Topics covered include safety research, beef safety in the news, expert commentary and regulatory updates.



Third Governor's Conference on Ensuring Food Safety: E. coli O157:H7 - Progress and Challenges

Michelle Rossman, Director, Beef Safety Research, participated in the *Third Governor's Conference on Ensuring Food Safety: E. coli O157:H7 - Progress and Challenges*, which was held in Lincoln, NE, May 5-7. Ms. Rossman presented information on Beef Industry Food Safety Council programs and initiatives that are disseminating best practice documents and technical information used by industry to enhance safety systems. Attendees represented academia, industry and government.

Information Transfer and Application Meeting Hosted by BIFSCo.

A tremendous amount of data and information is transferred daily among supplier and customers within the beef industry. Enhancing this transfer of information and developing effective delivery methods was the focus of a BIFSCo hosted workshop on May 11 - 12. Moderated by Kerri Harris, International HACCP Alliance, the meeting brought together representatives from beef harvest and processing companies as well as associations and allied industry companies. The group had the opportunity to discuss information gaps with FSIS Administrator, Al Almanza. Improving communication among all participants in the beef safety chain is a step forward for the whole industry. A meeting summary will be posted to www.bifsc.org.

Safety Webinar

On May 27th, state staff were briefed on the outcomes of the 2009 Beef Industry Summit as well as plans for the 2010 Summit. Participants were asked for input in developing Summit marketing materials that can be utilized by state staff. In addition, details of the Beef 101 Series were shared as well as plans for future sessions.



Beef Safety Summit Segment on Cattlemen to Cattlemen

The 2009 Beef Industry Safety Summit was highlighted on the April 14 episode of

Cattlemen to Cattlemen. Numerous attendees were interviewed and expressed their support of the Safety Summit and the industry's proactive, non-competitive efforts to enhance the safety of U.S. beef products. The segment can be viewed using the following link.

[http://www.cattlementocattlemen.org/
NEWSiCattlementoCattlemenWeek115OriginalAirDate
April14200938299.aspx](http://www.cattlementocattlemen.org/NEWSiCattlementoCattlemenWeek115OriginalAirDateApril14200938299.aspx)

Intervention Resource Document posted to bifsc.org

Antimicrobial Interventions: Reference Document summarizes all information on technologies and interventions available for beef processing companies. This resource will be used to support the use of the technologies as part of a HACCP system as well as a reference document for the industry to stay updated on the most recent published information. The document can be accessed at www.bifsc.org.



Strengthening the Impact of BeefItsWhatsForDinner.com

Increasingly, consumers turn to their computers for new meal ideas. This trend makes BeefItsWhatsForDinner.com an effective venue to distribute check-off funded beef recipes as well as provide information on beef cuts, nutrition, and cooking and grilling techniques.

One way to determine site appeal and find out how effectively the consumer interacts with a Web site is to conduct online "journeys" with consumers to identify roadblocks and desired enhancements. This market research project determined that consumers find the breadth of information on BIWFD very attractive, but they also offered a broad range of input on roadblocks and favorite content. As a result, the consumer marketing group can prioritize future enhancements to the site.



The objective of the 2009 checkoff-funded usability study was to determine the consumer's overall

reaction and impression of the BeefItsWhatsForDinner.com Web site. The team wanted to ascertain consumer's reaction to recipe functionality, recipe quality and quantity, site aesthetics as well as interest in the additional content such as shopping for beef, beef nutrition and health, cut knowledge and site membership. The study shows consumers believe the site is visually appealing and contains a broad range of valuable information, particularly on the Shopping for Beef, Summer Grilling and Celebration pages. As the cornerstone of the site, the recipe section provides both quality and quantity, but also requires the most improvement and changes to enhance the consumer experience.

Protein Product Launches

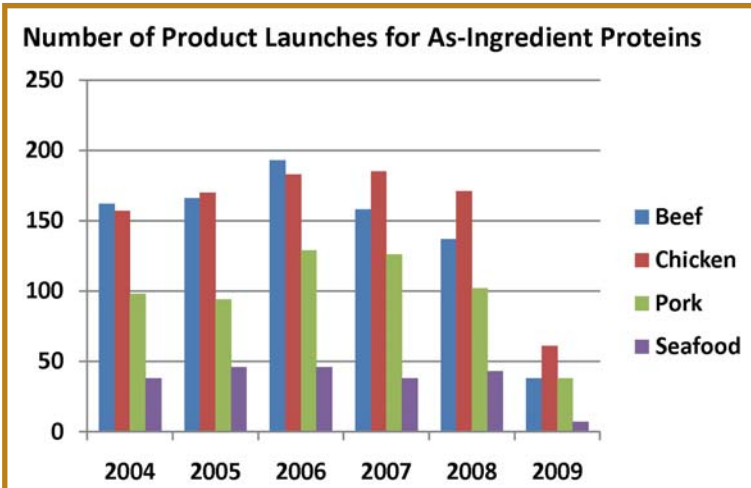
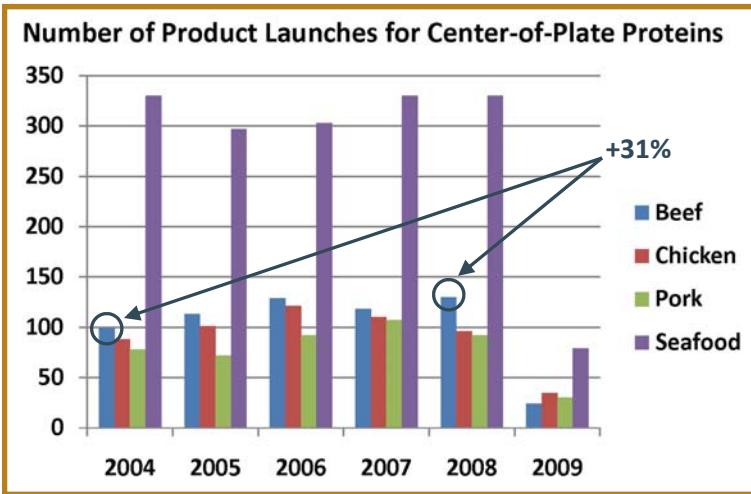
Recent research by Mintel International Group highlighted trends in U.S. retail animal-protein-product launches. The findings show:

- Product launches in 2009 are not on pace to equal those of 2008, indicating the impact of the financial downturn.
- The fish/seafood category is the protein that has gained the most new product activity in the last five years for center-of-plate usage.
- Beef is performing quite well relative to chicken

for center-of-plate new product launches, but chicken has recently edged out beef as an ingredient in non-center-of-plate items.

- Protein claims tend to focus on “Product Purity” and the wholesomeness in the manner in which products are processed. All natural and no additives/preservatives lead the pack in terms of health.

The following charts compare the numbers of new product launches for beef, chicken, pork and seafood as either “center-of-plate” products or “as-ingredient” products.



with a variety of industry stakeholders to once again get feedback and direction on the final stages of work in Phase I of the Round project. Collaborating companies included JBS Swift, Cargill, Miniat, Stampede, Protein Solutions, Chicago Meat Authority, Colorado Premium Meat Processors, and Dillon’s. These meetings provided the team a broad perspective on the potential for success of the new cuts in foodservice, retail and with beef packers.

Simultaneous with the development of the new cuts, the BIG team worked with the Market Research team to conduct consumer and industry research to test and validate the performance and the new names of the Round cuts. Just recently, The Beef Checkoff completed naming research with 1200 consumers. The new fanciful names will be utilized in all marketing communication pieces set to release later this year. In March a series of taste tests with the new cuts were conducted with chefs, trained sensory panels, and consumers. This summer, the BIG team will design a marketing plan for the new cuts, finalize the data to determine which cuts are best for which meals, develop a pricing plan, and identify how to position the cuts to industry and consumers.

Industry Partnerships-- Beef Checkoff Working with Schwan’s

The past few months have seen the introduction of several new convenient beef products in the marketplace. With research and input from The Beef Checkoff, Schwan’s is now distributing “Marinade-on-Demand,” a convenient product which allows consumers to marinate their steak when they want and for how long they want. Schwan’s also has increased their coverage of beef in their catalogs and is working with the BIG team to include an impactful nutrition message on the benefits of beef. You can also find these new beef items below at Schwan’s.



Marinade-on-Demand™ Chimichurri Beef

- Cheeseburger egg roll
- Microwavable mini cheeseburger
- Marinade on Demand
- Fully-cooked beef short ribs
- Flat iron steaks in new flavor profiles

Finally, Schwan’s has given a 10% discount to all state beef councils to help them promote new beef items at events like state fairs.



Update on the new round cuts

During the past year, the checkoff-funded Round Initiative has been a top priority for the Beef Innovations Group (BIG). In June of 2008, the BIG team hosted an industry-wide meeting to solicit input on opportunities to maximize the value of the Round. Industry participants provided direction by identifying undervalued muscles in the Round. Following six months of additional work to determine the most promising opportunities, the team met one-on-one

Enhancing the Value of Beef Working Group

Progress Report

Group Purpose: Facilitate the flow of information across REI and NCBA regarding projects that enhance the value of beef.

Group Objectives:

1. Identify opportunities to leverage the information and/or work being done by one team for additional uses within the organization to maximize the dollar value of projects.
2. Brainstorm ideas for new programs or projects that maximize return and optimize investments.
3. Look for and identify revenue development opportunities that link to working group programs or objectives.

Group Activities:

- Two new cutting guides have been developed using the information provided by the retail team on the BAM cuts (Top Butt & Rib).
- The BIG Web site has been updated to include the new cutting guides and redesigned to allow for future cutting guides across the carcass. In addition, a link to the Hispanic information generated by the retail team has been added.
- Retail and Foodservice participated in a prioritization process for future cutting guide development resulting in the group's agreement to focus on the Sirloin and Loin. Both of these areas are being reviewed for potential inclusion in the 2010 plan for BIG and Research.
- Round information was provided to nutrition research to make sure the new cuts are on the list for USDA's Nutrient Data Base.



Group Next Steps:

- Continue to generate ideas and actions that make REI the “go to” location for obtaining information on fabrication methods that add value to the carcass.
- Add existing yield information for the value cuts to the BIG Web site. Discuss progress at the next working group meeting.
- Develop a tool to communicate updates on BQA to packers during partnership meetings.
- Continue discussion on connectivity and virtual workspace ideas for the “Center for Excellence”.



Creating Crave Finalist for Award

Creating Crave was selected as a finalist for an Award of Excellence in the category of Consumer Education at the International Association of Culinary Professionals (IACP) Conference. *Creating Crave*, first published in 2002, is credited with leading the food industry in promoting the fifth taste, umami, and beef's great flavor profile. Because of this work, *The Beef Checkoff* is often recognized in major national food publications.

Culinary Center on the Go

Throughout the spring, culinary center staff has been on the go supporting checkoff-funded activities across the country. In April, Dave Zino teamed up with the consumer public relations team to produce several “how to” videos on beef cookery and preparation. The videos will be posted to BeefItsWhatsForDinner.com.

Dave and Michael Musel assisted the Texas Beef Council in judging recipes for a chef competition. Debra Baughman worked with the South Dakota Beef Industry Council to convert chef recipes to consumer recipes. Supporting the National Beef Cook-off (NBCO), the Culinary Center hosted the NBCO screening team who chose from forty eligible recipes the fifteen finalists to compete in this year's Cook-off in Sonoma.

Several members of the culinary staff attended the National Restaurant Show in Chicago. While learning about the most innovative products and resources currently available for the restaurant industry, they took the opportunity to make vendor contacts for potential new equipment and supplies.

The Culinary Center recently completed the National Beef Cook-off photo shoot in cooperation with Sherry Hill of ANCW. Fifteen photos were taken from the finalist recipes and will be used in pre- and post-cook-off brochures to promote the event and then showcase the winners in each category.

Congratulations Glen!

At the Annual Reciprocal Meat Conference in June, H. Glen Dolezal, PhD, Chair of the Joint Product Enhancement Research Committee, received the Intercollegiate Meat Judging Meritorious Service Award in recognition of his service as an influential and effective collegiate meat judging coach and exemplary industry mentor.

Glen studied at Texas A&M University and received an M.S. in Meat Science and Muscle Biology. He completed his Ph.D. at Colorado State University. The proof of Glen's expertise as a judging coach is exemplified by the success of his teams. They won roughly 40 percent and placed in the top three in 75 percent of their events. His students were named top individual in 18 contests.

In recognition of his teaching excellence, Glen has received a number of prestigious awards including the OSU Board of Regents Distinguished Teaching Award. Currently serving at Cargill Meat Solutions, Glen is responsible for research and development support for procurement operations and for marketing as director of new technology applications. We extend both our congratulations and appreciation to Glen for his service to the industry and his commitment and support of the REI program.



2009 Cattle Industry Summer Conference

Thursday, July 16

- 8:00 - 9:30 AM:** General Session (CCC, Korbel Ballroom 2-3)
10:00 - 12:30 PM: Policy Div. Forum (CCC, Korbel 4DEF)
Federation Div. Forum (CCC, Korbel 4ABC)
1:00 - 3:00 PM: Joint Market Research
Working Group (CCC, Rm. 201)

Friday, July 17

- 8:00 - 9:15 AM:** General Session II (CCC, Korbel 2-3)
9:30 - 11:45 AM: REI Group Update (CCC, Room 503)



Committee Meetings

- 12:30 - 3:30 PM:** NCBA Beef Production Res. (CCC, Rm. 706)
12:30 - 4:00 PM: Joint Product Enhancement (CCC, Rm. 711)
Joint New Product & Culinary
Initiatives (CCC, Rm. 704)
12:30 - 4:30 PM: Joint Beef Safety (CCC, Rm. 709)
Joint Human Nutrition (CCC, Rm. 705)
1:30 - 4:30 PM: Joint Producer Education (CCC, Rm. 702)
4:45 - 5:15 PM: Joint REI Leadership (CCC, Rm. 707)

For more information, contact

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