

Research • Education • Innovation



Quarterly Update

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HAPPY NEW YEAR to all committee members in the Joint Industry Research, Education and Innovation Group! I hope everyone had a wonderful holiday. We have an exciting upcoming year planned and, with our strong, motivated team of industry leaders and staff working together, I know we will achieve many great successes.

The **2012 Annual Cattle Industry Convention and NCBA Trade Show** is quickly approaching and will take place in Nashville, February 1-4. We hope to see everyone there as it is a wonderful opportunity for your voice to be heard regarding the decisions that will shape the future of the beef industry.

In this newsletter, you will find information on Convention meetings and events relevant to members of the REI group, including a listing of key speakers, meetings of interest and an in-depth report on what to expect at this year's Cattlemen's College. In addition, many entertaining events are planned and we hope you have an opportunity to join in the fun and enjoy the face-time with fellow producers!

The 2012 Annual Report will be distributed during Convention and will give you a complete review of the 2011 top highlights from each REI program area resulting from your committee work. Additionally, a new checkoff-funded report titled *Summary of Beef Checkoff-Funded Research: 2001 – 2011*, authored by third-party experts, Exponent, Inc., will be distributed. This report will serve as a reference for you by providing the results of recent research initiatives in the areas of beef safety, product enhancement, and human nutrition. The Summary succinctly describes how research projects in each area are identified based on their potential to improve the quality, safety, or our understanding of the healthfulness of beef.

We look forward to seeing all of you in Nashville and thank you for your continued advocacy for our programs!

Best wishes for a happy, healthy and successful new year,

J.O. "Bo" Reagan, PhD
Senior Vice President, REI

2012 Cattle Industry Convention & NCBA Trade Show NEWSLETTER

2012 CATTLE INDUSTRY CONVENTION & TRADE SHOW

Please make note of the following events, some in which the Research, Education and Innovation Department are heavily involved. Attendance at some of these events may be helpful preparation for your committee work on Friday.

Wednesday, February 1

CATTLEMEN'S COLLEGE®

7:30 am - 2:30 pm

Join us for the 19th Annual Cattlemen's College brought to you by NCBA and Pfizer Animal Health. As cattle producers tackle the challenge of building a profitable industry in these challenging times, this year's curriculum is designed to offer cutting-edge concepts and solutions. We have many great sessions planned plus opportunities for discussion and networking.

OPENING GENERAL SESSION—LONE SURVIVOR

3:00 – 5:00 pm, Opryland Hotel, Delta Ballroom A

This official convention kickoff session is one you won't want to miss! The featured keynote speaker will be **Marcus Luttrell**. Luttrell's 2007 #1 New York Times best-selling book, *Lone Survivor*, tells the harrowing story of four Navy SEALs who journeyed into the mountainous border of Afghanistan and Pakistan on Operation Redwing. In powerful narrative, he weaves a rich account of courage and sacrifice, honor and patriotism, community and destiny that audiences will find both wrenching and life-affirming.

COUNTRY MUSIC FESTIVAL WELCOME RECEPTION

5:00 - 8:00 pm, Opryland Hotel, Exhibit Halls B4-6/C

Kick off the 2012 convention with the Country Music Festival Welcome Reception. Attendees will be treated to some of their favorite Southern comfort foods while enjoying a country music festival on the trade show floor. This party promises great food, great fun and a great start to the convention.

Thursday, February 2

BEST OF BEEF BREAKFAST

7:00 - 9:00 am, Opryland Hotel, Presidential Ballroom

Pay tribute to your fellow cattle industry members by joining us as we honor the BEST OF BEEF at this awards ceremony! Meet and network with the industry's most talented producers and partners as they are recognized for their outstanding service, dedication and commitment to our industry.

GENERAL SESSION II: "HOW TO STOP THE PARTISAN WAR THAT IS DESTROYING AMERICA"

9:30 - 11:00 am, Opryland Hotel, Delta Ballroom A

Based on their successful *USA Today* column *Common Ground*, political speakers **Bob Beckel**, a liberal democratic strategist, and **Cal Thomas**, a conservative columnist, take on the most controversial issues of the day. They examine the contentious issues that divide this nation along partisan lines, seeking common ground that can advance the stalemate for the benefit of us all.

NCBA FEDERATION DIVISION FORUM

1:00 - 2:30 pm, Opryland Hotel, Delta Ballroom D

Attend this Federation Forum to learn more about the federation structure, plus gain insight into the demand-building initiatives being undertaken through a state/national partnership.

NCBA POLICY DIVISION FORUM

2:00 - 3:30 pm, Opryland Hotel, Delta Ballroom B

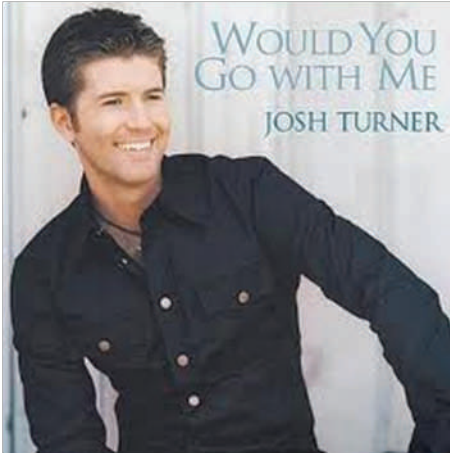
Join us to learn more about the status of the new Farm Bill and an update on all of the issues in Washington, D.C., that impact the cattle industry.

Honky Tonk Party

6:30-10:00 pm, Opryland Hotel, Delta Atrium

Join us for the largest honky tonk party, complete with a variety of music stages, street entertainment, creative foods and libations. Sip and sample your way through the 4.5 acre indoor garden as you socialize with producers from all over the country!

Friday, February 3



Cowboy's Night at the Opry & Hee Haw Ho-down After party
8:00 pm – 12:00am • Opry House (transportation will be provided)
Ticket Price: \$90.00 per person

Join your fellow cattlemen for a night of great music and entertainment at the Grand Ole Opry-the show that made country music famous. Convention attendees will enjoy an EXCLUSIVE Grand Ole Opry performance featuring Country Music sensation Josh Turner! Following the Cowboy's Night at the Opry attendees will have a chance to dance the night away at the Hee Haw ho-down after party back at the Gaylord Opryland hotel. This event promises to be a once in a life time experience that will be talked about for years to come. This is one event you don't want to miss!

REI COMMITTEE MEETINGS

RESEARCH, EDUCATION & INNOVATION UPDATE MEETING
12:30 - 2:30 pm, Delta Ballroom D

JOINT PRODUCT ENHANCEMENT RESEARCH COMMITTEE
2:45 - 5:45 pm, Governors Ballroom C

JOINT BEEF SAFETY RESEARCH COMMITTEE
2:45 - 5:45 pm, Delta Ballroom B

JOINT HUMAN NUTRITION RESEARCH COMMITTEE
2:45 - 5:45 pm, Governors Chamber C, D, E

JOINT NEW PRODUCT & CULINARY INITIATIVES COMMITTEE
2:45 - 5:45 pm, Governors Ballroom A

JOINT PRODUCER EDUCATION COMMITTEE
2:45 - 5:45 pm, Governors Ballroom B

Upcoming Meetings:

The banner features a circular logo on the left with a globe and arrows, representing the 10th Anniversary Celebration. The text reads "2012 ANNUAL BEEF INDUSTRY SAFETY SUMMIT" in large, bold, black letters. Below this, it says "10th Anniversary Celebration" and "March 7-9, Tampa, Florida". On the right side, there is a logo for "BEEF" with a stylized cow head, and the text "www.bifsc.org" and "Funded in Part by The Beef Checkoff". The background of the banner is a gradient of blue and green waves.



2012 CATTLEMEN'S COLLEGE® WEDNESDAY, FEBRUARY 1 * 7:30AM - 2:30PM

SPONSORED BY PFIZER ANIMAL HEALTH ★ LUNCH PROVIDED BY CERTIFIED ANGUS BEEF

7:30 am - 9:00 am

Reproductive Technology Applications

Learn how to put reproductive technologies, such as estrus synchronization and artificial insemination, to work in your cow-calf enterprise to enhance the performance and profitability of your herd.

Managing Resources, Partnerships and Agency Relationships

The new era of ranching is characterized by progressive management, scientifically guided riparian or upland restoration, land health assessment and monitoring, and bridge-building among ranchers, environmentalists, federal and state agency personnel, academics and the public. Learn how to more effectively manage resources and partnerships to positively impact your bottom line.

Strategies to Impact feed Efficiency

Hear about the need for improved feed efficiency in the beef industry, including insight into benchmark data showing the current status of feedlot close-out data. The role of genomics in the genetic improvement of this complex trait will be discussed. The session will highlight the large national effort underway to develop genomic selection and management tools to improve feed efficiency in feedlot cattle.

Strategies to Improve Beef Safety

Meat Animal Research Center (MARC) scientists have developed a multitude of food safety interventions that have enhanced beef safety. Hear about their past successes and gain a visionary look at food safety strategies and technologies. Expect cutting-edge research and application of technologies in this session.

Finding Profitability in Volatile Times

The beef industry faces unprecedented volatility and is increasingly influenced by external factors, yet the opportunities for cow-calf and stocker profitability are promising. Learn how to navigate in uncharted territory by identifying key factors that influence your bottom line.

Futuristic Tools to Drive Beef Demand

Deepen your understanding of the technological breakthroughs that have the most potential to enhance beef demand and consumer satisfaction. Learn how the industry is using genomics to impact beef tenderness and quality, new beef cut development and strategies to impact marbling deposition.

9:15am - 10:45am

Reproductive Technology Applications

See description above. Session repeated.

Lifetime Reproductive Management I

Learn what happens as the embryo is formed and the subsequent lifetime impact of the maternal environment on the developing fetus.



The 300-Day Grazing System

Learn how to implement management changes to enhance the utilization of grown forages and reduce dependency on fertilizer, supplemental feed and fuel. This session is sure to provide new insights and opportunities to improve profitability.

Genetics to Create Cows: Applying 35 Years of Genetic Research

Leading scientists from MARC will share the results of their 35-plus years of work in assessing beef cattle genetics. Topics include: how breeds have changed over the past 30 years, the role of cow size, breed complementarity and heterosis on beef efficiency; and the effective use of terminal sires and maternal composites in herds of all sizes.

It's a Risky Business

Recognizing risk factors and applying management strategies to those of highest priority are key skills for cattle enterprise managers. Learn how to identify and prioritize risk factors that affect your bottom line and explore strategies to protect your business.

Driving Change— The National Beef Quality Audit

Gain insight into the preliminary findings of the most recent National Beef Quality Audit, including findings from the face-to-face interviews with beef supply chain participants and the beef cooler audits.

11:00am - 12:30pm

Reproductive Technology Applications

See description above. Session repeated.

Lifetime Reproductive Management 2

Learn about tools and protocols for use in synchronization of estrus and ovulation and how they can impact weaning weights and cow culling rates.

The Genetics of Disease

This session covers the basics of Bovine Respiratory Disease (BRD), selection for disease resistance, and the proposed development of DNA tests to enable the selection of BRD-resistant animals and more.

What Do Feeders Want?

Knowledge gained in this session will help prepare producers to create feeder calves aligned with market demand.

Farm Business Success in Turbulent Times

Success requires the ability of leaders to be proactive, optimistic and strategic in nature. Hear about crucial ideas and skills required to develop a thriving business culture.

Instrument Grading: A Report Card

Hear the results of a new research study that evaluated the effectiveness of instrument grading in accurately assessing factors that influence palatability and consumer experience.

CATTLEMEN'S COLLEGE Lunch 12:45pm - 2:30pm

Lunch is included in your Cattlemen's College registration!

Panel discussion topics include: Reproductive Management, Grazing and Forage Management, Exploiting Genetic Potential, Profit Pathways and Creating World Class Beef.

Visit www.BeefUSA.org for more information.



The following program updates will give a brief description of what to expect from each committee meeting, including speakers, important program updates, etc.



BEEF QUALITY ASSURANCE

Providing producers with guidelines for cattle production is imperative in raising consumer confidence in beef. The Joint Producer Education Committee will be reviewing the progress of BQA programming, evaluating the plan of work, reviewing the National Beef Quality Audit (NBQA) progress report, and providing input on producer education initiatives. The meeting will begin with a welcome and introduction from Vice Chair Dan Kniffen. Tom Field will give the results from the recent BQA Survey followed by Dave Dargetz, who will reveal the results of the NAHMS Feedyard Survey. The committee will then hear an update from Jessica Igo on the NBQA followed by program updates from NCBA staff members. Finally, a discussion will be held regarding an Emergency Response Program.



BEEF SAFETY RESEARCH

Providing a safe beef product to consumers is key to maintaining their confidence. Join the Joint Beef Safety Committee to hear recently completed research project updates and key successes from the outreach and dissemination initiatives. Come hear an update on the 2011 AR (which ends in May 2012), including a progress report on nine research projects, as well as the results of the recent Request for Proposals (RFP) covering outreach programs to extend the reach of the regional safety meetings. Kristina Butts, Executive Director of Legislative Affairs will provide the joint committee with a summary of recent actions by USDA related to beef safety. An update

will be provided on the upcoming Beef Industry Safety Summit planned for March 7-9, 2012 in Tampa, Fl. A report from the *Salmonella* working group meeting, held earlier in the week, will be provided to the committee to inform discussions about the 2012 research projects. Finally, as requested by this committee, a presentation will be made by the checkoff programs involved in issues response such as a recall. The program-related staff will demonstrate how the functions of the Beef Safety Committee, the Issues Management subcommittee and the Public Relations subcommittee work collectively in a response situation and engage in a discussion with committee members about these functions.



PRODUCT ENHANCEMENT RESEARCH

Providing consumers with a positive and consistent eating experience is paramount to long-term customer satisfaction and building beef demand. This committee focuses on beef product enhancement research areas such as tenderness, flavor, aging, marbling development, muscle characterization and applications, and how to best disseminate research information to industry stakeholders. Dr. J. Daryl Tatum of Colorado State University will discuss recent checkoff research on beef marbling and instrument grading, along with a new checkoff white paper on beef maturity. Dr. Jeff Savell of Texas A&M University will discuss results of the checkoff's recently-completed National Beef Tenderness Survey. Finally, Dr. Rhonda Miller of Texas A&M University will discuss checkoff-funded efforts to develop a beef flavor lexicon to use in beef followed by a beef tasting exercise. She will explain the checkoff-funded beef lexicon (library of sensory terms to explain beef flavor) research and lead the committee in an exercise to taste and rate four flavor reference samples and four distinctly different beef samples.



Beef Production Research Committee Meeting Preview

The committee will discuss the challenges of prioritizing research of value to the beef cattle producer as well as the issues of finding sufficient funding to conduct research and deliver meaningful results to the industry. Additionally, the committee will discuss NCBA's role in addressing these critical issues.



The highlights of the committee program update will include an FY 2012 request for proposals report; dissemination and research project successes for FY 2011; plans for additional dissemination and research efforts for FY 2012. Finally, the Committee will discuss the planning and priority setting process for product enhancement research for FY 2013.



HUMAN NUTRITION RESEARCH

The Joint Human Nutrition committee will provide input on the development of the 5-year human nutrition research roadmap, hear an update of ongoing human nutrition research projects, and review further plans for 2012. Researcher Penny Kris-Etherton will present the results of the Beef in an Optimal Lean Diet (BOLD) study and discuss the significance of the research. An RFP status update will be given as well as an overview of the projects which have been recommended for funding. Finally, the following tactics will be discussed: Research to Demonstrate Beef's Role in a Healthful Diet and Science Monitoring, Education and Outreach.



BEEF INNOVATIONS GROUP (BIG) CULINARY INNOVATIONS TEAM (CIT)

Innovation is imperative to keep beef relevant with consumers. Please join the New Products and Culinary Initiatives Committee to discuss innovation and hear about the progress of programs. An update on Convenient Fresh Beef will be given by Tim Straus, an update on muscle fabrication will be given by Chris Calkins, and finally an update on the latest on packaging will be given by Bill Kuecker. Lastly, hear about the work being conducted in culinary along with the launch of the new Culinary Innovation Center website. The committee will also have a comparative sampling of two muscles on foodservice menus.



If you would like to download a copy of the *Summary of Beef Checkoff-Funded Research: 2001 – 2011*, visit www.beefresearch.org.

For More Information Contact:
Research, Education, and Innovation Department
Wendy Maddock
National Cattlemen's Beef Association
9110 East Nichols Ave., Suite 300
Centennial, CO 80112
bredson@beef.org
303-850-3348

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