

Research • Education • Innovation



Quarterly Update

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2010 CATTLE INDUSTRY ANNUAL CONVENTION REI COMMITTEES

At the Annual Convention in San Antonio, REI joint committees received updates on FY 2010 activities and set the stage for the 2011 fiscal year planning process. The REI committees are:

Research, Education & Innovation Group

- C.R. Dick Sherron, M.D., Chair
- Craig Uden, Vice Chair
- Roger West, PhD, Vice Chair

Joint Producer Education Committee

- John Mass, Chair
- Dan Kniffen, Vice Chair

Joint Human Nutrition Committee

- Richard Thorpe, Chair
- Lana Slaten, RN, Vice Chair

Joint Beef Safety Committee

- Jeff Clausen, Chair
- Todd Allen, Vice Chair

Joint Product Enhancement Committee

- Paul Parker, Chair
- Molly McAdams, Vice Chair

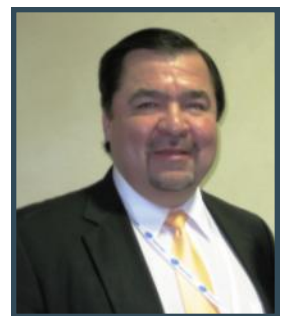
Joint New Product and Culinary Initiatives Committee

- Jennifer Houston, Chair
- Neil Kayser, Vice Chair

To ensure that all members had the opportunity for input on the recommended priorities that will be the focus of next year's plans, all joint committee members met as one group following their respective committee meetings to rank the priorities in order of importance to the industry. The results indicate that producer leaders believe all of the identified priorities need to be addressed in planning efforts for FY 2011. Voting on the priorities did not result in a significant difference between the highest and lowest vote-getters. The priorities with their percentage of total points are:

FY 2011 Priorities	Percent Total Points
Educate Influencers on Beef and Beef Production	16%
Reconnect Consumers with Beef Production	15%
Develop and Expand International Markets	15%
Make Beef and Easy Choice	15%
Demonstrate Beef's Value	14%
Implement Cohesive Safety Solutions	13%
Capitalize on the Power of Lean	13%

Along with discussions on current programs and future planning, some committees heard from special guests who shared information relevant to committee activities. Dr. Stuart Reid, Dean of the Veterinary School, University of Glasgow, spoke to the Beef Safety Committee members about antimicrobial resistance development in pathogens. Al Almanza, Administrator for USDA-FSIS provided a regulatory update to the Beef Safety Committee and spoke to the Human Nutrition Committee about the recent Federal Register notice to re-propose the "Mandatory Nutrition Labeling of Single-ingredient Products and Ground or Chopped Meat and Poultry Products" rule. Chef Gerry Ludwig of Gordon Food Service presented his viewpoint of beef on the menu and how it's featured across the United States to the New Product and Culinary Initiatives Committee.



Al Almanza





NEW BQA PROGRAMS APPROVED AT 2010 CONVENTION

As a result of the convention in San Antonio, the BQA program is developing new tools to help support state coordinators in their efforts to reach producers throughout the nation.

The Producer Education Committee passed a resolution to allow all interested states to implement a nationally organized online BQA certification program. The national program will design and fund the program modules, while the certification data in the database will be the property of the state beef council or cattlemen’s association who will receive the reports. This program, which will be launched in the very near future, allows states limited by tight resources to fund certification programs. States with current programs will be able to reduce costs if necessary. This new tool will expand the reach of the BQA message, better serve producers and ultimately, strengthen the industry.

Also, during annual convention, the Beef Promotion Operating Committee awarded BQA additional dollars to create multi-media promotional videos to be used for BQA training and promotion at the state level and on RFD-TV’s *Cattlemen to Cattlemen*. The 6- to 8-minute videos will include an expert discussion on specific topics, such as antibiotics or cattle handling, and will be used to promote the importance of BQA certification for producers, not only on *Cattlemen to Cattlemen*, but also in state promotions and training. Airing these segments will provide BQA an enhanced presence on *Cattlemen to Cattlemen*, well beyond the occasional commercial broadcast currently. This exposure can potentially bring tens of thousands of producers to certification meetings or the online training.

A third project in process is the upgrade and enhancement of the BQA Web site. This facelift to www.bqa.org will provide producers a mechanism to contact all state coordinators and to sign up for certification training programs or the online certification program. We believe this systems approach from the national program will provide more value to both the state coordinators and the producers throughout the country. All three of these new projects are scheduled to roll out by the time of the 20th Annual BQA State Coordinators’ Conference on June 10th and 11th in Denver, CO.



BQA celebrated commitment to excellence when Jim Warren of California (top photo) and Phoebe Bitler of Pennsylvania were announced as the winners of the 2010 Beef Quality Assurance (BQA) Award sponsored by Safeway’s Rancher’s Reserve® Beef, Cargill, the Beef Checkoff, and the National Cattlemen’s Beef Association in San Antonio, TX. Warren was selected as a leader in cattle production and Bitler in dairy production.



Beef Production Research Committee Convention Review

The NCBA’s Beef Production Research Committee met during the Cattle Industry Annual Convention in San Antonio, TX on Friday, January 29th 2010. The committee discussed cattle industry business and research topics and was provided a scientific update from Dr. Guy Loneragan from West Texas A&M covering the status of the research on pre-harvest *E. coli* O157:H7 interventions. The presentation was very well received by those in attendance. Additionally, the Missouri Cattlemen’s Association introduced a resolution to the committee to support funding for the further development of centers that provide coordinated and collaborative multi-breed genetic evaluation and genomics repository services. The resolution was approved by the committee and passed through the Combined NCBA Board of Directors/CBB Meeting on the morning of Saturday, January 30th. Lastly, a small task force was appointed to review the existing beef industry research priorities to ensure that they are in alignment with industry needs. When completed, the recommendations of the task force will be disseminated to the entire committee for their input and approval.





2010 CATTLEMEN'S COLLEGE®

Cattlemen's College drew a decade-high attendance of 862 in San Antonio to focus on a host of contemporary topics confronting the industry and individual beef enterprise managers. Many of the presentations from that event can be found at the Cattle Learning Web site. See below for highlights.



Pre-Harvest Food Safety Protocols and Technologies

Learn about the role of producers in applying critical controls to help assure the integrity of beef products. Join food science and veterinary experts as they evaluate processes to protect and build consumer demand. Plus, on-farm interventions are increasingly being viewed as a critical step in controlling pathogens that compromise beef safety. Learn the proactive measures that can be taken at the farm and ranch to enhance food safety.

- » [Escherichia coli O157:H7 by Mindy Brashears, Ph.D.](#)
- » [Salmonella and Other Pathogens of Importance in Beef Processing](#)
- » [Current Issues in Pre-Harvest Food Safety](#)
- » [Application of Glo Germ® to Live Animals and Transfer to Carcass During the Slaughter Process](#)
- » [Vaccines \(and Other\) Interventions to Aid in the Control of E. coli O157](#)
- » [Reduction of E. coli O157:H7 in cattle using Direct-Fed Microbials](#)
- » [Cross-Contamination of Beef Cattle Hides During Loading as a Result of Dust Generation](#)

Enhancing Profitability in Chaotic Times

Used in combination, arbitrage and increasing a cattle business asset turnover ratios have been proven to substantially improve the bottom line for a cattle business. Learn to apply the principles of arbitrage and increasing the asset turnover ratio to improve your profits.

- » [View Presentation Slides](#)
- » [View PDF](#)

Building and Implementing an Effective Risk Management Strategy

Join a team of experts as they help you navigate through the uncertainty of a volatile market as you strive to build a more profitable beef business.

- » [View Presentation Slides](#)

Innovative Carcass Fabrication to Create New Product Opportunities

Interact with a team of meat science and industry experts who will demonstrate new ways to create value while enhancing consumer demand.

- » [View Presentation Slides](#)

Producing Right Sized Cows

Gain a better understanding of the two fundamental principles around which cow size decision must be made: an animal's live weight versus its metabolic weight, and the interaction between production potential and environment interaction.

- » [View Presentation Slides](#)

Strategies for Effective Estate Transfer

Join experienced professionals as they help you investigate the options and alternatives that best fit your situation, estate and asset conservation. Learn about the process of assuring effective transfer of assets to the next generation.

- » [View Presentation Slides](#)



Profitable Forage Management Strategies

More than half of the variable costs for cow-calf enterprises are associated with feed. Learn how to evaluate forage management alternatives and implement the most cost effective strategies.

» [View Presentation Slides](#) 



POSITIVE BEEF STORIES PUBLISHED IN THE *NEW YORK TIMES*

The *New York Times* recently published online two beef safety letters-to-the-editor, one authored by Mandy Carr Johnson, Ph.D., executive director of research, and the other by the National Meat Association. The letters were submitted in response to the newspaper's negative reporting on beef safety. In her letter, Carr Johnson explains, "I've been involved in beef safety research since college, and I don't recognize the industry you've depicted in recent articles...I know the people of the beef industry, and I'm proud of the work we do every day to provide safe food." The *New York Times* receives thousands of letters each day, so publication is a significant accomplishment.



2010 BEEF INDUSTRY SAFETY SUMMIT

Held recently in Dallas, the Summit included an Issues Update Forum that highlighted the convergence of issues including the environment, sustainability, human nutrition and animal welfare with safety. These issues are affecting consumer attitudes about end-product safety and must be understood and addressed to ensure stable consumer confidence in the safety of beef products. A Pre-harvest Symposium was another highlight of the Summit that allowed attendees the opportunity to discuss the status of interventions, knowledge gaps, research priorities and communication and education needs on this topic.



A special forum on antibiotics was held to review the science related to resistance formation and to provide a perspective on the political focus in Washington, DC .

In addition, attendees participated in technical sessions on traceability, HACCP, validation, retail safety and knowledge gained from recalls. The Research Update Session gave attendees a first look at recently completed research projects that resulted in findings that can be implemented immediately throughout the industry. New Mexico, Texas, Nebraska, Missouri, California, Kansas, Michigan, South Carolina and Iowa were represented by producers and/or state staff. All attendees left with tools and information they can use to address beef safety challenges. The 2010 Summit Executive Summary will be posted to www.bifsc.org.

REGIONAL SAFETY WORKSHOPS UPDATE

Though the number of participants in the Safety Summit is steadily growing, the Joint Beef Safety Committee recognized the need to bring the successful activities and information-sharing of the Summit to an even broader audience. The Kansas and Missouri Beef Councils worked with the Beef Safety Research team to host a Mid-West Regional Safety Workshop in December. A second Mid-West Workshop will be hosted by the Iowa and Nebraska Beef Councils on April 28th in Omaha. Northeast Beef Councils are hosting a workshop on May 5th in King of Prussia, PA. Similar to the national Summit in March, these one-day regional workshops allow attendees to share knowledge and discuss issues that ensure continued progress toward meeting the industry's collective safety goals. For more information on the regional workshops, go to www.bifsc.org.



NUTRIENT DATA IMPROVEMENT (NDI) STATUS REPORT

The Nutrient Database Improvement (NDI) initiative is in its third year with tangible results expected by the end of the summer. Phase 1, the analyses of 14 new and existing chuck cuts, has been completed and the nutrient data are currently being incorporated into the USDA Nutrient Database for Standard Reference (SR 23). This research project, co-led by Texas Tech, Colorado State, and Texas A&M University, will allow the most accurate beef nutrient data to be available in the SR, which will have many positive implications for the beef industry.

It is more critical than ever that SR represent the beef currently available at retail because it is likely that Congress will act in the near future on the proposed rule for mandatory nutrition labeling in the meat case.

Highlights of NDI to date include:

- Vitamin D content of beef has been determined for the first time.
- CLA standard reference material has been formulated and validated for use in generating data for the SR. A standard reference material for CLA did not previously exist and is necessary to verify that CLA data generated by various labs is accurate and precise.
- Values related to nutrient retention and cooking losses have been calculated by the USDA ND. L.
- Peer-reviewed publications to disseminate this data are in development.
- All Beef Rib and Plate cuts have been collected as part of NDI Phase 2 and are being prepared for nutrient analysis. In addition, the Beef Alternative Merchandising (BAM) cuts are currently being analyzed for addition to SR 24 in September 2011. This four-phase research project will provide updated beef nutrition data that will allow all other nutrient databases that link to the SR to have the most up-to-date nutrient information for use in nutrition monitoring and in nutrition research studies. This data is also the foundation for mandatory nutrition labeling which will be coming into law in the next 18 months.

SPRING SCIENCE CONFERENCES (AHA AND EB)

In early March, at the American Heart Association's joint conference for Cardiovascular Disease, Epidemiology and Prevention as well as Nutrition, Physical Activity and Metabolism, the latest checkoff-funded nutrition research had a captive audience. In late April, the same research will be



presented at the prestigious Experimental Biology (EB) Conference. Thousands of

scientists attend these annual conferences to hear, among other research presented, the latest findings supporting beef's role in optimal health.

The specific findings presented at the AHA meeting and scheduled for EB include:

- Increasing intake of lean beef effectively lowers LDL cholesterol (bad cholesterol).
- Substitution of beef protein for carbohydrate in the context of a low-saturated-fat diet has beneficial effects on blood-fat measurements.
- Lean beef provides nutritional benefits to the diets of children.
- Dietary protein intake among adults positively affects body composition measurements.
- Beef's fatty acid composition does not negatively influence blood-lipids measurements.
- An extensive assessment of available research concludes there is no causal relationship between red meat intake and colorectal cancer.

These research findings provide health professionals with science-based support to recommend lean beef as a nutrient-rich meat choice as part of a healthy diet. Attending scientific conferences is another opportunity for our checkoff researchers to monitor and support the dialogue around beef's role for optimal health within the scientific community and health professional audiences.



2010 CONVENTION REVIEW

The Joint Product Enhancement Committee, led by Chairman Paul Parker of Fort Dodge Animal Health and Vice Chairman Molly McAdams of H-E-B, met on Friday, January 29th at the Cattle Industry Annual Convention in San Antonio. Committee members executed planning and prioritization for FY 2011 and received a report of recommended research priorities from the industry-based FY 2011 Product Enhancement Research Advisory Panel. Following this report, the committee ranked the top areas for research focus in 2011.

Committee members were provided a demonstration of new chuck roll cuts and a Product Enhancement program update. 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 2010 REQUEST FOR PROPOSALS

The Department of Research, Education & Innovation issued a FY 2010 request for one-page concept papers in the area of checkoff-funded Product Enhancement research in late September 2009. More than 70 concept papers were submitted by researchers from institutions across the country. Concept papers were reviewed and 19 made it through to the second round of the process. These 19 concept papers were expanded and re-submitted as full proposals before undergoing industry review in January 2010. Final funding decisions were made in February 2010 and 10 projects will soon kick off for completion through May of 2011.

RESEARCH CHEFS ASSOCIATION & NATIONAL ASSOCIATION OF MEAT PROCESSORS CUTTING DEMONSTRATIONS

REI staff member Bridget Wasser recently conducted cutting demonstrations for the Research Chefs Association (RCA) and the North American Meat Processors Association (NAMP). Wasser took part in a session at the RCA Annual Conference & Culinology Expo in conjunction with the checkoff's Beef Innovation Group and Culinary Services team to present and demonstrate unique muscles of the beef heel. Wasser participated in the NAMP Annual Meat Industry Management Conference to present and demonstrate the new cuts from the beef chuck roll.



State Outreach

Staff member Bridget Wasser also worked recently to help extend the checkoff program's reach to state partners. She conducted a chuck training session for the Tennessee Beef Council instructing two individuals from their team on fabricating new cuts from the beef shoulder clod and chuck roll. She also conducted a webinar for the Wyoming Business Council during Wyoming Ag Week that focused on beef quality and helping listeners better understand and choose beef cuts.



2010 INNOVATIVE BEEF SYMPOSIUM

Attendees at the 2010 Innovative Beef



Symposium will be the first to hear about the checkoff's new value-added cuts from the beef round and how to fabricate, merchandise and menu them. The Innovative Beef Symposium is for anyone in the food industry that educates, processes and sells beef, such as beef producers, processors (R&D, operations, marketing, sales, senior management), foodservice operators and executive chefs, retail meat buyers, equipment suppliers and academicians. The symposium sessions will be interactive and led by those conducting the work on the round so you can hear the information firsthand.

Pre-conference workshops will be offered on August 25th from 8:00-11:00am. The general session will begin at 1:00 pm on August 25th and conclude at noon on August 26th. There will be a tasting reception outdoors on the evening of August 25th where participants can try new beef cuts in a variety of applications. The location for the symposium is the Warwick Hotel on Capitol Hill in downtown Denver. Registration is now open and space is limited.

The checkoff-funded Symposium is sponsored by the Beef Innovations Group and the Product Enhancement program.

Information page and access to online registration and hotel reservations:

<http://www.beefinnovationsgroup.com/beefsymposium.aspx>

DID YOU KNOW?

Cattle outnumber humans in 9 states: Idaho, Iowa, Kansas, Montana, Nebraska, North Dakota, Oklahoma, South Dakota, and Wyoming.





LEARNING ABOUT THE CHUCK ROLL IS EVEN EASIER NOW WITH THE ADDITION OF A NEW ANIMATION CUTTING DEMONSTRATION TOOL

The value-added cuts section of the BIG Web site has now been updated with a complete 3D animation media for fabrication of the chuck roll. Other value-added cuts sections will be updated as the BIG team continues its work. Please take a look and let us know what you think. Click on [Chuck Roll Demo](#) or go to www.beefinnovationsgroup.com and click on value cuts and the chuck roll.



BEEF ENTERS THE FREEZER CASE IN AN EXCITING NEW FORMAT

American Foods Group has been working with BIG for the past year. By utilizing research focused on packaging and product lines, this spring they are rolling out a new line of beef items which will be merchandised in the freezer section. These fantastic beef items will be priced competitively with chicken and packaged according to consumers' preferences. Through research, American Foods Group found that portion size, the resealable/secure bag, and the design of the bag, which includes color photos, recipes, meal suggestions and an easy-to-read format are among the package elements consumers find appealing.



SEASONED STEAK BITES ARE HERE—MOVE OVER CHICKEN NUGGETS



Utilizing the idea and research funded by the Beef Checkoff, Schwan's rolled out new seasoned steak bites this January. In their catalog they referred to the new steak bites

as an alternative to the chicken nugget. We could not agree more!

MARINADE ON DEMAND WINS PACKAGING INNOVATION AWARD

Making use of a concept developed through

checkoff funding, [Schwan's](#) introduced the [Marinate on Demand product](#) last year. Recently, this innovative new product was chosen by the International Flexible Packaging Association as the **Highest Achievement Award** winner, the industry's top honor, as well as the **Gold Award** winner for technical innovation.



UPDATING BEEF COOKERY TO MEET TODAY'S NEW APPLIANCES AND NEW CONSUMER

The use of applied cookery, the scientific development of cooking times for all beef cuts, is critical to ensure a consistent beef-eating experience. Since consumer cooking methods and equipment have changed — as have the fat content in beef—and with the availability of new cuts in the meat case, your culinary team is on task to update and refine the cookery methods and timing for beef. The team will start with grilling this spring. In fiscal year 2011 they will tackle roasting and pan-broiling.

ATTENDEES AT THE RESEARCH CHEFS ASSOCIATION (RCA) MEETING GET A SNEAK PEEK INTO THE NEW ROUND CUTS

The New Products and Culinary team are founding sponsors of the Research Chefs Association. This association is composed of corporate chefs, R&D chefs, food technologists and product developers, key audiences for the introduction of new product ideas and recipes because they can introduce these new ideas into menus and new products. At the RCA annual meeting this year the New Products and Culinary team conducted an educational session and gave participants a "sneak peek" into the new round cuts. The team gave a history of the value-added cuts and provided an interactive cutting demonstration followed by a tasting of two of the new round cuts.



CULINARY SERVICES PLANS TO WOW ATTENDEES AT THE IACP TRADE SHOW

The culinary services team participates in the annual meeting of the International Association of Culinary Professionals (IACP). This is a “cutting edge” meeting of culinarians where new flavor trends, menu items, and foodservice ideas are exchanged and innovated. The April meeting is in Portland, OR and the culinary team will host a booth showcasing new and exciting trends in beef such as the Peking Steak Bites - a popular foodservice item that takes its cue from the Streets Foods trend. The team will also attend educational forums to keep updated on new food trends that we can apply to beef.



Gerry Ludwig of Gordon Food Service presents to the **New Product and Culinary Initiatives Committee**.



Joint Beef Safety Committee



Bridget Wasser and Jim Ethridge, NCBA staff, present the new chuck cuts at **Cattlemen’s College**.



Joint Producer Education Committee



Joint Human Nutrition Committee



Joint Product Enhancement Committee

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