

# Research • Education • Innovation



Quarterly Update

January 2010 • Volume 4, Issue 1

**HAPPY NEW YEAR** to all committee members in the Joint Industry Research, Education and Innovation Group! As we return from the holiday break, the REI staff is making final preparations for the **2010 Cattle Industry Convention and Trade Show in San Antonio, January 27-30**. Considering our shrinking budgets, your attendance and participation is more important than ever to the continued success of the REI programs we all value for their significant contributions to our industry. Decisions made and directions established during this convention will set the stage for the 2011 national programs. On behalf of committee leadership, we urge you to attend convention and fully participate in the decision-making process.



This newsletter highlights many of the Convention events which may impact your understanding of issues facing the industry as well as increase your knowledge about the challenges and opportunities in the REI program areas. To spark your interest in Cattlemen's College<sup>®</sup>, we are including a listing of some of the dynamic educational sessions designed to help today's cattle producer confront the uncertainly faced in the political, economic, trade, credit, and consumer demand arenas.

Since the *2009 REI Annual Report* will be distributed in San Antonio, this newsletter includes only brief highlights of program activities during the first quarter of FY 2010. Annual reports will be available at the REI Update meeting so please be sure you get a copy. We hope you'll enjoy reading about many of the FY 2009 achievements resulting from your committee work.

We look forward to seeing all of you in San Antonio. On behalf of leadership and staff, thank you for your continued advocacy for our programs. It is your ability to identify and address critical issues facing the industry that allows the REI committees to design programs that continue to enhance the viability of the U.S. beef industry.

Best wishes for a rewarding 2010!

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



Funded in Part by The Beef Checkoff

## 2010 CATTLE INDUSTRY CONVENTION & TRADE SHOW

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

### Wednesday, January 27

#### CATTLEMEN'S COLLEGE®

**7:30 am - 2:30 pm**

The 17<sup>th</sup> annual Cattlemen's College® is a tremendous opportunity for all segments of the cattle industry to gain knowledge about the new ideas and technologies available to improve profitability. Sponsored by Pfizer Animal Health, this day-long event offers 15 sessions that cover all aspects of cattle production and marketing. **JOINT MARKET RESEARCH WORKING GROUP**

#### MEETING

**11:30 am - 1:30 pm**

#### OPENING GENERAL SESSION

**3:00 – 5:00 pm, Grand Ballroom C**

The Opening General Session, sponsored by Boehringer Ingelheim, is the official kick-off event of the 2010 Cattle Industry Annual Convention! This year's featured keynote speaker, **Christopher Gardner** heads his own successful brokerage firm, Gardner Rich LLC, but his path to success took turns through single parenthood and homelessness. Gardner's first book, *The Pursuit of Happyness*, an account of his life story, became a blockbuster film starring Will Smith released in December 2006. Along with the moving story of Mr. Gardner's rise from rags to riches, the Opening General Session provides an overview of 2009 achievements.

#### NCBA BIG AS TEXAS STATE FAIR TRADE SHOW WELCOME RECEPTION

**5:00 - 8:00 pm, Exhibit Halls C/D**

The NCBA Trade Show is the largest, most advanced trade show for the cattle industry. With over 250 companies in attendance, browsing the 2010 trade show promises to be an activity you won't want to miss. The trade show will be open Wednesday during the reception, Thursday from 10:00 a.m. to 5:00 p.m., and Friday from 7:00 a.m. to 5:00 p.m.

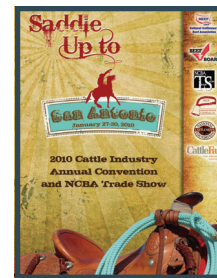
### Thursday, January 28

#### CELEBRATION OF EXCELLENCE: A SALUTE TO THE BEST OF BEEF BREAKFAST

**6:30 - 8:30 am, Grand Ballroom**

This Celebration Awards Ceremony is your opportunity to pay tribute to your fellow cattle industry members, those recognized for their outstanding service,

dedication and commitment to our industry. Entertainment will be provided by Mack Dryden, who creates hilarious custom humor about stories of survival, both inspirational and laugh-out-loud funny!



#### GENERAL SESSION II: A LOOK INTO THE FUTURE OF THE CATTLE INDUSTRY

**9:00 - 10:00 am, Grand Ballroom C**

Sponsored by Bayer Animal Health, this is a don't-miss session featuring leaders and innovators in the cattle industry. A panel of industry experts representing all industry sectors will discuss what the future holds for beef. Panelists are:

- Paul Bennett, Knoll Crest Farms, Red House VA
- Homer Buell, Shovel Dot Ranch, Bassett, NE
- Dave DeLaney, King Ranch, Kingsville, TX
- James Herring, Friona Industries, Amarillo, TX
- Wesley Batista, JBS, Greeley, CO
- Molly McAdams, H-E-B, TX

#### NCBA FEDERATION DIVISION FORUM

**1:30 - 3:00 pm, Room 214C/D**

The forum will examine the consumer marketplace and checkoff-funded programs being implemented to increase beef demand. It will provide NCBA Federation board members and others the opportunity to prepare for upcoming committee and board meetings.

#### NCBA POLICY DIVISION FORUM

**1:30 - 3:00 pm, Room 217A/B**

The forum will examine the issues in Washington D.C. that impact cattlemen and the business climate for beef production. NCBA Policy Division board members, policy committee members and convention attendees are encouraged to attend this forum.

#### NCBA LEADERSHIP FORUM

**3:15 - 4:45 PM, Room 214C/D**

This is an opportunity for convention attendees to interact with NCBA leadership about issues pertaining to the association. Bring your questions and feel free to share your ideas and opinion.

### Friday, January 29

#### NCBA TRADE SHOW FLAPJACK FEED

**7:00 - 9:00 am, Exhibit Halls C/D**

Prepare for a busy day of meetings by enjoying a stack of delicious flapjacks with butter and syrup, graciously dished out by your NCBA officers and staff.

## NCBA INVITATIONAL BULL RIDING & CONCERT

7:00 - 11:30 pm

Cowboys Dance Hall

*Sanctioned by Professional Bull Riders*

End your convention with the biggest event of the year featuring some of the top bull riders in the world matched with some of the greatest bucking bulls. Every seat in the house puts you up close to all the action. This event will be followed by a concert.



## NCBA BEEF PRODUCTION RESEARCH COMMITTEE

2:45 - 4:45 pm, Room 214C

## JOINT PRODUCT ENHANCEMENT RESEARCH COMMITTEE

2:45 - 4:45 pm, Room 204B

## JOINT BEEF SAFETY RESEARCH COMMITTEE

2:45 - 4:45 pm, Room 216A/B

## JOINT HUMAN NUTRITION RESEARCH COMMITTEE

2:45 - 4:45 pm, Room 212A/B

## JOINT NEW PRODUCT & CULINARY INITIATIVES COMMITTEE

2:45 - 4:45 pm, Room 204A

## JOINT PRODUCER EDUCATION COMMITTEE

2:45 - 4:45 pm, Room 214B

## REI COMMITTEE MEETINGS

### RESEARCH, EDUCATION & INNOVATION UPDATE MEETING

12:30 - 2:30 am, Room 217B



### 2010 CATTLEMEN'S COLLEGE®

The 17<sup>th</sup> annual Cattlemen's College® is a tremendous opportunity for all segments of the cattle industry to learn about the new ideas and technologies available to improve profitability.

Sponsored by Pfizer Animal Health, this day-long event offers 15 sessions (listed below) that cover all aspects of cattle production and marketing. To address today's challenging industry environment, the 2010 curriculum will focus on four primary tracks:

- The political and economic climate
- Building consumer confidence and demand
- Enhancing profitability
- Empowering producers to advocate for the industry



#### Innovative carcass fabrication to create new product opportunities

**Bridget Wasser, NCBA staff**

**Jim Ethridge, NCBA staff**

**9:15 am - 10:45 am**

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

#### Political climate change and the beef business

**Colin Woodall, NCBA staff**

**7:30 am – 9:00 am**

Never before has the political and social climate in the United States been so daunting to cattle producers. Learn more about policies, players, and process and their potential impacts on the beef business.

#### Macroeconomic trends, indicators and forecasts

**Gregg Doud, NCBA staff**

**9:15 am - 10:45 am**

Understanding the economic situation is critical to effective cattle enterprise planning. Learn about key economic indicators, emerging trends, and how these forecasts impact profitability of beef enterprises.

#### Beef demand and consumer trends

**John Lundeen, NCBA staff**

**9:15 am - 10:45 am**

Join market researchers to explore emerging consumer trends, shifts in beef demand, and ways to enhance consumer demand for beef products. Learn about emerging positive trends as well as your role in building consumer confidence in the industry and its products.

#### Marketing "You, Inc"

**Ellen Gibson, NCBA staff**

**7:30 am – 9:00 am**

Learn how to market your product to have greater meaning for your customer. This course provides a better understanding about the marketing process and an outline for developing your own personal marketing plan.

#### Enhancing profitability in chaotic times

**Barry Dunn, Executive Director and Endowed Chair, King Ranch Institute for Ranch Management**

**7:30 am – 9:00 am**

Learn to apply principles of arbitrage (the simultaneous buying and selling of the same commodity in different markets to profit from price discrepancies) and to increase the asset turnover ratio, proven methods when combined to increase profits.



### Producing right-sized cows

**Jen Johnson & J.D. Radakovich, Bass Fellow  
King Ranch Institute for Ranch  
Management**

**11:00 am – 12:30 pm**

Cow size and efficiency have been hot button topics for the cattle business for half a century. While the science is clear, the industry is not. Learn about two fundamental principles around which cow-size decision must be made.

### Pre-harvest food safety protocols and technologies I

**Mindy Brashears & Mark Miller – Texas Tech University  
Guy Loneragan, West Texas A&M University**

**7:30 am – 9:00 am**

Food safety continues to be a priority of the beef supply chain. Learn about the producers' role in applying critical controls to help assure the integrity of beef products.

### Pre-harvest food safety protocols and technologies II

**Mindy Brashears & Mark Miller – Texas Tech University  
Guy Loneragan, West Texas A&M University**

**9:15 am - 10:45 am**

On-farm interventions are increasingly being viewed as a critical step in controlling pathogens that compromise the safety of beef. Learn the proactive measures that can be taken at the farm and ranch to enhance food safety.

### Profitable forage management strategies

**Larry Redmon, Texas A&M University**

**9:15 am – 10:45 am pm**

With feed accountable for more than half of the variable costs for cow-calf enterprises, grazing management becomes even more critical to the bottom line. Learn how to evaluate forage management alternatives and implement the most cost-effective strategies.

### Building and implementing an effective risk management strategy

**Cattle-Fax**

**7:30 am – 9:00 am**

Join a team of experts to learn how to navigate through the uncertainty of our current situation as you strive to build a more profitable beef business.

### Strategies for effective estate transfer

**Bill Magaziner and John Clarke, Magaziner Financial**

**11:00 am – 12:30 pm**

Estate and asset conservation is critical to the sustainability of the beef cattle industry. Join experienced professionals as they help you investigate the options and alternatives that best fit your situation.



### Western Water Law: A time of transition

**Joe Guild, Attorney at Law, Reno, NV**

**11:00 am – 12:30 pm**

Water law in western states is a critical issue, with ranchers and residents competing for diminishing supplies. Water law is changing to meet new demands, and legislation will directly impact producers.

### Leadership

**John Doherty, Culinary Consultant and former  
Executive Chef of the Waldorf Astoria**

**11:00 am – 12:30 pm**

Develop your leadership skills in this energizing session guaranteed to inspire and motivate. Interact with this former executive chef who will share his unique perspective learned during a 23-year career preparing meals for presidents and dignitaries.

### Putting social networking and communication technologies to work for the beef industry

**Daren Williams, NCBA staff**

**Troy Hadrick, Producer, Advocates for Ag Co-Founder**

**11:00 am – 12:30 pm**

Facebook, twitter, blogs and texting are the current generation's approaches to social and professional networking. Learn how to put these technologies to work for your business and the industry.

### Cattleman's College® Cookhouse Lunch

**Sponsored by Pfizer Animal Health**

**Beef entrée sponsored by Certified Angus Beef**

### Cookhouse Lunch Discussions Round I:

**12:30 pm to 1:30 pm**

Session I: Political Change, Macro economic trends, Water Law

Session II: Arbitrage, Cow Size, Forage Management

Session III: Beef Demand, Leadership, Marketing

Session IV: Pre-Harvest I, Pre-Harvest II, Innovative Fabrication

Session V: Risk Management, Estate Transfer, Social Networking

### Cookhouse Discussions Round II:

**1:45 pm to 2:30 pm**

Session I: Political Change, Macro economic trends, Water Law

Session II: Arbitrage, Cow Size, Forage Management

Session III: Beef Demand, Leadership, Marketing

Session IV: Pre-Harvest I, Pre-Harvest II, Innovative Fabrication

Session V: Risk Management, Estate Transfer, Social Networking





## DAIRY PARTNERSHIPS EXTEND THE REACH OF BQA

For the third year in a row the checkoff-funded Beef Quality Assurance (BQA) program has decided to partner with the Dairy Calf and Heifer Association (DCHA) to promote beef quality assurance to growers of dairy bull and heifer calves. By partnering with DCHA, the BQA program is better able to extend the BQA message into this often hard-to-reach segment of the cattle industry. In addition to extending the reach of the BQA message, this partnership has allowed the BQA program access to some of the most progressive players in this segment of the industry to help develop targeted BQA best management practices for calf growers.



Because cattle from dairy operations play a significant role in the nation's beef supply, it is important to provide BQA education to this segment of our

industry. In an effort to achieve this goal, the checkoff-funded, Beef Quality Assurance (BQA) program along with the National Dairy Herd Information Association (NDHIA) and multiple other dairy organizations worked together to develop the *National Dairy Animal Care and Quality Assurance Manual*. This manual contains best management practices covering a broad range of topics, from proper cattle handling to judicious antibiotic use. As part of an education and training program, this comprehensive document helps identify and manage areas in dairy operations where defects in quality can occur.



## REGIONAL SAFETY WORKSHOP HELD IN KANSAS

Held annually, the Beef Industry Safety Summit is the premier forum for all beef industry partners, representing each link in the beef production chain, to share knowledge and discuss issues to ensure continued progress toward meeting the industry's collective safety goals. ***Addressing Beef Safety Challenges - Mid-West Workshop***, funded in part by



The Beef Checkoff, brought the information and activities of the annual Safety Summit to Olathe, KS on December 16. Twenty attendees representing processing, distribution, retail and foodservice as well as academia attended the session to discuss current beef safety challenges and talk through solutions. Resources available for use after the session were also discussed. Additional workshops are being planned for 2010. Visit [www.bifsc.org](http://www.bifsc.org) for additional details or to register for the Safety Summit, March 2010.

### Research Feedback Solicited for FY 2011 Planning

Enhanced product safety, new cuts for utilization, increased tenderness and flavor — all of these attributes provide opportunities to increase consumer demand for beef products. These products are created or attributes improved through research, and industry input is needed to develop and prioritize research needs for the beef industry. Beef Safety and Product Enhancement Research staff developed a survey on behalf of The Beef Checkoff to solicit input from representatives of all sectors of the beef supply chain. Survey information was validated and further prioritized through beef safety and product enhancement webinars involving experts from multiple industry segments. Results from both the survey and webinars will be shared with joint committee members at the Cattle Industry Annual Convention and Trade Show in San Antonio, TX on January 29, 2010. The information will be used to identify FY 2011 research priorities as well as information dissemination needs.



## Beef Production Research Committee Meeting Preview

The Beef Production Research Committee will meet during the Cattle Industry Annual Convention in San Antonio, TX on Friday, January 29<sup>th</sup> 2010. The committee will discuss usual business and hear brief updates highlighting beef checkoff-funded pre-harvest beef safety and product enhancement research as well as a detailed research presentation from Dr. Guy Loneragan at West Texas A&M covering pre-harvest *E. coli* O157:H7 interventions.





## PRODUCT ENHANCEMENT RESEARCH

### 2010 Convention Preview

The Joint Product Enhancement Research Committee, led by Chairman Paul Parker of Fort Dodge Animal Health and Vice Chairman Molly McAdams of H-E-B, will meet on Friday, January 29<sup>th</sup> at the Cattle Industry Annual Convention in San Antonio.

Committee members will go through a planning and prioritization process for FY 2011 and will receive a report of recommended research priorities from the industry-based FY 2011 Product Enhancement Research Advisory Panel. Following this report, the committee will evaluate and rank the top areas for research focus in 2011.

Committee members will see a demonstration of new chuck roll cuts and receive a complete 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. Seventy-three concept papers were submitted by researchers from institutions across the country. Concept papers were reviewed and nineteen made it through to the second round of the process. These nineteen concept papers have been expanded and re-submitted as full proposals and are undergoing industry review. Final funding decisions will be made in February 2010.

### Guide to Identifying Meat Cuts

The checkoff-funded *Guide to Identifying Meat Cuts* was recently revamped to include an updated list of beef cut descriptions and photos. This guide is used by retailers and by others to learn more about each cut and how to best prepare it.



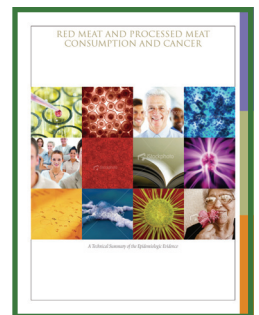
## HUMAN NUTRITION RESEARCH

### Beefing Up Heart Healthy Recommendations

Recent results from a checkoff-funded study demonstrates that healthy diets incorporating lean beef can be at least as effective as the Dietary Approach to Stop Hypertension (DASH) diet in lowering cardiovascular disease (CVD) risk, especially in older adults and overweight populations. The DASH diet is rich in fruits, vegetables and dairy with an emphasis on unsaturated fats and plant proteins. Dr. Penny Kris-Etherton at the Pennsylvania University compared the effects of eating an optimal heart-healthy diet, containing beef (BOLD-Beef in an Optimal Lean Diet) and a diet modeled after DASH, to an average American Diet. The study found increasing intake of lean beef in the context of a heart-healthy diet effectively lowers LDL cholesterol (bad cholesterol). These findings show that the BOLD diet benefits multiple CVD risk factors in a way similar to the DASH diet, the previously thought Gold Standard therapy for heart disease and hypertension. This research will provide health professionals with science-based support to recommend lean beef as a nutrient-rich meat choice in a heart healthy diet. This research will be presented at one of the world's largest scientific conferences, the Experimental Biology Conference in April 2010. Plans are underway for further disseminating these findings in the scientific community and health professional audiences.

### Correcting Misperceptions about Beef and Cancer

As a continuation of The Beef Checkoff effort to examine the totality of the evidence on the subject of red meat and cancer, the "Red Meat and Processed Meat Consumption and Cancer: A Technical Summary of the Epidemiologic Evidence" will be available in January 2010. Authored by leading epidemiologist, Dr. Dominik Alexander, PhD, MSPH, this publication will serve as a comprehensive resource evaluating the epidemiologic associations of red meat/processed meat and cancer. After extensive examination of the existing research, the author concludes the available epidemiologic evidence is not supportive of a causal relationship between red meat and any of the cancers evaluated.





## BEEF INNOVATIONS GROUP UPDATE

### Committee Meeting Update

The Joint New Products and Culinary Services Committee addresses the innovation activities of these two programs. Working collaboratively, these programs serve as a catalyst for new and value-added beef products while also serving as a resource center for all beef culinary, new product development, and technical needs. Committee members will have a special guest at their Friday meeting - Chef Gerry Ludwig presenting on the "Best of Beef." Members will also have the opportunity to sample an exciting new beef convenience product launching in January and will hear exciting news about how the culinary and new products programs benefit our industry.

### New Products Exchange Meeting: The Freezer Case - The New Destination of Quality Beef.

This by-invitation-only meeting includes everything you need to know about this year's most exciting beef opportunities and will be held Wednesday January 27<sup>th</sup> from 12:30 – 2:30 pm. The New Product Exchange is designed to introduce State Beef Council members to innovative beef companies launching new products nationally. We will have one of the biggest beef processors in the country presenting new product ideas using the new chuck and round cuts.



### News from the Beef Innovations Group

The Beef Innovations Group is being led by Jim Ethridge. The team is focused on completing technical work on the round and helping industry partners launch new beef convenience products. An exciting new event this team is helping organize is the Innovative Beef Symposium 2010 in Denver August 25<sup>th</sup> and 26<sup>th</sup> 2010.

The Innovative Beef Symposium 2010 is for anyone in the food industry that educates, processes, sells or prepares beef. Attendees will discover valuable information on how to fabricate, merchandise and menu new value-added cuts.



## CULINARY SERVICES UPDATE

### Culinary is Everywhere at Convention!

You may see the Culinary Services team (look for the white or red chef coats) running around at convention – and we mean running! This talented group of culinary professionals will manage every food event during the convention. It is an enormous task which requires organization and planning months in advance. The efforts of the Culinary Services team keeps beef at its very best each time it is served.

### News from the Culinary Services Group

As the Chicago Culinary Center closed its doors in December, new doors opened in Denver. The Culinary Services Team is being led by Steve Wald and it has many familiar faces and several new ones. The team offers a variety of services, including

- applied cookery
- off-site meeting culinary coordination
- convention/conference culinary support
- package-direction development & testing
- culinary demonstrations
- product evaluations
- guest speakers
- product photography
- meal-planning & preparation
- recipe ideation & development
- menu-concept development
- recipe testing & editing.

### Other Upcoming Meetings

- |                  |  |
|------------------|--|
| January 12, 2010 | - International Livestock Congress (ILC-USA) |
| March 3-5, 2009  | - Beef Industry Safety Summit                |

For more information, contact

### Research, Education and Innovation Department

Betty Anne Redson  
bredson@beef.org

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