

# Research • Education • Innovation



Quarterly Update

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## *Operating Committee Approves FY 2011 Budget*

The Beef Promotion Operating Committee (BPOC) convened on September 20-21 to approve the FY 2011 beef checkoff program budget of \$42.8 million. The budget was initially approved by the Cattlemen’s Beef Board at the July Cattle Industry Summer Conference at \$40.6 million. Due to current, actual revenues exceeding projections as well as an increase in FY 2011 projections, the BPOC approved an amendment that increased the Fiscal Year 2011 budget to \$42.8 million. In addition to the funding from the BPOC, the Federation of State Beef Councils has approved \$6.5 million in allocations to the national checkoff FY 2011 plan.

Authorization requests from the REI Group committees experienced a 4 percent decrease from the FY 2010 budget and a 33 percent decrease from the FY 2008 budget.

REI Programs	FY 2011 Budget	FY 2010 Budget	% +/- from FY 10	FY 2008 Budget	% +/- from FY 08
Beef Quality Assurance	\$ 807,500.00	\$ 829,529.00	-3%	\$ 940,000.00	-14%
New Products and Culinary Initiatives	\$ 1,121,750.00	\$ 1,140,970.00	-2%	\$ 1,925,000.00	-42%
Beef Safety Research	\$ 985,000.00	\$ 1,058,200.00	-7%	\$ 1,664,600.00	-41%
Human Nutrition Research	\$ 1,403,000.00	\$ 1,450,870.00	-3%	\$ 1,930,000.00	-27%
Product Enhancement Research	\$ 845,300.00	\$ 895,300.00	-6%	\$ 1,300,000.00	-35%
<b>Total REI</b>	<b>\$ 5,162,550.00</b>	<b>\$ 5,374,869.00</b>	<b>-4%</b>	<b>\$ 7,759,600.00</b>	<b>-33%</b>

## *Research, Education, and Innovation Overview*

The Research, Education and Innovation department brings together all the developmental resources from farm to fork that can help improve the quality, safety and popularity of beef.



- Beginning at the farm, The **Producer Education** team manages programs designed to help meet the industry long range plan goal of keeping cattle producers profitable and sustainable for the future. **Beef Quality Assurance (BQA)** is a national program focused on raising consumer confidence in beef through offering proper management techniques and a commitment to quality within every segment of the beef industry.
- The **Research** teams ensure that all checkoff-funded marketing, promotion and education programs are both science-based and founded on the latest knowledge available. Research is conducted in three areas—**Safety, Human Nutrition** and **Product Enhancement**. The success of these programs is a reflection of the commitment of America’s cattle-producing families to provide the most healthful, safest, highest quality beef product possible to the global consumer.
- **The Beef Innovations Group (BIG)** leads the beef industry in accelerated levels of product development activity so that innovative, relevant and profitable new beef products are regularly brought to market, ensuring the industry’s long-term vitality. The BIG team takes the potential improvements uncovered through **Product Enhancement** research and works with industry to make it reality.
- **The Culinary Innovations Team (CIT)** is dedicated to providing food professionals with reliable, applicable and easily understood information on beef and veal. The team monitors the latest food trends and uses this knowledge to conduct cookery research, develop recipes and test new products that are relevant to today’s beef consumers.

Descriptions of the program activities as approved in the FY 2011 Authorization Requests for the REI teams are provided in the remaining pages of the newsletter. Taken together, the REI FY 2011 programs create the environment for innovation within the beef industry and provide the platform for discovering and disseminating the evidence proving beef is a high-quality, safe, delicious and nutritious protein, beneficial to the diet.



## Beef Quality Assurance AR Overview

The BQA Authorization Request outlines a plan of work for implementing the industry’s producer-oriented quality assurance initiative to educate both beef and dairy producers. The FY 2011 BQA AR addresses several industry priorities, including

- Educate influencers on beef and beef production
- Reconnect consumers with beef production
- Develop and expand international markets
- Implement cohesive safety solutions

The BQA AR comprises three tactics.

**Tactic 1A: National Beef Quality Audit.** Checkoff-funded beef quality audits in the past have been successful in quantifying factors affecting the quality of beef carcasses. The 2010-2011 audit will:

- Capture benchmark data
- Acquire a better understanding of the concerns of all industry sectors relative to the quality of beef products and processes
- Acquire input from the cow-calf, seedstock and stocker segments relative to their objectives and actions that affect beef quality factors
- Execute at least one strategy workshop to provide a roadmap for improving beef quality, followed by a coordinated communication effort to share workshop results with cattle producers and channel participants

**Tactic 1B: Beef Quality Assurance Training.** This tactic provides the checkoff resources to develop training programs and facilitate implementation of on-farm BQA practices and tools targeting seedstock, cow-calf, stocker/backgrounders, feeders, dairy, auction markets and transporters. Implementation of the voluntary online certification program through the partnership with the Kansas State University Veterinary College will facilitate an extended reach of BQA training. In addition, 25 Stockmanship and Stewardship programs will be conducted nationally in partnership with allied industry. Other efforts to expand the reach of BQA training include increased use of feedyard, stocker and cow-calf assessment tools by state coordinators, extension educators, and affiliates.

*Cattle are produced in all 50 states and their economic impact contributes to nearly every county in the nation. They are a significant economic driver in rural communities.*

**Tactic 1C: Beef Quality Assurance Outreach.** The goal of this tactic is to provide support to regional and state programs that drive industry implementation of BQA practices and protocols. Activities planned include conducting the 21st Annual State Coordinators BQA Meeting and Training Workshop and password-protected enhancements to the BQA website to support resource sharing, new coordinator mentoring and convenient access to BQA materials. Efforts will be made to increase producer involvement in BQA programs. As in previous years, the National BQA Award program will be conducted and leveraged to increase producer adoption of BQA protocols and support consumer communications.



## Product Enhancement Research AR Overview

The aims of the checkoff-funded Product Enhancement Research program are to improve beef’s performance, protect consumer enjoyment and provide a science-based foundation for new beef platforms. Under the strategy to strengthen the value proposition of beef in the marketplace, the ultimate goal of the program is to improve beef demand. The two tactics in this AR address the priorities to make beef an easy choice and demonstrate beef’s value.

**Tactic 1A: Generating Research Evidence** – the research tactic. There are two objectives that will be achieved for this tactic.

- Lead industry experts in a strategic planning exercise to develop ideas for focused, original research projects to fill current knowledge gaps for beef quality
- Based on the ideas developed, identify and complete at least five research projects. Research topic areas could include tenderness, flavor, animal maturity, raw material consistency, cut optimization, novel tenderness improvement techniques, marbling development and genomics. These are topic areas prioritized this year by the Joint Product Enhancement Committee.

The goal of the original research in this tactic is to improve beef’s performance for protection of consumer enjoyment and to ensure a science-based foundation is in place for beef product platforms or new cuts, etc. The results achieved will ultimately help dissolve barriers for making beef an easy choice and demonstrating beef’s value. Research generation is the core of this program.

**Tactic 1B: Conducting Evidence-Based Outreach to Key Industry Stakeholders** – the dissemination tactic.

There are three specific measurable objectives that will be achieved for this tactic involving tracking publications and optimizing the beefresearch.org website. Evidence-based outreach will be achieved through this tactic by:

- Developing and disseminating technical publications and/or online tools to support beef quality improvements
- Feeding beef quality research and muscle attribute information into new beef product platform efforts,
- Utilizing research evidence as proof to spur technology adoption and positively influence protein decision making

*While the United States has less than 10 percent of the world's cattle inventory, it produces nearly 25 percent of the world's beef supply according to 2002 USDA data.*

It will also be achieved by conducting presentations and cutting demonstrations as well as serving as the go-to resource for beef carcass and quality attributes for internal and external audiences. Research dissemination puts research results into action.



**Nutrition Research AR Overview**

This authorization request addresses two industry priorities - demonstrate beef's value and capitalize on the power of lean. The nutrition strategy is focused on strengthening beef's position as a healthful food and as a premier nutritional protein so consumers and influencers feel good about the beef they love. The FY 2011 program includes three tactics.

**Tactic 1A: Increase Evidence Base Establishing Beef's Value in the Human Diet and Protecting its Position as a Healthful Food** - the research tactic. Under this tactic, checkoff-funded original research will be funded and systematic literature reviews will be conducted.

Both will provide evidence on:

- The value of lean beef's nutrient-rich, high-quality protein in currently recommended diets
- Beef's neutrality in cancer

To ensure scientific integrity and high impact of the research, a scientific panel will be convened to provide peer review on research projects as well as contribute strategic insights.

**Tactic 1B: Outreach to Nutrition Scientists** - the outreach tactic. Under this tactic, research updates and beef nutrition information will be delivered to nutrition researchers, food scientists, government and industry nutrition-focused thought leaders through scientific symposia, workshops, manuscripts, editorials and/or fact sheets to increase awareness of beef's value in the diet and clarify nutrition misperceptions.

**Tactic 1C: Update Beef Nutrient Composition Data in USDA Nutrient Database.** As the authoritative database of food's nutritional components, the USDA Nutrient Database is used in research databases, as the source of nutrition labeling information for foodservice and retail, and for recipe nutritional analysis. This tactic funds the FY 2011 phase of the nutrient database improvement project which is generating, validating and publishing updated nutrient composition data to accurately reflect the leaner supply of beef cuts currently available. This work is being conducted in collaboration with the USDA Nutrient Data Laboratory and university research laboratories specializing in beef nutrient composition analysis.



**Beef Safety Research AR Overview**

The aim of the beef safety research program is to improve beef's safety and maintain and improve consumer confidence in beef. Under the safety strategy to protect beef demand by maintaining, enhancing and communicating the safety of beef to ensure the future of the beef industry, this is the only checkoff program that provides science-based safety information to protect beef's place in the diet. The work of the beef safety program addresses the industry priority to implement cohesive safety solutions. There are two tactics in the 2011 AR.

**Tactic 1A: Perform Focused Scientific Research to Provide Industry Solutions to Key Beef Safety Challenges** – the research tactic. Work under this tactic aims to fill existing industry knowledge gaps regarding what causes an organism, toxin, or chemical to impact human health. In addition, the program works to identify next-generation safety technologies, tools or practices that diminish risks to beef's safety or consumer perception of beef's safety. Two objectives are the focus of this tactic.

- Lead experts from academia and industry in a strategic research planning session to identify focused research projects on practical, implementable technologies or practices

- Conduct at least four focused research projects to develop and enhance cohesive supply-chain safety solutions

**Tactic 1B: Enhance Safety Solution Outreach to Stakeholder Community** – the outreach tactic. The purpose of this tactic is to provide evidence-based information to key industry audiences that influence knowledge implementation, to government organizations that regulate the safety of beef and beef production, and to scientific communities that host conferences educating participants or publish research that influence utilization of research knowledge. Evidence-based information, including executive summaries, white papers, fact sheets, and literature reviews, will be published and distributed to industry and influential audiences to:

- Leverage the investment and catalyze implementation
- Influence strategic corporate safety decisions
- Provide facts for checkoff-funded communications and issues management programs that counter misperceptions about the safety of beef.



**New Product and Culinary Initiatives AR Overview**

The FY 2011 plan for new products and culinary initiatives is executed jointly by the Beef Innovations Group (BIG) and Culinary Innovations Team (CIT). These

teams work together to create new and value-added beef products and culinary applications which increase profit for producers and the beef industry. They serve as the knowledge center for all beef culinary, new product development and technical needs. The work of BIG and CIT is under the product strategy to strengthen the value proposition of beef in the marketplace and addresses the priorities to:

- Educate influencers on beef and beef production
- Develop and expand international markets
- Make beef an easy choice
- Demonstrate beef's value
- Capitalize on the Power of Lean

The FY2011 program includes four tactics.

**Tactic 1A: Gaining Increased Value from Beef**

**Fabrication.** Work in this tactic aims to drive beef value and industry return on investment through fabrication and muscle application work. BIG has leveraged the foundational work of the Product Enhancement Research program to identify new market opportunities for the chuck roll, clod and is now working on opportunities for the round.

*The biggest hamburger ever served weighed 8,266 lbs. It was cooked in 2001 at the Burger Fest in Seymour, Wisconsin. Hungry hamburger fans can visit Seymour, the "Home of the Hamburger" and site of the Hamburger Hall of Fame, paying tribute to hamburger inventor Charles Nagreen. According to local legend, Nagreen served the first burger in 1885 at the Outagamie County Fair. ~FSA Kids - fsa.usda.gov*

In this tactic, BIG will explore new opportunities to increase value by looking beyond the current knife cuts (carcass breaks). Recent work on the chuck and the knuckle has revealed possibilities for the forequarter and the hindquarter. In FY 2011 BIG will explore product options for retail, foodservice, and for export. Additionally, BAM (Beef Alternative Merchandising)

research will be pursued. The BIG team will also conduct a Meat Technical Summit with industry partners to identify future value-added fabrication opportunities.

**Tactic 1B: Making Beef Convenient.** Market research has shown that consumers have little knowledge of beef cuts and preparation methods and have greater need for convenience. To meet that need, it is necessary that food manufacturers and their chefs better understand the opportunities for convenient beef. Under this tactic, the BIG team will keep new product ideas and protocepts in the pipeline to ensure the launch of two-to-three new beef products each year. This is achieved by working with six-to-eight food manufacturers to ensure the presence of beef as an ingredient in their new product development initiatives.

**Tactic 1C: Dissemination of Knowledge and Information.**

Under this tactic the checkoff-funded beef innovative work and culinary information is disseminated to industry partners and consumers. These efforts put the development work of BIG and CIT into action through the launch of new convenient products and new fabrication techniques as well as the distribution of new and current beef recipes.

**Tactic 1D: Excellence in Beef Culinary.** For FY 2011, the CIT has three aims:

- Modernize beef cookery to ensure consumers and product developers have current information on beef preparation, making the eating experience consistent and delicious.
- Build a resource library of recipes and photos for state beef councils, industry partners and staff to use in consumer communications
- Participate in at least 15 key industry events with industry partners to expand culinary education and outreach.

### *Upcoming Meetings*

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|--------------------|--|
| January 11, 2011   | - International Livestock Congress (ILC-USA)<br>Denver, Colorado   |
| February 2-5, 2011 | - Cattle Industry Convention & NCBA Trade Show<br>Denver, Colorado |
| March 2-4, 2011    | - Beef Industry Safety Summit<br>Dallas, Texas                     |

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