

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! Being at the forefront of the beef industry is both a privilege and a great responsibility. We are determined to make the very best of the upcoming year and, with our strong, motivated team of industry leaders and staff working together, I know we will achieve many great successes.

The REI staff are busy preparing for the **2011 Annual Cattle Industry Convention and NCBA Trade Show** in Denver, February 2-5. We encourage you to come and have your voice heard on important decisions being made regarding the future of the beef industry. On behalf of committee leadership, we urge you to attend convention and fully participate in the decision-making process.

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 this year and we hope you can attend some of them and enjoy the time with fellow producers!

The *2011 Annual Report* will be distributed during Convention and will give you a complete review of the 2010 top highlights from each REI program area resulting from your committee work. It will also contain a comprehensive feature story about the history of muscle profiling and the development of new beef cuts. You won't want to miss it!

We look forward to seeing all of you in Denver. 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 happy, healthy and successful new year!

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



Funded in Part by The Beef Checkoff

2011 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, February 2

CATTLEMEN'S COLLEGE®

7:30 am - 2:30 pm

Join us for the 18th 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 additional sessions plus greater opportunities for discussion and networking.

OPENING GENERAL SESSION

3:00 – 5:00 pm, Convention Center, Korbel Ballroom

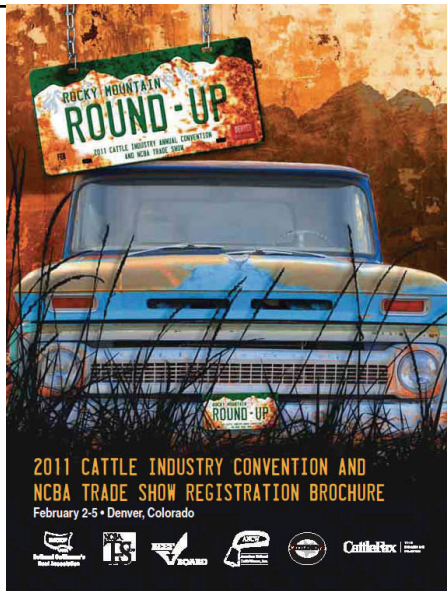
The Opening General Session officially kicks off the 2011 Cattle Industry Annual Convention and what a kick off this will be. The featured keynote speaker will be Richard Picciotto. 2011 marks the 10th anniversary of the 9-11 tragedy. The highest-ranking firefighter to survive the World Trade Center collapse, and the last fireman to escape the devastation, Richard "Pitch" Picciotto was there in the smoky stairwell when he heard and felt the South Tower collapse. Hear Picciotto tell his inspiring account of that unforgettable day. A story of true courage!

NCBA ROCKY MOUNTAIN WINTERFEST WELCOME RECEPTION

5:00 - 8:00 pm, Convention Center

Exhibit Halls ABC

Join us in the NCBA Trade Show as we kick off the 2011 convention with the Rocky Mountain Winterfest Welcome Reception. Attendees will be treated to some of their favorite comfort foods while enjoying a Winterfest right on the Trade Show floor. This party will feature great food, great fun and a great start to the convention.



Thursday, February 3

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

7:00 - 9:00 am, Convention Center Four Seasons Ballroom

Pay tribute to your fellow cattle industry members by joining us as we honor the BEST OF BEEF at the Celebration Awards Ceremony! Come 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: "AMERICA'S CHALLENGES"

9:30 - 11:00 am, Convention Center Korbel Ballroom

Come one...come all! This session will be a must for all attendees! What are the biggest challenges facing the Obama Administration and the parties? What are the most important decisions facing our country today? Come hear Karl Rove, "one of the most influential and popular political pundits of our time." Karl is a master political strategist whose game has always been long term...and he plays it with an intensity and attention to detail that few can match. Be sure to join us for what promises to be a thought-provoking and informative session!

NCBA FEDERATION DIVISION FORUM

1:00 - 2:30 pm, Convention Center

Four Seasons Ballroom 4

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, Convention Center

Four Seasons Ballroom 1

Attend the Policy forum to learn about the results of the 2010 midterm elections and how the new congress will impact the beef industry as well as learn more about the important issues facing the industry such as tax reform, environmental rules from EPA, cattle marketing, and animal activists.

Friday, February 4

REI COMMITTEE MEETINGS

RESEARCH, EDUCATION & INNOVATION UPDATE MEETING
12:30 - 2:30 am, Four Seasons Ballroom 4

JOINT PRODUCT ENHANCEMENT RESEARCH COMMITTEE
2:45 - 5:45 pm, Room Room 601

JOINT BEEF SAFETY RESEARCH COMMITTEE
2:45 - 5:45 pm, Room 605

JOINT HUMAN NUTRITION RESEARCH COMMITTEE
2:45 - 5:45 pm, Room 610-612

JOINT NEW PRODUCT & CULINARY INITIATIVES COMMITTEE
2:45 - 5:30 pm, Room 603

JOINT PRODUCER EDUCATION COMMITTEE
2:45 - 4:45 pm, Room 607



NCBA COWBOY COMEDY CLUB
FEATURING LARRY THE CABLE GUY AND
BOOT SCOOTIN' BOOGIE AFTER PARTY
8:00 pm-11:30 pm

Convention Center, Korbel
Ballroom

A night of laughs and good times will close out the 2011 convention at the Cowboy Comedy Club featuring Larry the Cable Guy. As a member of the famous, Blue Collar Comedy Club, Larry has been entertaining for many years. The event promises to be the Grand Finale to a great convention.

Other Featured Events:

Thursday, February 3

Colorful Colorado Wine Tasting Reception
3:00pm - 5:00pm

Join your fellow attendees in the Trade Show where we'll feature some of Colorado's top wineries who are revitalizing a Colorado tradition.

Cattlemen's Tailgate at Invesco
7:30pm - 10:30pm

Join us for the largest beef tailgate party, held at INVESCO Field at Mile High, home of the Denver Broncos. Enjoy great pre-game foods and indulge in some great local beverages. You are encouraged to show your spirit and come dressed wearing your favorite teams colors!

Friday, February 4

CattleFax Annual Outlook Seminar
8:00am - 9:45am

2010 has been a wild ride for the cattle and beef business. Rising exports met with slight demand improvement, sparking prices higher. Record large investor positions in live cattle futures and global grain uncertainty continue to fuel volatility in the business. You won't want to miss this session as we discuss what the future holds!

Colorado Micro Brew and Beef Reception
3:00pm - 5:00pm

The Colorado Micro Brew and Beef Reception isn't just another reception. It's about sampling some unique, quality. Colorado brewed beers!

Wednesday, February 2

New Member and First Timer Orientation

2:00pm - 2:45pm

Plan to attend this session where you will meet NCBA Officers as well as NCBA Top Hand Club Members who will share the who, what, when, and where's of being a new member to NCBA as well as how to get the most benefit from attending your first convention.

Friday, February 4

NCBA Flapjack Feed
7:00am - 9:00am

Start the day out right with a big stack of buttery pancakes dripping with maple syrup. Stop by the Trade Show and fill up before you head out for another great day at the convention! **One ticket will be given to each 4-day registration. Please RSVP on the registration form to confirm your ticket.**





2011 CATTLEMEN'S COLLEGE® WEDNESDAY, FEBRUARY 2 * 7:30AM - 2:00PM

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

7:30 am - 9:00 am

Fundamentals of Genetics and DNA Technology

Overview of the historical perspective of genetic evaluation and progress, review genetic principles, and introduce the functional use of genomics information in the cattle industry.

Is it Time to Implement an AI Program?

Things to know and do before starting a synchronization program, reasonable expectations and basic implementation. Understand the influence of cow factors such as age, body condition and calving date.

Preventing Lameness

This session will focus on lameness prevention, the impact of lameness on animal performance and profitability, and the use of lameness scoring criteria to help diagnose and treat feet and leg problems. Improved stockmanship and profitability are key elements of this session.

Business Strategies for Cattle Producers

Making decisions about herd expansion, incorporating new members of the family into the business, and assessing opportunities. This session will examine the key decision influencers in an engaging format about building effective business strategies for these chaotic times.

Managing for Quality - A Supply Chain Approach

Management decisions made early in an animal's life and then throughout its lifespan may impact the final value of beef products. Learn effective strategies to minimize quality defects, to improve value, and to work with multiple sectors of the beef industry to grow beef demand.

Environmental Issues

Increase your knowledge about environmental issues confronting the beef industry as well as proposed environmental regulations that may impact future profitability of your business. Grow your understanding of how environmental regulations become law and how cattle producers can impact the process.

9:15am - 10:45am

DNA Applications for Genetic Improvement

Overview of the role of DNA technology in the beef supply chain, integration of DNA information into genetic evaluation, and using genomics to improve cattle breeding decisions.

Reproductive Management for Profit

Attention to details improves success of AI and estrus synchronization programs. Learn cow and people management factors to refine AI programs and improve pregnancy rates to AI.

Managing Market Risk

Market risk continues to be an issue as economic uncertainty creates significant fluctuation in the price of beef, cattle and inputs. Learn strategies for managing these risks and how to create a layer of protection around your business's bottom-line.



Financing in the Age of Uncertainty

Learn how to more effectively communicate with lenders, understand the impact of recent federal mandates on the banking industry, and explore how to access capital under these new conditions.

Building Relationships and Telling the Beef Story

Effective communication about beef producers and beef production can go a long way in improving perceptions about the beef business. Learn from a variety of industry led programs that engage people in the beef story.

Working with Energy Companies

Developing strategies to manage resources in situations where energy development is involved is critical to assure successful management of the ranch/farm enterprise. Developing a positive working relationship is important to minimize litigation and to assure satisfactory outcomes.

11:00am - 12:30pm

Commercial DNA Application and Producer Insights

Learn about the use of genomics to improve supply chain performance, the role of genome-assisted management in improving profitability and gain the perspective from producers who have begun to utilize genomic information in their beef cattle enterprises.

Beyond AI, Implementation of Emerging Reproductive Strategies

Once a successful AI program is established, other advanced technologies such as sexed semen and embryo transfer can be considered. This session will look at guidelines and management suggestions for implementing these technologies.

The State of Antimicrobials in the Industry

The use of antimicrobials in the livestock industry has come under criticism from the media, politicians and activist groups. Learn the facts about the use of antimicrobials in the U.S., the risk of microbial resistance and the impact of antibiotic bans on production systems in other parts of the world.

Multi-Generational Ranching

Learn from fellow farm and ranch families who operate cattle enterprises involving multiple generations. Explore strategies for improving communication, enhancing working relationships and bringing new people into the business.

Beef Trends and Trendsetters

Get the latest data on consumer's beef buying patterns and expectations. Then listen as retail and foodservice trendsetters tell us how they are adapting the meat case and the menu to respond to these emerging signals.

Effective Working Relationships with Resource Agencies

Developing effective working relationships with agencies that have oversight responsibility for natural resources is important for cattle producers who deal with regulatory issues. Learn how to gain credibility and support of agency staff through good documentation.

CATTLEMEN'S COLLEGE PLUS 12:30pm - 2:00pm

Includes choice of one hands-on session at the National Western Complex (transportation provided).

Boxed lunch will be served on the bus.

The classes are Stockmanship and Stewardship or Reproductive Management. Visit www.BeefUSA.org for more information.





BEEF QUALITY ASSURANCE LAUNCHES SOCIAL MEDIA CAMPAIGN

BQA has launched a new social media campaign in an effort to provide a deeper level of education for producers. Social media has transformed the way that NCBA communicates with producers and what makes it appealing is the speed with which information and valuable content can be transmitted and socialized. BQA will split their content into bite-sized tweets containing daily tips, biographies about State Coordinators or entire blog posts, and distribute to those that sign up via [Facebook](#) or Twitter @NationalBQA .

The goal of the launch is to create valuable content and engage producers with each other as well as with industry experts. BQA will use the social media tool to raise awareness about important issues facing producers today and identify ways to communicate with people outside of agriculture.



Follow us on Twitter
@NationalBQA



Like us on Facebook



REGIONAL SAFETY WORKSHOP HELD IN NASHVILLE

On November 10th, The Beef Checkoff hosted a Beef Safety Workshop in Nashville, TN. The agenda included a discussion on safety challenges and the utilization of technical resources. In addition, time was allocated for participants to have an open discussion with technical experts. Workshop attendees represented beef processors, safety intervention suppliers and meat extension specialists. Participants appreciated the opportunity to talk about their safety challenges and think through solutions with fellow attendees and technical experts. The meeting armed attendees with new information and resources which will allow them to implement new strategies to enhance the safety of beef products. For more information about regional safety workshops or the Annual Beef Industry Safety Summit, go to www.bifsc.org.

Nebraska Beef Scholars Summit and Texas Cattle Feeders Association

Recent requests for the latest information on pre-harvest safety research programs took Mandy Carr Johnson, PhD, executive director REI research to Nebraska and Texas to deliver presentations to the Texas Cattle Feeders Association and the Nebraska Beef Scholars Summit. These were great opportunities to highlight the vast amount of research and education that has been conducted with Beef Checkoff funds. Dr. Carr gave updates on recently developed safety interventions as well as an assessment of existing knowledge gaps. For more information about the checkoff-funded beef safety research program, visit [Beef Safety Research](#).

2011 Beef Industry Safety Summit

Registration for the 2011 Beef Industry Safety Summit has opened and this meeting of safety professionals promises to deliver another exceptional program that includes time for interaction with colleagues as well as the opportunity to gain new knowledge to improve beef safety systems from farm to fork. The agenda includes research updates, technical workshops and an issues forum. For more information, visit: www.bifsc.org.



Beef Production Research Committee Meeting Preview

During the Cattle Industry Annual Convention, members on NCBA's Beef Production Research Committee will focus on developing strategies for engagement of NCBA in the area of production research with federal, state, and industry partners.





FY 2011 Request for Proposals

The Department of Research, Education & Innovation has recently issued a FY 2011 request for proposals (RFP) in the area of checkoff-funded Product Enhancement research. The RFP is more targeted than those issued in previous years as a direct reflection of a more limited program budget. The specific areas of opportunity in the RFP were recommended during a FY 2011 RFP Strategic meeting held December 1, 2010 with committee leadership and a small panel of industry experts. These areas of opportunity were derived from a broader list of program focus areas identified and prioritized by the full Joint Product Enhancement Committee in January of 2010.

The request is available online at <http://www.beefresearch.org/researchprioritiesrfps.aspx>. Proposals must be submitted by February 1, 2011. The request has been sent out to numerous researchers via direct email and distributed through the American Meat Science Association. In addition, it has been shared directly with state beef council partners. Readers are free to also share this with qualified researchers they may know.

Proposals will be reviewed by staff and by a panel of industry experts through the month of February. Final funding decisions will be made in March of 2011. Successful projects will be initiated in April 2011 and completed in May 2012.

Ellie Krieger Commends Beef Processing

[Ellie Krieger](#), RD, bestselling author and Food Network star published an article in the *Huffington Post* titled [An Inside Look at Beef Processing](#). The article, which provides an inside look at the humane treatment of animals and detailed attention given to food safety, resulted after Ms. Krieger attended the checkoff-funded *Live Well* event that took place in June of 2010.



While at the event, Ms. Krieger expressed interest in learning more about modern beef production. In December of 2010, the checkoff coordinated her trip to Texas which included a tour of a major beef processing plant and several hours in the meat lab at [Texas Tech University](#), learning about fabrication and new cutting techniques. Ellie wrapped up her article by noting: "I guess the truest way to explain how I feel about the way beef is produced after all I saw that busy day is to tell you that for dinner that night I thoroughly enjoyed a nice piece of beef tenderloin."

2011 Convention Preview

The Joint Product Enhancement Committee, led by Chairman Paul Parker of Pfizer Animal Health and Vice Chairman Molly McAdams, Ph.D. of H-E-B, will meet from 2:45 – 5:45pm on Friday, February 4th at the 2011 Cattle Industry Annual Convention in Denver. Committee members will review the industry's new Long Range Plan and engage in an initial discussion on the planning and prioritization process for FY 2012. In addition, members will hear an update on the FY 2011 Request for Proposals (RFP) Strategic Meeting held on December 1 in Dallas, TX. They also will receive a report of Product Enhancement program activities for FY 2010 and 2011. 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.



Long Shelf Life

A study titled: Long-term Effect of a LoBAG30 Diet on Blood Glucose in People with Type 2 Diabetes, co-funded by the national beef checkoff and the Minnesota Beef Council researched the effects of a diet high in protein, including beef, and low in carbohydrates on a person with type 2 diabetes. Published in the journal Diabetes in 2004, the overall results were very positive for including beef in the diet of an individual with type 2 diabetes, showing that a high-protein, 30 % carbohydrate diet could be a patient-empowering method of improving the hyperglycemia of a type 2 diabetic without pharmacologic intervention. The studies, though published more than five years ago, continue to make a very important contribution to the topic of the dietary treatment for diabetes. As a testament to the lasting impact of this research, it was one of the most frequently cited articles the journal published since 2007. The full text was downloaded 10,000 times in 2007, 8,200 times in 2008, 8,900 times in 2009 and 7,900 times in the first eleven months of 2010. This data shows the long term payoff of the investment in the research pipeline. The corresponding peer-reviewed publications that result from this work help inspire future research in this area and are used by the health professional community to develop their recommendations for their patients and clients.



Lean Beef Contributes Important Nutrients in Children and Adolescent Diets

Beef checkoff-funded research provides evidence that the inclusion of lean beef is beneficial in the diet of children and adolescents in the US. Research conducted at USDA/ARS Children's Nutrition Research Center at Baylor College of Medicine in conjunction with the School of Human Ecology at Louisiana State University examined the nutritional contribution of total beef and lean beef to the diet of nearly 10,000 children and adolescents based on dietary intake reports in the National Health and Nutrition Examination Survey of 1999-2004. Results showed that beef is not over consumed and did not exceed the USDA MyPyramid recommendations for all age groups. Total beef contributed only 5.2% to the total energy (calories) intake, less than 9% total fat intake and less than 10% saturated fat intake. Lean beef's contribution to the intake of calories, total fat and saturated fat was even less. All beef contributed from 10% to 14% of the protein intake for all age groups. Results from this study indicate that beef contributes significantly to the intake of protein, vitamin B12, zinc, iron and other important micronutrients, while not considerably impacting the total energy, fat or saturated fat intakes for all age groups. These results provide science-based evidence to justify recommendations to include lean beef as part of an overall healthful diet for children and adolescents. These research findings are currently being extended through checkoff public relations and health professional education programs.

Upcoming Meetings

- February 2-5, 2011 - Cattle Industry Convention & NCBA Trade Show
Denver, Colorado
- March 2-4, 2011 - Beef Industry Safety Summit
Dallas, Texas



BEEF INNOVATIONS GROUP (BIG)

In late October, five new beef products were tested in homes by over 65 families. With an “In-home Use Test” (IHUT), research is conducted in a consumer’s home and the results are extremely valuable for new product developers. In home research, results in more realistic outcomes on product satisfaction and usage than research conducted in an artificial test environment. Some of the information that food manufacturers learn about their new product ideas



from an IHUT are:

- How easy or difficult the product is to prepare
- If the instructions are clear and easy to follow
- How did people use the product - i.e. for a meal or a snack
- How the family felt about the product
- Purchase intent - would they buy it again
- Other uses for the product
- Usefulness of the packaging

The new products tested were from five different companies and ranged from snacks to entrees. (Please note we have to keep the names of the companies and product confidential at this time.) Results from the checkoff-funded IHUT will help these five companies refine, improve and launch their new products with greater success because of the consumer input obtained before the products got to market.



CULINARY INNOVATIONS TEAM (CIT)

In an effort to reach out to culinary professionals and State Beef Councils, the Culinary Innovations team is pleased to announce the release of their first newsletter called *The Trendsletter*. This will be a quarterly publication to educate and inform audiences about the latest culinary trends relating to beef. The newsletter is being written by the CIT staff and each quarter they will be showcasing new flavoring ideas for beef (like infused sea salts), new cooking equipment (have you seen the “Personal Pie,” a nonstick electric press that makes four hand pies in minutes?!) and interviews with top chefs. *The Trendsletter* is very enjoyable and entertaining to read and the first issue went out in mid-December. Please contact Kristin Snow (newsletter editor) at ksnow@beef.org if you would like to be added to *The Trendsletter* distribution list.



Convention Highlights From New Products and Culinary

Mark your calendars because you won’t want to miss the checkoff-funded sampling of new beef hand-held items at the NCBA Trade Show on Wednesday night, February 2nd. And come back to the trade show later that week to enjoy a hot roast beef sandwich from the team.

At the New Products and Culinary committee meeting, attendees will be treated to several new convenient beef items that are in the development process and will also be participants in a mini-beef cookery class to experience the culinary science that is used to develop new beef cuts. The Beef Innovations Group and Culinary Innovation Team will give updates on project work and what’s ahead for both teams.

For More Information Contact:
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