



From REI Chair, Craig Uden

The Research, Education and Innovation (REI) Group continues to work together to build programs that create opportunities for beef producers, the checkoff, and the industry as a whole. As summer meeting approaches, your participation is crucial to ensure we continue to identify opportunities that provide the greatest potential for the industry. Our responsibility as committee members is to have a clear vision of the “big picture” while efficiently and diligently addressing the individual committee issues and opportunities. Please see below the listing of important meetings. Your key contribution at your committee meeting is the review of the authorization requests (AR’s) presented by program staff. Thank you, REI committee members, for your efforts as well as the knowledge and expertise you bring to committee meetings. I look forward to seeing you in Orlando as we work together to build programs that create value and opportunities for beef producers now and in the future.

Cattle Industry Summer Conference

**August 1—4, 2011
Orlando, FL**

Tuesday, August 2nd

8:00 am-11:30 am	CBB Executive Committee Meeting
8:00 am-12:00 pm	NCBA Executive Committee Meeting
12:30 pm-3:30 pm	Joint Evaluation Advisory Committee Meeting
1:00 pm-3:00 pm	CBB Audit Committee Meeting
3:00 pm-4:30 pm	Federation Forum
4:30 pm-6:00 pm	General Session I
6:00 pm-8:30 pm	Taste of Florida Reception

Wednesday, August 3rd

8:00 am-11:00 am	CBB Update Session
8:45 am-10:45 am	Beef Production Research Committee
11:00 am-1:00 pm	General Session II & Lunch
	W.D. Farr Scholarship Award Presentation
1:10-2:20	Achieving the Long Range Plan-Setting the Stage for FY2012
2:30 pm-6:30 pm	Joint Producer Education Committee
	Joint Beef Safety Committee
	Joint Human Nutrition Research Committee
	Joint Product Enhancement Committee
	Joint New Product and Culinary Initiatives Committee

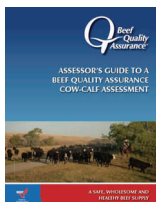
Thursday, August 4th

7:30 am-10:30 am	Board of Directors Meeting and CBB Meeting
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2012 Beef Quality Assurance Awards

Applications for the fourth annual checkoff-funded National Beef Quality Assurance (BQA) Awards are now being accepted. The National BQA Awards recognize both a beef and dairy producer who best demonstrate outstanding animal care and handling principles as part of the day-to-day activities on their respective operations. Two new awards for 2012 are being offered to recognize the industry's commitment to incorporating BQA principles in day-to-day activities. The *BQA Marketer Award* is open to livestock markets, cattle buyers and supply-chain programs that promote BQA to their customers and offer them opportunities to get certified. The *BQA Educator Award* is open to individuals or companies that provide high-quality and innovative training to individuals that care for and handle cattle throughout the industry chain. The winners for both awards will be selected based upon their commitment to promoting Beef Quality Assurance to their customers and providing opportunities for cattle producers to get certified. Applications for both awards are **due July 15, 2011**. If you have questions about the awards or the nomination process, please email Lauren Dever at ldever@beef.org.



Cow-Calf Assessment Now Available

The *Cow-Calf Assessment* can now be downloaded online at www.bqa.org/assessments.aspx. To further promote total quality management principles at the production level, the Beef Quality Assurance program has created the checkoff-funded BQA *Cow-Calf Assessment* with the help and input of many beef industry partners. The *Cow-Calf Assessment* is an on-site educational tool for assessing and benchmarking key indicators of animal care and well-being as well as operational conditions. The *Cow-Calf Assessment* focuses on three main areas – Animals, Records and Best Management Practices (BMPs), and Facilities and Equipment. It can be utilized as a self-assessment or conducted by a third-party assessor. The real key, regardless of who conducts the assessment, is that the assessment be repeated on a periodic basis so comparisons can be made, trends observed, and management actions taken to maximize animal care and well-being and operational efficiency.

21st Annual BQA State Coordinators' Conference

The 21st Annual BQA State Coordinators' Conference took place, June 9 - 10 in Denver, CO. The success of this conference is a true testament to the value of the BQA program which has grown stronger than ever after 26 years.

A big focus at this year's meeting was beef safety. Beef producers, through the Beef Checkoff, have invested more than 29 million dollars since 1993 in developing and validating post-harvest safety interventions and in more recent years, those efforts have also included exploring pre-harvest interventions and their role in reducing the pathogen load on cattle presented for harvest.

Guy Loneragan, DVM, PhD, Texas Tech University gave an update on pre-harvest food safety. Currently, the post-harvest approach to pathogen reduction is the implementation of a series of multiple-hurdle interventions, which, when taken as a whole, significantly reduce pathogen prevalence. The implementation of live-animal interventions at the time of harvest will complement the in-plant food safety efforts by reducing the pathogen load entering the plant, thus maximizing the overall reduction in pathogen entry to the food supply. Dr. Loneragan indicated he would like to see pre-harvest interventions incorporated into the BQA program in the future. This presents an exciting opportunity to enhance the effectiveness of BQA.

Mike Apley, DVM, PhD, Kansas State University, spoke about the use of antimicrobial compounds in food animal production. Antimicrobial compounds provide demonstrated benefits, including improved animal health, and, in some cases, reduction in foodborne pathogens. However, the use of antibiotics for agricultural purposes, has come under scrutiny, as anti-agricultural groups claim they contribute to the increased prevalence of antibiotic-resistant bacteria in humans.

Nine breakout sessions covered a variety of topics, some of which included producer outreach, the future for BQA, and how to leverage state pilot projects. The results from these discussions centered around four action items: create a value system for BQA, improve youth outreach, strengthen relationships with livestock markets and veterinarians, and expand the trainer community.

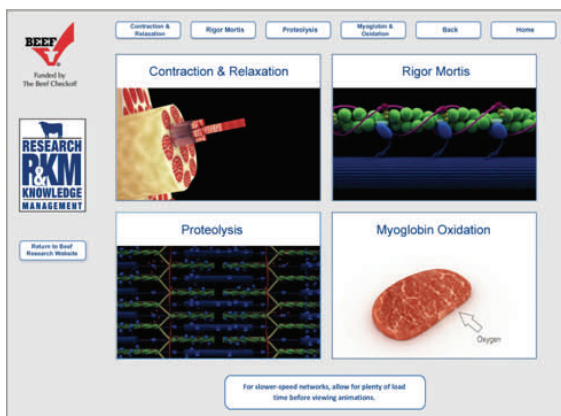


2011 Summer Conference Preview

The Joint Product Enhancement Committee, led by Chairman Molly McAdams, PhD and Vice Chairman John Schafer, will meet on Wednesday, August 3rd at the 2011 Cattle Industry Summer Conference in Orlando. Committee members will review the draft program authorization request (AR) for checkoff funding in FY 2012. In addition, members will hear an update on FY 2011 program progress. They also will receive a research update from Dr. Chris Calkins of the University of Nebraska. The objective of this joint committee is to establish research and funding priorities, conduct novel and meaningful research, review research results related to the improvement of beef and beef products, and communicate research findings to the beef industry.

Beef Quality Animations

The beef checkoff has created a new web-based educational tool that animates the processes of muscle contraction and relaxation, rigor mortis, proteolysis and myoglobin oxidation. Muscle contraction and relaxation, rigor mortis and proteolysis (aging) are critical, natural processes in post-mortem beef muscle that ultimately impact beef quality, specifically beef tenderness. Myoglobin oxidation is a natural process in beef muscle that impacts beef color and shelf-life. Animation of these processes will help educate industry participants by illustrating the technical processes involved in beef quality development. The educational tool can be viewed online at www.beefresearch.org.



FY 2011 Request for Proposals

The Department of Research, Education & Innovation issued a FY 2011 request for proposals (RFP) in the area of checkoff-funded Product Enhancement research in December 2010. The RFP was 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 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.

Forty-five proposals were submitted on February 1, 2011. Proposals were reviewed by staff and by a panel of industry experts. Final funding decisions were made and researchers were notified of decisions in March 2011. Twelve successful proposals have now been initiated as research projects and will be completed in May 2012.



Program Staff Participate at the Reciprocal Meat Conference



The American Meat Science Association recently hosted the 64th annual Reciprocal Meat Conference June 19-22 in Manhattan, KS. This meeting continues to be the venue for expressing ideas that will lead to innovation in meat science and the meat industry to efficiently provide safe and high-quality meat. Staff members Mandy Carr Johnson and Bridget Wasser participated in the meetings to ensure beef safety and quality research funded by the beef checkoff was shared with over 750 participants.



Mark Your Calendars now for the 2012 Beef Industry Safety Summit

Beef Safety experts will gather March 7-9, 2012 in Tampa, FL at the tenth annual Beef Industry Safety Summit to discuss beef safety challenges and develop initiatives to enhance the safety of beef products. Mark your calendar now for this gathering of representatives from all sectors of the beef chain. Meeting details will be posted at www.bifsc.org.

Regional Safety Workshops Held

The success of the Beef Industry Safety Summit continues to provide additional leveraging opportunities for the beef checkoff investment through regional safety workshops. Recently two workshops were held, and participants received information on multiple resources available to assist with the implementation of safety systems. On April 28, a workshop was held in College Station, TX in cooperation with the Southwest Meat Association as an extension of their Hazard Analysis Critical Control Point (HACCP) workshop. On May 11, a second workshop took place in Oakland, CA in cooperation with the National Meat Association and their advanced HACCP workshop. Both events provided attendees the opportunity to discuss beef safety challenges with colleagues as well as with HACCP experts and receive valuable resources produced by the safety research program.



A Fond Farewell

Michelle Rossman, NCBA's senior director of beef safety research, left the REI team June 1, to join husband Tony and their three sons on the family's Minnesota diversified farming and ranching operation. Michelle has been actively involved in the beef

industry since a young age and was a part of the NCBA team for almost 10 years. She worked diligently to manage the completion of key research projects which provided knowledge for industry implementation to improve beef safety. As many of you know, she has been the cornerstone of the Beef Industry Safety Summit, coordinating with industry representatives to develop a program that has made the annual Summit the country's premier beef safety meeting. She has been a valued team member and we will miss her!

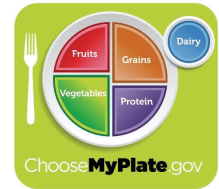
2011 Safety Summit Executive Summary Available

The Executive Summary is now available at www.bifsc.org and summarizes the key sessions from this year's event. In addition, Research and Issues Update Summaries are also posted online.



New MyPlate Icon Affirms Lean Beef is Part of a Well-Balanced Diet

On June 2, 2011, the United States Department of Agriculture unveiled the new MyPlate icon to help consumers build a healthy diet in accordance with the 2010 Dietary Guidelines for Americans. MyPlate offers a visual reminder to make healthy food choices for a well-balanced meal. Lean beef fits well in the lower right corner protein slice of the plate. The MyPlate icon makes it easy for consumers to enjoy lean beef, while meeting the recommendation to fill half of their plate with fruits and vegetables. For more information on the Human Nutrition Research program, visit www.beefresearch.org.



Experimental Biology 2011 Meeting

The Nutrition Research program recently participated in the Experimental Biology (EB) Annual Meeting which took place April 9-13, 2011 in Washington, DC. EB is a 5-day meeting, attracting the world's top life science researchers and it is one of the largest scientific meetings attended by nutrition scientists. Ten scientists from around the world shared checkoff-funded research results through posters and presentations highlighting the benefits of the protein and other nutrients found in beef. In addition, the checkoff partnered with the Vitamins and Minerals Research Interest Section (RIS), since beef is a source for many important vitamins and minerals. This RIS is made up of researchers who encourage the development of new research techniques to better understand and promote the contributions of vitamins and minerals to health promotion and disease prevention.



Experimental Biology 2011



Cutting Demonstrations



Research, Education &

Innovation Department staff member Bridget Wasser recently conducted several checkoff-funded cutting demonstrations and presentations on Muscle Profiling and new beef cuts. These included presentations at a Marination 101 shortcourse, SuperValu, Associated Wholesale Grocers, pasture-to-plate tours for the Kansas Beef Council and Washington Beef Commission, the Oregon Cattlemen’s mid-year meeting, and an exchange session with the English Beef and Lamb Executive (EBLEX). The sessions featured cuts from the shoulder clod, chuck roll, round, rib, loin and sirloin.



Beef Convenience Foods Expand to International Markets

Last month, members of the Beef Innovations Group (BIG) met with representatives from the U.S. Meat Export Federation (USMEF) to determine what expansion opportunities may be available for U.S. beef convenience products in key international markets. With direction from members of BIG and the Culinary Innovations Team, participants from USMEF prepared and sampled several innovative and new microwave, stovetop and handheld convenience products, ranging from refrigerated microwaveable meatballs to handheld beef appetizer products. As a result, USMEF representatives came away with an increased knowledge about beef convenience foods and will look for opportunities to develop the market internationally. For more information, visit: www.beefinnovationsgroup.com

What is the beefiest day of the year?

More beef is consumed on Memorial Day than any other day of the year. The Fourth of July and Labor Day typically tie for the second most popular beef-eating days.



Updating Applied Cookery: Pan-Broiling

As consumer cooking methods and equipment have changed — as have cattle over the past fifteen years—the Culinary Innovations Team (CIT) is revising their applied cookery information,



which requires the scientific development of cooking times for all beef cuts and cooking methods, a critical determinant of a consistent beef-eating experience. This newly updated information is used to ensure that all recipes developed by the CIT (past and present) have accurate and up-to-date cooking times so that consumers can be assured of a great eating experience, no matter where they live, or the type of equipment they use. Recently, the CIT generated checkoff-funded test data on skillet cooking, data that has not been updated since the mid-1990’s. [Skillet cooking](#) is a quick stovetop dry-heat cooking method that’s best used with tender beef steaks. A popular skillet cooking method is known as pan-broiling—a convenient and healthy way for consumers to cook steaks. In this method, steaks cook quickly over medium heat and no fat is added to the skillet. Through current research, it’s been noted that many steaks are cooking quickly, making this an even more convenient cooking method for beef. For more information on the Culinary Innovations Team, visit www.beefandvealculinary.com



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