

Research • Education • Innovation



Quarterly Update

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Operating Committee Approves FY 2012 Budget

The Beef Promotion Operating Committee (BPOC) convened on September 19-20 to approve the FY 2012 beef checkoff program budget of \$39.8 million. The budget was initially approved by the Cattlemen’s Beef Board at the August Cattle Industry Summer Conference at \$42.1 million. In addition to funding from the BPOC, the Federation of State Beef Councils approved \$5.13 million in allocations to the national checkoff FY 2012 plan. Federation directors voted also to allocate an additional \$750,000 in expected surplus Federation funds to supplement the initial investment.

REI Programs	FY 2012 Budget	FY 2011 Budget	% +/- from FY 11	Fy 2009 Budget	% +/- from FY 09
Beef Quality Assurance	800,000	807,500	-1%	724,234	10%
New Products and Culinary Initiatives	1,222,000	1,121,750	9%	1,863,000	-34%
Beef Safety Research	940,000	985,000	-5%	1,154,344	-19%
Human Nutrition Research	1,300,000	1,403,000	-7%	1,588,327	-18%
Product Enhancement Research	845,000	845,300	-0.03%	971,809	-13%
Total REI	5,107,000	5,162,550	-1%	6,301,714	-23%

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 demand for 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 checkoff program focused on raising consumer confidence in beef through offering proper management techniques and a commitment to quality.
- 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 2012 Authorization Requests for the REI teams are provided in the remaining pages of the newsletter. Taken together, the REI FY 2012 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.



Beef Quality Assurance AR Overview

Reviewed and recommended by the Joint Producer Education Committee, the BQA Authorization Request describes the proposed tactics for industry's producer oriented quality assurance educational programs for both beef and dairy producers. The NCBA initiatives addressed by this AR include:

- Enhance beef quality assurance from the producer through the supply chain
- Demonstrate beef is socially responsible
- Unite and lead the industry to solve beef safety issues
- Identify and fill science gaps on the pathogen impact to public health

The BQA AR is composed of 4 Tactics:

Tactic 1A: Increase Producer Utilization of BQA- This tactic includes the development of training programs and assistance with facilitating the implementation of on-farm BQA practices and tools. The target audience for training will include seedstock, cow-calf, stocker/backgrunder, feeders, dairy, auction markets and transporters. Specific efforts include:

- Increase BQA certification across industry segments and regions of the U.S.
- Develop more effective on-farm training tools for managers and owners to facilitate training of employees
- Increase use of assessments and create a database benchmarking tool for the industry
- Increase awareness of BQA across industry segments and regions of the U.S.
- Demonstrate the value/advantage of implementation to industry, channel and consumer audiences (leverage National Beef Quality Audit results, success stories, award winners, etc)

Tactic 1B: National Residue Avoidance Campaign- This tactic will focus on educating industry partners on how to reduce residues. Specific efforts will:

- Develop partnerships with professional veterinary organizations to improve industry performance
- Focus on all beef segments with special emphasis on fed cattle, cull cows/bulls (beef and dairy), bob veal, and dairy feeders audiences

Tactic 1C: Develop and Refine BQA Management

Protocols- Specific efforts will address the following production practices where consumer and supply chain concerns have been expressed:

- Neonatal dairy calf management
- Euthanasia protocols across segments and production phases
- Pain management interventions
- Tail docking
- Pre-harvest food safety interventions
- Develop a bio-security framework that is specific to the needs of stockers, seedstock, and cow/calf operations

Tactic 1D: Industry Education to Avoid Abuse and Neglect Campaign-

The objective of this tactic is to develop a campaign in coordination with Producer Communication to deliver educational messaging to industry audiences.



Product Enhancement Research AR Overview

The focus of the Product Enhancement AR is to deliver the highest quality, most consistent beef product to the point of purchase. Both pre- and post-harvest, beef's consistency and quality must continue to develop and improve to match consumers' increasing and changing perceptions. NCBA initiatives addressed by this AR include:

- Minimize product quality and consistency outliers
- Contemporize beef to capitalize on consumers' diverse needs

The Product Enhancement AR is composed of the following tactics:

Tactic 1A: Research to Improve Product Quality- Beef purchase decisions and demand are driven by taste. The purpose of this tactic is to fill knowledge gaps with original, scientific research to minimize outliers and improve beef quality and/or sensory attributes like taste. The following research topics have been identified by the Joint Product Enhancement committee and an industry expert panel to help achieve this quality and consistency goal:

- Beef flavor
- Subprimal aging
- Carcass chilling
- Ground beef quality
- Tenderness
- Pre-harvest marbling development

Tactic 1B: Dissemination of Product Quality Research-

The goal of this tactic is to improve beef demand through maximizing dissemination of scientific research information to key industry stakeholders through online, print and face-to-face outreach. This tactic covers the dissemination of checkoff-funded research in fiscal years prior to 2012 versus research collected under tactic 1A in this 2012 AR. FY2012 checkoff-funded research information will be disseminated in FY2013 if funding is granted.



Beef Safety Research AR Overview

The food supply is impacted by a greater number of threats than ever before. Though *E. coli* O157 is still the biggest threat to beef safety, domestic and international data show additional threats may become just as significant. The Safety AR is designed to address a broadened set of threats to beef safety through research to give consumers confidence in the foods they are purchasing. The following NCBA initiatives are addressed by this AR:

- Identify and fill science gaps on pathogen impacts to public health
- Unite and lead the industry to solve beef safety issues

The Beef Safety AR is composed of the following tactics:

Tactic 1A: Research to Improve Beef Safety-This tactic will provide original work to fill existing knowledge gaps regarding beef's safety threat to human health. The following research topics have been identified by the Joint Beef Safety committee and an industry expert panel to help achieve safety:

- Preventing *E. coli* O157, non-O157 *E. coli* and *Salmonella* from colonizing cattle and contaminating the pre-harvest environment
- Better understanding and prevention of drug-resistance and formation
- Intervention and validation to reduce the potential for pathogen contamination of beef carcasses, trim of ground beef
- Methods to produce safe non-intact (marinated, needle-tenderized, injected) beef
- Monitoring safety threats that may challenge beef in the future

Tactic 1B: Safety Research Dissemination and Outreach-

To further establish the progress of beef safety, bringing key audiences together and sharing research results is essential. This tactic will provide science-based information to industry audiences (feeding operations, processors, distributors) that influence knowledge implementation, government organizations involved in regulation, and to scientific communities that host conferences educating participants or publish research. Research from fiscal years prior to FY2012 will be published (executive summaries, white-papers, fact sheets, or literature reviews) that catalyze implementation of technology, influence strategic discussions or address misperceptions about beef. FY2012 checkoff-funded research information will be disseminated in FY2013 if funding is granted.



Nutrition Research AR Overview

Nutritional concerns about beef remain a top barrier among key thought leaders and consumers regarding recommendations for and purchases of beef. To improve beef's nutritional image, the availability of scientific evidence is key. This AR addresses projects and programs that provide the scientific foundation for establishing beef as an everyday part of a healthful diet thus leveraged by all other nutrition related checkoff-funded programs and the industry at large. The following are NCBA initiatives addressed by this AR:

- Establish beef as an everyday part of a healthy diet

The Nutrition AR includes the following tactics:

Tactic 1A: Research to Demonstrate Beef's Role in a Healthful Diet-Building on the 2015 Research Roadmap (developed with the FY2011 AR), research priorities are targeted to generate evidence influencing consumers that beef improves health and well-being. This tactic supports the development and implementation of human nutrition research intended to establish beef as an everyday food for health. Specific research will be focused on beef's role in:

- Improving vitality and stamina (i.e. mental energy, physical performance)
- Increasing emotional and physical satisfaction (i.e. adherence to a healthy diet, appetite control)

- Positive health outcomes and overall diet quality (i.e. beef nutrient composition, animal protein dietary patterns, heart health, cancer)

Tactic 1B: Science Monitoring, Education and Outreach-This tactic is designed to engage nutrition science opinion leaders and industry stakeholders with beef nutrition research through educational opportunities, written materials and scientific networking events. Maintaining memberships and active engagement in national level professional level scientific societies and associations is also supported by this tactic. Finally, ongoing monitoring and evaluation of beef relevant nutrition research will also be conducted and used to update programs beyond nutrition research such as Nutrition Influencers, Consumer Public Relations and Issues Management.



New Product and Culinary Initiatives AR Overview



In order to continue to be competitive and provide profit opportunities for producers in the future, innovation is a crucial component. This tactic addresses Beef Innovations Group and Culinary Innovations Team activities. The program serves as the beef checkoff's knowledge center for beef culinary, new product development and technical product needs with the following specific roles:

- Continue to explore, develop, and market new cuts, processing methods and uses for the carcass
- Focus on consumer needs, with the future and international marketing opportunities top of mind, by developing or introducing innovative new products and technologies
- Provide up-to-date cookery information and enticing new recipes to industry and consumers as well as the knowledge and resources necessary to keep beef top-of-mind

The NCBA initiatives addressed by this plan include:

- Contemporize beef to capitalize on consumers' diverse needs
- Increase consumer confidence in selecting and preparing beef
- Minimize product quality and consistent outliers

- Provide consumer/operator guidance on economizing with beef
- Establish beef as an everyday part of a healthy diet

The New Product and Culinary AR include the following four tactics:

Tactic 1A: Innovative Fabrication-This tactic will explore new ways to fabricate beef carcasses on the basis of quality versus tradition and will focus on forequarter (chuck/rib) and hindquarter (loin/round) break innovations. In addition, this tactic will provide ongoing technical support for innovative fabrication of previously-developed new cuts from the chuck, round and middle meat primal.

Tactic 1B-New Product Development-This tactic will help make beef an easy choice for consumers, manufacturers and foodservice operators by providing cut and preparation method knowledge as well as convenience. The following programs have been developed for those purposes:

- **Developing New Beef Convenience Products:** The BIG team continues to keep new product ideas in the pipeline to ensure new beef products are launched each year as well as actively seeking out new manufacturing partnerships.
- **Convenient Fresh Beef:** Through the Convenient Fresh Beef program, work has been conducted to make beef easier to prepare. Ultimately, this product line will be taken to a test market launch with retail partners in FY 2012.

Tactic 1C-Knowledge Communication-This tactic includes face-to-face meetings with key influencers and state partners to circulate current and previous checkoff-funded beef innovations work as well as disseminate technical and new cut information to industry stakeholders through print and online resources. This tactic also includes leading the annual New Products Exchange.

Tactic 1D-Culinary Innovation-This tactic will provide information and knowledge to influencers about how beef can be simple to make and prepared in 30-minutes or less making it an easy choice for a weeknight dining routine. The Culinary Innovations Team will focus on the following work to make this possible:

- Recipe Development: Develop new and innovative recipes and preparation techniques to contemporize the checkoff-funded recipe database.
- Modernizing Beef Cookery: The Culinary Innovations Team will conduct applied cookery research on appropriate beef cuts.

Upcoming Meetings:

January 8-11, 2012 - International Livestock Congress
(ILC-USA)
Denver, Colorado

February 1-4, 2012 - Cattle Industry Convention &
NCBA Trade Show
Nashville, Tennessee

March 7-9, 2012 - Beef Industry Safety Summit
Tampa, Florida

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