



Cattle Talk

texasbeef.org * Checkoff Information from the Texas Beef Council * December 2006

From Pasture to Plate

Texas Beef Council Committed to Quality

For most people, purchasing beef at the supermarket or ordering a steak from the menu at a local restaurant occurs without a second thought. But, the process of bringing beef from the ranch to a retail outlet is something the Texas Beef Council (TBC) focuses on every day.

TBC works continuously with industry partners in every step of the cattle production process. Through the \$1-per-head beef checkoff program, TBC assists Texas cattle ranchers, stocker and feeder cattle operators, along with feedyards and packers, in promoting the safe, wholesome and nutritious beef products industry partners produce. TBC's involvement with foodservice and retail outlets ensures consumers receive these quality products.

"The TBC product program focuses in areas such as foodservice, retail and consumer promotions, allowing our industry to draw attention to beef production and the products we generate," said John Van Pelt, chair of the TBC product committee. "Our hard work as producers is realized when beef is ordered and satisfies a customer's needs."

Product Marketing

The product-marketing program acts as a catalyst to increase market share in the retail and foodservice channels. The three main focuses are promotion, education and research.

Beef promotion is an important role of the product division of TBC. At the state level, TBC extends programs developed by the National Cattlemen's Beef Association (NCBA). In addition to extending national efforts, TBC purchases advertising and completes promotional activities in-store and at various events.

TBC Partners

These promotional efforts start with contacts and partnerships within the food industry. TBC consistently works to develop and enhance relationships with beef suppliers, purveyors and foodservice distributors. TBC leads food industry partners from beef basics to promoting new beef cuts to their customers.

As an avenue to continually promote beef, TBC partners with US Foodservice, the second largest foodservice distributor in the country, to provide educational materials, training sessions and seminars to assist sales associates in improving their sales. TBC also supports US Foodservice with a sales incentive program to help increase overall beef sales.

Education is also a key factor in achieving the objectives of the product-marketing program. TBC utilizes materials such as the new 'Beef Training Camp Manual' and the 'Beef U' curriculum to conduct training sessions focused on consumer needs and beef product usage. These materials were developed to empower market managers and meat department employees with beef information focusing on an increase in beef sales. As a main component of TBC's goal to increase beef demand at the retail level, TBC hosts numerous training camps and sessions throughout the year educating key industry partners who have direct contact with consumers.

One such event is the HEB Beef Boot Camp where HEB employees are provided with beef information such as cooking tips, matching cuts of beef with the right cooking method and how to prepare a nutritious, convenient beef meal.

Another educational event is the Culinary Educators Conference where TBC coordinates with the Texas Restaurant Association Education Foundation and the Texas



TBC conducts numerous HEB Beef Boot Camps throughout the year. Educational events such as these enable retailers to gain a better understanding of the beef industry.

Culinary Academy to host high school culinary arts educators from throughout the state. During the conference, numerous presentations on beef are provided along with educational materials and information.

Extending Research

TBC works closely with NCBA on research projects to increase utilization and consumption of underutilized cuts. Extending research on projects such as beef value cuts and the industry's guide on beef aging enables TBC to work within the food industry to promote products to the foodservice and retail channels.

TBC focuses on all aspects and stages of the beef industry, working toward the common goal of building beef demand, and the product division of TBC is a key component of checkoff efforts. "Many Texans are aware of the advertising and beef quality programs funded by checkoff dollars," said Van Pelt, "but few realize TBC is also hard at work on the foodservice and retail outlet area as well."



Introducing new...

Applewood Bacon Sirloin Filet

Daily on the Dinner Buffet

Featured Sides...

Cheddar Stuffed Potato Blue Cheese Lettuce Wedge

Everyone deserves a good meal.
WWW.GOLDENCORRAL.COM

National Dollars At Work

Partnership Looks Golden

The Beef Checkoff Program recently announced a foodservice promotional partnership with Golden Corral Buffet and Grill, a U.S. restaurant chain that sold more than 50 million pounds of beef last year. The 480-plus-unit chain restaurant is featuring Applewood Bacon Sirloin Filet as the daily dinner centerpiece for its family-style buffet and grill concept. Based on the first 30 days of the promotion, the chain expects to increase its purchase of top sirloin by 3.8 million pounds. The promotion includes extensive television and radio advertising that will be placed locally, as well as in-store signage and promotional space on the chain's website.

November Highlights

A look at some of the projects funded by Texas checkoff dollars

① Team BEEF

Austin: The National Cattlemen's Beef Association (NCBA) Retail Team met at the TBC offices November 7-8. The team conducted meetings with TBC staff, toured three local area grocery stores and discussed the 2007 marketing plan. Members of the NCBA Beef Retail Team include staff from Denver, Chicago, Indiana, Pennsylvania, Alabama and California.

② Heart Walk

Houston: TBC represented the Texas cattle industry at the American Heart Association Heart Walk at Sam Houston Park in Houston on November 4. The Ultimate Backyard, TBC's mobile marketing unit, was on hand grilling lean beef burgers on whole-wheat buns for consumers. TBC served over 1,000 burgers, distributed beef nutrition information and provided cooking tips, recipes and more.



Heart walk participants in Houston enjoy lean beef burgers.

① Cattlemen's Clinic

Graham: Every month TBC travels across the state to producer meetings and workshops. In November, TBC attended and sponsored the North Texas Cattlemen's Clinic held in Graham. This annual multi-county meeting drew over 90 cattle producers who received an update on the industry. These meetings are designed to keep Texas cattle producers informed of all aspects of the industry. During the last fiscal year, TBC attended 42 producer meetings, directly reaching 12,435 producers.

⑥ Healthy Women

Jourdanton: TBC participated in and sponsored the South Texas Regional Medical Center's "Healthy Woman" event held in Jourdanton on November 2. This event brought together 300 area women who are leaders in their community for the informational seminar. TBC staff provided a beef nutrition presentation during the dinner which featured a beef tenderloin recipe from *The Healthy Beef Cookbook*. Attendees were educated about the 29 lean cuts of beef as well as the health benefits of a moderate protein diet.



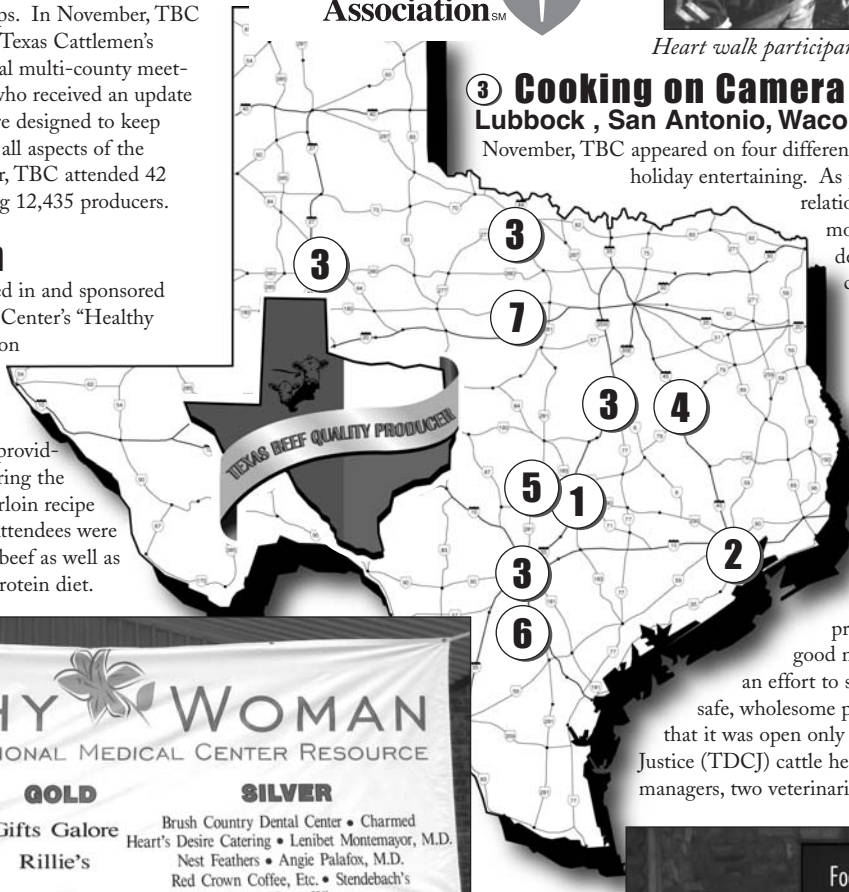
TBC promotes beef nutrition in Jourdanton, located south of San Antonio.

⑤ TBC Business Meeting

Austin: TBC's board of directors, which consists entirely of Texas beef producers, met in Austin on November 29. The agenda began with a new director orientation that included an overview of all TBC program areas. Advisory committees including Beef Quality, Export, Product, Nutrition and Communications met to discuss FY06 reports and review TBC projects from the previous fiscal year, and the quarterly meeting included a presentation and approval of committee reports. The TBC board consists of 20 members representing nine different organizations.

For more information on these programs, contact TBC at 1-800-846-4113.

American Heart Association 

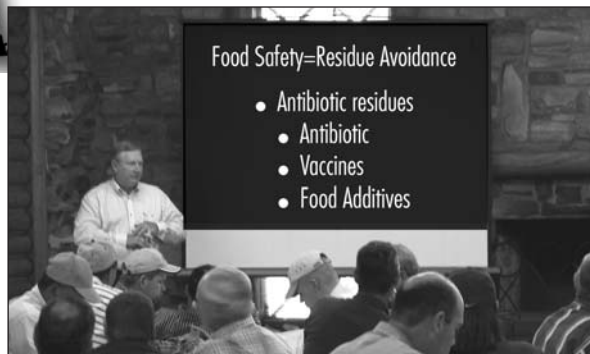


③ Cooking on Camera

Lubbock, San Antonio, Waco and Wichita Falls: Throughout November, TBC appeared on four different television segments focusing on beef and holiday entertaining. As part of the monthly television public relations campaign, the segments aired during morning and noon news shows. Cooking demonstrations offer a great way to educate consumers on beef's versatility and nutritional content, while providing recipes and tips. In the month of December, TBC is scheduled to appear on television segments in Austin, Corpus Christi, Dallas, San Antonio, Tyler and Wichita Falls.

④ Beef Quality

Huntsville: TBC traveled to Huntsville on November 9 to host a Texas Beef Quality Assurance (TBQA) program. TBC conducts numerous TBQA programs throughout the state to promote good management practices for cattle producers in an effort to strengthen consumer confidence in beef as a safe, wholesome product. This TBQA program was unique in that it was open only to the Texas Department of Criminal Justice (TDCJ) cattle herd directors. In attendance were 42 TDCJ managers, two veterinarians and four veterinarian students.



Attendees at the Texas Beef Quality Assurance program in Huntsville gain a better understanding of consumer concerns in food safety.

Return Service Requested

8708 Ranch Road 620 North
Austin, TX 78726-3503
texasbeef.org



Nonprofit Organization
U.S. POSTAGE
PAID
Austin, TX
PERMIT NO. 95