

**EXECUTIVE COMMITTEE**

Mark Harms, Lincolnville
Chairman
Jaret Moyer, Emporia
Vice Chairman
Kevin Thielen
Executive Director
Todd Allen, Wichita
Jerry Bohn, Pratt
Jessica Ebert, Tescott
Ron Ervin, Eureka
Jon Ferguson, Kensington
Lori Fink, Randolph
Ken Grecian, Palco
Terry Handke, Muscotah
Frank Harper, Sedgwick
Dan Harris, Holton
Dana Hauck, Delphos
Danny Herrmann, Ford
Brittany Howell, LaCrosse
Steve Irsik, Ingalls
Larry Jones, Holcomb
Dan Kerschen, Garden Plain
Beau Larson, Sharon Springs
Derek Martin, Healy
Roland May, Oberlin
John Mundhenke, Lewis
Andrew Murphy, Great Bend
Kyra O'Brien, Hepler
Larry Oltjen, Robinson
Mark Smith, Sharon Springs
Tom Toll, Lindsborg
Philip Weltmer, Smith Center

FEATURED RECIPE**Sirloin with Sugar Snap Pea & Pasta Salad**

1 bonless top sirloin steak, 3/4" thick
2 cups fresh sugar snap peas
2 cups cooked gemelli or corkscrew pasta
1 cup grape or teardrop tomatoes, cut in halves
3 cloves garlic, minced
1 teaspoon black pepper
Freshly grated lemon peel
Chopped fresh parsley (optional)
[See complete recipe here.](#)

KBC TO FEATURE TOP SIRLOIN AT WOMEN'S EXPO

The Kansas Beef Council (KBC) will feature grilled top sirloin steaks during the [Kansas City Women's Living Expo](#) scheduled for this Saturday and Sunday, January 21-22 at the Overland Park Convention Center. KBC will distribute an estimated 6,000 samples of the [Kansas City Steak Company](#) (KCSC) product, one of the [29 lean beef cuts](#). Consumers will be invited to sign up for KBC's [EatBeef Text Club](#) and be entered to win a \$200 KCSC gift certificate. Text club members receive exclusive deals and coupons via text messages on their mobile phones. Additionally, KBC will present a cooking demonstration by Chef Gary Hild, executive chef at Kingwood Manor in Kansas City, titled *Healthy Eating with Beef* on the kitchen stage at the expo. Beef checkoff dollars fund this event.

BOLD STUDY RECEIVES NATIONAL COVERAGE, OUTREACH CONTINUES

A beef checkoff-funded human nutrition study, Beef in an Optimal Lean Diet (BOLD), is receiving positive national consumer media exposure. The study was published in the January edition of the [American Journal of Clinical Nutrition](#), a leading peer-reviewed nutrition journal. Since then, the study has generated significant interest with consumer media and health professionals. The [Reuters](#) national wire service covered the study, as did [Men's Health](#), [Shape](#) and other media outlets. A [WebMD](#) article, "Five Foods You Don't Have To Give Up This Year," listed beef as the number one food worthy of keeping in the diet. According to the article, "Meat is usually the first diet element to get the old 'heave-ho' when it comes to cholesterol management. However, a study that appeared this month in the *American Journal of Clinical Nutrition* showed that including lean beef, such as sirloin, in a heart-healthy diet was as effective for lowering cholesterol as traditional heart-healthy diets." Additionally, the Academy of Nutrition and Dietetics linked to an [article](#) in their daily e-newsletter that is distributed to 60,000 registered dietitians across the country. The Kansas Beef Council (KBC) continues to aggressively extend the study's results through traditional and social media outreach and key health professional partnerships. Visit the [KBC web site](#) to learn more about the study.

FOOD PHOTOGRAPHY WEBINAR FOR BLOGGERS SCHEDULED

Many food and health/nutrition bloggers find food photography challenging - especially when trying to make featured beef recipes look as delicious as they taste. The beef checkoff is hosting a "Dress Up Your Beef Photos" webinar January 24 to bring culinary enthusiasts and experts together. A panel of experts, including [Dave Zino](#), executive chef at the National Cattlemen's Beef Association; [Marc Matsumoto](#), private chef, founder of [NoRecipes.com](#) and professional photographer; and [Sandra Cook](#), professional food stylist; will provide recommendations on the best ways to select, handle, dress and photograph various cuts of beef. Additionally, they'll give tips on how to artfully arrange the plate for beautiful recipe photos.

The Kansas Beef Council (KBC) invited 15 Kansas food/nutrition and food bloggers to this webinar. The event will help KBC build sustainable relationships with these top-tier state social media contacts and will provide a forum for the bloggers to learn about beef cuts, cooking and nutrition.

BEEF. IT'S WHAT'S FOR DINNER



Beef recipes from
BeefItsWhatsForDinner.com

TELL YOUR STORY



The **Masters of Beef Advocacy** program is a self-directed online training program designed to equip farmers, ranchers and industry partners with the information they need to be everyday advocates for the beef industry. [Earn your MBA!](#)

EXPLORE BEEF



Where consumers go to learn about what you do every day as a farmer, rancher and beef producer.

[Click here to visit now.](#)

PAY BEEF CHECKOFF

The checkoff is due each time an animal is sold and should be remitted by the 15th of the month following the month of sale.

[Click here to get remittance form.](#)

BEEF.ORG

A directory of beef checkoff program web sites, www.beef.org



LEARN MORE

More beef checkoff news from

MyBeefCheckoff.com

EXPLORE WHAT CATTLE EAT WITH NEW INTERACTIVE GAME

The beef checkoff recently launched "[Cow Chow](#)," an online game and video series designed to answer common questions about cattle diets. The 10-question game and corresponding videos encourage consumers to explore what cattle eat from birth to the feedyard. The first-of-its-kind videos were filmed almost exclusively by cattle at [Pratt Feeders](#), Pratt, and at ranches in South Dakota, Texas and Florida. The bovine filmmakers wore "cow cams", specially rigged [GoPro](#) brand cameras, to share this important animal care story from a cow's-eye view.

Curious consumers now can see exactly what cattle eat every day as they compete in an interactive quiz game. Upon completion of the game, users can post results to their Facebook page and challenge their friends to beat their best score.

The game and videos are hosted on the beef checkoff's [ExploreBeef](#) web site, where consumers also can learn about beef safety, environmental stewardship, animal care and beef nutrition. The videos are also available on the [ExploreBeef YouTube channel](#).



CONSUMER OUTREACH TACTICS INCLUDE TV, SOCIAL MEDIA & MOBILE

The Kansas Beef Council (KBC) utilizes multiple tactics when using checkoff dollars to reach consumers with beef messaging. Last month, KBC was featured during the [Tasty Tuesday](#) segment of the KWCH 12 morning newscast in Wichita. KBC utilizes social media outreach, including [Facebook](#) and [Twitter](#), on a daily basis. KBC also utilizes text message marketing through the [EatBeef Text Club](#).

Nationally, beef checkoff contractor National Cattlemen's Beef Association utilizes [Facebook](#), [Twitter](#), [YouTube](#), the [Beef So Simple](#) e-newsletter and the mobile-friendly version of www.BeefItsWhatsForDinner.com, [BeefForDinner.com](#). The mobile version of the site now features the [Interactive Meat Case](#). Mobile-friendly web sites are built for maximum performance on mobile devices such as smartphones and tablet computers.

CHEFS CREATE POTENTIAL NEW BEEF MENU ITEMS

Chefs from across Kansas gathered January 14 in Garden City to compete in the second annual [Samy's](#) Culinary Competition to benefit Finney County United Way. The checkoff-funded Kansas Beef Council (KBC) was a sponsor of the event, providing beef for the competition.

KBC Director of Marketing Sharla Huseman and KBC Executive Committee member Larry Jones from Holcomb served as two of the judges. When the votes were tallied, first place was awarded to Chef Blayne Green from Salina Country Club. Chef Green prepared Mushroom Duxelle Stuffed Roulade of Beef accompanied by Cauliflower Potato Puree and Roasted Root Vegetables.

Chef Ben George with Tallgrass Country Club in Wichita took second place. Third place was Chef Paul Freimuth with the Hyatt Regency Hotel in Wichita.



The Kansas Beef Council ReVIEW is produced as a producer communications service of the beef checkoff. The ReVIEW is distributed electronically using e-mail each month and printed twice annually with distribution via U.S. Mail. E-mail forwarding and reproduction of the content for constructive purposes is encouraged.

Keeping with KBC's goal of teaching chefs new ways to use beef on the menu, the center cut top sirloin was chosen for the chefs to prepare. The center cut top sirloin weighs about 6 lbs. and presents opportunities for versatility on the menu. It can be cut for steaks, sliced thin, cubed, cut in strips for stir-fry or fajitas and even cut into medallions for kabobs. There was a wide variation in preparation techniques used by the chefs as they thought outside the box of traditional beef dishes on the menu.

FINAL CALL TO COMPLETE BEEF QUALITY AUDIT SURVEY

Scientists conducting the 2011 National Beef Quality Audit (NBQA) are asking cattle producers for input. Feedback will be collected until February 6 through a survey found at www.CattleSurvey.com. The survey can be completed in 10 minutes. The audit is conducted every four years to develop a benchmark on which to measure future performance. NBQA educational initiatives have helped the beef industry improve quality and competitiveness at the meatcase.

BQA FEATURE OF THE MONTH



WHAT IS BQA?

A large part of the beef industry's job involves making sure that beef is safe and wholesome for consumers. Beef Quality Assurance (BQA) began as an effort to ensure that chemical residues were not present in marketed beef. Originally called "Beef Safety Assurance," the program's early emphasis was on assuring the real and perceived safety of beef. However, BQA has become much more than a safety assurance program. Today, BQA programming is expanding with information to help producers implement best management practices that improve both quality grades and yield grades of beef carcasses while increasing profitability at the farm- and ranch-level. Watch the video below to learn more.



[**Learn more and become BQA certified!**](#)