



BAN Spotlight!

Thanks to Jody Donohue for being a Beef Advocate and responding to the Kansas City Star newspaper regarding their endorsement of the movie Food Inc., a movie that inaccurately portrays modern agriculture. The Beef Checkoff continues to monitor this movie and provide factual information about the beef industry.

To the editor:

We were dismayed that the Star is furthering the makers of Food, Inc's anti-meat, anti-business, anti-science agenda. The film is not an accurate, or necessarily truthful, look into my industry.

Producers like us have a vested interest in keeping the food supply safe, healthy, and available. Millions of dollars have been invested to enhance the safety of the meat and crops we produce for our families and yours.

There are two serious problems that would come from producing food as the filmmakers would like. The cost of our food would skyrocket and the volume of food available would plummet. The thought of additional people needlessly starving on this planet is more shocking, more saddening and more disgusting than anything shown in this movie.

We encourage people who want the real story of how their food is produced to visit a farm or ranch and not a movie theater.

*Daryl and Jody Donohue
Donohue Ranch--established 1867
Fredonia, KS*

County Fair Season Supplies

As County Fairs occur across the state, use this opportunity to promote beef (and the beef industry) in your community. Try these tips for starters:

Beef Producers: The Original Environmentalists

--Create a display booth highlighting environmental practices in place on your farm or ranch that protect and benefit the environment. See <http://www.beeffrompasturetoplate.org> for great ideas or see a sample environment poster at our website <http://www.kansasbeef.org/beefadvocatenetwork.aspx>.

Today's Lean Beef

-- Present checkoff funded nutrition information to remind consumers about the 29 lean cuts of beef that fit into a healthy lifestyle.

Beef and the Economy

-- Explain to consumers the economic impact the beef industry has on your county, state and the country. <http://www.kansasbeef.org/CMIImages/Kansas/beef%20facts%200609%20ltrhd.pdf> Take a survey of beef producers in your county and gain an idea of the number of people employed and the tax base supported by agricultural land. Call the KBC office for specifics for your county.

Sample lean beef

-- Beef It's What's For Dinner table wrap will make an eye catching booth where you could serve burgers, all-beef hotdogs or a favorite recipe. The retail cuts chart is a great backdrop for the booth, highlighting value cuts and help educate consumers about where lean cuts originate. If it has *round* or *loin* in the name, it is lean.

Understanding the Beef Checkoff

-- Kansas Beef Council will be glad to send you recipes, research reports, nutrition information to highlight checkoff funded programs to help producers better understand the Beef Checkoff Program.

Kansas State Fair

2009 "What's For Dinner" Beef Cookoff

If you have a one-dish healthy beef recipe that receives rave reviews from family and friends, the "What's For Dinner" beef cookoff is the contest for you! And by one dish, we're not talking just casseroles. Think salads, kabobs, stir-frys. The options are limitless. Pair one of the nutrient-rich lean beef cuts listed in the **29 Ways to Love Lean Beef** chart posted on the web site www.kansasbeef.org with other important nutrient-rich ingredients such as vegetables, whole grains or fruits to create an original one-dish beef meal that promotes health and enjoyment. Recipes should yield four to six servings. Preparation and cooking time must be 30 minutes or less. **Entry deadline is Friday, August 7, 2009.** See the Kansas Beef Council website for more information.

Agriland at the Kansas State Fair

Agriland will once again be the highlight of the Pride of Kansas building. This year, our designated day is the **last** Saturday of the fair, **September 19, 2009**. Agriland will be open from 9 a.m. – 9 p.m. this year. We need at least 6 people in Agriland attending to the different displays at all times. A total of 30 volunteers will be needed to work the five different shifts. The Kansas Beef Council will coordinate the volunteers. To show your support for the beef industry and volunteer for Agriland, please contact Deena Robinson at 785-273-5225 or deena@kansasbeef.org. More information is available at www.kansasbeef.org under the Beef Advocate Network tab.