

KANSAS BEEF .ORG

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FEATURED RECIPE



Chimichurri Steak Wraps

12 oz. grilled beef steak, cut into slices
3 cups fresh baby spinach
½ large red bell pepper, cut into thin strips
4 medium whole wheat tortillas (8-10" diameter)

Chimichurri Sauce

1 cup fresh parsley leaves
2 cloves garlic
3 tablespoons olive oil
1 tablespoon red wine vinegar
¼ teaspoon salt

For complete recipe, visit kansasbeef.org.

KBC STAFF ATTENDS CONFERENCE

The Kansas Beef Council (KBC) partnered with the Kansas Nutrition Council (KNC) to provide information and resources to more than 100 registered dietitians and public health nutritionists at the KNC annual conference in Lawrence.

Audrey Monroe with KBC spoke at the group's luncheon and provided information to KNC members about the new beef checkoff resource "Strength: The Field Manual." This resource, which was produced with checkoff dollars, provides information about the intersection of a strong, balanced diet, regular physical activity and good health. The publication, which is available on BeefItsWhatsForDinner.com, encourages prioritization of foods with nutrients bodies need to thrive, such as protein, zinc, iron, B vitamins and selenium. Key characteristics of this diet are that the plate is anchored with protein, protein is paired with plants, fiber-rich carbohydrates are included and post-exercise recovery is taken into consideration. KBC provided conference attendees a lean beef lunch, featuring a pomegranate steak recipe from BeefItsWhatsForDinner.com.

KBC also sponsored a session titled "Food, Fitness and Fun: Promoting Strength at All Stages of Life" by



Dayle Hayes

Montana-based registered dietitian Dayle Hayes. Dayle discussed how negative health messaging is ineffective at promoting food, nutrition and physical activity interventions. Dayle's session explored the research and practice behind positive messaging throughout the life cycle. "The messages that go along with beef and strength are really wonderful," said Hayes. "They are positive, they are credible, and they are also simple messages people can put into action in their lives."

As part of the KNC pre-conference event, KBC worked with Kansas Farm Bureau, the Kansas Soybean Association and the Kansas Pork Association to provide an evening of networking between registered dietitian attendees and Kansas farmers and ranchers. Jill Tregemba, a cattle farmer near Lawrence, and other area farmers answered attendees' tough questions about agriculture and food production.

PARTNERSHIP AT ACSM SUMMIT

The Kansas and Nebraska beef councils recently joined together to sponsor a session at the American College of

Sports Medicine (ACSM) Health and Fitness Summit, which was held in Chicago. Dr. Heather Leidy, PhD, associate professor at Purdue University's Department of Nutrition Science, presented a session titled "Is there a 'Breakfast of Champions' for Improving Health and Well-being?"

In her session, which was offered twice, Dr. Leidy summarized the



most recent research illustrating acute and longer-term improvements in weight management, glycemic control and performance following the daily consumption of increased dietary protein, specifically at breakfast. Dr. Leidy provided practical recommendations, guidance and strategies on ways to implement the daily consumption of higher-protein breakfasts in a free-living environment. About 40 ACSM members, including personal trainers, health and fitness instructors, wellness center professionals, corporate fitness staff, students, club owners and educators, attended each of Dr. Leidy's sessions.

The beef councils provided attendees with the fact sheet "The Power of Protein at Every Meal," which outlines easy and creative ways to include lean protein at breakfast. Additionally, the beef councils featured a full-page ad in the Summit program, informing attendees of the BeefWISE research, which explains how eating lean beef as part of a healthy higher-protein diet combined with exercise can help people lose weight and fat mass while maintaining lean muscle and supporting a healthy heart.

NEW BEEF MENU IDEAS

Beef took center stage at the American Culinary Federation (ACF) ChefConnect event held at the Minneapolis Marriott City Center. The Beef. It's What's For Dinner (BIWFD) brand was represented through a partnership between state beef councils from Nebraska, Kansas,



Texas, Iowa, South Dakota, Oklahoma and Minnesota.

As a gold sponsor of the event, BIWFD hosted a pop-up tasting between sessions, where attendees could sample mustard-glazed beef coulotte roast. Additionally, Chef Dave Zino with NCBA, a contractor to the beef checkoff, hosted a breakout session titled "Back to the Cutting

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Dear Fellow Producers:

Surveys show beef consumers are interested in knowing more about the beef they eat. They still want it to be tasty, tender, convenient and provide value, of course. But today they also want to know that the animal was raised with care and in an environment that is wholesome and environmentally sound.

That desire led the Beef Checkoff Program to include a “Rethink the Ranch” element to its *Beef. It’s What’s For Dinner.* relaunch. The component gives consumers – the majority of whom have very little connection to agriculture, let alone the beef they buy – a chance to see how beef producers are combining good husbandry and production practices with new technology to assure the best possible results in terms of care and products.

The promotion’s added direction compliments the broader messages within the *Beef. It’s What’s For Dinner.* brand and campaign. Those messages highlight the most critical aspects of what consumers expect from the beef they buy, taste being the most important. Recipes, nutrition and cut information and more is available on the industry’s upgraded website and is being broadly promoted digitally.

Let’s face it: Beef will always be among the preferred meats because it tastes so good.

The relaunched national campaign features opportunities for state beef councils to join in outreach and messaging to consumers and marketers at the state level. This creates a state/national team with which our industry is having a real impact on demand for our products.

You can read all about it in this report. Thanks for your support and engagement in continuing to make beef what’s for dinner.

Yours truly,

Dawn Caldwell

Dawn Caldwell
Edgar, Nebraska
Chairman, Federation of State Beef Councils



Rethinking the Ranch

In October 2017 the Beef Checkoff Program relaunched its iconic *Beef. It’s What’s For Dinner.* campaign, with exceptional results. The campaign sought to drive more consumers to the checkoff’s *BeefItsWhatsForDinner.com* website, where information on all things beef could be obtained.

Created 25 years ago, *Beef. It’s What’s For Dinner.* was introduced with promotion that included television and print advertising that captured the imagination and taste buds of consumers. Times change, however, and while the concept is still strong, the ways consumers get their information is different than it was in the early 1990s. Social and digital media have become the key ways information is delivered to consumers today.

Through the refocused and strengthened campaign, visitors to the website over the past year have totaled more than 8 million – compared to about 3 million the year before. The primary purpose for visiting for many consumers are the recipes, cut information and nutrition advice found on the site. Increasingly, however, consumers want to know even more about how the beef they eat is raised. A new feature of the campaign called Rethink the Ranch is giving consumers an up-close-and-personal look at the people who make beef possible. The campaign features real ranchers and farmers and their real stories about how they produce beef.

Last summer a camera crew traveled 3,800 miles across the United States, visiting six different cattle operations in four states. They captured more than 100 hours of video, as well as

images and stories about the people who raise beef animals. The images and video they developed have become a big part of the checkoff’s new consumer outreach.

Nationally, the videos have generated more than 765,000 video views, and reached more than 3.5 million consumers. State beef councils have downloaded Rethink the Ranch content for use on their own social media properties and other consumer and thought leader outreach.

It’s the first time *BeefItsWhatsForDinner.com* has promoted both the product and the people who produce it, a story focused on promoting beef’s greatest strengths: unbeatable taste, variety and ease of cooking, nutritional attributes that can’t be matched and the people that make it all possible, caring for the animals and environment with appreciation and respect.

State beef councils are also extending the campaign, exciting their states’ consumers about beef’s many benefits. Of special interest has been the campaign’s Rethink the Ranch anthem video and related video spots showcasing real farmers and ranchers from around the country.

It's important consumers understand how committed producers are to serving as faithful stewards of the valuable natural resources that have been entrusted to them. That's part of the Rethink the Ranch message. It's why the website provides consumer-friendly, easy-to-understand information on how beef producers are being effective stewards of the land and resources, from drones to help observe and manage cattle to solar technology to generate power and help operate water systems, cattle producers are using technology responsibly.

Good and Getting Better

Of course, cattle producers have always prided themselves in their dedication to animal welfare, beef quality, sustainability and community involvement. Recent research shows they are getting better in all four of these areas.

The checkoff-funded Cattlemen's Stewardship Review gathered data from an independent 2017 telephone survey of beef producers to deliver a comprehensive profile of the U.S. beef community today. The research showed improvements in all four areas, compared to a 2010 checkoff-funded benchmark survey.

It found that the well-being of cattle is the top priority for 95 percent of producers, that 97 percent of cattle farmers and ranchers believe producing safe beef is crucial to the future of the industry, and that 95 percent of producers believe conservation of land is extremely important to them.

Results of the research were shared with key national media.

More Foundation from Research

Checkoff-funded research providing answers to complex questions about beef production is helping create clarity to issues such as beef sustainability. The checkoff-funded sustainability research program has developed a series of 19 fact sheets that explain many benefits of U.S. beef production, such as how the global impact of beef production could likely be dramatically reduced if other countries could achieve the same productivity as U.S. beef – the most efficient beef production system in the world. To see these fact sheets, go to www.beefresearch.org.

BQA Certifications Add to Evidence

Further strengthening the case that cattle producers recognize their societal role is the fact that online certifications in the beef checkoff-funded Beef Quality Assurance program have surpassed 20,000. First available in early 2017, online BQA certifications join those conducted at in-person training events offered by state beef councils, cattlemen's affiliates, extension programs and other local efforts.

Both in-person and online certifications show how common-sense husbandry techniques can be coupled with accepted scientific knowledge to raise cattle under optimum management and environmental conditions, helping beef producers capture additional value from their market cattle and reflecting a positive public image for the beef industry.

Producers Telling Their Stories

The Raising Beef section of the new *Beef. It's What's For Dinner.* website has featured several graduates of the checkoff-funded Masters of Beef Advocacy program. MBA graduates – who now

number nearly 11,500 – are helping people rethink the ranch by sharing their personal stories on the site. The collaboration between programs is an example of how the beef checkoff-funded Beef Advocacy Training and Engagement program works to help members of the beef community leverage their advocacy and spokesperson skills, benefiting many checkoff programs.

KANSAS BEEF COUNCIL FISCAL YEAR 2018 EXPENDITURES

National Programs	\$6,531,387
In State Programs	\$1,278,371
Consumer Advertising & P/R	\$259,943
Administration	\$92,507
Industry Communications	\$146,089
Health Influencers	\$306,416
Channel Marketing	\$246,587
Youth & Youth Educators	\$105,337
Compliance	\$121,493
TOTAL EXPENSES	\$7,809,758

Cattlemen's Beef Board Fiscal Year 2018 Expenditures

Promotion	\$9,225,692
Research	\$8,042,093
Consumer Information	\$7,345,798
Industry Information	\$3,560,607
Foreign Marketing	\$7,640,567
Producer Communications	\$1,179,898
Evaluation	\$230,795
Program Development	\$295,075
USDA Oversight	\$601,681
Administration	\$1,811,956
TOTAL EXPENSES	\$39,934,161

Audited Numbers

An independent survey of beef producers has found 74 percent continue to approve of the Beef Checkoff Program. That's 5 percent higher than it was a year earlier. The survey found that the more producers know about the program, the more supportive they are.

Seventy eight percent said the checkoff has value, even when the economy is weak, and 71 percent say the checkoff represents their interests. The survey was conducted from December 2017 to mid-January, 2018.

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Board: A Fresh Look at Carving Stations, Buffets & Your Menu.” During the session, Chef Dave discussed the traditional beef cuts used on buffet lines and carving stations, then presented alternative options that could provide a lower price point, but still deliver an exceptional eating experience.

The ACF ChefConnect events attract professional chefs and culinary students from across the country who are looking for ideas and experiences to further their culinary careers.

CALIFORNIA BEEF IMMERSION TOUR

Twelve chefs from Kansas City and across California gathered this spring in Napa, CA, for an intense two-day beef culinary immersion workshop. The checkoff-sponsored event, coordinated by the Kansas Beef Council (KBC) and California Beef Council (CBC), was held at the prestigious Culinary Institute of America’s (CIA) Copia campus



under the instruction of Chef Barbara Alexander.

The workshop focused on two areas – beef production and beef’s flavor dynamics in world cuisine.

Sara Place, the Senior Director of Sustainable Beef Production Research at the National Cattlemen’s

Beef Association (NCBA), a contractor to the beef checkoff, led a discussion on beef sustainability and California rancher Celeste Sittrini gave an overview of life on a ranch. Chef Barry Strand, a member of

NCBA’s Culinary Team, identified beef opportunity cuts, including tri-tip, bavette steak, coulotte steak, flat iron, petite tender and corned beef, and highlighted menu applications for each. In addition, San Diego-based food photographer Anne Watson shared tips and tricks to help the chefs “beef” up their social media presence.

Following the seminars each day, the chefs had the opportunity to create beef menu items based on what they had learned. Each dish received a culinary critique on taste and food-styling by CIA chef instructors.

The group also toured Sonoma Mountain Herefords and Kunde Family Winery. Keith Bryant, cattle operations manager at Reeve Cattle Company near Garden City, attended the workshop to engage with chefs outside the classroom and answer additional beef production questions.

KBC Director of Marketing Sharla Huseman said the culinary immersion experience was a valuable way for chefs to learn and explore how beef can fit on a modern, global menu that meets today’s diverse consumer palate. It also allowed for conversations about beef production in general, which she said will pay dividends in the future as chefs interact with consumers.

INVESTMENT REMITTANCE FORM BELOW

Clip and use the Private Treaty Sales Checkoff Investment Form below for any private treaty cattle sales. It is important to remember all private treaty transactions for both live cattle and animals sold for freezer beef are assessed the \$1-per-head beef checkoff. Remittance forms also are available online at www.kansasbeef.org.

Beef Promotion and Research Program PRIVATE TREATY SALES CHECKOFF INVESTMENT FORM

OMB #0581-0093

Provided for in the Beef Promotion and Research Order Section 1260.172, paragraph (2) assessments: Any producer marketing cattle of that producer’s own production in the form of beef or beef products to consumers, either directly or through retail or wholesale outlets, or for export purposes, shall remit to a qualified state beef council or to the Board an assessment on such cattle at the rate of one dollar (\$1) per head of cattle or the equivalent thereof.

Date _____

Seller’s Name _____

Buyer’s Name _____

Address _____

Address _____

City _____ State _____ Zip _____

City _____ State _____ Zip _____

Seller’s Signature _____

Buyer’s Signature _____

Both the seller and the buyer have the responsibility to have the \$1 per head assessment collected and remitted to the qualified state beef council. This form is designed for the seller to use in private treaty sales.

Total Number of Cattle Sold _____ x \$1.00 Head = \$_____ + 2% late payment charge \$_____ = Total Enclosed \$_____

Date of Sale _____

Person remitting assessment Seller Buyer

State of origin of cattle _____

Brand Inspection Number (if applicable) _____

Send Report and Remittance to: Kansas Beef Council
6031 S.W. 37th Street
Topeka, Kansas 66614-5129
(785) 273-5225

2% late payment charge is due if remittance is postmarked after 15th of month following date of sale.

Public reporting burden for this collection of information is estimated to average 1.8 min. per response, including time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspects of this collection of information, including suggestions for reducing this burden, to the Dept. of Agriculture, Clearance Officer, STOP 7602, 1400 Independence Avenue, S.W. Washington, D.C. 20250-7602. When replying, refer to the OMB number (0581-0093) and form number in your letter. Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

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