



Cattle Talk **BEEF**

texasbeef.org * Checkoff Information from the Texas Beef Council * April 2014

Texas Beef Checkoff Goes Red with Heart-Healthy Partnership

The Texas Beef Council (TBC) has once again partnered with the American Heart Association (AHA) to share with consumers the many ways beef can be part of a heart-healthy diet. In honor of National Heart Month in February, TBC celebrated the year-long partnership by showcasing heart-healthy lean beef at Go Red for Women Luncheons in major Texas markets.

"We are very pleased to partner with AHA and showcase beef's positive role in a heart-healthy diet," said Jennifer Matison, TBC senior manager of consumer information. "Checkoff-funded beef nutrition research studies have been instrumental in providing accurate beef nutrition information to not only consumers, but leaders within the health professional community. These studies allow us to partner with reputable health organizations such as AHA."

This year TBC has sponsored and attended Go Red for Women Luncheons in Austin, Dallas, Fort Worth, San Antonio and will also be involved in the upcoming Houston luncheon. TBC also partnered with the Texas Cattle Feeders Association to participate in the Amarillo



Texas Beef Council staff visit with attendees at one of the AHA Go Red for Women luncheons.

luncheon. To date, more than 3,500 attendees have received beef nutrition information and enjoyed a lean beef meal at the luncheons.

Jennifer Fisher with **TheFitFork.com** blog showcased her Beef and Egg 'Barn Raiser' Breakfast Bake recipe during breakout sessions at the luncheons. Fisher also appeared on two segments of San Antonio's Great Day SA morning show touting the benefits of eating protein for breakfast. Texans learned lean beef is an excellent source of protein that will satiate hunger and help curb snacking on unhealthy foods later in the day. This strategy helps maintain a healthy weight

which ultimately reduces many risk factors associated with heart disease.

Last year the Beef Checkoff Program announced six fresh beef cuts were now certified to display the AHA Heart-Check mark. With that, retailers have the opportunity to market the extra-lean beef items to shoppers using one of the most trusted icons on food packaging today.

The extra-lean beef cuts that meet the AHA's criteria for heart-healthy foods as part of an overall healthy dietary pattern and are certified to display the Heart-

Check mark include USDA Select grade Sirloin Tip Steak, Bottom Round Steak, Top Sirloin Stir-Fry, Boneless Top Sirloin Petite Roast, Top Sirloin Filet and Top Sirloin Kabob.

"The beef industry has made significant strides when it comes to producing a wholesome and nutritious product that fits into a heart-healthy diet and lifestyle," said Dr. Dick Sherron, Texas physician, cattleman and TBC board member. "Working with leading health organizations like AHA to help educate consumers about our nutritious and healthful product continues to be a focus the beef checkoff in Texas."

National Dollars at Work

Soaring U.S. Beef Sales from Promotion in Japan

In an effort to increase sales of U.S. beef by upscale Japanese retailer Queen's Isetan, the checkoff recently helped fund placement of an advertorial in the Japanese food and lifestyle magazine *ELLE a Table*. Timed to coincide with distribution of the magazine's issue featuring recipe cards for dishes using U.S. beef tongue and tenderloin, the promotion was a huge success. Sales of both cuts skyrocketed at the retail chain, with sales of thin-sliced tongue up nearly 138 percent; thick-sliced tongue sales up 645 percent, and steak-cut beef tenderloin sales soaring 417 percent!

Beefing up the Bacon Market

There's a new bacon in town, and it's called Schmacon. Schmaltz Deli Co., is officially introducing Schmacon, which is a beef alternative to regular bacon, at the National Restaurant Association convention in May. The checkoff's Beef Innovations Group has been working with Schmaltz to make this new and exciting product ready for commercialization for more than a year. Schmacon is lower in fat, calories, and sodium than traditional bacon and also has its own unique taste and crispness. This product will not only be positioned for breakfast, but also as an ingredient during lunch and dinner meals.



Elle a Table featured U.S. beef tenderloin with vinegar-sautéed vegetables.

February/March Highlights

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

1 Table for Two Beef Photo Contest

World Wide Web:

TBC recently hosted an online photo contest focused around Valentine's Day and enjoying a special beef meal with loved ones. In the nationwide contest, entrants were encouraged to share their photos with friends and family on Facebook to garner votes. The photo with the most votes won four T-Bone steaks. During the photo contest more than 11,000 fans engaged with TBC's BEEF Loving Texans' post, link or photo each day. BEEF Loving Texans content also made 15,000 impressions during the two week photo contest period. TBC's Facebook page, BEEF Loving Texans, has nearly 54,000 likes and continues to grow daily by interacting with consumers and sharing beef recipes, cooking tips and nutrition information.



3 Fitness Advertising

Texas: TBC has once again placed checkoff-funded print ads that are featured in *Austin Fit Magazine*, *IDEA Fitness*, *Competitor* and *Texas Runner and Triathlete* reaching 1.1 million fitness and health enthusiasts. The campaign includes a total of 26 ads with a rotation of six "Above All Else - Beef Its What's for Dinner." ads and four "Healthy People Eat Beef" ads featuring four Texas BEEF Team members. In conjunction with the campaign, TBC has also received blog posts, banner ads and Facebook posts from *Austin Fit Magazine* and *Competitor* as part of an added value from the campaign. Ensuring beef is the preferred protein choice by educating and engaging influential athletes and fitness professionals on the positive benefits of beef continues to be a priority for the beef checkoff in Texas.



Texas BEEF Team member Natasha van der Merwe is featured in checkoff-funded advertising geared towards the fitness and health community.



2 Five Minute Beef Meals

Dallas: Texas audiences recently learned how beef can fit into a fast and healthy meal during TBC's television cooking segment in Dallas. Registered dietitian, Shalene McNeill, showcased five minute meal solutions with an Asian Beef and Vegetable Stir-Fry recipe and shared how fast food restaurants aren't the only place to get a quick-and-easy meal that can fit into every family's fast-paced lifestyle. During the segment, consumers learned more about beef's variety of cuts that provide nutritious and quick meals at home. Texans were also given cooking tips and new beef dinner ideas to make their in-home dining experience as delicious and worry-free as possible. Throughout the year TBC appears on morning, noon and evening telecasts on leading television stations in 10 Texas markets. News stations also share the segments and recipes online extending the checkoff's reach.



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Tom Perini (left), representing TBC, was showcased at this year's event and served up his signature Mesquite Smoked Beef Tenderloin. A day prior to the event, Perini also conducted a Texas Cowboy Master Chef Beef Cooking Class, teaching 20 local experienced chefs the basics of cooking barbecue beef with a smoker.

4 The Great American Barbecue – Texas Style!

Hong Kong: In partnership with the U.S. Meat Export Federation (USMEF), TBC recently hosted the annual Great American Barbecue at the Kowloon Cricket Club in Hong Kong. With the best attendance on record for this annual event, the program attracted over 1,000 participants, including key food and beverage operators, retailers, executive chefs, meat importers, media and food bloggers. According to USMEF, total beef exports for 2013 were up 3 percent in volume to 2.58 billion pounds and 12 percent in value (\$6.157 billion) – breaking the 2012 value record. Beef exports to Hong Kong set a new annual record as volume doubled to 286 million pounds and value increased 142 percent to \$823.3 million. For TBC, the Great American Barbecue represents an annual opportunity to showcase beef prepared Texas-style and reaffirm its commitment to global marketing.



Want more information?

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