



# Cattle Talk

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

## Fitness and Nutrition Professionals Live Well with Beef

More than 30 health and fitness experts recently joined the Texas Beef Council (TBC) for Live Well 2014. The workshop provided an opportunity to connect with online communicators who are fitness professionals, fitness-focused registered dietitians, pro-athletes and trainers. Importantly, the invite-only workshop gave attendees a chance to learn more about beef nutrition, test their cooking skills and meet some of the nation's leading nutrition, specifically protein, researchers.

"The Live Well workshop explored the latest protein research, culinary trends and effective communication techniques that can help Texans celebrate food for simple, strong and better living," said Jennifer Matison, TBC senior manager of consumer information. "The workshop content was designed to educate and pro-



Live Well attendees enjoy the hands-on recipe development portion of the workshop.

vide meaningful solutions to help attendees and their clients enjoy nutrient-rich foods that can support a healthful, balanced and active lifestyle."

The Live Well workshop included several presentations on new nutrition research related to foods that fuel better health, including lean protein, whole grains, low-fat dairy, fruits and vegetables, as well as interactive exercises to help translate

research and culinary trends and apply the learnings to the attendees' communications efforts.

"Live Well allowed the beef checkoff to network and connect with fitness and health professionals who not only communicate with their clients, but also potentially reach millions online with nutrition and health advice," said Coleman Locke, TBC board chairman and cattleman from Hungerford, TX. "The goal was to share practical information on how beef can fit into a healthy diet and

lifestyle. This unique opportunity allows that to happen."

Working with influential nutrition and fitness professionals allows the beef checkoff to have a larger impact and reach. Throughout the workshop attendees shared their experiences using a variety of social media platforms. Post-event surveys indicated a significant increase in likelihood of recommending beef to their clients and followers.

## National Dollars at Work

### Beef Remains the Top Protein in Foodservice

Beef experienced significant volume growth in the past year and continues to be a mainstay on the menu, according to the 2013 Usage and Volumetric Assessment of Beef in Foodservice report, proprietary research from the Beef Checkoff Program.

The annual survey of protein purchasing executives showed that beef remains the number one protein in foodservice – in volume, in market share and in the dollars it brings to operations. Specific findings include:

- ✓ In the last year, the pounds of beef sold in foodservice increased by 79 million pounds to a total volume of 8 billion pounds.
- ✓ Beef represents about one-third (32 percent) of the total protein market share in foodservice.
- ✓ 97 percent of restaurant operators feature beef on the menu.
- ✓ Volume was up in every major beef category across the board, including steaks, roasts, ribs, ground beef and pre-cooked roast beef.

✓ Since 2009, beef represents the largest pound increase of any protein, totaling 178 million pounds.

✓ Beef growth has outpaced growth of the foodservice industry over the past 5 years.

The annual Usage and Volumetric Assessment of Beef in Foodservice is conducted by Technomic on behalf of the Beef Checkoff Program to under-

stand the usage of beef in the foodservice industry. The study evaluates the penetration of beef usage in various foodservice segments and the sales of beef in pounds and dollars. Respondents included protein purchasing executives within 180 of the Top 250 restaurant chains representing \$41 billion of 2012 foodservice industry sales.



Beef Brasato with Beans and Greens

# April/May Highlights

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



*Texas BEEF Team members compete in races across the state throughout the year.*

## ① Beef Nutrition Showcased

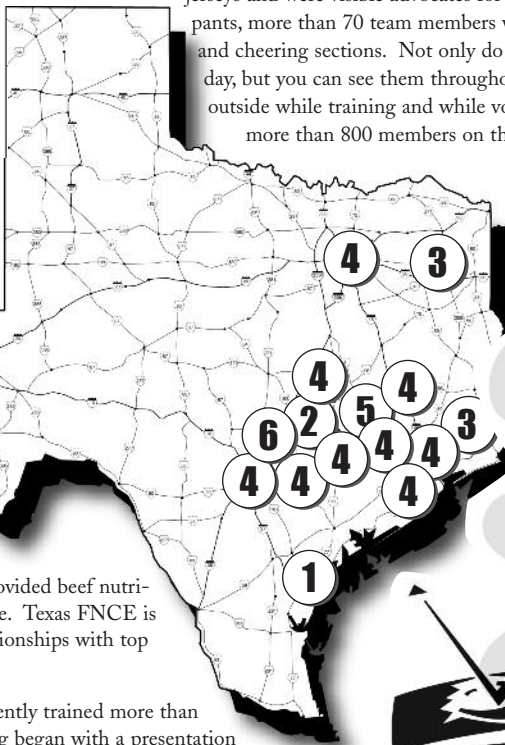
**Corpus Christi:** TBC was on hand once again for the Texas Academy of Nutrition and Dietetics' annual Food and Nutrition Conference and Exhibition (FNCE). TBC sponsored the opening keynote presentation "Protein: The Research and Application for Optimizing Muscle Mass, Metabolism and Satiety" which highlighted recent advances in nutrition and protein research that have the potential to improve muscle and metabolic health. Keynote presenter, Doug Paddon-Jones, is a professor in the Department of Nutrition and Metabolism at the UT Medical Branch, director of the Metabolism Laboratory in the School of Health Professions, and a senior fellow of the Sealy Center on Aging. TBC also exhibited a booth at the expo and provided beef nutrition resources for more than 700 health professionals in attendance. Texas FNCE is a great opportunity for the beef checkoff to engage and build relationships with top registered dietitian influencers.

## ② Culinary Education Austin:

TBC recently trained more than 40 high school culinary arts students on beef's basics. The training began with a presentation on modern beef production practices, highlighting all segments of the cattle industry. The students also learned about the variety of beef cuts available and participated in a hands-on beef cutting demonstration. TBC works throughout the year to develop relationships with culinary instructors at both the high school and post-secondary levels, providing them with resources and training relevant to the classroom. Culinary arts programs in Texas continue to grow resulting in an increased number of students choosing foodservice as a career path. The beef checkoff works to educate students and expand their beef knowledge to ensure beef stays on the menu.

## ④ Fueled by BEEF

The Texas BEEF Team was out in full-force making appearances in **Houston, College Station, Bastrop, The Woodlands, Gonzales, Stonewall, San Antonio, Dallas and Seabrook.** The team is a community of runners, triathletes and cyclists who recognize the nutritional benefits of lean beef and the vital role high-quality protein plays in their training. More than 260 runners, cyclists and triathletes proudly wore their red "Fueled by Beef" jerseys and were visible advocates for the beef community. In addition to the race participants, more than 70 team members volunteered at the races serving at course water stops and cheering sections. Not only do dedicated team members wear their shirts on race day, but you can see them throughout Texas proudly wearing their shirts at the gym, outside while training and while volunteering in their community. There are currently more than 800 members on the Texas BEEF Team.



## ③ Beef for Breakfast

**Tyler, Beaumont:** Viewers in Tyler and Beaumont recently learned beef isn't just for dinner anymore. Through the TBC monthly television cooking segments, consumers were given ideas for incorporating beef into a healthy, filling breakfast. The Beefy Sweet Potato Hash recipe was demonstrated using last night's leftover pot roast to make a nutritious breakfast that can be enjoyed on the go. Lean beef is an excellent source of protein and is packed with other nutrients that will power you up for the day. The recipe featured speaks to the checkoff's target audience of the older millennial parent by providing a quick and easy option for the most important meal of the day (millennials are defined as being born between the early 1980s and the early 2000s). Viewers learned that research has shown that eating 25-30g of protein in the morning will help lower caloric intake throughout the day and will prevent snacking. Throughout the year cooking segments appear on leading television stations in 10 Texas markets. Content from the segments is also utilized online in efforts to extend the checkoff's reach.



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## ⑤ Beef 706 College Station:

TBC recently hosted a Beef 706 in partnership with Texas A&M AgriLife Extension. More than 20 cattle producers attended the hands-on quality assurance trainings designed for producers to follow their animals through the marketplace after the sale and learn how meat is graded, priced and sold. Producers learn how day-to-day activities like branding, weaning, herd handling and vaccination protocols affect the quality and wholesomeness of the product. Beef 706 is another component of state and federal quality assurance initiatives funded by the beef checkoff and designed to ensure consumers are offered consistent quality when they purchase beef. Beef Quality Assurance (BQA) helps raise consumer confidence by demonstrating a commitment to quality in every segment of the beef industry.



*Ranchers learn first-hand about the fabrication process during Beef 706.*

## ⑥ Beef Boot Camp

**Austin:** The Texas Beef Council (TBC) recently hosted a Beef Boot Camp for 16 HEB meat market managers. The group participated in a day-long training covering beef nutrition, grilling techniques, quality grades, flavor pairings and, of course, delicious beef recipes. Matching various cuts of beef with proper cooking methods is also a focus during the training. Attendees have the opportunity to prepare different recipes and sample everyone's work. Beef Boot Camp is designed to educate retail employees so they will have beef knowledge to answer customer questions and provide suggestions that will result in a positive eating experience.

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