



Cattle Talk

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

Keeping Beef Center of the Plate

The Culinary Educators Training Conference recently wrapped up its 11th annual event earlier this summer in Austin. A partnership between the Texas Restaurant Association Education Foundation, Le Cordon Bleu® College of Culinary Arts and the Texas Beef Council (TBC), the conference hosted more than 120 high school culinary arts teachers from across the state.

For two and a half days each summer, the Culinary Educators Training Conference provides culinary arts instructors with the skills and knowledge to reach the highest levels of culinary standards in their classrooms. Attendees experience hands-on lab time with industry experts, learn the latest in culinary trends and network with their peers and industry professionals.

“It’s important to provide instructors the right tools to educate students about beef and help them step into

their first foodservice jobs well aware of the contributions beef makes to a restaurant’s bottom line,” said

Austin Brown III, TBC board member and cattle rancher. “This conference allows us to keep beef center of the

plate and top of mind for Texas’ future chefs.”

Unlike checkoff-funded programs directly targeting the consumer, this train-the-trainer conference focuses on one of the most influential people in a future chef or restaurateur’s life — his or her first culinary arts teacher. Each year those instructors reach thousands of students in their classrooms throughout Texas.

“We strive to build a strong foundation with these teachers by providing them some resources and information that they can use in a classroom with students who are serious about going on into the industry,” said Russell Woodward, TBC senior manager of product marketing. “It’s all about exposing them to the fundamental elements of how to use beef on a menu.”



Culinary Arts instructors from across the state learn all things beef during the annual Culinary Educators Training Conference.

National Dollars at Work

ROI Study Shows \$11.20 Return on Checkoff Dollar

In the most comprehensive study ever rendered about the Return on Investment (ROI) of beef checkoff assessments, Dr. Harry Kaiser of Cornell University concludes that each dollar invested in the Beef Checkoff Program between 2006 and 2013 returned about \$11.20 to the beef industry.

Key findings in Kaiser’s benefits-cost analysis include:

\$ Had there not been any CBB-funded marketing between 2006 and 2013, total domestic beef demand would have totaled 15.7 billion pounds – or 11.3 percent less than it was with the checkoff programs in place. Holding the effects of all other demand drivers constant, the activities funded by the CBB resulted in an increase in

beef demand of 2.1 billion pounds per year.

\$ Had the national Beef Checkoff Program not invested in foreign-market development between 2006 and 2013, foreign demand for U.S. beef would have been 6.4 percent lower.

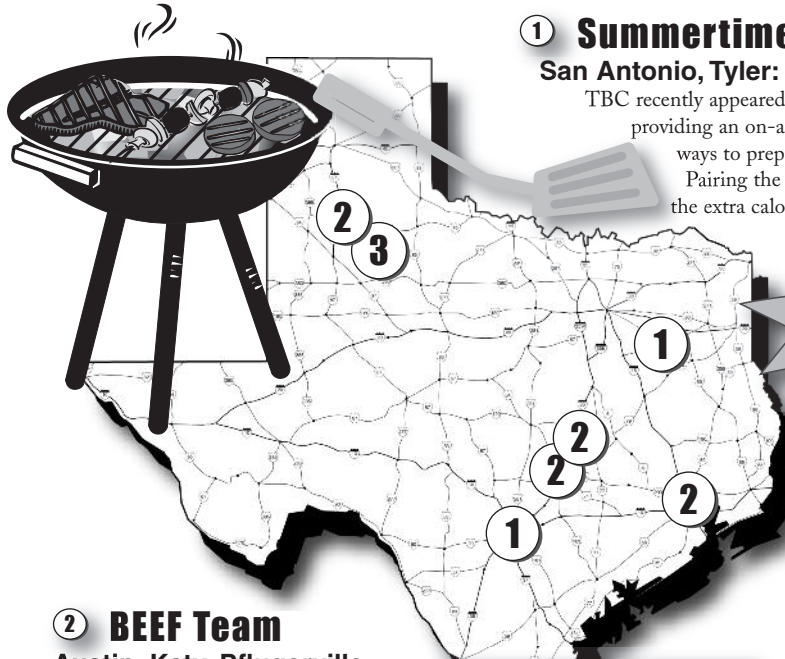
\$ The statistical results indicate that all eight CBB demand-enhancing activities -- generic beef advertising; channels marketing; industry information; new-product development; public relations; nutrition research; beef-safety research and product-enhancement research -- have a positive and statistically significant impact on increasing per capita beef demand.

\$ At the bottom line, the increase in beef demand due to CBB-funded marketing efforts resulted in higher prices for beef producers and importers, which means higher net revenue than they would have experienced without those checkoff programs.



June/July Highlights

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



① Summertime Grilling

San Antonio, Tyler:

TBC recently appeared on television segments in San Antonio and Tyler showcasing a healthy beef recipe and providing an on-air grilling demonstration. Grilling is one of the easiest, healthiest and most delicious ways to prepare beef. Viewers learned a few easy steps and helpful tips to become a grilling expert.

Pairing the Top Sirloin cut with a delicious kale salad gives your body the nutrients it needs without the extra calories. Pairing steak with vegetables makes the perfect summertime meal.

② BEEF Team

Austin, Katy, Pflugerville, Lubbock:

More than 90 Texas BEEF Team members participated in running, cycling or triathlon events in June. Races were held in Austin, Katy, Pflugerville and Lubbock. The Texas BEEF Team continues to showcase beef and highlight its important role in a healthy diet and active lifestyle. With around 800 members and a waiting list of more than 1,000; this grassroots promotion tool remains a popular and fruitful checkoff-funded program.



Texas Beef Checkoff Passes

The Texas Department of Agriculture (TDA) announced Texas beef producers have voted to establish a state-level Beef Checkoff program, which was approved by a wide margin of 66.7 percent of voters. Overall, 33.3 percent of voters opposed the measure. TDA conducted this referendum upon petition by cattle industry organizations under the authorities designated by the Texas Legislature.

Passage of the referendum establishes a producer-funded program without the use of tax dollars. Texas beef producers will pay a refundable assessment of no more than \$1 per head of cattle they sell. Collection of the assessment will begin on Oct. 1, 2014 and continue until the Beef Promotion and Research Council of Texas (BPRCT) notifies cattle collection points to cease collection.

Voting on the measure took place June 2–6, 2014. Beef producers, regardless of age, who owned cattle in Texas between June 6, 2013 and June 6, 2014 were eligible to vote in the election. The Beef Checkoff program will be used for the promotion, marketing, research and educational efforts of beef and beef products for prospective consumers of Texas beef around the world.

As required under the Texas Agriculture Code, TDA conducted the referendum following a petition from cattle industry organizations on behalf of their members. After cattle owners voted, a canvassing committee of representatives from TDA and the Texas Secretary of State counted the votes. TDA conducted an eligibility audit of voters, which confirmed the vote results.



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Students attend checkoff-funded Youth Beef 706 held at Texas Tech University.

③ Youth Beef 706

Lubbock: School started early this year for a group of students from across the state who recently participated in a Beef 706 designed entirely for Texas youth. The checkoff-funded class was held at Texas Tech University and provided an overview of the beef industry and a hand-on learning experience on beef quality and yield grading, live animal evaluation, genetic selection and much more. Students also fabricated beef cuts and toured a feedyard as part of the hands-on portion of the class.

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