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# CATTLE TALK

Fall 2016

# Texas Beef Checkoff Invests in the Next Generation of Top Chefs

High school culinary educators from across the state are benefitting from an ongoing partnership that drives instructors, students, and industry experts to reach the next level of excellence using beef.

**“The conference is held each summer and is designed to provide 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.”**

**ROBERT HALE**  
TBC PRODUCT MARKETING MANAGER

The 13th Annual Texas ProStart Culinary Educators Training Conference allowed 130 high school instructors the chance to participate in the two and a half day conference, held at the Culinary Institute of America in San Antonio. The training is a partnership between The Texas Beef Council (TBC) and the Texas Restaurant Association Education Foundation.

TBC knows that demand for careers in foodservice will only continue to grow, and chef education will play a vital role in industry success. By equipping culinary arts instructors with the latest, most up-to-date information and industry movements, the future workforce will also gain the same helpful knowledge about beef.

“Beef is an important element of the conference,” Russell Woodward, Senior Manager of Product Marketing at TBC said. “This year, TBC offered five hours of beef training throughout the conference. Beef really makes a big contribution to a restaurant’s bottom line.”

TBC is a large supporter of continuing education projects like the Texas ProStart Culinary Educators Training Conference. Participants of this year’s course could earn more than 25 continuing education units for attending the session.

# Students Attend Checkoff-funded Texas Youth Cattle Conference

Thirteen students from across Texas attended the inaugural Texas Youth Cattle Conference June 13-15, 2016 in South Texas.

Members of junior cattle breed associations, Texas 4-H Livestock Ambassadors program, and Texas FFA Association were selected to attend the conference through an application process.

“This program is a great opportunity to engage with the next generation of leaders in our industry,” said Jason Beyer, chairman of the Texas Beef Council (TBC) board of directors. “These students had the unique opportunity to see the entire beef industry first-hand, learn from industry experts, further develop their passion, and ultimately become advocates for the beef community.”

The three-day conference took place in San Antonio, Corpus Christi, and Kingsville. Students attended a leadership workshop and were treated to a Corpus Christi Hooks baseball game to start the conference. It included tours of Kane Beef Processors and the historic King Ranch. While visiting Texas A&M University - Kingsville, students participated in Beef Quality Assurance (BQA) demonstrations, meat science fabrication and beef evaluation. The conference concluded with tours and trainings at the Whataburger headquarters and the HEB Training Center in San Antonio.

Students will continue to impact the beef industry through individual projects that focus on their passion within the industry.

Guided by TBC staff and an industry mentor, each project will be executed by the students in their schools, associations and communities across the state. The projects will differ based on student interest and industry need.

## ATTENDING THE 2016 TEXAS YOUTH CATTLE CONFERENCE:

**Bailey Baade**  
4-H Livestock Ambassador

**Travis Bonner**  
4-H Livestock Ambassador

**Austin Brown IV (Cuatro)**  
Junior American Akaushi Association

**Heather Brown**  
Texas Junior Red Angus Association

**Whitney Choate**  
Texas Junior Red Angus Association and Junior Beefmaster Breeders Association

**Jane Hunt**  
Orange Grove FFA

**Payton Meuth**  
Texas Junior Simmental-Simbrah Association

**Adam Myers**  
Junior Beefmaster Breeders Association

**Kodye Neel**  
4-H Livestock Ambassador

**Carlye Rodenbeck**  
Texas Junior Simmental-Simbrah Association

**Kodi Schroeder**  
4-H Livestock Ambassador

**Randa Taylor**  
Texas Junior Limousin Association

**Morgan Thomas**  
4-H Livestock Ambassador



# Program Updates

## GRILLING 101

Members of the Texas BEEF Team recently participated in Grilling 101 seminars held in Austin, Katy and The Woodlands. The Texas Beef Council's Grill Master shared step-by-step instructions to ensure all participants were equipped to grill the perfect steak. Attendees put their knowledge and skills to the test by grilling steaks for their dinner at the conclusion of the seminar.



## DFW RESTAURANT WEEK

The Texas Beef Council (TBC) recently served more than 800 beef samples during the Food and Wine Festival kicking off the 19th Annual DFW Restaurant Week. Throughout the week TBC hosted three Central Market Cooking Schools for more than 300 participants. In conjunction with restaurant week, Beef Loving Texans radio spots aired on all CBS radio stations in the DFW area. Restaurants participating in DFW Restaurant Week offer three-course prix fixe dinners for a set price. The annual culinary event supports the North Texas Food Bank in the Dallas area and Lena Pope in Tarrant County, with proceeds from each meal benefiting the charities' work to help local children and families in need.

## Beef Quality Assurance Tips

Beef 706 is a program designed to educate cattle producers about factors impacting safety and quality of beef. As part of the Beef Quality Assurance (BQA) efforts and with the help of beef checkoff funds, Beef 706 focuses on impacting beef producers' management decisions by exemplifying the results of the National Beef Quality Audit (NBQA). Beef 706 is a one and a half day educational hands-on experience. Beef producers learn about safety and quality issues affecting their product. Beef producers also have the opportunity to ask questions of professors and extension specialists in meat science and beef cattle production. This program encourages interactive dialogue, a valuable educational tool.

### CHEFS FROM RUSSIAN REGION VISIT TEXAS

The Texas Beef Council (TBC), in partnership with the U.S. Meat Export Federation (USMEF), recently hosted a group of five chefs from regions surrounding Russia for a Texas beef industry tour. Participants traveled across the state and visited a ranch, feedyard, processing plant, retail outlets, and several foodservice establishments. The Texas Beef Checkoff Program invests in programs throughout the year that are aimed at expanding market penetration, improving global consumer perceptions and building trust in U.S. beef.



### DEBUTING ONLINE COMMERCIALS

The national checkoff recently debuted new online video commercials, which quickly registered significant consumer viewership. The two Families in Motion spots - "Beef at the Center" and "Beef on the Brain" - showcase beef in its absolute best light. With about 90,000 video views in its first week, Beef at the Center recognizes that while families are always on the go and evolve and change over time, BEEF always remains a family favorite at the kitchen table. Meantime, Beef on the Brain" - with more than 865,000 consumer views out of the gate! - brings Aaron Copland's Rodeo to see what happens when one young boy spends his day knowing that beef is, indeed, what's for dinner when he gets home. The new spots are anchored by a new "Families in Motion" landing page and supported by a wide variety of digital advertising support, including ads on Facebook, Twitter, Pinterest, YouTube, Google Search, websites and more.

**Upcoming  
Beef 706  
Sessions:**

**Jan 11-12, 2017** - College Station  
**March 29-30, 2017** - College Station  
**Aug 16-17, 2017** - College Station

For more information and to register, please visit:

[texasbeefcheckoff.com/programs/beef-quality-assurance/](http://texasbeefcheckoff.com/programs/beef-quality-assurance/)

\*FEATURED IN THE TEXAS STORIES SECTION OF BEEFLOVINGTEANS.COM

# Burns Family Meatloaf

## INGREDIENTS

### Meatloaf

1 1/2 lbs. lean ground beef  
1 cup fresh bread crumbs  
1 medium onion  
4 oz. of tomato sauce  
1 egg  
1 1/2 tsp. salt  
1 1/2 tsp. pepper

### Topping Sauce

4 oz. of tomato sauce  
3/4 cup water  
2 Tbsp. sugar  
2 Tbsp. prepared mustard  
1 Tbsp. vinegar

## PREPARATION

- ① Chop onion.
- ② Combine loaf ingredients.
- ③ Season mixture.
- ④ Lightly mix by hand.
- ⑤ Spray bread pan with oil.
- ⑥ Put loaf in bread pan & shape with hands.
- ⑦ Combine sauce ingredients.
- ⑧ Pour sauce over shaped loaf.
- ⑨ Bake at 350°F for 1 - 1 1/4 hour.
- ⑩ Cut meatloaf in 1 inch slices.