

# THE FEDERATION OF STATE BEEF COUNCILS

Building beef demand by inspiring, unifying and supporting an effective state/national checkoff partnership.



Funded by Beef Farmers and Ranchers

## New York Receives Prized Ag Promotion Award

**NEW YORK BEEF COUNCIL** The New York Beef Council has received the Ag Promotion Award from the New York State Agricultural Society for their "Meat Your Beef" tours. The award was presented Jan. 4, 2018 at the NYS Agricultural Society Annual Meeting and Agricultural Forum. The Ag Promotion Award was launched in 2009 to recognize individuals and groups for their efforts to improve the understanding of agriculture in New York State.

The "Meat Your Beef" tours are made possible through partnership with the South Dakota Beef Council. First offered in 2010, the tours were developed to connect food service, retailers, educators, dietitians, government representatives and bloggers with New York beef producers,

educating them about farm practices. Since their inception more than 28 farm tours have been conducted reaching over 575 influencers.

The 2017 tours provided attendees with a broader view of the industry and an opportunity to meet not only New York producers, but visiting ranchers from South Dakota. One attendee said "this was the first time I've ever been to a beef farm and it was an amazing experience. The staff from the Beef Council was friendly and the tour was very well run. I enjoyed the comparison between the New York and South Dakota farms."

"We are honored to have received this recognition and are thankful we have had the opportunity to offer these tours for the last seven years," said

Jean O'Toole, NYBC executive director. "The Meat Your Beef tours serve as an important opportunity to provide influencers with direct access to the evolving beef story and happenings on the farm."

Participant surveys from the 2017

tours revealed at the beginning of the tour 62 percent of the attendees knew little or nothing about how cattle are raised. After the tour, 99 percent said they somewhat to strongly agreed that they could explain how beef is produced to a consumer/friend or family member. 🐾



## Washington Weekend Event Celebrates All Things Beef

**Washington BEEF COUNCIL** It was a celebration of all things beef when the Washington State Beef Commission teamed up with local beef lovers for an event called Cowabunga Nov. 10-12 in Seattle. Billed as "America's Largest Festival of Beef," the event delivered a weekend of delicious beef experiences to millennial consumers and Seattle residents.

Part of the WSBC sponsorship included five short videos coordinated with *SeattleMet Magazine* featuring local beef producers sharing their individual stories. The videos were used on social media to promote the event and on large video screens at the event itself. More than 90,000 views of the videos were achieved on the WSBC Facebook page.

Cowabunga provided an excellent chance for the Washington beef community to interact with beef

consumers face to face. At Amazon Employee Day under the Big Tent, many employees used their lunch break to attend an event on the Amazon campus near Lake Union, sampling Tri-Tip roasts and meatballs and visiting the WSBC display to learn more about how beef is produced in Washington. Hundreds of consumers donned virtual reality goggles to watch checkoff-funded 360-degree videos that showed different ranching, auction and feedyard operations from around the country.

Burger lovers were attracted to the Burger Bash, with beef provided by Snake River Farms. Ten chefs served attendees beef sliders and competed for the people's choice burger. The next night an event was highlighted by chefs preparing delicious bites of steakhouse-inspired beef, followed by a Sunday Brunch and Bloody Mary contest that featured beef condiments such as beef jerky, sausage and beef sticks to make the beverage a protein-packed meal in a glass.

The Cowabunga events were attended by more than 7,000 consumers, while an additional 2.7 million were reached through social media and e-blasts online. 🐾



## Toolkit Developed for Family and Consumer Science Classrooms

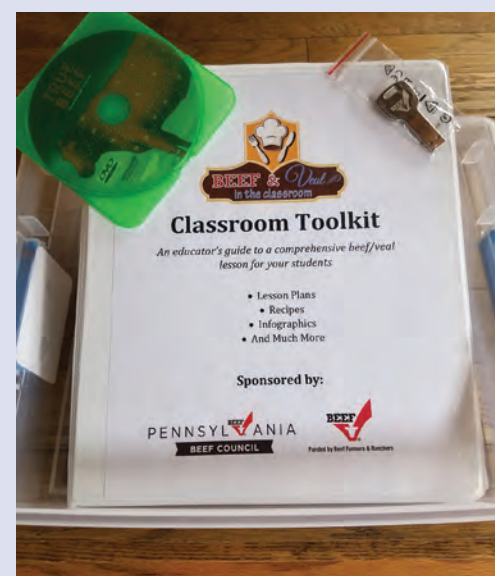
**PENNSYLVANIA BEEF COUNCIL** To help bring lessons about lean beef and veal selection, storage, preparation and nutrition to junior and senior high school students, the Pennsylvania Beef Council is introducing a classroom toolkit for educators across the state. The initiative is made possible through a grant from the Federation Initiative Fund Program.

The toolkits are designed for students in family and consumer science courses, and include various printed and digital resources that address all aspects of beef and veal, including production, nutrition and cookery. Each toolkit also includes a copy of a documentary called True Beef: from Pasture to Plate, which explores the entire process, from cattle raising to beef consumption.

The toolkit project augments the PBC Beef & Veal in the Classroom Program, which provides financial support for the use of fresh beef and veal in high school classrooms.

"Sharing the beef and veal stories have always been extremely important to the Pennsylvania Beef Council, and

in today's environment we need to take every opportunity to educate youth on everything from farm to plate, including cooking beef and veal," according to Kaitlyn Carey, PBC programs manager. "We look at this youth program as an investment into the future as we help put shape to a better understanding and appreciation for the process of raising safe, nutritious and high quality beef and veal." 🐾



## Beef Function at Oregon Institute Enhances Culinary Relationship

**OREGON BEEF COUNCIL** A special beef dinner kicked off the Oregon Beef Council meeting in Bend, Ore., Nov. 30, with the Cascade Culinary Institute hosting the OBC for the unique event. The dinner was held at Elevation, an elegant restaurant located in the culinary institute, and was closed to the public for the event. The faculty and students prepared an extraordinary beef menu, with each dish presented by a student explaining the recipe.

The institute's chef instructor, Thor Erickson, led his staff in executing the function. During the dinner he had a chance to discuss how the CCI conducts

its beef processing classes, while the council, led by OBC Chairman Jason Chamberlain, visited about potential further participation in CCI efforts. A "back of the house" tour was also provided, giving state and national representatives additional understanding of CCI's capabilities. State and national beef checkoff efforts to promote beef were shared with CCI staff.

In addition, Chef Erickson talked to Dr. John Killefer of Oregon State University, an ex-officio member of the OBC, about a possible future field trip for his students to visit the meat lab and other relevant facilities on campus with the Animal and Rangeland Sciences

Department faculty.

Chef Philippe Boulot, the public member on the OBC board, donates his time to chair the OBC Culinary Committee, which has as its mission to optimize the budget allocated by the Oregon Beef Council board for culinary promotions and activities and to extend its relationship with the culinary community. 🐾

*Chef Instructor Thor Erickson talks about the menu and how this type of event helps his students at the Cascade Culinary Institute learn about beef.*

