

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

Fareway Partnership Helps Celebrate Beef Month in Iowa



A semi-truck trailer emblazoned with images that recognize the contributions of Iowa cattle farmers helped kick off May Beef Month in Iowa. The colorful trailer symbolized a partnership between the Iowa Beef Industry Council, Fareway Stores, Inc., and Iowa's state leaders to recognize the importance of beef and cattle producers to the state.

A semi-truck trailer emblazoned with images that recognize the contributions of Iowa cattle farmers helped kick off May Beef Month in Iowa. The colorful trailer symbolized a partnership between the Iowa Beef Industry Council, Fareway Stores, Inc., and Iowa's state leaders to recognize the importance of beef and cattle producers to the state.

"As we celebrate May Beef Month and enter the summer grilling season, this trailer will highlight the delicious, nutritious beef raised by our state's farmers and enjoyed by Iowans across the state," Iowa Secretary of Agriculture Mike Naig said. "This is a great opportunity to promote Iowa agriculture and have a rolling billboard for Iowa beef."

Steve Rehder, IBIC chairman and a beef farmer from Hawarden, Iowa, said the trailer wrap highlights

high quality beef from farm to table, and celebrates the partnership with

important retailers like Fareway. "Retailers in the state of Iowa are a valuable partner to Iowa cattlemen and the beef industry," he said.

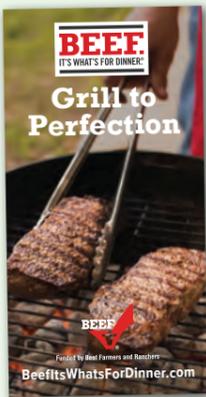
Because of the trailer's popularity, Fareway will introduce a second beef one soon.

Fareway is a growing Midwest grocery company that operates 121 stores in Iowa, Illinois, Minnesota, Nebraska and South Dakota. Design of the trailer, which will be added to Fareway's existing fleet and travel its five-state region, was coordinated by the IBIC and developed and produced by the Federation Design Services team. 🐾



Dan Hanrahan, Iowa beef farmer and IBIC Board member (left), poses with Ralph W. Cramer, Fareway Stores CEO, behind the trailer that features Hanrahan's quote and likeness.

States Celebrate Season with Grill to Perfection Brochure



Grills are out of hibernation across the country, and many state beef councils are helping celebrate by distributing a brief brochure to fans of the grill. The Grill to Perfection brochure was developed

by the NCBA Design Services and Beef. It's What's For Dinner. teams and contains recipes, ideas and tips for making the most of the 2018

grilling season, and turning any grilling enthusiast into the toast of the neighborhood.

Among the recipes in the booklet are for Grilled Steak and Watermelon Salad and Grilled T-Bone Steaks with BBQ Rub, with a fool-proof formula for making a delicious Smoky Paprika Rub. Grill-perfect beef cuts are illustrated, while recommendations for cooking the perfect steak (including tests for doneness) are also explained. A description for firing up the grill gets the entire process off on the right foot.

For more information on Grill to Perfection contact your state beef council. 🐾

Kansas Beef Council Hosts Beef Quality Assurance Trainings



The Kansas Beef Council helped strengthen adoption of best practices for cattle production by hosting seven Beef Quality Assurance trainings and certifications this past winter. Almost 550 producers were certified through these BQA events across the state, focused on the cow-calf, stocker and feedlot segments of the industry.

Both producers and veterinarians attended these checkoff-funded sessions. Topics included best management practices, downed animal care, humane euthanasia and

low-stress cattle-handling techniques.

BQA certification reinforces proper management techniques and a commitment to quality within every segment of the beef industry. It is also useful in reassuring consumers they are receiving a safe, wholesome product.

In-person BQA certification is valuable. However, for those who cannot attend a session coordinated by your BQA state coordinator, online certification is also available. Go to www.BQA.org. These online certification modules are customized to meet the needs of each industry segment, including cow-calf, stocker, feedyard and dairy. 🐾

South Dakota Program to Highlight Sports Nutrition, Training this Fall



A partnership between the South Dakota Beef Industry Council and a leading sports science institute has created a pilot program that will benefit athletes from ten South Dakota high schools this fall. The Build Your Base with Beef program is a comprehensive sports nutrition and training program that prepares young athletes and their families for a successful sports season, while developing nutritional and training habits that build overall success in a healthy lifestyle.

Together with Sanford Health, the Sanford Sports Science Institute, the SDBIC is introducing the program during the upcoming football season. The education program will better equip young athletes with accurate nutrition

information, instilling an understanding of the role of macronutrients, vitamins and minerals and their function in maintaining overall health, as well as how they can best be obtained from the diet to influence athletic performance.

"Athletes need to know the vital role nutrition plays when it comes to performance," according to Thayne Munce, associate director of the Sanford Sports Science Institute. "We are excited to work with the South Dakota Beef Industry Council to help athletes maximize their potential on the field and educate them about maintaining a healthy diet."

"Partnerships like this allow us to not only build beef's value, but also provide us an opportunity to extend our message and support schools and communities across our state," said SDBIC Executive Director Suzy Geppert. 🐾

Ohio to Increase Virtual Field Trips



A highly successful Ohio Beef Council program that allows middle and high school students to get up close to beef production from the comfort of their own classrooms is being expanded this fall. Through virtual field trips hosted by the OBC and conducted through Zoom video conferencing technology, the students can see the fields, barns and animals live and visit with an Ohio beef farmer to learn more about how food is grown and the care with which cattle are raised.

Last year about 450 students took advantage of four virtual trips to Craig Corry's Ohio beef farm. Because of the extensive popularity of the trips with both teachers and students, this fall the program will be expanded to eight field trips in October and November, with another farmer or two added to the program.

The virtual farm visits allow a

live interaction with beef production without budget constraints of busing students to the farm, or logistical or safety concerns. Teacher evaluations have shown student knowledge about food and farming has increased due to these virtual farm visits.

According to OBC Director of Consumer Marketing and Public Relations Cambell Parrish, there were at least twice as many teachers and students interested in participating than OBC could accommodate – including some from outside Ohio. The addition of more virtual trips, including some separate trips for elementary school students, will help supply that demand. In addition, trips are being considered that would go beyond basic beef farming to focus on meat production for food science and high school agriculture classrooms.

Each virtual trip is recorded so teachers and students not able to participate can watch online at their convenience. 🐾