

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

Advocacy Training Equips Kansans for Engagement

KANSAS BEEF Eight Kansas beef producers picked up additional skills for communicating about beef during an advocacy workshop in Topeka in March. The checkoff-funded workshop, coordinated by the Kansas Beef Council and NCBA and hosted by the KBC, equipped attendees with tools and experiences for effectively engaging with both consumers and media.

Ryan Goodman, NCBA director of grassroots advocacy and spokesperson training, led several sessions to help participants better understand the importance of industry outreach, honing advocacy efforts

and refining interview skills. White City, Kan., rancher Debbie Lyons-Blythe also helped participants learn how to answer difficult questions from consumers. In addition, KBC Director of Nutrition Abby Heidari, RDN, LD, provided in-depth training on communicating the nutritional advantages of including lean beef in a balanced diet to consumers.

The workshop "was full of great information," according to attendee Janet Phillips, a farmer and rancher from Cherryvale, Kan., who has participated in numerous previous trainings. "I truly felt like I learned new information and was a lot more equipped than before." 🗨️



Kansas producers took advantage of an advocacy workshop in March.

Media Training Held for Dietetic Interns in Iowa

ia beef.org Media training workshop for 25 Iowa dietetic interns and students were conducted by the Iowa Beef Industry Council in February. Held at Iowa State University and the University of Iowa, the workshops provided an opportunity for professional development in communications and beef nutrition research to those who will one day become registered dietitians.

Topics covered included media tips and skills, food demonstration tips, beef nutrition and individual interviews on the benefits of optimal protein intake. Training was conducted by NCBA's Ryan Goodman, with Iowa beef farmer Laura

Blomme from Iowa County presenting about beef production on their family farm.

Dietitians make recommendations to patients daily based on their view of beef's role in a healthy diet. The beef checkoff's outreach to current and future health professionals provides credible, science-based information about the nutrition and health benefits of beef.

"Dietitians are a trusted source for nutrition and health information," according to Rochelle Gilman, R.D., IBIC director of nutrition and health. "This training will help enhance media and communication skills for these young health professionals, to provide effective nutrition and food messages using media." 🗨️

Seasonal South Dakota Campaign Helps Encourage Balance, Healthier Lifestyles

SOUTH DAKOTA BEEF A "Move into May" campaign from the South Dakota Beef Industry Council is helping consumers shake off winter blues and encouraging them to lead healthier lifestyles. The incentive-based program inspires an increase in simple everyday activities, coupled with healthy foods like lean beef, as the foundation for better health.

Participants in the campaign share a photo of themselves, a friend or family member being physically active – anything from lifting hay bales, running on a treadmill or walking the dog. Photos are posted during each week of the "Mooving Monday" challenge, which started April 2.

Followers are also being encouraged to show off their cooking and grilling skills with beef through photos entered

into a "Sizzling Saturday" campaign that kicked off April 21. Both campaigns will continue through May 21, 2018.

Photos posted in each challenge via Facebook or Instagram are entered in a weekly \$25 beef certificate drawing on the following Monday. The campaign culminates with a final drawing of all participants May 21, with the SDBIC awarding \$250 in beef certificates and other beef rewards.

The campaigns "allow us to expand on the national strength campaign and engage with our consumers by providing them opportunities to purchase our product," according to SDBIC Executive Director Suzy Geppert. "Showcasing beef's nutritional value and role in leading a healthy lifestyle increases the demand for beef as consumers are inspired to make those healthy grilling choices." 🗨️

Beef Stars at Culinary Conference

CALIFORNIA BEEF COUNCIL **BEEF** **ia beef.org** **BEEF. It's What's For Dinner.** **KANSAS BEEF** **SOUTH DAKOTA BEEF** **INDUSTRY COUNCIL** **Nebraska Beef Council** **OKLAHOMA BEEF COUNCIL** **BEEF** **TEXAS BEEF COUNCIL** Seven state beef councils helped provide a strong presence for beef at Chef Connect West, the Western Region American Culinary Federation (ACF) Conference in Newport Beach, Calif., in March.

Councils from California, Iowa, Kansas, Nebraska, Oklahoma, South Dakota and Texas sponsored the educational outreach, which helped put timely beef information in the hands of beef influencers who will use the information and in turn share it with students and staff to extend the beef message. About 400 chefs, chef educators, culinary students and industry leaders were in attendance.

A Pop-Up Tasting event was held between sessions at the conference, with attendees sampling Bourbon Espresso Grilled Flat Iron Steaks and soaking up information about a beef education breakout session to be held the next day. "Cheers to Beef: Adding Value with Alcohol Accents" featured NCBA Executive Chef Dave Zino and Haven Gastropub Chef de Cuisine Landon Pulizzi, who conducted a demonstration with a Flat Iron Steak recipe. The Beef. It's What's For Dinner website was highlighted at the session, and beef education resources were made available.

"We presented research to the attendees that even though beef has a higher food cost, people tend to add more sides, appetizers and alcohol when ordering it," said Chef Zino. "This drives the check average up and increases the profit as compared to other proteins." 🗨️

Pennsylvania Beef Council Receives Prestigious Award

PENNSYLVANIA BEEF COUNCIL The Pennsylvania Beef Council has received the Pennsylvania Dairy Service Award, given annually to an organization or individual serving the greater interest of the Pennsylvania dairy industry and its individual farms.

The PBC has worked in conjunction with numerous dairy groups over the years to build relationships with dairy producers. Most recently, Beef Quality Assurance programs have been beneficial for dairymen and women looking to

improve their stockmanship, record-keeping and farm protocols. In 2017 alone, nearly 250 Pennsylvania dairy producers attended meetings, workshops and training hosted by the PBC, with an additional 800 youth impacted by PBC programs.

"The PBC has worked diligently for years to collaborate with the dairy industry and most importantly to support those of us on the front lines producing both milk and beef," said dairy producer and PBC board member George Hurst of Lititz, Penn. 🗨️

National Health Professional Webinar Gets State Support

State beef councils helped expand publicity for an hour-long, checkoff-funded national webinar for health and fitness professionals April 10. The Fuel Better at Every Age: The Role of Nutrition for Improved Body Composition and Strength webinar had nearly 1,500 registrants, and addressed nutrition's role in helping people meet their health goals

as it fuels people to face life's everyday obstacles. It also offered continuing education credits for registered dietitians.

During the free webinar, nutrition and fitness authorities shared research on the health benefits of high-quality protein in fueling strong bodies and minds. They also offered meal and fitness tips for every stage of life. Feedback from the event was

overwhelmingly positive.

State council staffs took the opportunity to utilize their excellent rapport with state and local health groups to boost participation in the webinar. "We have a great working relationship with our state academy of nutrition and dietetics as well as our state nutrition council," said Nancy Jo Bateman, executive director of the North Dakota Beef

Commission. "The trust we have developed with these groups over decades is invaluable. When we have a wonderful program to offer them like this webinar, one well-placed e-mail to their list serv manager has our information shared across the state with every R.D. and most other nutrition professionals." 🗨️