

# THE FEDERATION OF STATE BEEF COUNCILS

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



## Councils Gather at Conference

Representatives from 31 state beef councils met in Denver Oct. 17-19 for the Partnerships in Action Conference, which was coordinated by the Federation to give beef council executives and staff greater insight into the program of work for the Beef Checkoff Program's fiscal year that began Oct. 1. State staff also shared ideas for enhancing programs conducted in their own states and regions.

Among PIA highlights (clockwise from upper left): Hawley Poinsett (Texas) describes Texas Beef Council efforts to reach the health community (see related story this page); Mitch Rippe (Nebraska) explains Nebraska Beef Council nutrition programs; (from left) Jackie Madill (Washington), Bridget Elliott Coon (Washington) and Angie Horkan (Wisconsin) stand in front of banners celebrating state beef council successes over the past year; Julie Moore (Colorado) and Davin Althoff (Missouri) sample beef items that evoke flavors from around the world.

Bridget Wasser (NCBA) discusses program issues with Mark Russell (Missouri); Brooke German (Iowa) and Kaye Strohhahn (Minnesota) enjoy a tailgating experience; (from left) Donette Spann (Arkansas), Dina Reitzel (New Mexico), Sheri Glazier (Oklahoma), Jacob Schmidt (Utah) and Sharla Huseman (Kansas) take a break from the sessions; Taylor Tuttle (Missouri) describes Missouri Beef Industry Council nutrition efforts (see related story this page).

Nearly 80 state representatives attended the conference; (from left) Katelyn Hawkins (Kentucky), Niki Ellis (Kentucky), Janna Sullivan (Tennessee), Karman Meyer (Tennessee) and Kayla Greer (Alabama) visit during the tailgating event; council representatives had the opportunity to experience several checkoff-funded recipes during the conference. 🍖

## Missouri Invests in Future with Dietetic Intern Training and Tour



The Missouri Beef Industry Council has made an investment in beef's future through its Dietetic Intern Training & Tour program. Designed

for students in dietetic programs at the University of Missouri, Missouri State University and Southeast Missouri State University, the program aims to increase the knowledge of beef and beef production among this group of future beef influencers.

The two day program starts with a training at the MBIC headquarters, including Beef 101 and media training with NCBA's Daren Williams; and cooking demonstrations and skill development with Whitney Reist, RD, LD, MBIC contract dietitian, and MBIC staff. It is followed by farm tours at a beef and dairy farm.

The intern program is part of a comprehensive nutrition focus by MBIC to reach influencers in the health, fitness,

dietetic, and other key communities with information about the positive role of beef in a healthy diet. 🍖



Dietetic interns from several Missouri universities receive training and education through an MBIC program.

## States Ready Annual Reports

State beef councils are required to communicate their results and finances to their producer investors every year. For many, this means producing an annual report to be distributed or otherwise delivered to producers in their state.

Each state recognizes its own fiscal year. However, many have just wrapped up their 2015-16 fiscal year and are busy preparing their reports for the year. Contact your state beef council for more information on your state's annual report and how to receive it. 🍖

## Texas Program Focuses on Nutrition, Fitness Experts



The Texas Beef Council recently joined with top-tier health, nutrition and fitness experts in the state for Live Well 2016. The checkoff-funded workshop provided an opportunity to engage with 24 individuals to provide them with the latest protein research and beef nutrition information, as well as test their cooking skills.

The workshop included several presentations on nutrition research related

to foods that fuel better health, satiety factors, behavior patterns and performance. Workshop content was designed to educate and provide meaningful solutions to help attendees and their clients enjoy nutrient-rich foods that can support a healthful, balanced and active lifestyle.

Attendees shared their experiences using a variety of social media platforms. Post-event surveys indicated a significant increase in the likelihood of recommending beef to clients and followers. 🍖