

Beef Loving Texan Sets World Record

Montannah Kenney, a second grader from Austin and BEEF Team Kids member, recently set the world record as the youngest female to reach the summit of Africa's Mount Kilimanjaro.

The seven year old reached the summit of the tallest freestanding mountain in the world with her mother, former professional triathlete and BEEF Team volunteer coordinator, Hollie Kenney.

"It's truly an honor to have Montannah on our team," said Ryan Moorhouse, general manager of Hartley Feeders and chairman of the Texas Beef Council (TBC) board. "As a cattleman, I'm always proud to see our BEEF Team representing us at rides and races throughout the state. Now, we can add a record setting climb on a different continent to the long list of team accomplishments."

Montannah was inspired to climb the iconic peak to honor the memory of her father who died a week after her third birthday. She liked the idea of being among the clouds and closer to her father in heaven. The determined mother-daughter duo garnered national media attention with their story of adventure, perseverance and love.

"We're incredibly proud of Montannah and Hollie for setting a goal and working hard to achieve it," said Jennifer Matison, TBC senior manager of consumer marketing. "Our Texas BEEF Team is a community of individuals full of passion and determination with an abundant amount of encouragement and comradery. Witnessing the team support Montannah's goal is motivating in itself."

The checkoff-funded Texas BEEF Team is a group of 1,200 beef loving fitness enthusiasts across the Lone Star State. The team is committed to living active, healthy lifestyles and are dedicated to serving their community and helping other lead healthier lives. Together, Beef Loving Texans and the Texas BEEF Team are working toward inspiring a healthier Texas.





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CATTLE TALK

Your Checkoff investment is building beef demand
through promotion, research, education.

SUMMER 2018

Beef Loving Texans Launch Summer Advertising Campaign

The Texas Beef Council announces the launch of its third summer advertising campaign as part of the ongoing Beef Loving Texans movement aimed at connecting the brand with Texans and elevating their passion for beef.

Advertising for the campaign includes radio, billboards and digital television appearing in market for 19 weeks (May 1 - Labor Day).

Beef Loving Texans is a consumer-driven brand created to share unique recipes, stories, cooking and shopping tips, and expert nutrition information. The 'Only in Texas' campaign, in its second year, celebrates the nuances, pride and deeply-rooted values only found in this great state. The campaign connects to consumers through the special moments that foster a sense of family,

community and pride that aligns Texan values, nostalgia, and tradition to the passion Texans have for beef.

"We're excited for Texans to see our summer advertising campaign," said Ryan Moorhouse, TBC board chairman and cattleman from Hartley. "I hope all cattlemen and women in Texas, no matter the size or type of their operation, will recognize the value and importance of checkoff-funded programs like this one. As a feedyard operator, I'm hopeful all beef producers feel the same sense of pride and ownership of the Beef Loving Texans brand as I do."

The Beef Loving Texans digital television ad is airing in Dallas/Fort Worth, Houston, San Antonio and Austin. Some of the streaming outlets include Hulu, Roku and Chromecast. The 30 second digital ad is expected to garner more than 25 million impressions.

"We know our target audience is consuming media online," said Rachel Chou, TBC senior manager of consumer communications. "The media mix we've chosen has allowed us to expand and innovate in the digital advertising space enhancing our efforts in this medium. We're getting more bang for our checkoff buck."

Texans will also see Beef Loving Texans ads on 136 billboards across the state with the expected reach of more than 315 million impressions. Radio ads will be featured on Pandora radio reaching more than 25 million impressions statewide.



Foodservice Chanel Marketing Program Highlights

Chef's Roll is a global culinary community of professional chefs (culinary student to Michelin-starred), food authors, broadcasters, photographers and other industry professionals. Chef's Roll provides their membership with opportunities to gain worldwide exposure and fulfill their career goals.



365 DRY AGED BEEF PROJECT

The Texas Beef Council teamed up with Chef's Roll, Chef Daniel Barron, and Wüsthof for an epic 365 Day Dry Aged Beef Project. The project will be dry aging "107" USDA prime rib eyes for an entire year, while sampling the results at 30, 60, 90 and 180 day intervals. The project will culminate in a beef vertical dinner to include all intervals with the 365. The goal is to both educate and inspire chefs around the world to dry age beef safely.

Episodes of the project include explorations of the beef's characteristics at each stage, as Barron breaks down an entire rib and guest chefs incorporate it into a dish. All episodes are posted on ChefsRoll.com and also YouTube.

CHEF'S ROLL BEEFSTEAK EVENT

San Antonio, TX

Beef Loving Texans was the proud sponsor of the Chef's Roll Beefsteak Event held in San Antonio. The event featured the beef master of San Antonio and James Beard "Outstanding Restaurateur" Semifinalist Jason Dady, owner of Jason Dady Restaurant Group; Executive Chef of San Antonio's The Esquire Tavern, Brooke Smith; and Top Chef season 10 contestant and James Beard "Best Chef Southwest" semifinalist John Tesar, Executive Chef of Knife in Dallas. More than 150 chefs and foodservice professionals attended the Beefsteak Event.

CHEF'S ROLL 365 DRY AGED BEEF DINNER

Austin, TX

More than 40 chefs and foodservice professionals attended the final event of the 365 Day Dry Aged Beef Project at the Texas Beef Council office. Chefs prepared beef dishes with 30, 60, 90, 120 and 365 day dry aged beef. The event will be extended using the videos produced and shared on digital platforms.

AUSTIN FOOD & WINE ALLIANCE LIVE FIRE! EVENT

Austin, TX

Live Fire! is a beef-centric, live-fire cooking event featuring the best in sizzling beef and cooking craftsmanship along with wine, beer and spirits' tastings. Beef loving Texans served as a sponsor of the event and worked with chefs to secure beef products and develop new beef dishes. More than 30 chefs produced unique beef dishes cooked over open fire for 700 attendees.

SECONDARY & POST-SECONDARY CULINARY BEEF TRAININGS

- **Auguste Escoffier School of Culinary Arts**
- **Cedar Ridge High School**
- **Georgetown High School**
- **Manor High School**
- **John Marshall High School**



Connecting with Texans

The Texas Beef Council's consumer-driven website not only shares great recipes, tips and information; it shares real stories about true Texans and our shared values, pride and love for beef. The Texas Stories page on BEEFLOVINGTEXANS.COM features stories about Texas ranchers, BBQ joints, chefs, family traditions, Friday night football and much more.

**From October 1, 2017 - June 1, 2018
the website garnered more than 740,000 sessions.**

FAMILY REUNION - TEXAS STORIES

Visit beeflovingtexans.com to watch the video and find beef recipes for your next reunion or get-together!

Everything is bigger here in Texas, and that includes our family reunions. It isn't uncommon for Texan families to need a hundred or so name tags to keep track, and that's not an exaggeration. We're big on tradition here, so usually families have their reunions at the same place each year and celebrate with the same kind of meal.

Nothing brings Texans together like beef. Stop by a family reunion around here and you'll probably see smoked brisket, burgers or fajitas being served. This isn't much of a surprise since grilling and smoking season never stops.



Mushroom, Onion & Swiss Burger



45
MINUTES



MAKES 8
SERVINGS



11
INGREDIENTS

INGREDIENTS

2 Lbs. **Ground Beef**
3 tsp. **Worcestershire sauce**
1 ½ tsp. **Kosher salt**, divided
1 tsp. **freshly ground pepper**,
divided
3 Tbsp. **olive oil**
16 oz. sliced **baby bella mushrooms**
1 **medium onion**, thinly sliced
8 slices **Swiss cheese**
8 2-oz whole-grain **hamburger buns**, toasted
1 cup **barbecue sauce**, divided
4 cups **arugula**

PREPARATION

- ① Heat olive oil over medium heat in a medium skillet. Add mushrooms and onions. Cook until tender, about 10 minutes, stirring frequently. Add ¾ tsp. salt and ½ tsp. freshly ground black pepper. Keep warm.
- ② Preheat gas or charcoal grill to 400°F. The fire should be quite hot; you should barely be able to hold your hand 3 or 4 inches over the grates. After the coals are gray, spray grates with cooking spray or brush with oil to help keep burgers from sticking. Combine Ground Beef, Worcestershire sauce, ¾ tsp. salt and ½ tsp. black pepper in a large bowl, gently mixing until fully incorporated. Be careful not to over mix. Shape Ground Beef into 8 patties.
- ③ Place patties on grill and cook about 4 minutes per side for rare, and another minute per side for each increasing stage of doneness. Top each burger with Swiss cheese the last 2 minutes of cooking time or until melted.
- ④ Place burgers on bottoms of buns. Evenly top burgers with sautéed mushrooms and onions. Drizzle 2 Tbsp. of barbecue sauce on each burger. Top each burger with ¼ cup arugula.