

## *News from the Texas Beef Council*

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**Note to Editor:** Feel free to use these shorts as fillers in your publication. If you have questions or need additional information, please call Misty Martin at 1-800-846-4113.

## **Check Out Your Checkoff**

July 2017

*National and state programs to build beef demand*

### **Building Beef Advocates**

The Texas Beef Council (TBC) recently showcased the Masters of Beef Advocacy program at the Texas 4-H Roundup trade show held in College Station. The trade show provided an opportunity to meet Texas 4-H students and leaders interested in learning about checkoff-funded programs geared towards building advocates for the beef community. The 2016 -2017 Texas FFA state officer team visited the TBC office to learn more about ongoing advocacy efforts and participated in a Grilling 101 class.

### **Caribbean Export Efforts**

In efforts to educate chefs about U.S. beef, the Texas Beef Council (TBC) recently hosted a group of twelve Caribbean chefs for a five-day industry tour with a culinary focus on Texas BBQ. The group visited a ranch, feedyard and processing plant to experience firsthand how U.S. beef is processed from pasture to plate. In partnership with the U.S. Meat Federation (USMEF), TBC showcased the quality, safety and potential profitability of U.S. beef to the export team from Antigua, Barbados, Bermuda, Bonaire, Curacao, Grand Cayman and Turks & Caicos.

### **Investing in the Next Generation**

The 14th Annual Texas ProStart Culinary Educators Training Conference allowed 130 high school instructors the chance to participate in the two and a half day conference, held at the Central Texas Food Bank and the Texas Beef Council (TBC) office in Austin. The training is a partnership between TBC and the Texas Restaurant Association Education Foundation. TBC knows that demand for careers in foodservice will only continue to grow, and chef education will play a vital role in industry success. By equipping culinary arts instructors with the latest, most up-to-date information and industry movements, the future workforce will also gain the same helpful knowledge about beef. TBC is a large supporter of continuing education projects like the Texas ProStart Culinary Educators Training Conference.

### **Beef WISE Study**

The checkoff-funded Beef WISE Study will be published in Obesity Science & Practice this summer. The consumption of lean beef as part of a higher-protein diet for weight loss resulted in equivalent reductions in body weight and fat mass and improved heart health measures as a similar diet restricted of red meat. Researchers indicate there is no reason to advise individuals undergoing weight loss to avoid beef. For more information on Human Nutrition, visit [www.beefresearch.org](http://www.beefresearch.org).

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The Texas Beef Council (TBC) conducts the \$1 per head national checkoff program for Texas beef producers and is also the contractor for the Beef Promotion Research Council of Texas (BPRCT), which administers the \$1 per head Texas state checkoff program. TBC's mission is to increase beef demand in the state through programs of beef promotion, research and education. TBC also helps fund national and international beef checkoff programs to increase marketing opportunities around the globe. The BPRCT's mission is to improve Texas producer profitability by strengthening and

expanding beef demand. The TBC and the BPRCT are directed by a 20-member board of cattlemen and women representing the state's beef producers. For more information on this and other checkoff-funded programs, please visit [www.TexasBeefCheckoff.com](http://www.TexasBeefCheckoff.com) or call (800) 846.4113.

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