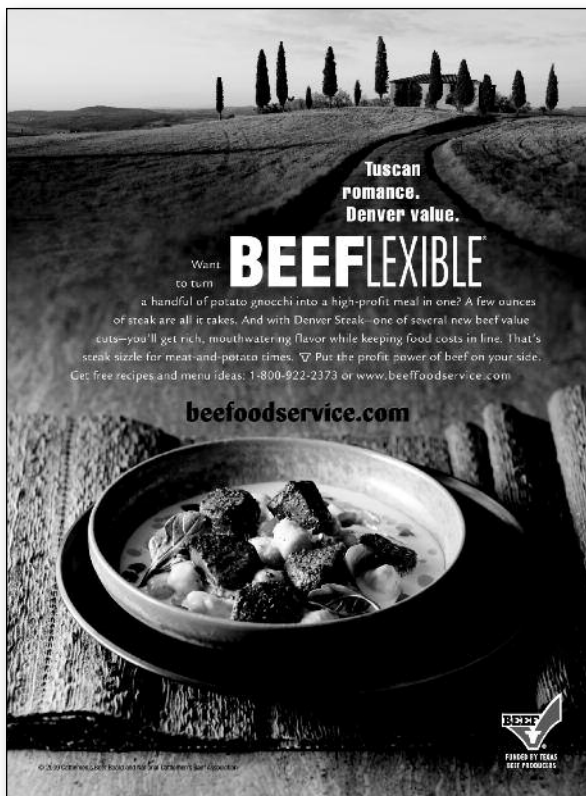




Cattle Talk

texasbeef.org * Checkoff Information from the Texas Beef Council * February 2010

Checkoff's Flexible Solution for the Foodservice Channel



The checkoff-funded BEEFflexible ad was recently featured in the Texas Restaurant Association's Restaurantville Monthly. The BEEFflexible campaign gives restaurant operators and chefs new ideas for menu items and spotlights the power of beef's versatility and value across the menu.

Through partnerships, promotion and education, the Texas Beef Council (TBC) continues to reach the Texas foodservice industry and secure beef's place on the menu. For many years TBC has collaborated with chefs and restaurants to encourage the creation of innovative beef menu ideas.

The checkoff's partnership begins with the some of the nation's leading beef suppliers, purveyors and foodservice distributors including U.S. Foodservice, Lone Star Foodservice, Martin Preferred Foods, Performance Food Group, Ben E. Keith Foods and SYSCO Foodservice. Through these partnerships TBC conducts programs such as incentives for growing beef sales, educational seminars, collateral material distribution and market research to help increase beef's market share in the foodservice channel.

"These distributors and purveyors are the ones providing product to the 50,000 foodservice locations in Texas every week," said Russell Woodward, TBC senior product manager. "Each year we reach sales people representing the major foodservice distributors with information that will allow them to better represent our product in the marketplace and in turn, sell more beef."

Throughout the year TBC works directly with chefs and restaurants through consumer events and promotions such as wine

and food festivals and local restaurant events. TBC also reaches foodservice operators with the award winning national "BEEFflexible" foodservice advertising campaign that is featured in several trade publications highlighting new steak cuts from the chuck roll.

In addition, TBC extends national programs to educate foodservice professionals such as chefs, restaurant operators, culinary instructors and culinary students about the basics of beef merchandising, new menu ideas and opportunities for growing sales and profits utilizing the beef value cuts. TBC works closely with the Texas Restaurant Association in education outreach efforts such as the Southwest Foodservice Expo, Culinary Educator's Training Conference and the Education Foundation.

"The Texas Restaurant Association is honored to have the Texas Beef Council as a partner in the restaurant industry. TBC brings unprecedented knowledge of the beef industry to our restaurant members and our FS Prep culinary curriculum for educators and students. We look forward to continuing and strengthening our relationship with TBC in the years to come," said Robert Hale, corporate relations manager for the Texas Restaurant Association.

National Dollars At Work

"I Heart Beef" Campaign Kicks Off

During a time when sales of middle meats are traditionally slower, the checkoff's food and nutrition communications team, using conclusions drawn from checkoff-funded market research, is capitalizing on a month that boosts many familiar holidays and special occasions. Thus, the beef checkoff initiated an "I Heart Beef" campaign that began February 1. The program was specifically designed to help strengthen interest in beef middle meats, cuts that have a proven return on investment for beef producers, by reminding consumers of their passion for great steaks like the T-bone and tenderloin. Not only that, but February is National Heart Month. The campaign includes numerous media outreach components, online and electronic communications, and a recipe contest geared toward registered dietitians, encouraging them to share their love for lean beef. As an extension of the national efforts, the campaign is being tailored and utilized by state beef councils.

The checkoff-funded consumer survey

used as a foundation for the campaign found:

- ♥ In this month of romance, beef is the preferred choice of American (62 percent) because nothing says love like a great steak dinner for Valentine's Day.
- ♥ Americans associate steak as a "best match" for love (44 percent), romance (42 percent) and passion (41 percent) – more so than other high-end proteins.
- ♥ When it's time to share that Valentine's Day meal, beef wins.



A ribeye (35 percent) or T-bone steak (32 percent) are chosen as the best meal to share with a significant other.

- ♥ Americans most often associate beef with celebrations (50 percent), compared to chicken (18 percent), pork (17 percent), or fish (15 percent).
- ♥ Sixty-two percent of Americans say they

choose to prepare beef if they are looking for gratitude or appreciation from their dinner partner.

- ♥ Fifty-three percent of Americans identify filet mignon as the food most associated with candlelight romance and 50 percent of Americans think filet mignon is the best way to say "I love you."

January Highlights

A look at some of the projects funded by Texas checkoff dollars

① Beef in Planet Ag

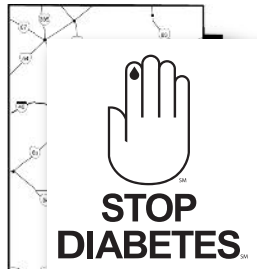
Fort Worth: TBC recently partnered with Texas Farm Bureau to showcase beef at the Fort Worth Stock Show and Rodeo. During the first two weekends of the show TBC was featured in the Planet Agriculture exhibit conducting five “Kids in the Kitchen” cooking demonstrations. The demonstrations inspire parents and children to prepare healthy beef meals together. The interactive sessions give children and parents an opportunity to participate in the recipe demonstration and play the beef trivia game for a chance to win “Beef. It’s What’s For Dinner” prizes. TBC distributed over 1,200 beef samples and nearly 8,000 beef recipes and nutrition information. Look for the checkoff’s mobile marketing unit, the Ultimate Backyard, at the Houston Livestock Show and Rodeo March 2-21.



Steak with Ginger Plum Barbecue Sauce

⑥ American Diabetes Association Partnership

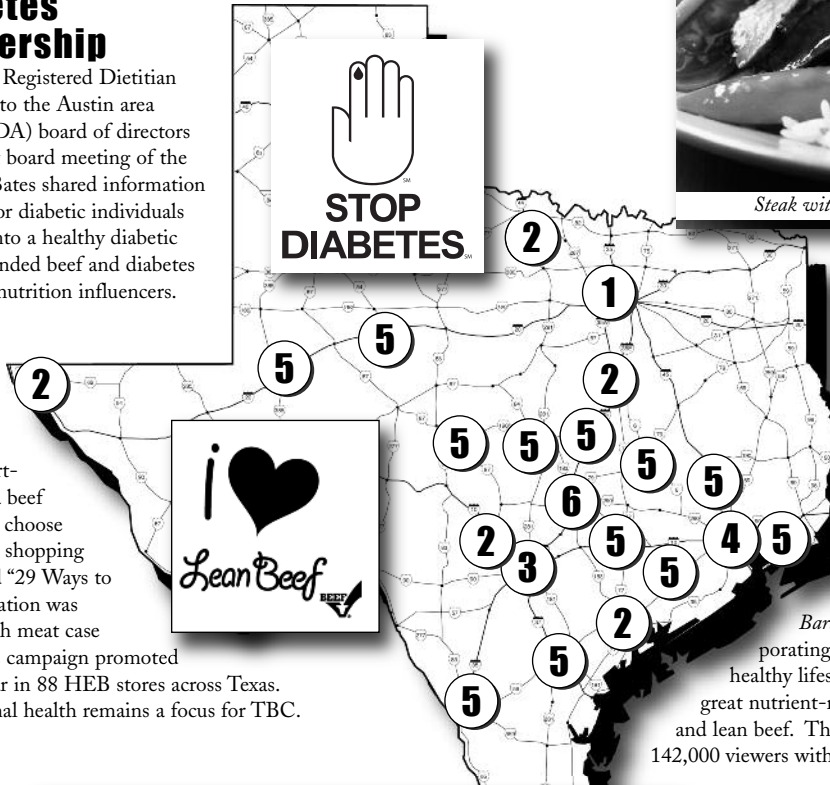
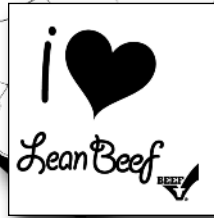
Austin: TBC staff member and Registered Dietitian Stacy Bates was recently appointed to the Austin area American Diabetes Association (ADA) board of directors for 2010. The ADA held their first board meeting of the year at the TBC office in Austin. Bates shared information on education and outreach efforts for diabetic individuals and ways to incorporate lean beef into a healthy diabetic diet. Bates also offered checkoff-funded beef and diabetes health information to the group of nutrition influencers.



⑤ Lean 29 Campaign

Texas HEB Stores:

The Texas beef checkoff recently partnered with HEB grocery stores for a beef promotion to encourage shoppers to choose lean proteins such as lean beef while shopping the meat case. The checkoff-funded “29 Ways to Love Lean Beef” nutritional information was included in the promotion along with meat case displays and on-package labels. The campaign promoted health and wellness for the New Year in 88 HEB stores across Texas. Showcasing lean beef’s role in optimal health remains a focus for TBC.



② Cooking Live

Tyler, Corpus Christi, Wichita Falls, El Paso, San Antonio: As a part of the Texas Beef Checkoff’s public relations efforts, TBC staff appeared on five television cooking segments in January showcasing a heart-healthy beef recipe in preparation for National Heart Month. Viewers enjoyed the *Steak with Ginger Plum*

Barbecue Sauce recipe as well as tips for incorporating lean beef in the diet to fuel an active and healthy lifestyle. The cooking segment showcased a great nutrient-rich dish with whole grains, vegetables and lean beef. Throughout the month TBC reached over 142,000 viewers with the delicious lean beef recipe.

④ Houston Marathon

Houston: TBC checkoff staff was on-hand during the Houston Marathon distributing beef samples and sharing beef nutrition information with runners and fans. Consumers also spun the prize wheel for a chance to win “Beef. It’s What’s For Dinner” prizes. TBC distributed over 2,000 lean beef brisket tacos to consumers encouraging them to incorporate beef as part of their healthy lifestyle.



Richard Wortham discusses checkoff-funded programs and efforts taking place on behalf of Texas Beef producers on the live edition of Cattlemen to Cattlemen featured on RFD TV.

③ 2010 Cattle Industry Conference

San Antonio: The 2010 Cattle Industry Conference and National Cattlemen’s Beef Association (NCBA) Trade Show came to Texas this year! The conference brought thousands of beef producers from across the country together to make decisions on nationally checkoff-funded programs and appoint producers to leadership roles. TBC showcased its mobile marketing unit, The Ultimate Backyard, in the trade show giving producers a glimpse into the consumer promotions and events marketing their checkoff dollars help fund. Richard Wortham, TBC executive vice president, was featured on NCBA’s Cattlemen to Cattlemen airing on RFD TV. Wortham shared the stage with other Texas beef industry leaders where the discussion was focused on the state of the Texas beef industry.

For more information on these programs, contact TBC at 1-800-846-4113.

8708 Ranch Road 620 North
Austin, TX 78726-3503
texasbeef.org



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