



# Cattle Talk



Spring 2015

## Annual Report Recaps Demand Building Program

**The Texas Beef Council (TBC) recently published the 2014 annual report highlighting key state and national programs in the areas of promotion, research and education.**

“The annual report is a great source of information that gives Texas beef producers an opportunity to learn more about how their national Beef Checkoff Program dollars are being invested in demand-building

conducted in Texas as well as additional national and international beef marketing programs.

The report includes a chart indicating the percentage breakdown of investments in each program area and the additional national investments. Some of the programs highlighted in the report include health influencers, digital marketing, retail education, beef quality training, international marketing, BEEF team, public relations, issues management and retail promotion.

The report's reverse side summarizes similar information on national programs approved by the Cattlemen's Beef Board and

contracted through organizations such as the National Cattlemen's Beef Association, American National CattleWomen and the U.S. Meat Export Federation.

“I would also like to remind Texas cattlemen and women this annual report does not include information on the state beef checkoff program that began Oct. 1, 2014. An annual report including state checkoff information will be published this time next year,” added Edmiston.



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programs throughout the year,” said Dave Edmiston, rancher from Brady and chairman of the TBC board of directors. “Your checkoff is working both domestically and internationally to ensure a positive return on your \$1-per-head investment.”

The national Beef Checkoff Program was established as part of the 1985 Farm Bill and assesses \$1-per-head on the sale of live domestic and imported cattle, in addition to a comparable assessment on imported beef and beef products. Under the law that guides the checkoff, 50 cents of each Texas checkoff dollar must go to the Cattlemen's Beef Board for national programs. The TBC board of directors, consisting entirely of Texas cattlemen and women, invests the other half dollar in programs

**Texas farmers and ranchers can request additional copies of the annual report summary** or a more detailed audited financial report by emailing [beef@txbeef.org](mailto:beef@txbeef.org) or calling toll-free 1-800-846-4113. The annual report can also be viewed online at [TexasBeefCheckoff.com](http://TexasBeefCheckoff.com).

# Ranch Wife Becomes Ranch's Voice

*Janna Stubbs makes a name for herself telling beef's story*

**Alpine is a long way from Burleson. Not just in miles (473), but in topography, culture, speed. But once Janna DeMott left her hometown, a suburb of Fort Worth, for college in Far West Texas, she knew she'd never move back to the metroplex.**

One reason? She met an Alpine-raised rancher, Andy Stubbs. The rest, they say, is history. The couple married in 2002.

"I knew this was going to be my lifestyle, because this is what he does," she says.

We have to **stand up**, we have to **tell our story**, but we have to be **educated**.

"This" is live and work on the family's commercial cow/calf operation 12 miles northeast of Alpine and on lease country in south Brewster County.

Not long after the couple married, Janna got involved in the West of the Pecos CattleWomen. As her participation increased, she started meeting women from all over the state who were involved on the state and national level. It inspired her to do more.

Andy isn't one for meetings and organizations, so Janna decided she would have to be his – and the ranch's – voice.

She thought, If this is my lifestyle, and I'm going to be my husband's voice, I will be the best I can.

"I just kind of started climbing the ladder," Janna says.

Soon, she was involved on the state level, culminating in serving a two-year term as president and being named Texas CattleWoman of the Year in 2012.

She's also been involved on the national level with American National CattleWomen. But in 2011, her spot on the Young Cattlemen's Conference tour opened her eyes to even more opportunities to serve and promote the beef industry. She really wanted a spot on the Cattlemen's Beef Board.

In 2014, her goal was realized. She also serves as vice chair of market research working group and a member of their freedom to operate to committee.

"One thing just led to another" she says. "I kept pushing myself and kept saying, 'We have to stand up, we have to tell our story, but we have to be educated.'

"I thought, we can't save the world, but we can do the best we can every day. Every opportunity I saw, I thought, 'That looks like fun, like the juice is worth the squeeze.' I'm going to do that. And here I am now."

She's participated in a variety of checkoff programs, from running on the beef team to organizing a race to Twitter parties. She's even handed out samples in an El Paso Sam's Club, where the language barrier proved tough but the results tremendous.

She encourages others to get involved to tell beef's story. "it's super important," Janna says, "because it's our lifestyle. Our heritage."



# Program Updates

## TEXAS BEEF TEAM



The BEEF Team made strides across Texas participating in races in San Antonio, Austin, Galveston, Dallas and College Station. More than 200 team members wore their “Beef. Fuel for the Finish” jerseys while participating in races, runs and triathlons. There are more than 1,000 BEEF Team members

who recognize the nutritional benefits of lean beef and the vital role this high-quality protein plays in their training.

## BEEF BOOT CAMP

The Texas Beef Council (TBC) recently hosted a Beef Boot Camp for HEB meat market managers from around the state. The group participated in a day-long training about beef nutrition, grilling techniques, quality grades, flavor pairings, and of course, delicious beef recipes! Matching various cuts of beef with the proper cooking method is also a focus during the session. Attendees have the opportunity to prepare different recipes and enjoy everyone’s work. Beef Boot Camp is designed to educate retail employees so they will have beef knowledge to answer customer’s questions and provide suggestions that will result in a positive eating experience for the consumer.

## BEEF QUALITY ASSURANCE

The Texas Beef Council (TBC) recently partnered with Texas A&M University AgriLife Extension and Texas and Southwestern Cattle Raisers Association to host a Texas Beef Quality Assurance Producer (TBQP) update for more than 50 Texas Department of Criminal Justice ranch managers. Representing more than 10,000 head of cattle, the ranch managers learned the latest news in best management practices. The mission of the TBQP program is to promote good management practices for cattle producers in an effort to strengthen consumer confidence in beef as a wholesome food product. Educating Texas beef producers about beef quality assurance practices continues to be an essential part of the checkoff-funded program.

## EXTRA LEAN GROUND BEEF CERTIFIED AS HEART-HEALTHY

The National Beef Checkoff Program recently announced that Extra Lean Ground Beef (Ground Beef that is at least 96% lean, 4% fat) is now certified by the American Heart Association® to display its recognized and respected



Heart-Check mark. Retailers now have the opportunity to help identify eight different extra lean beef items as options for part of an overall healthy diet to their shoppers using one of the most trusted nutrition icons on food packaging today.

## Beef Quality Assurance Tips

**To avoid residues from the use of cattle anthelmintics (i.e. dewormers), before treatment, make sure the cattle will not be marketed within the slaughter withdrawal time as outlined on the product’s label.**

Slaughter withdrawal times vary by both chemical ingredient and method of application. Always refer to the product label for specific guidelines for proper use of each product. Also remember that product selection should be based on proven product efficacy and not solely on differences in slaughter withdrawal times.



**Texas Beef Council**  
8708 Ranch Road 620 North  
Austin, TX 78726

## Board of Directors

**Dave Edmiston** - Brady, *Chairman*

**Austin Brown III** - Beeville, *Vice Chairman*

**Bruce Dopslauf** - La Grange, *Executive committee*

**Coleman Locke** - Hungerford, *Executive committee*

**Ryan Moorhouse** - Hartley, *Executive committee*

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Anne Wirtz - Brenham	Jason Beyer - Dublin
Dan Shelton - New Boston	Katsy Cluck - Boerne
Dick Sherron - Beaumont	Rocky Gingg - Friona
Bryan Forester - Larue	Russell Boening - Floresville
Lynn Ramsey - Emory	Brian Malaer - Harwood
Tommy Perkins - San Antonio	Steve Swenson - Dallas
Susie O'Brien - Amarillo	Steven Lastovica - Salado
Amanda Dyer - Fort Davis	

Cattle Talk will now be distributed by mail quarterly. Please sign up for our monthly program updates that will be e-mailed monthly online at [TexasBeefCheckoff.com](http://TexasBeefCheckoff.com).

## Southwestern Sloppy Joes on Green Chile Waffles



Featured on [BEEF Loving Texans blog](#) and [Facebook page](#) with over 62,000 followers

### INGREDIENTS

#### For Sloppy Joe Topping:

1 tablespoon olive oil  
½ yellow onion, finely chopped  
1½ lbs. ground beef  
1 cup frozen corn kernels, thawed  
1 15-oz. can black beans, drained and rinsed  
1 15-oz. can fire-roasted diced tomatoes  
2 tablespoons tomato paste  
1 1.25-oz packet low sodium taco seasoning

#### For Waffles:

1½ cup milk  
1 tsp. apple cider vinegar  
1 large egg  
¼ cup olive oil  
¾ cup all-purpose flour  
1¼ cup yellow cornmeal  
1 Tbs. baking powder  
1 tsp. baking soda  
1 tsp. garlic powder  
1/3 cup crumbed queso fresco cheese  
2 (4-oz) cans diced green chiles, drained  
Garnish: avocado slices, cilantro leaves, crumbled queso fresco, salsa

### INSTRUCTIONS

Add olive oil to large skillet, bring to medium high heat. Add onions and sauté for 2 to 3 minutes or beginning to turn translucent. Add beef to skillet and cook, breaking up into crumbles, until completely done through. Drain any excess fat.

Lower heat to medium low and add corn, black beans, fire-roasted tomatoes, tomato paste, water and taco seasoning to skillet; stir to combine. Simmer over low heat for 5 to 10 minutes until sauce starts to thicken. Turn off heat and cover with lid to keep warm while waffles are being made.

To make waffles, add milk and vinegar to large bowl and let sit for 5 minutes. After 5 minutes, whisk in egg and oil.

In separate bowl, mix together dry ingredients including flour, corn meal, baking powder, baking soda, garlic powder and salt.

Stir dry ingredients into wet ingredients a bit at a time. To finish batter, gently stir in crumbled cheese and green chiles.

Make waffles using 2/3 cup batter according to waffle iron manufacturer's directions. Makes about 6 large waffles.

So serve, place 1/6 beef mixture over top of each waffle and garnish with avocado slices, crumbled queso fresco, cilantro and salsa, if desired.