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Texas Live Well Event Brings Leading Health Professionals Breaking Research About the Benefits of Beef

AUSTIN, TX – Human nutrition thought leaders recently gathered in San Antonio for the 2018 Live Well event hosted by the Texas Beef Council (TBC). The two-day workshop, funded by the Texas beef checkoff, provided an opportunity to engage and connect with more than 30 dietitians, physicians, public health leaders, foodservice directors and fitness professionals.

“Live Well provides a unique opportunity for attendees to engage in an open discussion and hear relevant and timely information,” said Austin Brown III, TBC board member and cattleman from Beeville. “It also allowed attendees to have an open dialogue with Texas beef producers about production practices.”

Attendees heard from some of the nation’s top protein researchers and were able to explore the data and engage directly with the researchers. The workshop also provided helpful tips in communicating and translating the science and research effectively to clients.

“Live Well helped bridge the gap between what the science tells us and how health professionals communicate that message,” said Hawley Poinsett, registered dietitian and TBC senior manager of nutrition. “We recognize that even health professionals bring their own personal biases of food to the conversation. We provided not only the latest research on beef, but also the experts in the field that can teach us how to communicate those benefits with the greatest impact on our patients.”

Post-event surveys indicated a significant increase in knowledge and affinity for the positive health benefits of beef. Working with influential nutrition and health professionals allows the beef checkoff to have a larger impact and reach.

For information on beef checkoff-funded programs, please visit TexasBeefCheckoff.com or call 1-800-846-4113.

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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 or call (800) 846.4113.

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