

MD Outreach Program Brings Beef to Doctors' Offices

Beef has a place in a heart-healthy diet, and the Texas Beef Council (TBC) is getting the latest research to physicians through the checkoff-funded MD Outreach Program. The unique program follows a pharmaceutical sales model and reaches physicians in a manner in which they are familiar with receiving clinical information.

“As of February 2017, we’ve reached 4,137 doctors one-on-one. If you multiply that out over the long term, we have the potential to reach more than 1.2 million patients per month.”

HAWLEY POINSETT
TBC SENIOR MANAGER OF NUTRITION

In 2016, TBC hired two award-winning pharmaceutical sales reps (one in Dallas and one in Houston) with experience in cardiac and/or nutrition and health. The reps visit physicians seeing a minimum of 300 high cholesterol patients per month. Each office visit varies in scope, but the goal of delivering science-based information and discussing it with the physician one-on-one remains the same. Today, there are two reps in Dallas and two reps in Houston working to educate MDs on behalf of Texas cattlemen and women.

“We’ve got great research on beef’s place in a heart-healthy diet,” said Hawley Poinsett, TBC senior manager of nutrition. “We’ve got a great story to tell.”

Initial research was conducted to determine why and in what instances doctors were limiting their patients beef intake. Additional research examined what type of messaging and delivery would most resonate with physicians. Realizing doctors have limited time with each patient, TBC developed a “How to Lower Your Cholesterol” patient brochure for doctors to distribute to their patients. The brochure, paired with the messaging delivered by the reps, work together to bring the research to both the doctor and the patients to support them eating more beef in their new heart-healthy lifestyles.

The information provided covers three main research concepts: the evolution of lean beef, the BOLD study (Beef in an Optimal Lean Diet), and a meta-analysis comparing beef to chicken in a cholesterol lowering program. Physicians and patients leave knowing beef does fit into a healthy diet and can be just as effective as chicken in lowering cholesterol.

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To request a copy of the patient brochure or for more information about the MD Outreach Program, please email afoster@txbeef.org or call toll-free 1-800-846-4113.



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CATTLE TALK

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

SPRING 2017

Annual Report Recaps State and National Beef Checkoff Programs

The Texas Beef Council (TBC) recently published the 2016 annual report highlighting key state and national programs in the areas of promotion, research and education. Included in the annual report is an overview of revenues and expenditures for fiscal year 2016.

“This report gives Texas beef producers an opportunity to learn more about how both checkoff program dollars are being invested in demand-building programs throughout the year,” said Jason Beyer, cattleman from Stephenville and chairman of the TBC board. “It’s a great source of information and we’re proud to share it with Texas cattlemen and women.”

TBC conducts the \$1 per head national checkoff program for Texas beef producers and is also a contractor for the Beef Promotion Research Council of Texas (BPRCT), which administers the \$1 per head Texas state checkoff program.

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

Texas beef producers voted in June 2014 to establish a state-level beef checkoff program which was approved and collections began

October 1, 2014. The program is funded through a refundable \$1 per head assessment on cattle at each point of ownership transfer in Texas. The funds are managed in accordance with Texas law by the BPRCT. The BPRCT consists of 20 Texas cattlemen and women appointed by the Texas Commissioner of Agriculture. Unlike the national checkoff program, the BPRCT oversees the entire \$1 checkoff assessment and can choose to invest state dollars in the areas of promotion, research and education in Texas, the U.S., and international markets.

The report presents the combined financial results of TBC and BPRCT and includes a chart indicating the percentage breakdown of investments in each program area. The chart also shows TBC’s voluntary investment in the Federation of State Beef Councils and combined voluntary investment in U.S. Meat Export Federation (USMEF). Some of the programs highlighted in the report include digital marketing, MD outreach, retail partnerships, Beef Loving Texans advertising campaign, beef quality assurance, BEEF team, and international marketing.

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 and the USMEF.

To request a copy of the annual report summary or a more detailed audited financial report, please email beef@txbeef.org or call toll-free **1-800-846-4113**. The annual report can also be viewed online at TexasBeefCheckoff.com.

Program Updates

DECEMBER CONSUMER MEDIA COVERAGE

Throughout the month of December beef was showcased in the media through TV newscasts and online news outlets in Waco, Lubbock and Amarillo. Beef was also featured in several food and lifestyle blogs and social media posts from across the state. The stories featured delicious beef recipes and offered cooking tips and beef nutrition information with consumers. The monthly audience impressions totaled more than 670,000. The Texas Beef Council works throughout the year to ensure positive beef stories reach consumers in Texas.



CHEF PASTURE TO PLATE

Twelve industry chefs recently attended a checkoff-funded pasture to plate tour of the Texas beef industry. Attendees visited Graham Land and Cattle Company feedyard in Gonzales, Kane Beef processing plant in Corpus Christi, and the Rosenthal Meat Science Center at Texas A&M University in College Station. The group traveled more than 700 miles experiencing first-hand the beef lifecycle from pasture to plate.

FARM TO FORK

The Texas Beef Council (TBC) recently served more than 800 beef samples during the Food and Wine Festival kicking off the 19th Annual DFW Restaurant Week. Throughout the week TBC hosted three Central Market Cooking Schools for more than 300 participants. In conjunction with restaurant week, Beef Loving Texans radio spots aired on all CBS radio stations in the DFW area. Restaurants participating in DFW Restaurant Week offer three-course prix fixe dinners for a set price. The annual culinary event supports the North Texas Food Bank in the Dallas area and Lena Pope in Tarrant County, with proceeds from each meal benefiting the charities' work to help local children and families in need.





EDUCATING COST-CONSCIOUS SHOPPERS



A new checkoff-funded national Ibotta campaign aims to increase awareness for lower prices at the meat case. Ibotta is a smartphone app that offers rebates on groceries and other items, with a highly engaged millennial user base and more than 19 million subscribers. Consumers who download the Ibotta app can browse the “Grocery” category for rebates on fresh ground beef, steaks or roasts, unlock the rebates, and then buy these items at any retailer nationwide to get cash back through Ibotta. This platform provides a unique opportunity to target cost-conscious shoppers, particularly those who might have left beef off their shopping lists due to previous record-high prices. The objective is to drive incremental purchases by non-beef or competitive protein purchasers, and trade up typical beef buyers to more frequent purchases and new cuts. The campaign will run

for four to six weeks - until the redemption budget is depleted. The checkoff will analyze all campaign data, such as customer demographics, geographies and cut-specific purchases, from the campaign to help inform the checkoff’s ongoing beef marketing and merchandising efforts in 2017 and beyond.

KROGER BEEF BOOT CAMP

More than 120 Kroger meat market managers recently participated in a two day Beef Boot Camp held in Dallas. Beef Boot Camp empowers key influencers in the retail channel to educate consumers, answer questions and provide suggestions that will result in a positive eating experience. The checkoff-funded training session also helps attendees become more familiar with the beef lifecycle and best management practices involved in raising cattle for beef. Beef Boot Camp is presented in cooperation with Texas A&M University AgriLife Extension and Nolan Ryan Beef.



BEEF U REVAMPED



The beef checkoff is launching a newly revamped Beef University - or Beef U - a free, online training program focused on the latest information, insights and research on marketing and selling beef. Beef remains one of America’s favorite proteins, and with supplies on the rise for 2017, this tool serves as a complement to supply chain staff training aimed at helping capitalize on beef’s profit potential. The revamped Beef U addresses the latest data and industry insights on hot topics in a new condensed, more user-friendly format. Each module can be completed in 15 to 20

minutes and includes a brief quiz at its conclusion. Once a user completes a module, they can access resources related to the topic. The Beef University training program is free, but users will be prompted to register before they can view the content and become a member of the Beef U online community. Private groups can be created for companies seeking to track staff progress. For more information, visit <https://www.beefu.org/>.



Cowboy Casserole with Cheddar Jalapeño Biscuit Crust

INGREDIENTS

Casserole

2 lbs. ground beef
1 Tbsp. olive oil
1 onion, diced
2 tsp. garlic powder
1 tsp. cumin
10 oz. diced tomatoes and
green chilies
8 oz. tomato sauce
1 cup beer or chicken stock
¼ cup Worcestershire
8 oz. mixed frozen vegetables
29 oz. cooked Pinto beans
Salt to taste

Biscuit Crust

1 ½ cup flour
2 tsp. baking powder
4 oz. butter
¾ cup milk
2 tsp. black pepper
1 tsp. salt
1 cup shredded cheddar
1 jalapeno, diced

For quicker prep, use Bisquick

PREPARATION

- ① Preheat oven to 400°F.
- ② Brown the beef in batches, seasoning with salt as you cook, then set aside.
- ③ Add oil to a large heavy based pot. Add onion and cook until softened, about 5 minutes. Add in garlic powder and cumin, and return beef to the pot.
- ④ Pour in diced tomatoes and green chilies, tomato sauce, beer (or stock), Worcestershire sauce and stir to combine. Bring to a simmer and cook until liquid has reduced, about 20 minutes.
- ⑤ Stir in frozen vegetables and beans.
- ⑥ In a bowl, combine flour, salt, pepper and baking powder, then cut the butter in using a pastry cutter. You can also do this step in a food processor. Add the milk and stir until just combined, then add the cheddar and jalapeños and stir a few more times until distributed evenly, but do not overwork the dough.
- ⑦ Pour the beef mixture into a deep casserole dish. Use a cookie scoop to spoon the biscuit mix on top. The biscuits will spread out as they cook so leave room in between.
- ⑧ Bake 20 - 25 minutes until biscuits are golden brown and cooked through.