

# Texas Youth Cattle Conference Offers Unique Experience for Students

Twenty students from across the Lone Star State attended the Texas Youth Cattle Conference in South Texas.



Members of junior cattle breed associations, Texas 4-H, and Texas FFA Association were selected to attend the conference through an application process.

“This is a unique opportunity for us to engage the next generation of leaders,” said Steven Lastovica, TBC board chairman and cattleman from Salado. “The conference provides first-hand experiences, a chance to learn from industry experts, and ultimately become advocates for the beef community.”

The conference took students on a four-day journey of learning and experiencing the Texas beef community from pasture to plate. The destinations visited along the way included foodservice distributors, processing plants, foodservice establishments and classroom workshops. Students participated in an advocacy workshop, beef quality assurance training, ruminant nutrition workshop, and beef carcass evaluation and fabrication.

“The goal is to reach youth who have a desire to expand their knowledge and explore the many aspects and roles of the beef community,” said Victoria Heller, TBC industry outreach manager. “Each year we continue to have exceptional students attend the checkoff-funded conference. It’s exciting and rewarding to see the impact they’re making.”

Attending the 2018 Texas Youth Cattle Conference: Ashlynn Sturgeon, North Zulch; Audrey Nolan, Gilmer; Brandon Wilkes, Pittsburg; Cassidy Jones, Beaumont; Cheyenne Byrer, Elgin; Weston Reynolds, Lufkin; Emma Travland, Fredericksburg; Jake Cannon, Centerville; Jaxon Yates, Paradise; Kate Kibby, Bastrop; Keelie Wendt, College Station; Kelsey Bordovsky, Riviera; Kennedy Marshall, Nacogdoches; Lindsey Dube, Thorndale; Logan Goudeau, Hungerford; Brook Nervig, Roscoe; Nathan Barnett, Normangee; Sam Barnett, Florence; Seth Murphree, Friona; and Taylor Swonke, Franklin.



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# CATTLE TALK

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

FALL 2018

# Texas Chefs Experience Beef Industry from Pasture to Plate

Fourteen chefs from Hilton Hotels and Resorts recently participated in a Texas beef industry pasture to plate tour in South Texas.



The chefs traveled from across the Lone Star State to take part in the Texas Beef Council's hands-on learning experience.

"Hosting pasture to plate tours for foodservice professionals is a great way for the beef checkoff to connect chefs with those producing beef they love," said Robert Hale, TBC product marketing manager. "Programs like this one aim to bridge the gap between the two industries and provide beef information and resources along the way. It's a win-win for everyone involved."

The chefs began the tour at the Texas A&M University - Kingsville where they were given a Texas beef industry overview and learned more about modern production practices. Following the overview, the chefs toured the historic King

Ranch and learned about diversity on the largest ranch in Texas.

The group also visited Brown Ranches located in Bee County and were able to experience first-hand a working ranch and meet and interact with the Brown family. The pasture to plate tour concluded with a tour of Kane Beef processing plant in Corpus Christi. Throughout the tour beef experts presented information that helped the culinary leaders understand beef's role in a sustainable food system.

"This is a valuable partnership that allows us to provide an experience while also building relationships," said Ryan Moorhouse, TBC board member and cattleman from Hartley. "The foodservice channel offers opportunities to interact and engage with those who have an impact on beef demand."

“Hosting pasture to plate tours for foodservice professionals is a great way for the beef checkoff to connect chefs with those producing beef they love”

**Robert Hale, TBC product marketing manager.**

# Beef Loving Texans Releases First-Ever Digital Video Series Called “BBQuest”

Celebrating Texans’ love of barbecue, the inaugural show explores some of the best barbecue joints in Texas and shares their secret menu items



Beef Loving Texans recently premiered “BBQuest,” a documentary-style, episodic video series that visits some of the best barbecue joints in Texas and uncovers secret menu items that will delight even the most ardent barbecue enthusiasts. The inaugural web series features renowned chefs and prominent pitmasters who take viewers on a barbecue journey across the state, stopping in Austin, Houston, San Antonio and Dallas.

“We’re proud and eager to share the BBQuest journey with fellow Texans,” said Steven Lastovica, TBC board chairman and cattleman from Salado. “We expect the checkoff-funded video series to be successful in reaching our consumer audience and growing Texans’ affinity for beef.”

Hosted by barbecue enthusiast and native Texan Kelsey Pribilski, the series provides weekend and

day-trip itineraries filled with barbecue pitstops and local sights and attractions in each city. The first episode, which features Austin barbecue favorites, is now available and can be viewed online at [beeflovingtexans.com](http://beeflovingtexans.com).

“BBQuest is an exciting, creative opportunity for Beef Loving Texans to not only provide great content for consumers, but also to provide entertainment with beef as the star,” said Rachel Chou, TBC senior manager of consumer communications. “As we continue to build and strengthen the Beef Loving Texans brand, we wanted to innovate in a way that brings unique episodic content to Texans that not only inspires them to enjoy some of Texas’ best beef, but to also explore all that Texas cities have to offer.”

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

Human nutrition thought leaders recently gathered in San Antonio for the 2018 Live Well event hosted by the Texas Beef Council.

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 past 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.

BBQuest episodes, including the local host and featured barbecue joints.

## AUSTIN

**Jess Pryles**, cook and author of *Hardcore Carnivore*, enjoys Leroy & Lewis, Valentina’s Tex-Mex BBQ and Cooper’s Old Time Pit Bar-B-Que.

## HOUSTON

**Chris Shepherd**, James Beard Award-winning chef, enjoys Gatlin’s BBQ, Korea Garden and Feges BBQ.

## SAN ANTONIO

**Johnny Hernandez**, accomplished chef and restaurateur, enjoys 2M Smokehouse, B&D Icehouse and The Granary.

## DALLAS

**John Tesar**, chef and author of *Knife*, enjoys Ferris Wheeler’s Backyard and BBQ, Heim BBQ and 18th & Vine.

Tune in to enjoy the BBQuest journey and see which barbecue joints serve up brisket chocolate chip cookies and “the Pitmaster” Bloody Mary, to name just a few of the secret, off-the-menu dishes.

Beef Loving Texans is the Texas Beef Council’s consumer brand created to share unique recipes, stories, cooking and shopping tips and expert nutrition information. The Beef Loving Texans brand celebrates the pride and values deeply rooted in Texans through family, community and tradition. To learn more about your beef checkoff-funded investment, please visit [TexasBeefCheckoff.com](http://TexasBeefCheckoff.com) or call 1-800-846-4113.



# Texas BBQ Brisket Nachos



**20**  
MINUTES



**MAKES 6-8**  
SERVINGS



**17**  
INGREDIENTS

## INGREDIENTS

### Nacho ingredients

1 lb. leftover **Smoked Brisket**,  
shredded or cubed

### Tortilla chips

**Queso** (recipe to the right)

2 **avocados**, cubed or sliced

1 cup **pico de gallo**

1 cup **corn**, drained, rinsed  
and slightly charred in  
a skillet

¼ cup **cilantro**,  
rough chopped

¼ cup **jalapeño**, diced

### Queso ingredients

10 oz. **melting cheese**, cubed

10 oz. can **diced tomatoes and  
green chiles**

8 oz. **pepper jack cheese**, shredded

4 oz. canned **diced green chiles**

½ cup **whole milk**

1 tsp. **cumin**

### Optional Toppings

**Sour cream**

**Texas BBQ sauce**

**Lime slices**

## PREPARATION

- ① To make queso, combine all queso ingredients in a large microwave safe bowl and microwave until cheese is hot and melted.
- ②

On tortilla chips, layer queso, warmed brisket, avocado, pico de gallo, corn, cilantro, jalapeños and other toppings as desired.

View this recipe and its Texas story on  
[beeflovingtexans.com/recipe/texas-bbq-brisket-nachos/](https://beeflovingtexans.com/recipe/texas-bbq-brisket-nachos/)