



Colfax County Kids 'n Kows Big Success



Susan Sievertson with her 3rd grade class from Columbian School at Colfax County Kids 'n Kows.

Raton: "This is a great program because most of our kids live in town but have no idea where milk or meat come from, despite being surrounded by ranches. These programs are of high interest to our children."

The highly-successful, long-term elementary school program, Kids, Kows 'n More reached statewide to 7,163 children this year. A total of 383 teachers from 14 counties were involved. This program also distributes a wealth of beef resources to teachers, which go a long way toward insuring the beef message will be heard in the classroom, and to students to take home. Bernalillo, Doña Ana, San Miguel/Mora, Socorro, Torrance/Santa Fe, Chaves/Eddy, Otero, and Quay are some of the counties involved. ■



(Above) Raton schoolchildren are an enthusiastic audience at Kids 'n Kows.



Kathryn Callis of Clayton instructs elementary school students on the cow's many uses in everyday life.

USMEF Report: Exports Back on Track

By DAVID MCSHERRY,
NMBC DIRECTOR TO USMEF

The USMEF held its semiannual meeting in Dallas in early November. The message that came out of this meeting was, "Find a meat export trader and give them a big hug!" Due to the increased activity of exporters, export value of US beef is on track to finally reach pre-BSE (mad cow) levels. It took six years, but the concerted effort by producers, trade organizations like NM Cattle Growers and NM Farm & Livestock Bureau, checkoff-funded organizations like NM Beef Council and USMEF, and the USDA Foreign Agricultural Service finally turned the ship around.

The value of beef exports in September equated to \$160 per head of steers and heifers slaughtered and counted for 11 percent of total US production. This is an amazing piece of information. It does not take long for it to sink in and reveal that export of US beef is essential to our profitability as producers. As producers, we pay \$1 per animal sold to fund the Beef Checkoff. USMEF is funded only partially from checkoff dollars. For every checkoff dollar spent, another \$2.77 from other sources is added to achieve the final goal of increasing red meat exports.

USMEF's strategy is to deal with foreign issues affecting exports and to develop foreign markets. Examples of issues that may impact export of US meat include: arbitrary

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restrictions on age of source animals, tariffs, inspection changes, and BSE related restrictions. Developing foreign markets includes more than introducing overseas customers to our tasty steaks — Japan has gone wild over beef ribs and Egypt is a major importer of beef livers.

The US Meat Export Federation is an IRS 501(c)(6) organization, tax exempt in its major activity of promoting the export of American red meat to the rest of the world. The NM Beef Council is a USMEF member, along with other state beef councils, Farm Bureaus, grain associations, meat packers, and export traders. ■

Beef Info Goes Digital

The checkoff-funded BeefItsWhatsForDinner.com website remains the leading online destination for recipes dedicated to beef, shopping for and learning how to prepare beef. In the last Fiscal Year, the site had more than 495,000 total visits with more than 1.7 million page views. The checkoff's digital marketing manager, Meredith Stevens, says visitors to the site spend more than 3 ½ minutes per session, which means they're finding exactly what they need by way of recipes and cooking information and tips in order to have a great beef-eating experience.

The Beef For Dinner mobile site has also gained popularity as the digital marketing world continues to expand and consumers are wanting their information in different ways. As Stevens explains, your cell phone is like your lifeline: consumers grab their keys, wallet and phone as they leave the house, so they're always connected. Because of this habit, the checkoff continues to expand its online and mobile marketing efforts to enhance the beef message to consumers and keep driving beef demand.

The Beef So Simple e-newsletter (an archive can also be found on the Beef. It's

What Has The Beef Checkoff Program Done For Me Lately?

Beefing Up The Holidays — The checkoff will help retailers beef up excitement at the meat case this holiday season, with new holiday-roast materials including updated photos and new recipes. Promotional elements available to retailers this year include a poster, iron man sign, cling and recipe brochure. Promotion kits have been made available to state beef councils, and retailers can order collateral materials directly at the Beef Merchandising Store. Thanks to a partnership with the Beef Checkoff Program, Sutter Home® also will feature beef roasts in all of its promotional materials this holiday season.

Tailgating With Beef — The checkoff's first full-scale fall tailgating beef promotion for retailers in the Northeast was successful in reminding consumers there to "Invite the MVP (Most Valuable Protein) to their tailgating parties and enjoy the value of protein-packed beef." A total of 114 retailers in the region participated in this event, which featured six checkoff-developed beef recipes and \$1-off coupons provided by Cabot Cheese. Additional retail materials included shelf wobblers and an online micro-site, www.TailgateWithBeef.com, where consumers entered to win sweepstakes prizes. The promotion ran from Sept. 13 through Oct. 31.

Beef. It's What's For Breakfast! — On Nov. 6-9, the checkoff's Culinary Innovations Team showcased two new beef recipes during the American Dietetic Association's Food & Nutrition Conference & Expo in Boston. One of the recipes, Beefy Sweet Potato Hash, is designed to use dinner leftovers "from the night before" to create an easy, exciting, and healthy beef breakfast. More than 6,000 dietitians converged at this event, providing a terrific opportunity to communicate positive beef messages to industry influencers. The featured recipe is one of six breakfast-focused recipes developed through the checkoff's Culinary Center and uses sirloin steak to showcase beef's versatility!

Building A Better (Strawberry!) Burger — Jaeger Stoltz from Seattle, Wash. took the grand prize at the 20th anniversary of the Sutter Home® Build a Better Burger® contest, sponsored in part by the Beef Checkoff Program. Stoltz walked away with a \$100,000 check (provided by non-checkoff sponsors) for his Strawberry BBQ Bacon Burger. Subsequently, he appeared on NBC's Today Show, where he prepared his culinary masterpiece on-air. Check out Build A Better Burger to find the winning recipe and videos from the event and the Today Show appearance. ■

What's For Dinner website) is distributed every Monday to more than 29,500 subscribers and is just another way that the checkoff is reaching consumers with beef basics, recipes and cooking tips.

"We want to make sure that we can reach them at all times, especially when they're looking at what they want to feed their families for dinner, or lunch or breakfast," says Stevens. "So it's important to make sure all these online tools, whether it's the website or social media or

even blogger outreach, that we're continuing to help spread the awareness that these tools are out there for folks to use, because ideally, you want to see that those page views and your sessions and your visitors are continuing to increase but also that they're finding value in it. So the checkoff is constantly helping to fund ways to keep our sites and our tools dynamic."

For information on other efforts being funded with your beef checkoff investment visit MyBeefCheckoff.com. ■



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