



Your 2008 Check-off Dollars

Cooking with Moms

The checkoff's public-relations budget is sponsoring a weekly podcast (digital media files delivered over the Internet) targeting busy moms and offering information about beef's role in a healthy diet and access to checkoff recipes. Produced by two influential registered dietitians, "Cooking with the Moms" gives mention to the beef checkoff and its www.BeefitsWhatsForDinner.com Web site at the beginning of each of the 52 weekly podcasts, which began in May. In addition, some of the "Cooking with the Moms" podcasts featured lean beef recipes and reminders about safe cooking and handling tips for ground beef. To view the archived podcasts, go to <http://www.MealMakeoverMoms.com/podcasts/index.html>.

Beef Power

Steak tops the list of foods that consumers believe delivers the most energy for them, according to a recent checkoff-funded survey. In addition, 79 percent of Americans say grilling is a popular pastime for them, and 63 percent say the food they most often cook on the grill is beef. Check-off consumer information efforts resulted in news around Memorial Day – the unofficial kickoff to summer – and continued positive beef coverage nationwide, including a Better Homes and Gardens magazine 13-page feature, "The Steaks of Summer." These two media efforts have reached more than 22.5 million readers in two months. For an example of one of the featured "Steaks of Summer," go to [Top Sirloin Kabobs](http://www.BeefitsWhatsForDinner.com), and be sure to check out www.BeefitsWhatsForDinner.com for fresh grilling season updates, a refreshed recipe section and new

grilling facts, figures and images of seasonal beef entrées.

www. MyBeefCheckoff. com

www.MyBeefCheckoff.com, the new Cattlemen's Beef Board (CBB) Web site, was designed to be the one place to go to find out how national beef checkoff dollars are invested and the results of those investments.

"The site is interactive, well organized and very user-friendly," says CBB member Richard Nielson, cow-calf producer from Ephraim, Utah, and chair of the producer communications committee. "Most important is that the design is very versatile allowing us to deliver a number of different services to different users. For example, with the launch of the new site, we're also offering 'sign-and-go' newsletters in beef and dairy editions to help producers stay up to date on their checkoff."

On July 15, the new site hit the Web with a splash, giving beef and dairy producers across the country new access to information about their checkoff investment. Some highlights of the new site include:

- Easy access to CBB members and staff
- Expanded state beef council information and access
- Monthly e-newsletter sign-up
- Producer profiles from across the country
- Links to all checkoff-funded consumer and industry sites
- Robust newsroom

"It is our hope that the site brings producers together, whether they are a dairy producer in New York or a beef producer in Washington, with the knowledge they need to educate their neighbor

about the checkoff over a cup of coffee," says Nielson. "That's the unique thing about the new site – it reinforces the idea that producers can't be everywhere, but their checkoff can."

Protein Toolkit

The checkoff recently released an electronic tool kit to key thought leaders, including American Dietetic Association national and state media spokespeople. Distribution of the resource kit was timed with the publication of the American Journal of Clinical Nutrition supplement titled "Exploring the Impact of High-Quality Protein on Optimal Health," sponsored in part by the beef checkoff. The supplement highlights the critical role of high-quality protein in a healthy lifestyle, and sets the stage for health professionals to rethink current dietary recommendations for protein for optimal health. □

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