

Colorado Beef Council Fiscal Year 2008

9HEALTH FAIR



Sponsoring the Nutrition Screening at the 9Health Fairs is one way the beef checkoff is spreading the good news about beef. As a new pilot screening, the nutrition protocol was written by a team of health professionals and approved by the 9Health Fair. Each attendee at the 21 pilot sites had the opportunity to complete a brief Nutrition Questionnaire and speak with a registered dietitian.

The Nutrition Questionnaire was designed by the Colorado Beef Council and 9Health Fair staff, as part of the sponsorship, and included a nutrient-rich shopping list on the back of the form. The shopping list will help guide consumers to the nutrient-rich items in the grocery story. The shopping list included six of the lean beef cuts. From this pilot program, the Nutrition Station is now going statewide for the 2009 health fair season. The 9Health Fairs reach 100,000 consumers each year.

BEEF...SO MANY OPTIONS



The Colorado Beef Council created a new consumer brochure that answers a lot of the questions that consumers have about beef. One of the most asked questions is regarding the different types of beef. This brochure details the differences between grain-fed (conventional), natural, organic and grass-fed beef.

Beef... So Many Options also has sections on food safety, portion sizes of beef, the 29 lean cuts of beef as well as a feature on the www.BeefFromPastureToPlate.com website. The brochure tries to tie it all together for a consumer starting with the producer and ending on the consumers' plate with a tasty recipe.

HOLIDAY FOOD & GIFT FESTIVAL



Using the theme of Family Mealtimes, the Colorado CattleWomen exhibited and served over 7,500 samples of Dirty Rice - a dish of ground beef, Cajun spices, red & green peppers and rice to attendees at the Holiday Food & Gift Festivals in Denver and Colorado Springs. This recipe is one of the many quick and easy ways beef can be used to serve a hot meal after a busy day. The attendees enjoyed this new way to serve beef to their families.

NATIONAL WESTERN STOCK SHOW

With attendance second only to the Centennial Celebration, the National Western Stock Show continues to be a great place to promote beef. In the consumer booth 20,000 bags stuffed with four recipes were handed out. Many visitors are repeat from year to year looking for new recipes. T-Bone the Talking Steer continues to entertain children and over 15,000 Ranching Readers were handed out in the education area to school tours and other children. The *Beef. It's What's for Dinner.* message was also in the stadium arena and on a full-page ad in the souvenir program.

NATIONAL BEEF COOK-OFF FEATURES TWO FINALISTS FROM COLORADO

The 27th National Beef Cookoff included Norma Fried of Denver with her Aji-Braised Short Ribs with Golden Herbed Quinoa and Angela Buchanan of Longmont with her Smoky Adobo Beef Tacos with Pickled Red Onions. Mrs. Fried was the runner up in the Nuevo Latino Beef category. Her recipe won a \$5,000 prize.

Amateur home cook Christine Riccittelli of Incline Village, Nev., won the 27th National Beef Cook-Off® and the \$50,000 "Best of Beef" grand prize with her recipe for Nuevo Chipotle Beef in Butternut Squash Boats. Riccittelli's dish topped recipes from 26 other finalists (including six children) from across the country.

AG DAY AT COLORADO STATE UNIVERSITY



The 26th Annual Ag Day celebration and barbeque at Colorado State University was another success. This event is a great showcase for Colorado's agricultural products like beef. Additionally, proceeds from the event fund scholarships for students in the College of Agriculture. Monies raised from the 2006 Ag Day provided for eighteen \$2,000 scholarships.

This year's featured commodities included beef, lamb, pork, wheat bread, beans, potatoes, apples, yogurt, milk, watermelon, popcorn, soda pop, water and beer brewed with barley raised by Colorado farmers. The products are donated by the commodity groups and their respective industries. The beef was donated by JBS Swift & Company and served by the Larimer County CattleWomen and Stockgrowers.

FOODSERVICE PROMOTIONS

Marketing beef to foodservice professionals and establishments is a necessity to the beef industry. The Colorado Beef Council continues to promote beef with the foodservice distributors in Colorado. Between the four distributors, beef sales were increased by more than 17%.

CULTURAL MARKETING

The Hispanic population is booming in the state of Colorado, with more than 30% of the population in the Denver metro area being of Hispanic origin. The CBC continues to market beef to a segment of the population that had not previously received any beef messages. Radio advertisements and billboards targeting Hispanics have proven to be a success. The CBC has also continued to advertise the www.LaCarneDeRes.com website which offers a variety of recipes and nutritional information in both English and Spanish to reach this segment of the Colorado population.

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COLORADO CHEF ASSOCIATION PARTNERSHIP



The CBC hosts one meeting a year with the Colorado Chef Association, where vital and up-to-date information about the beef industry is relayed to the chefs. During this seminar they learned cutting and merchandising techniques for the value cuts as well as valuable economic trends. The CBC also sponsors the Colorado Chef of the Year competition. The 2007 winner was Chef Chris Ipanis with the Ameristar Casino in Black Hawk. Throughout the year he was utilized to give presentations about beef to other audiences.

COLORADO STATE FAIR



The 2007 Colorado State Fair was a great success for beef. Each year the Colorado Beef Council (CBC) works to enhance beef promotion at the event. The most visible part of the sponsorship remains the beef signs on all of the staff golf carts (shown in picture) driving through the grounds. With a new design this year, the signs promoted beef while reminding attendees that it is the farming and ranching families of Colorado who are supporting this promotion.

The CBC provided recipes, nutritional materials and coupons at the booth to attendees. The booth also included CBC's CowParade cow, Rocky Mountain High. Banners and logos with the *Beef. It's What's for Dinner.* slogan were located in the beef arena, event center, daily program and rodeo arena. Again this year, the *Beef. It's What's for Dinner.* bucking chute turned out some exciting action during the numerous PRCA rodeos.

COLORADO BEEF QUALITY ASSURANCE PROGRAM

With beef cattle producers continuing to focus on the production of weaned and fed calves, we often overlook a sector of the beef industry that has economic value. In 2007-08, the Colorado BQA program looked at economic and consumer relations improvements that are needed with cull cow marketing from beef and dairy operations. A collaboration with the national Beef Checkoff resulted in publishing of "Economic Impacts of Dairy Market Cows Affected by DBQA" and "Identifying Management Strategies to Improve Market Cow and Bull Beef Quality." Educational programs were presented throughout the state on market cow and bull management using the new materials.

COLORADO BEEF COUNCIL BOARD OF DIRECTORS

The board is comprised of 8 appointed volunteers, representing various segments of the industry.

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|---|------------------------------------|
| Steve Gabel, <i>Chairman</i>
(Feeder) | Andy Wick
(Dairy) |
| Jody Rogers, <i>Vice Chairman</i>
(Producer) | Wayne Kruse
(Livestock Markets) |
| Kent Bamford, <i>Treasurer</i>
(Feeder) | Nancy Labbe
(Purveyor) |
| Steve Williams
(Processor) | Tim Thatcher
(Producer) |

COLORADO BEEF COUNCIL STAFF

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|-------------------------------------|--------------------------------------|
| Fred Lombardi
Executive Director | Nita Howard
Compliance/Accounting |
| Julie Moore
Consumer Affairs | Tami Arnold
Marketing |

COLORADO BEEF COUNCIL 2007-2008 ANNUAL REPORT-FY 07 EXPENDITURES*
*audited financials

