



BOLD Research is Highlight of Federation Forum

by **TROY SMITH**

Evidence indicates lean beef can play a significant role in the diets of people striving to lower blood cholesterol. Results from studies initiated with beef checkoff dollars were reported during the National Cattlemen's Beef Association (NCBA) Federation Forum, convened during the 2012 Cattle Industry Convention in Nashville, Tenn. Present were producer representatives of the state beef councils responsible for investing individual states' shares of checkoff contributions.

Reporting initial results was Penny Kris-Etherton, professor of nutrition at Pennsylvania State University and lead investigator for the Beef in an Optimal Lean Diet (BOLD) project. She said earlier studies of beef's association with cardio-vascular disease have yielded mixed results. Yet beef has been called a major contributor of dietary fat when most of the fat actually comes from other foods. Often overlooked are the changes that have occurred in beef composition, including a reduction in overall fat content and a reduction in saturated fat of about 30%.

Kris-Etherton said the 'gold standard' diet typically recommended to help lower blood cholesterol is the Dietary Approaches to Stop Hypertension

(DASH) diet, which limits beef consumption to about 1 ounce (oz.) per day, on average, or two servings per week. The study compared the effects of the DASH diet with the effects of others, including the BOLD diet, allowing 4 oz. per day; and a BOLD-Plus diet, allowing 5.4 oz. per day.

"All of the diets lowered total blood cholesterol and LDL cholesterol. We saw very similar blood cholesterol-lowering responses," said Kris-Etherton. "It shows lean beef can be included in the diet while meeting current recommended targets for blood cholesterol."

Additionally, all diets resulted in lowering of systolic blood pressure — another factor associated with cardiovascular disease. The BOLD-Plus diet, allowing the greatest beef consumption, afforded the most blood pressure-lowering response. Kris-Etherton said it is believed to be a "protein effect."

Editor's Note: These articles are part of the event coverage posted to www.4cattlemen.com by Angus Productions Inc. (API). Visit the newsroom at www.4cattlemen.com for comprehensive coverage of the event. For API coverage of other industry events, visit www.api-virtuallibrary.com.

Beef Tenderness Findings Shared

by **KINDRA GORDON**

Results from the 2010-2011 National Beef Tenderness Survey were shared with the National Cattlemen's Beef Association (NCBA) Beef Production Research Committee at the 2012 Cattle Industry Convention in Nashville, Tenn.

For the study, 8 to 12 supermarket stores from 12 major metropolitan areas and one foodservice facility in five of the selected cities were sampled. Several different beef cuts in varying methods (e.g., boneless, bone-in) were sampled by both consumer sensory panels and Warner-Bratzler Shear Force (WBSF) evaluations.

The 2010-2011 survey concluded most steaks were considered tender, and the WBSF values were similar to the results found five years earlier in the 2005-2006 National Beef Tenderness Survey. Overall, the less-tender cuts were still found to be from the round.

Approximately 64% of retail cuts were labeled with a store brand — an increase from 2005-2006, when just 47% of retail cuts had a store or packer brand.

However, researchers did identify that aging times at the retail level

were slightly less today (20.5 days) than average aging times in the study five years ago (22.6 days), and the aging range (i.e., number of days) was significantly wider in the current study. Average aging times at the foodservice level were 28.1 days presently, compared to 30.1 days five years ago.

To address tenderness of beef products and enhance consumer satisfaction, the researchers suggest the need for improved aging practices in retail and foodservice and increased consumer education on the proper preparation and cooking of beef, especially from the less-tender round cuts.

The executive summary of the 2010-2011 National Beef Tenderness Survey can be found at <http://bit.ly/yDrZTT>.

Additionally, the committee discussed the declining federal and state dollars being invested in beef cattle research, development and knowledge transfer. New funding models and an emphasis on producer involvement to help address this issue were put forth and will continue to be discussed in the future.

Telling the Beef Story

ANCW educational workshop teaches cattlemen how to share beef's positive story with consumers and youth in their home states.

by **KINDRA GORDON**

The American National CattleWomen (ANCW) hosted a special educational workshop Feb. 2 for their members attending the 2012 Cattle Industry Convention in Nashville, Tenn. Led by Sarah Bohnenkamp, manager of ANCW's Telling the Beef Story efforts, the workshop was designed to help provide cattlemen with a better knowledge of how to share the attributes of beef with consumers and youth in their home states.

Bohnenkamp shared findings from the most recent Consumer Beef Index conducted in 2011. The survey showed that only 28.5% of consumers agree with the statement that the positives of beef strongly outweigh the negatives.

She pointed to that statistic as an opportunity for cattlemen to help better inform those consumers about the industry. Bohnenkamp shared that when consumers attended an educational event hosted by a beef speaker, the 28.5% statistic was increased to 60% of consumers saying they strongly believe the positives of beef outweigh the negatives.

"Moving opinions only takes small steps and can have big impacts," she observed.

Bohnenkamp also cited research that indicates 74% of consumers say they are interested in learning more about agriculture, and 87% of consumers trust the information from a friend more than the information in an ad. Thus, she said, the role of "grassroots" cattlemen is important and powerful.

Bohnenkamp offered these tips to help engage consumers in the beef story:

- **Listen to your audience.** Ask questions to gauge what they want to know. Then tailor your message to give them that information.
- **Keep it simple and short.** She notes it's important to hold your message to a few key points that consumers will remember.
- **Focus on improvement.** Bohnenkamp says consumers want to know about efforts to care for the land and livestock, so it's important to share stories of how you are continually improving the care of these resources.
- **Be yourself.** She concludes that people like to know personal stories about what farmers and ranchers do and why. So she encourages telling those stories to help build personal connections with consumers.

Beef Backers

The cattle industry recognizes foodservice and retail establishments that promote beef with Beef Backer awards funded by the National Beef Checkoff Program. Recognized at the 2012 Cattle Industry Convention were:

Retail Beef Backer awards:

- Independent — Broulim's Fresh Foods, Idaho
- Midsize chain — Haggen Food & Pharmacy/TOP Foods & Drugs, Washington
- Large chain — Harris Teeter Inc., North Carolina
- Innovator of the Year — Safeway

Foodservice Beef Backer awards:

- Independent — Little Apple Brewing Co., Kansas
- Chain operator — Zippy's Restaurants, Hawaii
- Innovator of the Year — Coeur d'Alene Casino Resort, Idaho

