



Promotion, Research, Consumer & Producer Education

BEEF

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Checkoff

Beef Checkoff - Working For Your Future Today

Minnesota Beef Council

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Ron Rinkel, Committee Member @ Large

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Term Expires 6/30/09

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Term Expires 6/30/09

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Garretson, SD - 507-597-6235
Term Expires 6/30/11

Dennis Swan (District 7)
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Term Expires 6/30/10

Lori Beckel (District 8)
Madison Lake, MN - 507-931-1976
Term Expires 6/30/09

Robert Nelson (District 8)
Alden, MN - 507-383-4992
Term Expires 6/30/11

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Caledonia, MN - 507-724-3905
Term Expires 6/30/10

Lowell Schafer (District 9)
Goodhue, MN - 651-923-4315
Term Expires 06/30/09

Cattlemen's Beef Board

John Schafer (320) 833-2050
Paul Kent Jr. (320) 679-4613

Federation of State Beef Councils

Dennis Swan (507) 734-3221

One half of every dollar collected by State Beef Councils - .50¢ cents is controlled by beef producers within the state through their elected representatives on the State Beef Council. The other .50¢ cents goes to the National Beef Checkoff program and is controlled by the Cattlemen's Beef Promotion & Research Board.

The checkoff is designed to stimulate consumers to buy more beef through advertising, marketing partnerships, public relations, education, research and new-product development.

By law, checkoff funds cannot be used to promote particular breeds, to influence government policy or action, including lobbying.

Your Beef Council Working For You!

News from the Minnesota Beef Council!

Beef Backer Award - Mai Village Vietnamese Restaurant was awarded the 2010 Minnesota Beef Backer Award on January 14th. Mai Village has been providing a quality dining experience for customers over the past 20 years. Head chef and co-owner Mai Nguyen is always looking to feature beef in new, exciting and delicious ways. Featured beef items include Beef Noodle Salad, Grilled Sesame Beef and Marinated Beef on the griddle. Recent additions are the Saigon Beef Salad and the Beef Wrap Appetizer Onion Wedge. The house specialty at Mai Village is the famous 7 Course Beef Dinner. Nearly all beef served at Mai Village comes from the chuck and the round. Their menu incorporates beef throughout the day and features daily lunch and dinner specials. Mai Village is located at 349 University Avenue, Saint Paul.

Established in 1988, The Beef Backer program solicits restaurant entries submitted via State Beef Councils nationwide. The selection criteria are based on menu creativity, use of new beef cuts, quality of beef products, and menu share of beef as well as marketing communications and wait staff training programs. Minnesota restaurants that have received the Beef Backer award from the Minnesota Beef Council are the follows:

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| 2010 Mai Village Vietnamese Restaurant, St. Paul | 1997 Kozlak's Royal Oaks Restaurant, Shoreview |
| 2009 Woolley's American Steakhouse, Bloomington | 1996 Timber Lodge Steakhouse, various locations |
| 2008 Axel's River Grille, Mendota | 1995 Murray's Restaurant, Minneapolis |
| 2007 Mancini's Char House & Lounge, St. Paul | 1994 Hubbell House, Mantorville |
| 2006 Firelake Grill in the Radisson Plaza, Mpls | 1993 Cherokee Siroloin Room, St. Paul & Eagan |
| 1998 Michael's Restaurant & Lounge, Rochester | 1992 Mai Village Vietnamese Restaurant, St. Paul |

Retail Beef Backer Award - Supervalu, Inc., based in Eden Prairie, Minnesota, has been awarded the 2009 Retail Beef Backer Innovator of the Year Award. The Beef Checkoff-funded Retail Beef Backer Award recognizes retailers for their commitment to outstanding beef marketing and merchandising programs. Supervalu, Inc. was presented the award at the 2010 Cattle Industry Annual Convention in San Antonio, Texas. They were recognized for the launch of their Stockman & Dakota branded beef line.

"The Retail Beef Backer Award highlights the exceptional work retailers do throughout the year to increase beef demand," says Jim Henger, Executive Director of Marketing for the National Cattlemen's Beef Association (NCBA), contractor of the Beef Checkoff Program.

Masters of Beef Advocacy Program -- The Checkoff sponsored Masters of Beef Advocacy (MBA*) program is a self-directed, online educational program designed to equip and train beef producers (and industry allies) to serve as grassroots advocates for the industry. MBA "candidates" will complete six courses – modern beef production, beef safety, beef nutrition, environmental stewardship, animal care, and the Beef Checkoff – and then participate in a hands-on "final exam" training workshop and graduation ceremony. MBA graduates will be empowered to spread the modern beef production story to consumers through the media, speeches to consumer and civic groups and in the online environment. The Minnesota Beef Council will participate in the program. For more information please contact Ron Eustice at (952) 854-6980 or ron@mnbeef.org.

Note: The MBA program is not an actual post-graduate masters program nor affiliated with any accredited university or other institution of higher education.

Beef Quality Assurance (BQA) Training -- The Minnesota BQA program is a nationally sanctioned comprehensive management program designed to ensure the highest standard of quality and safety during the production of beef. Beef and dairy producers receive training on the latest Beef Production Best Management Practices and update that knowledge every two years through recertification workshops. When beef producers implement BQA best management practices, they assure that their market steers, heifers, cows and bulls are the best they can be. Contact Ron Eustice at (952) 854-6980 or ron@mnbeef.org to schedule a training session in your area.

Beef Gift Certificates-- Beef gift certificates are available from the Minnesota Beef Council. With the grilling season fast approaching, it's time to order Beef Gift Certificates. The following information is required: Number of certificates required, denomination of the certificates (minimum certificate is \$10), and name of grocery store, restaurant or meat market where the certificate will be used.

Minnesota Beef Council Staff

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