



Promotion, Research, Consumer & Producer Education



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 6/30/11

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 Madison Lake, MN - 507-931-1976
 Term Expires 6/30/09

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

Carol Abrahamzon (District 9)
 Caledonia, MN - 507-724-3905
 Term Expires 6/30/10

Lowell Schafer (District 9)
 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 check-off dollar - .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!

Retail & Food Service Promotion Partnerships - The Minnesota Beef Council staff works closely with restaurants and retailers to develop beef demand building activities and programs. Here are a few of the recent activities:

- Von Hanson's: An extensive partnership is currently underway with Von Hanson's Meats, a Twin Cities-based retailer with 22 stores. The partnership includes recipe distribution plus radio ads on KQRS. The current flight of 34 ads air'd April 8 through April 13, 2010.
- Coburn's "Grilling Gone Wild" Promotion: A flight of 105-30 second Beef: It's What's For Dinner ads will run in conjunction with Coburn's for 13 weeks from mid-April through July 4th on Wild Country (99 FM) in St. Cloud.
- Lunds/Byerly's Training: The MN Beef Council has been asked to assist the Lund Food Holdings Group (Lunds and Byerly's) in training grocery staff that have little experience in their Meat/Seafood departments and transition them into professional meat professionals in the eyes of the consumer.
- SUPERVALU Beef Training Camp: Minnesota Beef Council staff has been asked to conduct fresh meat training for all of the new Fresh Consultants across SUPERVALU's Northern Region on May 25th and 26th. Plans are to partner with NCBA staff to conduct this activity. Here are just a few of the topics that will be covered:
 - Merchandising tips
 - The four types of customers retailers see for meat products
 - What cuts Hispanics are looking for.
 - Understanding the product
 - Basics of cutting tests and what yield means
 - New cuts of meat for retailers to consider
 - How to answer questions on the variety of beef choices available

AURI Meat Cutting Workshops - The MN Beef Council, with the Agricultural Utilization Research Institute (AURI) in Marshall, Minnesota, presented a workshop to address consumers and processor concerns about the increasing portion sizes of beef steaks. Consumers are looking for leaner cuts and smaller portions at the meat counter. They aren't always finding what they want. The one-day workshops provided information about alternative cutting techniques that result in smaller portion sizes without compromising quality. In addition, workshops targeting the Latino community were offered each day. Processors and retailers received technical training on cutting techniques that will assist retailers in serving that market. They also learned how to market to Latino consumers with sessions on trends, shopping habits and consumer preferences. These workshops to place April 28 and 29, 2010.

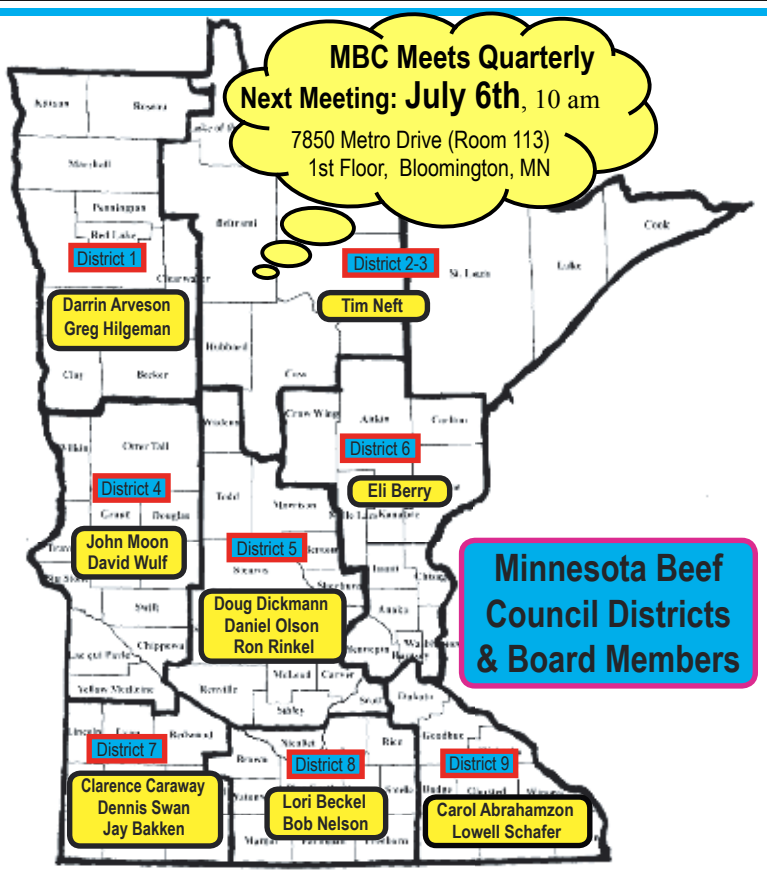
Minnesota Farm Show - Conrad Kvamme, Coordinator of the Midwest Dairy Beef Quality Assurance Center exhibited at the MN Farm Show on February 23 in St. Cloud. On the first day of the show, the booth was staffed by Colleen Zenk, MBC's new Director of Consumer Information and Brian Preiner, MBC's administrative assistant who served beef meatballs and handed out recipes to show attendees.

Minnesota Association of Meat Processors (MAMP) Convention & Trade Show - The Minnesota Beef Council exhibited at the Minnesota Association of Meat Processors Association Convention (MAMP) in St. Cloud on March 27-28. The move to St. Cloud resulted in one of the largest MAMP Conventions in history. MBC provided a wide variety of Point of Sale (POS) materials for retailers to take back to their shop for their customers. MBC's Colleen Zenk and Conrad Kvamme, judged the Beef Innovations Contest, which was sponsored by the Minnesota Beef Council. They were assisted by Claudia Velasco of Anderson Produce Company, a meat distributor from St. Paul. There were 9 entries. The winners of the contest were: Welcome Meats, Welcome, Minnesota - Philly Steak & Cheese Pizza, St. Joseph Meat Market, St. Joseph, MN - Beef Wheelers, Erdman's County Market, Kasson, MN - Beef Chuck Roast with Burgundy Gravy. All the entries were very tasty and great new ways for consumers to have beef for dinner.

Consumer Education Partnerships - Colleen Zenk, MN Beef Council Director of Consumer Information and Nutrition, is actively involved in educating consumers and industry professionals. A few of her current activities are:

Minnesota Association of Family and Consumer Science Educators - Colleen exhibited at their state conference in February, sharing educational materials with approximately 150 teachers from around the state. She also conducted a ServSafe® workshop and certification program for 34 teachers who are interested in increasing their knowledge about food safety. Many of these teachers are involved in ProStart® - a culinary training program sponsored by the National Restaurant Association and food safety is an important part of their curriculum. Colleen has also presented information on nutrition, beef preparation as well as had students participate in cooking demonstrations at a couple of high schools in the metro area.

Minnesota Dietary Managers Association - This group is comprised of dietary professionals who operated kitchens and plan menus for senior living communities and hospitals around Minnesota. She presented the "Power of Protein" and an update on the 2009 Food Code to members from west central Minnesota at the hospital in Morris, MN on March 26th.



Minnesota Beef Council Staff

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