



**Promotion, Research, Consumer & Producer Education**



**Beef Checkoff - Working For Your Future Today**

**Minnesota Beef Council**

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**Lowell Schafer**, Secretary  
**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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 Term Expires 06/30/10

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 Term Expires 6/30/11

**Doug Dickmann** (District 5)  
 Pierz, MN - 320-745-2448  
 Term Expires 6/30/11

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 Paynesville, MN - 320-276-8658  
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 Mora, MN - 320-679-2992  
 Term Expires 6/30/10

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 Lake Benton, MN - 507-368-9437  
 Term Expires 6/30/09

**Jay Bakken** (District 7)  
 Garretson, SD - 507-597-6235  
 Term Expires 6/30/11

**Dennis Swan** (District 7)  
 Balaton, MN - 507-734-3221  
 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

**Carol Abrahamzon** (District 9)  
 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**     **Federation of State Beef Councils**  
**John Schafer** (320) 833-2050     **Dennis Swan** (507) 734-3221  
**Paul Kent Jr.** (320) 679-4613

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!*

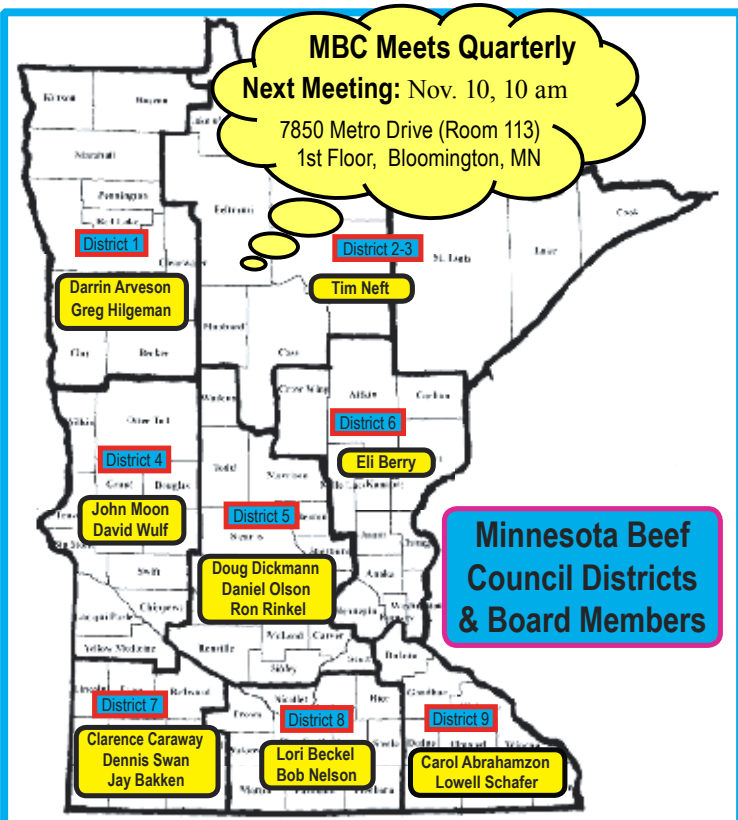
**Heart Gala Features Heart Healthy Beef** - The 15th annual American Heart Association Heart and Stroke Gala took place in October at The Depot in Minneapolis. The Minnesota Beef Council is the longest standing sponsor of the Heart and Stroke Gala which began in 1995. Each year the Minnesota Beef Council works closely with the American Heart Association to select meal options for guests. This year, beef appetizers were served during a social hour. The main protein served at dinner was an 8 ounce Latinized Sirloin of Beef served with a tomato, artichoke, fennel and kalmata olive topping, accompanied by multi-colored cous cous and steamed asparagus. The sirloin is one of the 29 cuts of beef considered lean by USDA. The Minnesota Beef Council directors consider the Heart Gala to be an excellent opportunity to showcase beef as a nutritious part of a heart healthy diet. Cooperation with the American Heart Association is an important step in educating consumers and health professionals about the nutritional benefits of beef in the diet. Attendees at the Gala took home a booklet which included low-calorie beef recipes featuring Fig-Balsamic Glazed Beef Kabobs and Nuevo Chipotle Beef in Butternut Squash Boats.

**Beef Backer Award** - Mai Village Restaurant of St. Paul has been named the 2010 Minnesota Beef Backer Award Winner. The prestigious Minnesota Beef Backer Award is given to one restaurant annually to recognize an establishment that sets the highest standards in menuing and marketing beef. Beef Backer applicants showcase their outstanding creativity and leadership in several areas including innovative beef menu applications, utilization of new beef cuts, wait staff beef training, and effective beef promotion. The 2010 Minnesota State Beef Backer Award presentation will take place in January at Mai Village located at 394 West University Avenue, St. Paul with the restaurant receiving a Beef Backer Award plaque to display. Mai Village will enter national competition with state Beef Backer award winners from throughout the US. National awards will be announced at the Cattle Industry Convention in San Antonio, Texas in January. Mai Village has been providing a quality dining experience for customers over the past 20 years. Head chef and owner Mai Nguyen is always looking to feature beef in new, exciting and delicious ways. Some of her specialties include Beef noodle salad, beef wrap appetizer onion wedge, and her famous 7 Course Beef Dinner. A recent addition is the Saigon beef salad. Nearly all beef served at Mai Village comes from the chuck and the round.

**Beef Quality Assurance (BQA): SAVE THE DATE!** The Minnesota Beef Council in cooperation with the University of Minnesota, Department of Meat Science will offer a BQA Certification Workshop Friday January 15th from 10 AM until 2 PM. The class will include presentations by U of M and MBC staff on Total Quality Management, beef industry issues and product utilization. Mark your calendars. For more information contact Ron Eustice at ron@mnbeef.org phone (952) 854-6980 or Dr. Ryan Cox at ryancox@umn.edu phone (612) 612-624-3063.

**Value-Added Meat Processing Workshop** - The Minnesota Beef Council cooperated with the University of Minnesota on a Value-Added Meat Processing Workshop held August 27-28 in St. Paul. The workshop brought together industry leaders and academic professionals in a very inter-active environment to explore challenges of producing novel, safe and wholesome meat products for the consumer. Thirty-six attendees and speakers were present for the two-day conference. Minnesota Beef Council Executive Director Ron Eustice addressed the group with a presentation on Latino/Hispanic market demographics. His presentation was followed by hands on cutting demonstration featuring Victor Velasco of Anderson Produce in St. Paul. The Hispanic community is one of the fastest growing markets for beef. Attendees were most positive about the presentations. Checkoff-funded research shows that Hispanics consume beef 4-5 times per week vs. 2-3 times for mass market and that \$1 of every \$10 spent on consumer products in the US is spent by someone of Hispanic ancestry. The average Hispanic household spends \$327 on beef annually compared to \$236 for non-Hispanic whites.

**Consumer Education Outreach** - Minnesota Beef Council staff are in heavy demand to conduct educational activities at high schools and universities throughout the state. Amy Halverson, RD has recently conducted classes in Family & Consumer Science Departments at Buffalo, Anoka and Spring Grove High Schools, University of Minnesota, Department of Nutrition and University of Wisconsin at Stout Nutrition Department. Ron Eustice presented at St. Catherine's University, St. Paul; University of Wisconsin at Stout and was invited by USDA to speak on food irradiation at a value-added Workshop at University of California at Davis.



**Minnesota Beef Council Staff**

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