



Checking in on the Checkoff

June 6, 2008

This week: WHAT HAS THE CHECKOFF'S **RESEARCH** PROGRAM AREA DONE FOR ME LATELY?

RESEARCH, as defined in the Beef Promotion & Research Act, means studies relative to the effectiveness of market development and promotion efforts, studies relating to the nutritional value of beef and beef products, other related food science research, and new product development.

A Big Win – This week, the checkoff-funded Hispanic Retailer Program won a coveted “Effie Award,” known globally by advertisers and marketing agencies as the preeminent award for significant achievement in marketing communications. The Effies recognize unique marketing communications that contribute to a brand’s success, and the checkoff’s Hispanic Retailer Program included market research, retail and state beef council efforts to document the needs of Hispanic shoppers and test their increased interest in beef in mainstream grocery outlets that presented cuts and materials relevant to Hispanic family needs. This award demonstrates how collaboration and integration across checkoff-funded program areas can deliver significant results. To access a project snapshot of the program, go to [Retailer-Focused Hispanic Program](#). To find information about the Effie Awards, go to [About the Effies](#).

Showcasing Protein – The May 2008 edition of the *American Journal of Clinical Nutrition* contains a thought-provoking supplement that reflects the discussion, intellectual explorations, general consensus and future directions for research identified by the scientists who attended the first-ever checkoff-funded “Protein Summit” in 2007. The summit brought together 52 leading protein researchers from around the globe to evaluate and discuss the collective body of evidence for the impact of high-quality protein on optimal health. The six comprehensive reviews in the *American Journal* supplement represent a compilation of research specific to several chronic diseases and aging that summit participants agreed warranted individual consideration. For abstracts of articles in the supplement, go to [Abstract #1](#) or [Abstract #2](#).

Best Practices Extended – The checkoff has developed a new video to demonstrate the N=60 sampling protocol addressed in its recently produced Best Practices document – “Best Practices for Using Microbiological Sampling.” Through the work of the checkoff-funded Beef Industry Food Safety Council (BIFSCo), Best Practices documents are available for all sectors of beef production, processing and marketing, in electronic form on various checkoff Web sites. The new video is the first training video produced by BIFSCo and will be used extensively throughout the beef industry. Go to [N=60 Sampling Video](#) to access a video clip and order form.

Strengthening Safety Programs - The Executive Summary of the 2008 Beef Industry Safety Summit now is available on the checkoff-funded BIFSCo Web site. The annual Beef Industry Safety Summit brings together representatives of all sectors of the beef chain to share knowledge and information that is used to strengthen safety programs. In addition, these representatives discuss emerging issues and research needs to continually address safety challenges. To download a copy, go to [2008 Executive Summary](#).

Product Enhancement – Colorado State University professor of animal sciences Dr. Keith Belk presented an overview of a checkoff-funded project – “Beef carcass value optimization: Identification and prediction of primal, subprimal, value-cut and offal fabrication styles that optimize carcass value” – to the U.S. Meat Export Federation conference last week. Another highlight of the meeting was the opportunity for the international chefs in attendance to visit Le Cordon Bleu Culinary School to review and prepare the new chuck roll value cuts. This research project is part of the checkoff-funded product enhancement program and USMEF collaboration, building on the historic muscle profiling research. By melding our existing beef cut knowledge with international fabrication procedures, additional opportunities for new cuts for both domestic and international markets become available. For information from the checkoff-funded muscle Profiling program, go to [Bovine Myology & Muscle Profiling](#).

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