

# New Beef Checkoff Ad Campaign Launches



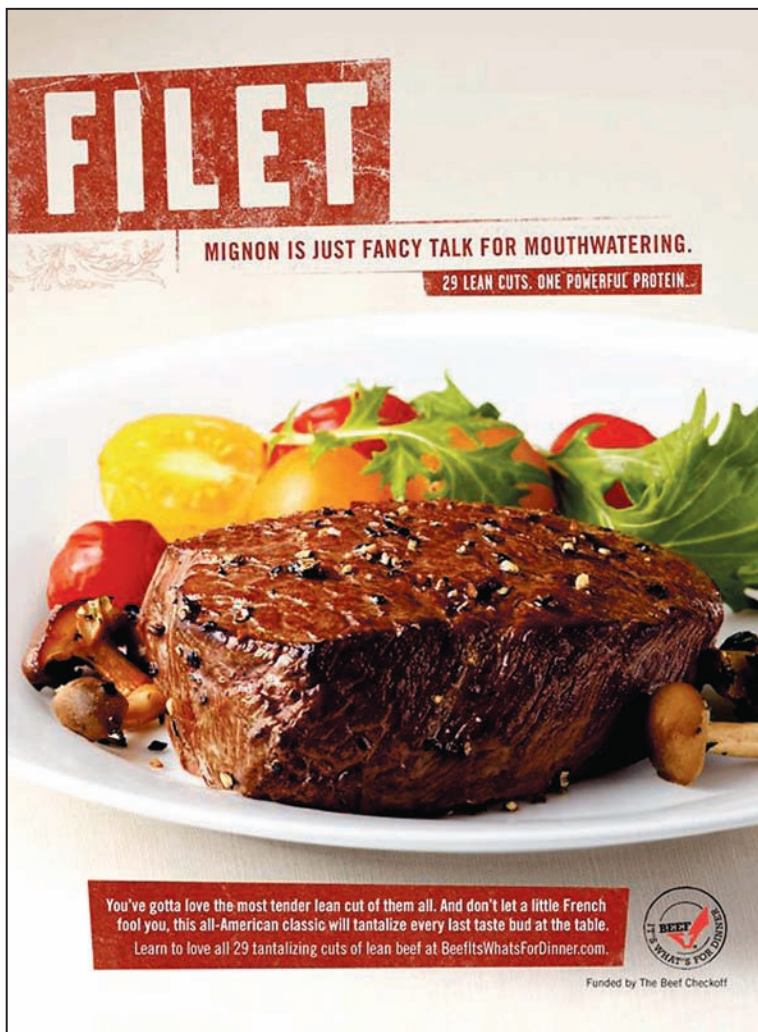
Funded by America's  
beef producers

The beef checkoff is gearing up to launch a new consumer advertising this May called "Profiles," which motivates consumers to choose beef more often by delivering compelling and surprising information that there are 29 lean beef cuts.

"Not only does it help consumers get more familiar with the 29 lean beef cuts, it builds upon the power of lean beef protein messaging momentum," says Terri Carstensen, producer from Odebolt, Iowa, and chair of the checkoff's advertising committee. "Sixty-six percent of all beef muscle cuts sold at retail are lean, and research shows that consumers say buying lean cuts of meat (69 percent) is the most important thing when shopping for food."

Six lean cuts will have a starring role in the initial launch of the "Profiles" campaign — they're also some of America's favorites including T-bone steak, tenderloin, top loin, top sirloin, top round and 95 percent lean ground beef. Visually, each "Profiles" ad will center on a plated shot of beef with healthy sides, helping to show how beef can be part of a healthy, wholesome and delicious meal that pairs well with fruits and vegetables and whole grains. And, each cut has its own story to tell — from quick and simple cooking steps to healthy, delicious meals.

"Americans have a love affair with beef but traditionally hold back from



choosing it because of nutritional concerns. Yet, beef provides 10 essential nutrients needed for a healthy, active lifestyle," continues Carstensen. "The new campaign delivers against two drivers: the eating experience and how it fuels the body drives a consumers' protein selection."

Beef producers around the country have played a significant role in developing and shaping this new print campaign. The Joint Advertising Committee, led by beef producers,

was engaged in every step of the new campaign development from focus group involvement, identifying the best campaign to pursue to choosing the beef cuts to showcase in the print ads.

And, the new "Profiles" checkoff campaign continues to build on the heritage of the "Beef. It's What's For Dinner." tagline. The campaign will include print advertisements, checkoff radio spots and State Beef Council extension opportunities.

## Save the Date for Stockmanship, Stewardship Tours

The Stockmanship and Stewardship Tour is an innovative, national seminar that uses live cattle demonstrations to inform cattlemen about the importance and benefits of proper cattle handling — and its critical role in increasing the consumers' confidence in beef.

Back by popular demand, Pennsylvania is hosting another tour this summer on July 16 and 17 at Jimmy Mosco's farm, Charleroi, Pa., and at Frank Stoltzfus' farm, Elizabethtown, Pa.

The Stockmanship and Stewardship Tour was brought to Pennsylvania last fall at the Middleburg

Livestock Auction and Penn State Snider Agricultural Arena. The tour attracted nearly 130 individuals between the two trainings. In addition to producers, 4-H members, college students and Middleburg Livestock Auction employees all attended the hands on-training session to learn more about stockmanship methods.

Leading the tour will be Ron Gill, Texas A & M livestock specialist and lifelong cattleman, nationally respected for his expertise on cattle marketing, management, handling and beef quality assurance (BQA) principles. Gill will

share the "three legged stool" approach of animal care and handling, emphasizing ways to increase cattle performance by reducing handling stress.

The Stockmanship and Stewardship training will serve as a BQA Level 1 for producers wishing to participate in BQA or as a recertification for existing BQA producers. For more information about the Stockmanship program, please contact Nichole Hockenberry, Pennsylvania Beef Council at 1-888-423-3372 or via e-mail, nhockenberry@pabeef.org.

## Celebrate Mother's Day

**Pamper Your Mom:  
She's One in 82.8 Million**

One of the simplest, and probably most appreciated, Mother's Day gifts is giving Mom a mini-vacation from the kitchen. On May 9, no doubt many of America's 82.8 million\* mothers will be treated to breakfast in bed, a family picnic or maybe a thick, juicy grilled steak for dinner.

Speaking of gifting a meal to remember — this Mother's Day, it's likely that many families will be saying "I love you" to Mom at some point in the day with a tasty beef

meal, according to a recent survey by Pelegrin Gray for the beef checkoff. When asked what food they would serve to show appreciation and gratitude to someone, 62 percent of those surveyed said beef, compared to chicken (15 percent), pork (10 percent) or fish (4 percent).

With 29 lean cuts available, beef is one of the healthiest, most versatile and easiest meals to prepare, for a special day or any day. On average, a 3-ounce serving of lean beef is only 154 calories yet is an excellent or good source of 10 essential nutrients — including protein, iron

and zinc — that people need for optimal health. The 29 lean cuts include some of America's favorites, like T-bone steak, and each has less than 10 grams of total fat, 4.5 grams or less of saturated fat and less than 95 milligrams of cholesterol per serving.

To find dozens of easy, lean beef meals, with purchasing and preparation tips, visit [www.BeffItsWhatsForDinner.com](http://www.BeffItsWhatsForDinner.com). It's a simple guide to help Dad and kids master the meal while Mom relaxes with her feet up.

\*Source: U.S. Census Bureau



## Study Proves Dairymen Are Losing Money

*Editor's Note: This is the seventh in a series of articles focusing on the dairy and beef quality assurance programs available throughout the United States. These articles will provide information for dairy and beef producers to better manage the quality care of their animals.*

For decades the question has been, are our cull dairy cows capable of commanding more money at the auction houses. A recent study assures dairymen more money while probably embarrassing others who realize the money they've lost on cull cows because they've sent them to market in poor condition.

The study was based on procedures that have been utilized in previous beef checkoff-funded quality audits during the holding pen evaluations. They were designed to give dairy producers more information about how their animals are valued within the beef chain when they are sold through auction markets.

George Patrick, technical services manager for Cargill-Wyalusing (Taylor) in Wyalusing, Pa., a meat processing company, believes dairymen could pay more attention to their cull dairy cows. "Dairy producers need to look at their cull cows as an opportunity rather than a byproduct," Patrick said. "Dairy farmers don't follow the beef market like they should; they're only worried about milk production."

According to other experts in the field, the data collected in the study concluded that there is significant economic impact for dairymen. Producers will realize premiums for selling high-quality cull market cows. The dairymen will also recognize serious deductions for animals taken to market in poor condition.

They point out that 6 to 8 percent of the total beef produced in the United States is attributable to market dairy cows and that paying attention to quality issues improves the salvage value by making the cull animals sold more desirable for the packer buyers.

Data was collected at 10 major livestock auction markets with regular weekly sales (four in California, five in Idaho and one in Utah.) Researchers conducted studies during two seasons in 2008 on major characteristics including gender, breed, and number of head in a lot, total lot weight and selling price. Subjective scores based on established evaluation scales were assigned for body condition score (BCS), muscle score and locomotion score.

Researchers also evaluated animals for specific Beef Quality Assurance BQA-related defects including foot abnormalities, evidence of mastitis, retained placenta, brand presence, horn presence, cancer eye score, prolapsed rectum/uterus, evidence of surgery, abscess/sore presence, if the animal was visibly sick or any other condition that would affect sale price.

Incidence rates of BQA traits in markets cows were collected on 9,177 lots totaling 12,429 head. The mean sale price was \$42.23 per hundredweight. The majority (86 percent) of cows sold for \$30 to \$60 per hundredweight. Premiums and discounts were determined in comparison to a "par" animal. For the cow model, the par animal was a Holstein cow that sold as a single head lot during the fall and was healthy, weighed 1,400 to 1,599 pounds, had a 3.0 body condition, 3.0 muscle score, 1.0 lameness score, average-sized udder, and did not have horns, brands, knots, sores, cancer eye, foot abnormalities, leg bands udder defects, or reproductive defects.

Based on the study, it was clear that cow buyers preferred moderate to heavy body condition — premiums of up to \$1.35/cwt. For body condition score (BCS) of 3.0 to 4.0. Cows with a lower BCS of 2.0 to 2.5 are in much less demand, but still represented 42.6 percent of market cows evaluated. Emaciated and nearly emaciated cows with a BCS of 1.0 to 1.5, which comprised 13 percent of the market dairy cows in the study were strongly discounted by \$20.47 and \$12.19, respectively.

The average weight of cows in the study was 1,488 pounds. Lightweight



Rebecca Long Chaney

cows (>1,000 lbs) were discounted substantially at \$6.72 compared to cows weighing 1,400 to 1,599 pounds. Cows weighing 1,000 to 1,199 pounds and 1,200 to 1,399 pounds were discounted \$2.89 and \$1.14 per hundredweight, respectively compared to par cows. Heavier cows weighing more than 1,600 pounds received premiums of up to \$0.97 per hundredweight.

The results between increased body weight and price for market cows indicates that dairy producers should consider adding pounds to lighter weight market cows prior to sale. Benefits mean avoiding the lightweight discount, accessing a premium for heavier cows, as well as the opportunity to sell more weight at a higher price.

The idea behind the study is for dairy producers to think seriously of the money that can be made with cull cows and the money being lost because animals are not being reconditioned, rehabilitated or culled in a timely manner. "Data from the most recent National Market Cow Audit shows that two of every three cows at harvest are too thin to be marketed and one out of every two cows are lame at the time of harvest," said John Frey, executive director for the Center of Dairy Excellence.

The study found that lameness discounts could reach as much as \$4.03 per hundredweight and a poor muscle score could result in a deduction of up to \$6.92 per hundredweight. Cows with small udders received a \$0.54 per hundredweight premium while an extra large udder could cost the dairyman a \$1.18 per hundredweight loss. Sick cows were discounted as much as \$15.77 per hundredweight during the study while foot abnormalities saw a \$5.79 per hundredweight discount. Cows with visible mastitis had a discount of \$2.35 per hundredweight.

Cows in the early stages of cancer eye had a discount of \$6.78 per hundredweight and cows with severe cases received a deduction of \$32.04 per hundredweight. Retained placenta saw a discount of \$5.02 per hundredweight and displaced abomasum or caesarean section led to a \$8.64 per hundredweight discount. Body sores got discounts up to \$4.85 per hundredweight.

The research proves that there are significant dollars to be gained on cull dairy cows with improved management. According to James Zimmerman, vice president of Empire Livestock Marketing, in these changing times of the dairy industry, all producers are seeking ways to improve their bottom line and the results of this study will help.

Empire is the largest livestock marketer in the Northeast. Zimmerman believes this research confirms the necessity of marketing dairy animals in a timely fashion and provides potential objective tools to use to improve market cattle value.

What dairymen need to know is that the pricing model helped identify that the range of discounts was greater than the potential premiums. So therefore, the best strategy for producers is to avoid major discounts through management and timely culling. Improved management of cull dairy cows will optimize revenue opportunities and decrease the likelihood of market cows entering the marketplace in marginal condition.

*Editor's Note: For more information visit one of these web sites: [www.pa-bqa.org](http://www.pa-bqa.org) and [www.centerfordairyexcellence.org](http://www.centerfordairyexcellence.org) and [www.bqa.org](http://www.bqa.org).*