

Joint New Products & Culinary Initiatives Committee

1/30/09

12:00 – 4:00

Meeting Notes from Phoenix, AZ.

1. Call to Order – made by Jennifer Houston at 12:05
 - a. Attendees introduced themselves and shared a new product they have seen/purchased recently
 - b. Rich Otley joined the meeting to provide a budget update at 12:30
 - i. All but one of A/R objectives for 2008 were achieved
 - ii. This committee is important in increasing beef demand and is key to future success of this industry
 - iii. FY2010 must have focused and prioritized attention due to reduced budget
 - c. Review and approve agenda/July minutes
 - i. Motion to approve agenda by Jennifer Houston
 1. Sid Sumner moved and Mark Pendelton seconded
 - ii. Motion to approve minutes made by Jennifer Houston
 1. Moved by Albert Thompson and approved by Jim Eschliman
2. New Products Program Update/Committee Discussion
 - a. Round update presented by Tony Mata
 - i. Timeline presented with information from Dec '07 to current and next steps
 - ii. Advantages and challenges with the round were presented
 - iii. Components of the round
 1. Top Round
 - a. Cap/Gracilis
 - b. Pectineus
 - c. Sartorius
 - d. COSMO (cap off side muscle off)
 - i. Already a value added item
 2. Bottom Round/Flat
 - a. XT Bottom Log
 - b. Flat Triangle
 3. The Heel
 - a. Gastrocnemius
 - b. Digital Flexor
 - iv. Potential return on investment reviewed by muscle type
 1. Approx. \$25 per head
 - b. Cutting demonstration of Top Round was performed by Tony Mata
 - i. Attendees tasted various cuts during the cutting demonstration
 - c. Youth/Convenience products update led by Steve Wald
 - i. Over 140 product concepts generated
 - ii. Highlights
 1. Marinade-on-Demand (Cryovac packaging partnership)
 2. Pre-cooked County Style Ribs (American Foods Group partnership)
 3. Steak Sandwich (Rochester Meat Company partnership)
 - a. Now in market in over 9 states via foodservice distributors
 4. Beef Sausage Rolls (Jones Dairy Farm & Brill partnership)
 5. Beef Snackwich (Nolan Ryan's partnership)
 6. Cheese Steak Eggroll (Amy Foods partnership)
 7. Char-Grill Steak Bites (Nolan Ryan's partnership)

- 8. Mini Burger (Pioneer Meats partnership)
- iii. Update on the New Product Contest
 - 1. Texas Hold'ems Short Ribs
 - 2. Menu inserts, table tents and window signs for foodservice operators
 - 3. Will be launched in March at Meat Conference
- d. Tasting of new products also conducted during presentation
 - i. Philly Cheese Steak Egg Rolls
 - ii. Mini Burgers
- e. Industry update presented by Jim Ethridge
 - i. New product exchange meeting update presented
 - 1. Schwan's and Cryovac presented
 - 2. 51 ideas generated by those that attended
 - ii. Chuck Roll Update
 - 1. Tyson doing steak-ready / every-day steak program
 - 2. Quality Food Centers in Washington (division of Kroger) is launching three of the new cuts
 - 3. National Beef launched "IMPACT"
 - a. Merchandising/education materials for meat cutters
 - b. Support the naming for the new cuts
 - 4. AgriBeef / Snack River Farms using Denver cuts as export
 - 5. Current processors were discussed that have taken-on the new cuts
 - 6. Still opportunities with
 - a. Swift & Company
 - b. Cargill Meat Solutions
 - c. Smithfield Beef Group
 - iii. Beef Round Summit being held 3/26/09
 - iv. Chicago Meat Authority visit on 6/18 will be first to use Marinate-on-demand using Ranch cut
 - v. "Idea Activation" with American Foods Group held on December 2008
 - vi. Standing Sandwich update provided
 - 1. Equipment found to core dough (Ayr King of Louisville, Ky.)
 - 2. Agreed to work with Culinary Center to get beef new products to market
 - vii. E-newsletter update given
 - 1. Current e-newsletter given to attendees
- 3. Break taken from 2:00-2:15
- 4. Culinary Services
 - a. Culinary Center update presented by Dave Zino
 - i. Staff represents over 75 years of experience
 - ii. Support team to the entire organization
 - iii. Retail Accomplishments
 - 1. Developed recipe for Easy Fresh Cooking – retail sticker initiative
 - 2. Beef Alternate Merchandising (BAM) recipe development
 - 3. Recipe development for thin sliced beef
 - iv. Foodservice
 - 1. Support at MUFSO beef reception
 - 2. Recipe development for BEEFflexible campaign
 - 3. School foodservice recipe development
 - v. Advertising
 - 1. Concept development for new print ads
 - 2. Support at photo shoot

- 3. Recipe development
 - 4. Agency training
 - vi. Veal
 - 1. Support at the Battle For Chicago event
 - 2. Developed 10 recipes from the chef competition
 - vii. New Products
 - 1. Exploring & testing new muscles
 - 2. Co-sponsor Research Chef's Association
 - 3. Culinary support at meetings, trade shows & events
 - viii. Food Communications
 - 1. Recipe development
 - 2. Training for new food communications agency
 - 3. Beef 101 seminars
 - 4. Website overhaul
 - 5. Content provided for Beef Insights
 - 6. Provide content for Beef So Simple e-newsletter
 - ix. Health Influencers
 - 1. Promote Healthy Beef Cookbook
 - 2. Support Family Mealtime Project
 - 3. Support ADA conference
 - x. Creating Crave Publication
 - 1. Third edition
 - 2. Newly designed
 - 3. More Umami
 - 4. Chemistry of flavor study
 - xi. Support State Beef Councils
 - xii. Industry Partnerships
 - 1. Hosted international chef delegations
 - xiii. Media Presence
 - 1. Chicago Reader
 - 2. Grocery Headquarters
 - 3. Meat & Deli Retailer
 - xiv. Database
 - 1. Now web based
 - 2. Average of 75 new recipes per year
 - xv. 2009 Projects were reviewed per the above categories
 - b. Beef Demonstration Center (BDC) update provided by Michael Musel
 - i. Instituting a marketing plan in FY09
 - ii. Plan to showcase 10 new products/recipes
 - iii. Showcase facility to 5 new industry partners, affiliates, etc.
 - iv. Distribute surveys to customers to make BDC even better
 - v. Certified and inspected culinary facility
 - vi. Retail license obtained
5. National Beef Cook-Off® event update presented by Sherry Hill
 - a. New for 2009
 - i. Sonoma-Style theme in 4 categories
 - 1. Live well with fast grilled beef recipes
 - 2. Teens cooking with beef
 - 3. Lean beef in nutrient rich one-dish meals
 - 4. San Francisco Bay area and Sacramento counties "Best of Beef" Chefs

- ii. \$70,000 in total prizes in Sonoma, CA on September 23, 2009
 - iii. Partners
 - 1. Raley's, Bel Air and Nob Hill Food Stores
 - 2. Kenwood Vineyards
 - 3. Kunde Estates Vineyards
 - 4. U.S. AgBank
 - b. Entry generation Activities
 - i. 125,000 entry brochures printed
 - 1. 93,000 distributed via Raley's, state beef councils and direct-mail
 - ii. 1500 post cards printed
 - 1. In process of mailing
 - iii. Raley's Partnership
 - 1. Full page ad in Raley's Magazine for three months
 - 2. Website links
 - iv. www.beefcookoff.org website has been redesigned
 - v. Publicity eKit materials (electronic press kit)
 - vi. E-newsletter sponsorships
 - vii. 60-second radio news release
 - 1. Sent to over 500 stations across the country
 - viii. TV advertising – Mr. Food segment
- 6. Budget Update given by Craig Uden
 - a. Shortfall forcing re-evaluation of projects
 - i. Reducing by an additional \$2.5 million (5.2%) by budget component
 - 1. Doesn't have to be taken across the board for each A/R
 - ii. Discussion held on cost reduction opportunities and how to handle committed projects/dollars vs. planned projects/dollars
 - iii. It was suggested that staff provide the committee with their recommendation for where the cuts will come from
 - iv. Motion made by Larry Jones to let staff come back with recommendation and details on where cuts will come from. Mark Pendleton seconded the motion
 - 1. All in favor
- 7. Planning factors discussion/Committee prioritization led by Ellen Gibson
 - a. Four planning factors presented to committee for voting (each member given 2 dots to use for voting)
 - i. Make mealtime for Americans easier by being convenient, a terrific value and great tasting
 - ii. Directly associate with a healthy lifestyle
 - iii. Own protein in the mind of consumers
 - iv. Educate target decision makes about attributes that differentiate US beef from international competitors
 - b. Committee asked to vote/prioritize which of the four factors will be addressed with the following results:
 - i. Mealtime easier, convenient and great tasting: 25 votes
 - ii. Healthy lifestyle: 4 votes
 - iii. Own protein in minds of consumers: 7 votes
 - iv. Educate about attributes that differentiate US from International: 0 votes
- 8. Motion made to close the meeting by Neil Kayser, second by Jody Rodgers at 4:20 p.m.

ATTENDANCE LIST
New Product & Culinary Initiatives Committee
[Alphabetized By First Name]

COMMITTEE MEMBERS

Albert Thompson
Ann Marie Bosshamer
Charlene Rich
David Boyer
Emily Agle
Erskine Cash
Jane Frost
Jennifer B. Houston
Jill Ginn
Jim Eschlman
Jody Rogers
Kim Brackett
Larry Jones
Mark Pendleton
Neil Kayser
Patti Brumbach
Ross Jenkins
Sid Sumner
Ted Greidanus
Tom Hotz
Valerie Bass
William Frazee

GUESTS

Alton Lerwick
Anton Mata
Becky Jones
Burt Lundquist
Charlie Bradbury
Chris Calkins
Craig Uden
Elinor Lerwick
Eric Nally
Evelyn Brown
Glen Jedlicka
Glenn Eberly
Marie Farr
Mark Thomas
Mary Burke
Rich Otley
Susan Thomas
Testa Crawford

Virginia Pollert
Wayne Fahsholtz

STAFF

Dave Zino
Deb Baughman
Ellen Gibson
Jessica Gordon
Jim Ethridge
Margaret Martin
Michaele Musel
Shenoa French
Sherry Hill
Steve Wald