

Joint New Products & Culinary Initiatives Committee Minutes
2009 Cattle Industry Annual Summer Conference
July 17, 2009, 12:30 – 3:45 PM
Denver, Colorado

1. Call to Order was made by Jennifer B. Houston at 12:30 PM.
2. Introductions were made.
3. Jennifer B. Houston discussed the minutes from 2009 Annual Cattle Industry Winter Conference (January, 2009) and the agenda for the current meeting.
 - A. Motion to approve the minutes made by Albert Thompson; seconded by Jim Eschliman.
 - B. Motion to approve the agenda made by William Frazee; seconded by Jane Frost.
4. An overview of New Products and Culinary Services began with the new products presentation by Steve Wald. Steve's presentation included:
 - A. An update on the progress of Round Initiative and brought Committee up-to-date on the work in progress. The new cuts and new utilization discoveries include:
 - (1) Bottom Round/Flat,
 - (2) Heel: Gastrocnemius, Digital Flexor,
 - (3) Gracilis, and
 - (4) Pectineus.
 - B. A brief summary of new product research.
 - C. An overview of new product convenience item victories which have occurred since Winter Convention. Participants enjoyed tasting:
 - (1) Beef Eggrolls and
 - (2) Nolan Ryan Cheeseburger Express Rolls.
5. Charlie Bradbury of Nolan Ryan was introduced. Charlie mentioned that for the Nolan Ryan Express Rolls the new product development process has taken 1.5 years.
6. The New Product Development update continued with a presentation by Jim Ethridge. Jim referred participants to the successful publications on behalf of The Beef Checkoff and the hard copies of articles brought for their review. His presentations also included:
 - A. A summary of successes made on behalf of The Beef Checkoff program through industry partnerships since Winter Convention, with special focus on the results of the New Product Exchange meeting and the new products launched from then.
 - B. Discussion of the Schwan's 10% discount now in place for all State Beef Councils.

- (1) Schwan's Marinade-on-Demand Chimichurri Beef product has sold over 140,000 units since it was introduced in April, 2009!
- (2) Schwan's "Beef Up The Nutrition, Fire Up The Flavor" promotion.
- (3) Industry update on the four-piece Chuck Roll Combo Pack.

7. Jean O'Toole from the NY SBC commented that IBP/Tyson had introduced the four-piece Chuck Roll throughout New York. She also told the committee that the NY SBC and Tyson would be presenting the chuck roll cuts at the prestigious Hyde Park Culinary Institute of America. She would have two hours to present the new cuts including a product tasting.

Jean also mentioned that a major retailer with 72 stores in western New York began rolling out the new chuck cuts over the Fourth of July!

8. Jim Ethridge continued his presentation which included updates on the chuck and round cuts.
- A. Overview of the Black Horse Tavern & Pub coffee-spiced rub promotion on Boneless Beef Chuck Ribs.
 - B. Balducci's (retailer in Maryland) Denver Steak promotion.
 - C. National Beef promotional materials on the round which include:
 - (1) Beef Round San Antonio Steak and
 - (2) Beef Round Petite Tender.
 - D. Articles in *Urner Barry's Reporter*.
 - E. Article in *Beef Magazine*.
 - F. Beef Innovations Group e-newsletter.
 - G. Update on other industry partnerships.

9. The next update was for the Culinary Services team presented by Dave Zino. In his presentation he:
- A. Presented a summary of the Culinary Center support and work done for these NCBA departments:
 - (1) Retail,
 - (2) Foodservice,
 - (3) Advertising,
 - (4) Veal,
 - (5) New Products, and
 - (6) Food Communications.
 - B. Overviewed work done for State Beef Councils.

C. Presented various other projects accomplished, especially as it relates to media, promotions, TV appearances, and other examples of collaboration at its best. The cooking segment with Chef Jim Coleman and Chef Dave Zino aired on public television and reached 44 million households!

10. Chef Robert Danhi, the first guest speaker, started his presentation by sharing his experiences in Cambodia where whole roasted cows were prepared in roadside restaurants. He then presented “Beef and Umami.”

Chef Danhi gave a detailed presentation describing umami-rich foods, its synergistic relationship with other umami rich foods, and the role it plays with the other tastes.

The committee sampled a Vietnamese beef stew, which featured Country-Style Ribs. Chef Danhi was impressed with their texture and flavor. The ribs held up and did not fall apart during the long cooking process, but were still extremely tender.

11. The next guest speaker, Chris Marriott, Vice President of Business Development for Chicago Meat Authority, began his presentation with a Chicago Meat Authority promotional video about his company. He then detailed his collaboration with the Beef Innovations Group team while taking the Schwan’s Marinade-on-Demand from conception to production.
12. Committee members divided into four teams and cooked the new Schwan’s Marinade-on-Demand steaks. A culinary team member was stationed at each grill to assist with the grilling efforts. (Not only did our members enjoy the experience, but our meeting gained new guests once the aroma of grilling steak wafted through the halls!)
13. Ellen Gibson presented the 2010 AR tactics and explained that National Beef Cook-Off is not part of the AR in the next fiscal year. She overviewed the three new strategies — innovation, commercialization, and culinary — and summarized the deliverables for each. A strategic plan has also been developed for the team members.
14. Ellen Gibson addressed the closing down of the Chicago Culinary Center and the opening of the new, as-yet-unnamed Denver beef center. She fielded questions about both and invited committee members to ask questions.
15. Erskine Cash asked what partnerships we have in place which will allow us to stretch our dollars. Ellen Gibson responded by detailing our relationships with:
- A. Oklahoma State University,
 - B. Cryovac, and
 - C. State Beef Councils.
16. Ellen Gibson stressed that we habitually scrutinize every dollar spent.
17. Jane Frost asked if we were leveraging our costs. Ellen Gibson replied that we are seeing big payoffs from money spent and contacts began years ago. In other words, what were expenses years ago have transformed into worthwhile investments.

18. Ann Marie Bosshamer asked if we've started any revenue development ideas. Ellen Gibson overviewed the completed survey of 15 departments, 1 state beef council, with input from 7 additional department members, for which tabulation is currently being done. The results will guide NCBA on what customers to target with new products and services identified in the survey.
19. Jennifer B. Houston asked about the Express Gourmet program. Shenoa French detailed the successes of the program, citing a \$300/month profit from the first month on. She summarized her new relationship with National Cinemedia, the company with 700 people in our building.
20. Mark Pendleton stated that this was his last committee meeting with New Products & Culinary Initiatives Committee. When he started with this Committee six years ago, we were just developing the Flat Iron steak. Recently at the grocery store, his wife noted that Flat Irons were selling for \$7.99/pound while Rib Eyes were selling for \$5.99. Pendleton applauded the great work of NP & CS.
21. Sid Sumner congratulated the NP & CC team for excellent coordination of this meeting, the speakers, the participation, and the innovative ways the team has made the meeting fun. Other committee members agreed and noted that we need to continue to get these top-line people in as speakers.
22. Patti Brumbach asked the four state representatives to stand who have agreed to demo the Marinade-on-Demand product to Costco. Charlene Rich, Tami Arnold, Patti Brumbach, and Ann Marie Bosshamer stood.
23. Scott George commented that he is proud of the work done by the NP & CS Committee on behalf of The Beef Checkoff Program.
24. Albert Thompson made the motion to accept the AR. Mark Pendleton seconded it.
25. The meeting was adjourned at 3:45 PM.

Respectfully

Submitted by:



Ellen Gibson.
Executive Director, New Product
Initiatives

Accepted by:



Jennifer Houston, Chairman
Joint New Product & Culinary
Initiatives Committee

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

COMMITTEE MEMBERS

Albert Thompson
Ann Marie Bosshamer
Bob Frost
Charlene Rich
Emily Agle
Erskine Cash
Jane Frost
Jennifer B. Houston
Jim Eschliman

Larry Jones
Mark Pendleton
Neil Kayser
Patti Brumbach
Sid Sumner
Ted Greidanus
Valerie Bass
Virginia Pollert
William Frazee

GUESTS

Becky Jones
Carrie Robbs
Charlie Bradbury
Connie Hill
Craig Uden
Donette Stump
Jean O'Toole
Joe Snyder

Linda Bebee
Penny Zimmerman
Rich Otley
Sammy Blossom
Scott George
Shiloh Quintana
Steve Downs
Tami Arnold

REI STAFF

Dave Zino
Debra Baughman
Dinae Hoem
Ellen Gibson
J.O. Reagan
Jim Ethridge
Michaele Musel
Shenoa French
Steve Wald