

**Joint New Product and Culinary Initiatives Committee**  
**Kissimmee, Florida**  
**August 3, 2011**  
**Draft Meeting Minutes**

**Meeting Purpose**

Update the committee members on the most recent work on muscle fabrication, new product development, and culinary work. Review the 2012 direction and gain approval for the recommendation to move forward with the 2012 Authorization Request

**Call to Order**

Richard Thorpe called to order the Joint New Product and Culinary Initiatives Committee meeting with a welcome, and then introduced himself and Bruce Dopslauf. All committee members, staff, and guests present also gave a brief introduction of themselves.

**Meeting Minutes**

Richard asked for a motion to approve the 2011 Winter Convention committee meeting minutes. Jim Eschliman motioned and Tom Hotz seconded. **Motion Moved**

**Program Updates**

**Culinary**

Dave Zino presented an update on work conducted at State Beef Council-sponsored events, other events such as the Research Chefs Association and American Dietetic Association, and various media events and meetings with publishers. This work reaches and educates industry influencers via presentations, demonstrations, seminars. Restaurant and manufacturer meetings also took place that focused on idea generation and beef education.

Highlights include:

- Educational presentations at regional and national culinary meetings
- Media appearances and desk side visits
- Cooking demonstrations and culinary education sessions
- Editorial round tables with consumer publications
- Ideation opportunities with chain restaurants

Steve Wald presented a recap of work conducted this fiscal year by the Culinary Innovations Team. To-date, the following has been completed:

- **Recipes** – 43 recipes developed
- **Beef Cookery** – 61 cuts with timings
- **Beef Photography** – 29 photos for internal customers
- **Industry Meetings** – 28 meeting with industry influencers
- **Showcasing Beef** – 20 meal functions/events
- **Recipe and Photo Requests** – 180 recipe requests and 446 photo requests

Also discussed was the reach and impact of culinary work. Examples included the Solo web advertising program that includes two beef recipes, and also work with the Retail and Veal

departments to produce recipes that are now on retail packages in the meat case, with over 200 million being used distributed in 2011.

Laura Hagen reviewed the Culinary Outreach and Education program that includes work with the Trendsletter/Beef Insights, the Beefitswhatsfordinner.com website, staff education programs, and Facebook. Laura then discussed the importance of the culinary website outreach program and proceeded to introduce the brand new culinary website (CulinaryInnovationCenter.com). She conducted a demo of the website to the attendees by navigating through the site to demonstrate some of the functionality.

**Discussion** - Question from Jennifer Houston about being able to click on photo to get to a recipe. Richard Thorpe asked about how we can be found on the web and where we'll appear on a search engine list. Laura indicated that she would research both questions.

### **New Product Development**

Steve reviewed the Convenient Fresh Beef program work to-date, which included consumer research, continued product development and product refinement, and feedback sessions conducted with retailers, manufacturers, and packaging companies. Also discussed were the next steps in the process which will include bringing manufacturing, retailers/channels, and packaging companies. This will enable a planned test launch of the product in 2012.

New Product consumer research with seven consumer product companies (five different products in total) was discussed. Companies included Chairman's Foods, Cryovac, JM Garrett, Intevation, Chef's Requested Foods, Danisco, Pioneer Foods, and American Foods Group. This research resulted in the launch of two new products to-date from Chairman's Foods and Chef's Requested Foods.

New Product Development efforts this year included involvement with twelve different manufacturers, which will help create a base for coming years. Product development assistance has also been provided to two restaurant operators, Noodles & Co., and Maid-Rite Corporation. This work will also continue into FY 2012.

### **Committee Break**

At 3:53 pm, the committee took a short break and the meeting resumed at 4:04 pm.

### **Fabrication**

Whole muscle work regarding fabrication and carcass breaks was reviewed showing the work conducted to-date. The Fabrication Initiative is based on exploring quality-based carcass breaks rather than relying on traditional, convenience-based breaks.

- Framework for fabrication:
  - 1) Muscle Profiling
  - 2) Consumer expectations
  - 3) Reputation of primal cut names

Carcass Fabrication Projects include:

- Full Sirloin Tip/Bell Knuckle – taking out the whole bell knuckle – made into medallions and filets. Quality based initiative. The Bell Knuckle was reviewed showing how a new

separation from the carcass will be recommended for the packing industry, and also new cutting methods for individual steaks. The USDA recently ruled that if the whole bell knuckle is separated from the carcass (versus the traditional knuckle and ball-tip being fabricated separately) that the entire piece can be called “sirloin” which has the potential to provide more ground sirloin beef, versus ground round beef.

- Front Quarter and Hind Quarter – Are there opportunities to get more rib (than what’s now chuck) and more sirloin (than what’s now round)? It’s based on what makes sense in breaking down the carcass.

### **FY2012 Authorization Request**

The AR for 2012 is based on addressing the Long Range Plan. The New Product and Culinary Initiatives Committee fits into *Increased Consumer Confidence in Selecting and Preparing Beef* and *Contemporize Beef to Capitalize in Consumers Diverse Needs*.

The AR measurable objectives were reviewed for each area:

#### **Tactic 1A: Innovative Fabrication**

##### **Measurable objectives:**

- Throughout FY 2012, conduct exploration activities (e.g., hands-on fabrication sessions) for potential carcass break changes with at least one packer partner.
- By September 2012, evaluate and measure the impact of potential carcass break changes on sensory dimensions (i.e., tenderness) and product consistency, beef merchandising (domestic and international), processor logistics/execution, and industry economics and value (domestic and international).
- By September 2012, initiate development of new cutting recommendations for potential carcass break changes based on impact measurement outcomes.

**Budget: \$486,000**

#### **Tactic 1B: New Product Development**

##### **Measurable objectives:**

- By June 2012, actively seek out and establish relationships with at least five new manufacturers (ingredient suppliers, packaging, product manufacturers, and other allied partners) to create a larger partnership base for future development efforts.
- By September 2012, create at least three promotional activities with manufacturers to help assist in the launch of new products (whole muscle and/or convenience).
- By September 2012, work with manufacturers to assist in the product development process to launch at least four new convenience, value-added, or handheld-type items. Project will measure success of at least one of these product launches by reporting manufacturer data (e.g., number of boxes shipped, number of stores merchandising the product, or incremental sales of beef). Specific metrics will be determined based on availability of information and manufacturer’s willingness to share.
- In FY 2012, through coordination with the channel marketing team, initiate a test market phase in the retail channel of at least five Convenient Fresh Beef products. This outcome is contingent upon the products being manufactured by an approved supplier of the identified retail account.

**Budget: \$348,400**

### **Tactic 1C: Knowledge Communication**

#### **Measurable objectives:**

- Enhancement of the Culinary Innovation Center website to include at least two new videos on preparation of beef cuts and product demonstrations including equipment manufacturer partners by September 2012.
- Participate in at least one major event in FY 2012 that enables communication and/or demonstration of the features and benefits of a cut from the chuck, round, or sirloin/bell knuckle to industry influencers such as research chefs, product developers, manufacturers, and/or channel operators. Conduct benchmark measure of participant feedback gauging usefulness of information and likelihood to increase beef usage on menus or for other applications.
- During FY 2012, participate in at least 10 meetings to provide outreach and education to packers, product manufacturers, equipment manufacturers, educators, USMEF and other stakeholders to keep them informed and up-to-date on current initiatives, trends in the marketplace, and future opportunities related to beef.

**Budget: \$192,900**

### **Tactic 1D: Culinary Innovation**

#### **Measurable objectives:**

- By September 2012, develop fifteen new trend-forward, ethnically diverse recipes with corresponding photos to include current ethnic beef choices such as thin cuts, as well as exciting new flavor profiles gained from world-wide trends.
- By September 2012, develop quick, safe, thawing practices and cooking-from-frozen preparation methods for steak and ground beef; partner with food communication to pursue market placement.
- Throughout 2012, evaluate the Culinary Innovations Team via an online quality survey and utilize the established 2011 benchmark as a standard to exceed.

**Budget: \$153,700**

### **Tactic 1E: Culinary Education Support**

#### **Measurable Objectives**

- By March 2012, develop a downloadable list of fresh/refrigerated, freezer and pantry essentials and at least five "no-recipe" meal solutions to respond to those looking for complete meals (including sides, sauces, etc.).
- Develop an interactive design tree that will guide consumers to recipes and/or cuts based on their unique input on a pop-up tool for the BIWFD.com website by September 2012. Explore cost effective options for measuring value of this online tool.
- By September 2012, develop a modular-based cooking curriculum that focuses on providing consumers with basic to advanced levels of beef information allowing them to have confidence in their abilities to select beef cuts and prepare beef-centered meals.

**Budget: \$41,000**

**FY2012 Budget recommendation was put forth. Total program cost \$1,122,000.**

**Discussion** – Dawn Caldwell mentioned that Chris Caulkins was doing a one-year project regarding hindquarter breaks (last month) with Nebraska Beef Council. How does what he's doing fit into what we're doing?

**Action Taken after Meeting** – This was discussed with Bridget Wasser, project manager for whole muscle fabrication work. She said the muscle work that Chris Calkins is doing for Nebraska is related to the Coulotte/Sirloin Cap separation from the sirloin, and is not a duplication of work being conducted by the Beef Innovations Group. The knowledge gained from it will be beneficial to the overall program.

**Discussion** – It was asked if implementation was included in the above budget. Implementation is not included. The Implementation Budget for this AR is \$1,772,863.

Richard asked for a motion to approve the FY 2012 Authorization Request as presented. Jim Eschliman motioned and Jennifer Houston seconded. **Motion Moved**

### **General Program Discussion and Input Session**

- **Are there any programs for reaching the Hispanic markets?** We are looking into expanding the Milanese program thin cut steak program.
- **Do young Hispanic millennials know how to cook?** Probably learn from their Mom in Mexico but don't necessarily know how to cook once they're in the U.S. As they become more "Americanized" there is a high likelihood that they will also need more convenience oriented foods.
- **Would love to see the expansion of the Culinary Website.**
- **What is the status of the app – Beef for Dinner?** It's active. The Interactive Meat Case should become an app in the near future (this fall?).
- **Quick and Easy, Fast** – how do we use the right buzzwords to get consumers to recipes?
- **How about Fast, Faster, Fastest recipe options?** Culinary will engage marketing to determine best wording for correct positioning.
- **Like the idea of the Decision Tree but would like to make sure that it starts with a meal, a cut and a Quick and Easy option.** There will be several options for consumers to decide upon to meet their needs.
- **30 min meals brochure for the states – great resource for states.** Can there be a print-on-demand option?

### **Brandon Lobaugh, iQ Foods**

Brandon Lobaugh, President, iQ Foods gave a presentation of the Pectineus Muscle (Round Petite Tender) and that the muscle as part of the Inside Round is currently undervalued, but that as muscle separation occurs in the industry, there is potential for the value of the Pectineus to increase. A review of other previously undervalued cuts such as the Flat Iron Steak and the Shoulder Petite Tender were used as historical samples, and how the Pectineus has very similar potential.

A sampling of the Teres Major (Shoulder Petite Tender) and the Pectineus was presented to committee and guests in order for them to evaluate the two cuts. A poll was taken among attendees to see which cut was preferred. The preference for each cut was nearly even, showing that restaurant operators could potentially use both cuts in operations, or that the Pectineus Muscle could augment the supply of the Teres Major.

**Other Business**

Staff will pursue adding and making available the cuts chart (from the REI report). Maybe title it "The Beef Checkoff at Work."

**Meeting Adjourned**

Richard adjourned meeting at 5:35 pm.

**Attendees**

**Committee**

Richard Thorpe, Chair  
Bruce Dopslauf, Vice Chair  
Nancy Jo Bateman  
Jerry Bohn  
Patti Brumbach  
Dawn Caldwell  
Erskine Cash  
Steve Downs  
Jim Eschliman

Kevin Frankenbach  
William Frazee  
Tom Hotz  
Jennifer Houston  
Maralee Johnson  
Dianne Kirkbride  
Jim LeFils  
Jody Rogers  
Al Senosian

**Guest Speaker**

Brandon Lobaugh, iQ Foods

**Guests**

Nancy Strickland – Mississippi  
Norma Jeffortz – North Dakota  
Evelyn Braun – Alabama  
Kassie Curran – Kansas  
Hillary Frank – Kansas  
Kaye Nelson – North Dakota

Ellin Nelson – North Dakota  
Jamie Lutz – Missouri  
L Buckworth - Missouri  
Scott George - Wyoming  
Phil Welton – Kansas

**Staff**

Shenoa French  
Laura Hagen  
J.O. Reagan  
Kristin Snow  
Steven Wald  
Dave Zino

Respectfully Submitted

By:



Steven J. Wald  
Interim Executive Director, Beef Innovations

Accepted

By:



Richard Thorpe, M.D.  
Committee Chair