

Northeast Beef Promotion Initiative Public Relations Update

February 2012



Influencing the Influencers—The Beef Checkoff, through a partnership between the New York Beef Industry Council and the Northeast Beef Promotion Initiative hosted twenty-five registered dietitians on October 20-21 for the inaugural Food, Farm and Science: From a Nutrition Perspective event. Dietitians traveled from 10 states to attend including NY, PA, VT, MA, CT, RI, NJ, DE, MD, and KY. The event was kicked off by touring The Culinary Institute of America. Next, the participants heard from scientific and consumer research experts including Penny Kris Etherton, Ph.D., RD, F.A.H.A.; Terry Etherton,

Ph.D.; Doug Paddon-Jones, Ph.D.; Dave Zino, Checkoff Executive Chef; and Mark McCully, Assistant VP of production for Certified Angus Beef.

The Second day of the event took the dietitians through the rolling hills of Millbrook, NY, to Rally Farms. The participants gained a true understanding of beef production on a hayride touring the farm's seedstock operation and heard from a diverse producer panel which represented all segments of the beef industry. To view a full press release from the event and to see pictures, visit the PA Beef Council's website.

(<http://www.pabeef.org/foodfarmscience.aspx>)



Rock and Roll With Veal--Through the Beef Checkoff's Northeast Beef Promotion Initiative (NEBPI) and in partnership with the Pennsylvania Beef Council, veal was center stage at the Philadelphia Rock n' Roll Half Marathon Health & Fitness Expo, Sept. 16-17.

An estimated 25,000 runners and their families toured the expo during the two-day event. National Beef Ambassadors Kelli Fulkerson, Michigan and Austin Joyce, Texas, also

lent a hand in serving more than 2,600 veal bratwurst samples, courtesy of Marcho Farms, Franconia, PA, to eager expo visitors and runners. Expo attendees also learned the importance of powering up with protein. Whether they were beginning athletes or seasoned pros, they learned that following a healthy diet before, during and after exercise or a race will maximize performance and recovery. Meals that include lean beef provide athletes with the essential amino acids they need to be on top of their game.

