

Research • Education • Innovation



# Joint New Products and Culinary Initiatives Committee

**Summer Conference 2010**





## Today's Agenda

- Call to order
  1. Introductions
  2. Approval of the 2010 Winter Convention meeting minutes
  3. Review and approve today's agenda
- Round Revelations! Review of the exciting round research, new cuts and recipes
  - Cutting demonstrations and sampling of three new round cuts:
    1. Santa Fe Cut (gracilis muscle)
    2. San Antonio Steak (adductor muscle)
    3. Braison Cut (super digital flexor muscle)
  - Update on the 2010 Innovative Beef Symposium
- What's cooking with Culinary
  - Culinary news and the unveiling of the new culinary name and logo
  - Chef Dave on the road and the airwaves
- What's new in New Products
  - Update on new beef convenience items and tasting of two new products
  - New Product Exchange update
- Discuss 2011 authorization request and approve direction

Committee/wrap-up/adjourn



# Round Revelations!





# Beef Value Cuts Program General Overview



**114 Beef Chuck, Shoulder Clod**

**ONE Sub-primal**

**FOUR Muscles**

**Four Value Added Products**

**Single Muscle Approach**

**Program Initiated in 1997**

**Completed in 2002**



**116A Beef Chuck, Chuck Roll**

**ONE Sub-primal**

**EIGHT Muscles**

**Six Value Added Products**

**Single/Multiple Muscle Approach**

**Program Initiated in 2006**

**Completed in 2008**



**160 Beef Round**

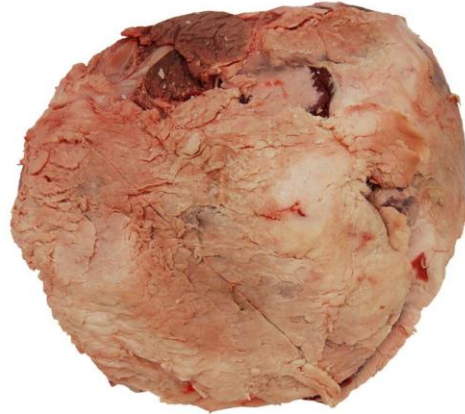
**FIVE Sub-primals**

**FOURTEEN Muscles**

**Program initiated Dec 2007**



# Top/Inside Round



*Gracilis*

*Pectineus*



*Sartorius*

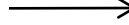
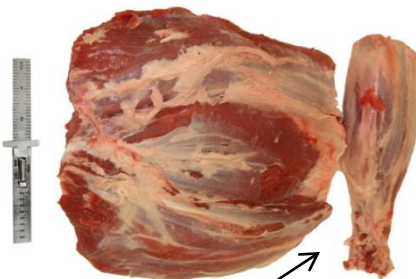


*COSMO*

*Adductor and Semimembranosus*

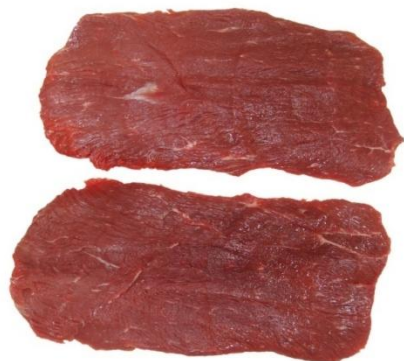


# Heel



***Superficial Digital Flexor***

***Gastrocnemius***





**INNOVATION  
AHEAD**

**2010 INNOVATIVE  
BEEF SYMPOSIUM**

**August 25-26  
Denver, CO**

**RESEARCH  
PKM  
&  
KNOWLEDGE  
MANAGEMENT**

*Beef Innovations Group*

**Retail  
Marketing**

**BEEF**

**Funded by  
The Beef Checkoff**

Beef  
Innovations  
Group



# What's Cooking with Culinary



# Culinary Innovations Team



Culinary  
Services



# Culinary Innovations Team

## 2010 Work-to-date

- **Recipes** – 65 recipes developed
- **Beef Cookery** – 30 cuts with timings  
(*Beef Alternative Merchandising and Round cuts*)
- **Beef Photography** – 16 Round and International cuts
- **Showcasing Beef** – 13 meal functions showcasing beef





# Culinary Innovations Team

## Where Do The Recipes Go?

- ***Beefitswhatsfordinner.com/Social Media***
  - Recipes – #1 destination on BIWFD.com
  - 534 recipes on the site
  - 65,500 weekly reach with featured recipe
    - ✓ 31,000 *Beef So Simple* subscribers
    - ✓ 1,644 *Twitter* followers
    - ✓ 32,800 *Facebook* fans
- ***Beef Made Easy***
  - 200 Million on-pack labels





# Cooking Demonstrations

- Effective way to get consumers excited about beef cookery





# Presentations

## One Thing Leads to Another

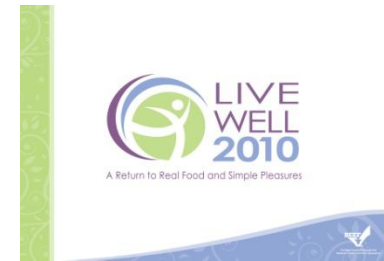
- Midwest ACF Meeting
- Michigan ACF Meeting
- Kansas City ACF Meeting





# Presentations

- Alabama Dietetic Association Meeting
- New York Veal Tour
- Kentucky & Tennessee Beef Symposium
- Nutrition Influencers Immersion





# Media

- Recipes from the Chef's Kitchen
  - Guest chef on this TV show
- Flavors of America
  - Guest chef on this TV show





# Media

- BIWFD Video Shoot
  - 12 how to videos for the website
- NY Desk Side Visits
  - Presenting to NY media
- Build a Better Burger
  - Presenting an educational session to contestants





# Social Media

- Blogger Event
  - My Wooden Spoon Robyn's
  - Online World Whoa, Momma! Mama Law Chez Druck Hope
  - Studios Cuponeando Crazi
  - Beautiful Aesthtic Elevation
  - Madame Deals Founder of Blogalicious
- Summer Grilling Blog By-Lines
  - MadameDeals.com
  - NetworkingWitches.com
  - MomsLikeMe.com
  - TammyMunson.com
  - MomsFavoriteStuff.com
- Follow me on Twitter
  - zcooks



# Ideation Opportunities

- Longhorn Steakhouse
- Applebee's
- HyVee
- Heinz





# What's New in New Products





**THE FREEZER CASE**  
The New Destination  
for Quality Beef





“Bagged frozen steaks were preferred across nearly all variables versus those sold in a box.

\*According to consumer sensory evaluation research (July, 2009) funded by the Beef Checkoff Program.



# Beef Convenience

## Products To-date

- **American Foods Group**

- ✓ Denver Steak
- ✓ Beef Stew
- ✓ Cubed Steak
- ✓ Ribeye Steak
- ✓ New York Strip Steak
- ✓ Beef Filet

- **Chicago Meat Authority**

- ✓ Marinade on Demand





# Beef Convenience

## Products to-date

- **Schwan's**
  - ✓ Seasoned Steak Bites
- **Amy Foods**
  - ✓ Philly Cheese Steak Rolls
- **Carla's Pasta**
  - ✓ Cheeseburger Raviolis
- **JM Garret**
  - ✓ Tamale Beef Sliders
- **Intevation**
  - ✓ Rueben Bites

