

## **NAMI-FMPRE**

**Beefshi in Action!** NAMI partnered with 22 top Registered Dietitian Nutritionist (RDN) food bloggers to feature both original and NAMI-created Beefshi rolls through videos, blog posts and social media channels, including Twitter, Instagram, Facebook, Pinterest, and for the first time, TikTok.

**Stay Home-Grill Out!** The Veal Stay Home Grill Out summer grilling promotion is in progress. Multiple Influencers will be discussing various veal cuts and how to grill them to perfection. A featured grilling cut and recipes will be shared on Facebook and Instagram pages along with how to order veal online.

**Developing Research Priorities.** The Foundation for Meat and Poultry Research and Education (FMPRE) assembled two expert groups to guide its post-harvest beef safety and processed beef nutrition research agendas. These subgroups developed two [requests for proposals](#) designed to ensure Americans enjoy safe and nutritious beef products.

**Beef Checkoff Research Presented to DGAC.** As the 2020 Dietary Guidelines Advisory Committee wrapped up its work this summer, the Foundation used its preliminary report findings to help inform future research addressing the nutrition contribution of processed beef to the American diet. Processed beef products should be recognized as important sources of critical nutrients across all life stages.