

Let the 2020 Beefshi Battle Begin

North American Meat Institute (NAMI), a contractor to the Beef Checkoff, has partnered with the New Orleans Culinary & Hospitality Institute (NOCHI) to inspire innovation in professional chefs and cooks across the country with an online “Beefshi Battle” that ran through mid-June. The creator of the next big Beefshi idea will win one thousand dollars.

Consumer Research Reveals Opportunities and Challenges

Veal promotions and Syracuse University conducted an attitude and behavior research in separate surveys of Millennials and Millennial parents. Key conclusions are the majority of respondents feel that veal is a great source of protein/taste and safe to eat. Recipes need to be simple, fast and add nutrition value. High price and lack of availability are the key factors that hinder veal purchase.

FMPRE Partners with State Beef Councils

In May, the Foundation for Meat and Poultry Research and Education (FMPRE), a subcontractor to the Beef Checkoff, provided a processed beef research webinar to state beef council staff. The webinar, organized NAMI, was designed to share current activities and solicit input for FY21 Authorization Requests for both contractors. The participants thoughtful comments and insights identified key questions and information gaps that can be addressed by research.

Veal Has A Renewed Focus

The 2020 Virtual Veal Summit in May charted a renewed and focused direction for veal based on consumer research, industry input and the new Veal Long Range Plan. The focus of strategic initiatives for veal moving forward – discovery of veal, access to veal and confidence in veal as a protein choice.

Veal Farm Video Increases in Views

People of all ages spent more time online in recent months. That trend benefited the Veal Farm website. Video views about how veal calves are raised showed one in four people watched 50 percent of the video and 17 percent watched nearly the entire video. Since January, over 10 million people were reached.

VQA Helps Deliver Safe, Quality Veal

USDA's 2019 Red Book reported no residue violations in formula-fed veal calves. The veterinarian-client-patient-relationship (VCPR) is foundational to Veal Quality Assurance (VQA). It helps ensure high standards of animal care and antibiotic stewardship. VQA participation by formula-fed veal growers helps the industry deliver safe, quality veal to consumers.