



IOWA'S BEST BURGER CONTEST UNDERWAY

Sponsored by the Iowa Beef Industry Council and the Iowa Cattlemen's Association, the 6th annual Iowa's Best Burger Contest is underway. Nominations will be accepted until **March 10, 2015**, all nominations must be received in our office **before 5 pm**.



Entries will be accepted online, by text, or mail.

- **To enter online**, go to www.iabeef.org. Click on the Iowa's Best Burger icon. Follow the on-screen directions to submit your nomination.
- **To enter by text**, text BEEF to the number 313131 to cast your nomination. An immediate reply text will be sent requesting your name, restaurant name and city/town.
- **To enter by U.S. postal mail**, complete the "Iowa's Best Burger Contest" nomination form available at www.iabeef.org. Mail completed form to: Iowa Beef Industry Council, Iowa's Best Burger Contest, PO Box 451, Ames, IA 50010.

To follow Iowa's Best Burger Contest, LIKE the Iowa Beef Council on Facebook or follow us on Twitter. You are encouraged to post a photo of your favorite burger on the Iowa Beef Council Facebook page.

Ten (10) burgers will be selected as finalists during mid-March from throughout the state based on the number of nominations each restaurant receives.

Selection of the 2015 Iowa's Best Burger will be conducted by an anonymous judging panel. The winner will be announced May 4th and will kick-off May Beef Month.

FREE ONLINE BQA CERTIFICATION

Thanks to a partnership with Boehringer Ingelheim Vetmedica, Inc., your beef check-off-funded Beef Quality Assurance (BQA) program is offering free online BQA Certification from February 6-April 15, 2015.

Go to www.BIVI-BQA.com or www.animalcaretraining.org, click on Beef Quality Assurance and Beef Cattle Care or one of the other fifteen categories available (Comprehensive Beef Quality Assurance-recommended), register and enter code: BIVIBQA for your payment method.

After all videos within a specific category have been observed with quizzes passed successfully, you will become BQA certified! Thank you for your commitment moving our beef industry forward!



AMERICAN HEART ASSOCIATION® CERTIFIES EXTRA LEAN GROUND BEEF AS PART OF HEART-HEALTHY DIET

The Beef Checkoff Program has at least eight cuts of beef that are now certified by the American Heart Association® to display its recognized and respected Heart-Check mark. Retailers now have the opportunity to help identify eight different extra lean beef items as options for part of an overall healthy diet to their shoppers using one of the most trusted nutrition icons on food packaging today.



The extra lean beef cuts that meet the American Heart Association's® requirements for heart-healthy foods as part of an overall healthy dietary pattern, and are certified to display the Heart-Check mark, include:

- Extra Lean Ground Beef (96% lean, 4% fat)
- Bottom Round Steak (USDA Select grade)
- Sirloin Tip Steak (USDA Select grade)
- Top Sirloin Petite Roast, Boneless (USDA Select grade)
- Top Sirloin Strips (USDA Select grade)
- Top Sirloin Filet (USDA Select grade)
- Top Sirloin Kabob (USDA Select grade)
- Top Sirloin Steak, Boneless, Center Cut (USDA Select grade)

Before putting its Heart-Check mark on any food, the American Heart Association® evaluates it against nutrition requirements based on sound science regarding healthy dietary recommendations, food categories, specific product ingredients and nutrient values.

To learn more about participating in the American Heart Association® Food Certification Program, please visit www.BeefRetail.org.

Because of the commitment to their Health Markets, many Hy-Vee Stores are now carrying three cuts of beef that meet the American Heart Association's® criteria - Bottom Round Roast, Bottom Round Steak and Top Sirloin Steak. Hy-Vee merchandises prime, choice, and select grade beef that they showcase in their case-ready and service case. These are displayed under the brands: Hy-Vee Prime Reserve, Hy-Vee Choice Reserve and Hy-Vee Angus Reserve.