



Beef Checkoff Report



FARM TO FAIR MEAL BRINGS BEEF FARMERS AND CONSUMERS TOGETHER

The inaugural Farm to Fair meal at the Iowa State Fair was held on August 12, presented by the Iowa State Beef Checkoff Program and Midwest Dairy. 400 consumers and 100 farmers came together over a beef brisket lunch to have a conversation about agriculture and where food comes from. Twelve beef farmers attended and conversations included how cattle are raised and treated, beef nutrition, and beef safety. The beef checkoff invited a group of their influencers that included food bloggers, dietitians and health professionals, to have the opportunity to meet a farmer and discuss beef. "I really enjoyed the opportunity to be part of the largest dinner table ever set at the Iowa State Fair," commented Laura Cunningham, Floyd County beef farmer. "The relaxed setting provided great opportunity to share what we do daily on the farm, answer questions about antibiotics, hormone use, and the labeling of beef. After the meal, we found each other on social media and are able to keep in touch."



STEAK DE BURGO COMPETITION

The Beef Checkoff Program is sponsoring a Steak deBurgo competition in Des Moines, hosted by CityView, this fall. The competition will feature restaurants throughout Des Moines and voters will narrow down the best restaurants to the finalists. The winner will be announced in October. For more information, visit www.ultimatefoodchallenge.dmcityview.com.

IBIC AND HY-VEE TEAM UP FOR TAILGATE PROMOTION

The Iowa Beef Industry Council partnered with Hy-Vee dietitians in September for a tailgate promotion at college football games. The promotion was part of a campaign for National Family Meals Month featuring beef as a meal solution for family meals. Tailgaters at ISU and the Iowa vs UNI football games caught grilling beef, won a free voucher for a Hy-Vee Beef Meal Time kit.



NOMINATE PRODUCERS, MARKETERS, AND EDUCATORS FOR 2018 IOWA BQA AWARDS

The Beef Checkoff Program wants to recognize beef producers, marketers, and educators who diligently care for and properly handle cattle to provide consumers with safe and wholesome beef.

The Iowa BQA program will recognize an outstanding cow/calf and feedyard beef producer, dairy producer, beef marketer, and/or educator/s who best demonstrate BQA practices, including sound animal husbandry practices. Nominees should be BQA certified and work to continually improve BQA on their operations while operating sustainable cattle businesses. The desire to encourage fellow producers to implement BQA and communicate what the industry is doing to ensure quality cattle care is a plus. The award is open to all segments of the industry. Completed entries are due by Friday, November 2, 2018. Winners will be recognized during the Iowa Cattle Industry Leadership Summit and Annual Meeting on December 6-7, 2018. For further information on these awards or to download the application, please visit www.iabeef.org.



OFFICIAL
NOTICE



Notice is hereby given that election of the executive committee directors of IBIC will be held at Prairie Meadows Casino and Hotel, Altoona, Iowa on Friday, December 7 during the IBIC annual meeting beginning at 9:30 a.m. Absentee ballots are available upon request, but must be requested prior to November 30 by calling 515-296-2305.

Investing in Beef Safety, Nutrition and Promotion

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