



Beef Checkoff Report



UNVEILING CEREMONY RECOGNIZES BEEF PRODUCERS AND QUALITY BEEF

In conjunction with Iowa's Secretary of Agriculture, Mike Naig, the Iowa Beef Industry Council and Fareway Stores, Inc. unveiled a semi-truck recognizing the contributions of Iowa cattle farmers. Unveiled to kick-off May Beef Month, the trailer showcases mouth-watering beef burgers and steaks on each side of the trailer with the Beef. It's What's For Dinner. logo. The back doors feature Iowa beef farmer, Dan Hanrahan of Madison County, with Fareway's statement of proudly supporting the beef industry.

"As we celebrate May Beef Month and enter the summer grilling season, this trailer will highlight the delicious, nutritious beef raised by our state's farmers and enjoyed by Iowans across the state," said Naig. "This is a great opportunity to promote Iowa agriculture and have a rolling billboard for Iowa beef."

"Retailers in the state of Iowa are a valuable partner to Iowa cattlemen and the beef industry," says Steve Rehder, chairman of the Iowa Beef Industry Council and beef farmer from Hawarden. "We are pleased to kick-off May Beef Month with the unveiling of the Fareway trailer wrap, which highlights high quality beef, from farm to table."

"May Beef Month recognizes the contributions of our Iowa cattle farmers and the quality product they produce," said Fareway CEO Reynolds W. Cramer. "This month and every month, Fareway supports local farmers. This trailer is a tribute to high quality beef that Iowa, and ultimately Fareway, is known for."

The trailer will be added to Fareway's existing fleet, and travel a five-state region including Illinois, Minnesota, Nebraska, and South Dakota.



2018 IOWA'S BEST BURGER LOCATED IN AMES

The 2018 Iowa's Best Burger has been named at Café Beaudelaire in Ames, Iowa. The Brazilian-inspired restaurant serves a hand-pattied burger, and the judges noted that the taste and quality of the burger is outstanding and worth a drive to have it again.

Café B, as it is called by locals in the area, is owned by Brazilian-born Claudio Gianello and his wife, Kellie, from Carroll. The restaurant is located in the heart of Iowa State University's campus-town and serves food with a Latin flavor to Ames' temporary student population and permanent residents.

The restaurant has been in business for 28 years, and over that time, Gianello has tried several different renditions of his now-famous burger. He settled on a simple combination of salt, pepper and oregano on a hand-made patty of Certified Angus Beef. Together with a toasted bun and a variety of toppings, the result is nothing short of amazing.

Café B joins previous winners including The Smokin' Hereford BBQ of Storm Lake, which took home the title last year. Winners in previous years are: 2016 - The Chuckwagon Restaurant Adair; 2015 - The Cider House of Fairfield; 2014 - Brick City Grill in Ames; 2013 - 61 Chop House Grille in Mediapolis; 2012 - Coon Bowl III in Coon Rapids; 2011 - Rusty Duck in Dexter; and 2010 - Sac County Cattle Company of Sac City.



IBIC SPONSORS BEEF 101 WORKSHOP

Culinary students from the Iowa Culinary Institute at Des Moines Area Community College (DMACC) learned first-hand about the beef industry and the basics of beef at a Beef 101 educational workshop hosted by the IBIC on April 26.

The event was conducted in collaboration with the Iowa State University (ISU) Meat Laboratory. There were 41 students and chef instructors in attendance. Students had the opportunity to listen and ask questions of Joe Sellers, Beef Cattle Field Specialist at the Iowa Beef Center, on Beef production - "What Happens on the Farm" and Dr. Steven Lonergan, Professor of Meat Science and Muscle Biology at ISU, on Beef Basics - "Grading, Aging and More". The workshop concluded with a beef carcass fabrication, conducted by the ISU Meat Lab staff. The program was funded by the Beef Checkoff Program.

IBIC is happy to introduce Jacob Smith as this year's summer intern. Smith is from Newton, IA and is a junior majoring in Agricultural Education, with a minor in Animal Science, at Northwest Missouri State University. Smith is a member of the American Black Hereford Association and the Iowa Junior Hereford Association, both of which he holds leadership roles. Smith is part of the Alpha Gamma Rho Beta Rho chapter at Northwest. Smith will assist with consumer events, social media, consumer communication and the Iowa State Fair. Jacob can be reached via email at ibicintern@iabeesf.org.



Investing in Beef Safety, Nutrition and Promotion

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