



**2008-2009
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Message from the President

The time has arrived for TEAM BEEF to rise up and meet the challenge! Summer 2009 has a lot in store for us as we strive to Go for the Gold! Here is YOUR opportunity to get involved. We need ALL of YOU to help us reach our goals and have great summer promoting beef across the state! These are exciting new ways to share the Story of Beef with consumers~hope to see you there! Contact our chairpersons to volunteer!

Team Beef		
2009 Summer Challenge		
Beef Up Your Bike Sturgis Bike Rally	State Fair Booth	State Fair Beef Cook-Off
August 5-8, 2009 Kodi Blotsky, Chair	September 3-7, 2009 Julie Holmquist, Chair	Friday, September 4, 2009 Karla Pazour, Chair
SDCW will have a booth in Sturgis promoting Beef By -Products, encouraging bikers to visit local restaurants to enjoy beef meals and will be giving away Beef Jerky	SDCW will be partnering with the South Dakota Beef Industry Council for booth space in the Expo Building at the 2009 SD State Fair. Clubs are encouraged to volunteer for a day at the fair!	The first annual State Fair Beef Cook-Off will be in the Women's Building Beef Salad Fast Family Favorites Both with Adult & Youth Divisions
Volunteers Needed! Variety of Time Slots	All Clubs Needed! Volunteer Your Club for a Day at the Fair Contact Julie (605) 473-5356	WE Need You ALL!! Variety Tasks on Friday Only Contact Karla (605) 894-4490
Contact Kodi (605) 378-3845		



Branding time!

Amber Roman, daughter of Angela and Mike Roman, Pierre.

**2009 SDCW
Annual Meeting**

Pierre, SD

Friday, September 11, 2009

Location: TBD (Watch August Newsletter)

10 a.m.

Noon Luncheon Speaker

5:30 SD Hall of Fame Reception

Casey Tibbs Center

What's Happening in the Beef Industry

Setting the Story Straight

Headlines like "Cattle are worse for the environment than cars" or "Eat one less beef meal to go green," are increasingly common in top-tier media and are based on a United Nations' report called Livestock's Long Shadow. The checkoff recently developed a fact sheet, "Critical Analysis of Livestock's Long Shadow," that calls out these claims and explains why they aren't applicable to the United States.

Another new fact sheet, "Modern Beef Production," describes the stages of beef production and includes information about production technologies such as antibiotics and growth promotants. These fact sheets, which can be useful in responding to misinformation about these issues, are available at "Setting the Story Straight"

at: <http://www.beeffrompasturetoplate.org/media-friendlyfactsheets.aspx>.

The following fact sheets to view and download for printing or emailing to others. They will help you to educate others at the "grass roots." You'd be surprised how little your neighbors as non agriculture people really understand about beef.

Media-Friendly Fact Sheets

These fact sheets provide a snapshot of the process in place for producing high-quality, wholesome beef.

Animal Health and Welfare

FACT SHEET: Animal Welfare in Cattle Production

FACT SHEET: Antibiotic Use in Cattle Production

FACT SHEET: BQA and Animal Welfare

Beef Choices

FACT SHEET: Beef Choices

FACT SHEET: Certified Organic Beef

FACT SHEET: Grass-

finished Beef

FACT SHEET: Market for Natural, Organic & Grass-Finished Beef

FACT SHEET: Natural Beef **Beef Safety**

FACT SHEET: E. coli O157:H7

Beef Production

FACT SHEET: Food Animal Cloning

FACT SHEET: Beef Market At A Glance

FACT SHEET: The Cattle Industry, Who We Are

FACT SHEET: The Efficiency of American Agriculture

FACT SHEET: The Environment and Cattle Production

FACT SHEET: Critical Analysis of Livestock's Long Shadow

Cattle Farmers and Ranchers: America's Everyday Environmentalists

FACT SHEET: Modern Beef Production

FACT SHEET: Growth Promotant Use in Cattle Production



Source: www.BeefFromPasturetoPlate.Org. Cattlemen's Beef Board and National Cattlemen's Beef Association.

FUNDED BY THE BEEF CHECKOFF

South Dakota Beef Cookoff Slated for State Fair on September 4

By Karla Pazour [pazour@midstatesd.net], (605)894-4490; 25725 350th Avenue, Pukwana, SD 57370.

We will host the first annual State Fair Beef Cook-off on Friday, September 4 at the Fairgrounds in Huron. The event will be held at the Women's Building where there is a working demonstration area and air conditioning (Yeah!).

The contest will have two specific recipe categories: 1. Beef Salads and 2. Fast Family Favorites.

It is open to home cooks

(may, or may not, own beef) with two age brackets: youth (10 to 18) and adult (18 and older). Cattlewomen and their children or grandchildren can enter, too!

Also, volunteer Cattlewomen members are needed. Please contact Karla Pazour if you are interested in helping.

A grand prize of \$500 will be awarded to both the adult Beef Salad and Fast Family Fa-

vorites winners. The top youth winners in each category will receive \$250. Eight Honorable Mention winners will also be awarded. The cash prizes are made possible through the one-dollar per head Beef Check-off Program. Recipes must be submitted to Karla Pazour and post-marked by August 5. Multiple recipes may be submitted. Rules and entry forms can be found at www.sdbeef.org and www.sdcattlewomen.org.

What's Happening in the Beef Industry



CHECKING IN
ON THE CHECKOFF



Research through the University of Nebraska has led to the development of new cuts of meat. Chris Calkins UNL meat scientist has conducted research in this area.

Grilling season: Use these new beef cuts

With the grilling season beginning it is time to visit your local grocer or harvest a steer to stock up on great cuts of beef. Earlier this decade muscle-profiling research by scientists from the University of Nebraska-Lincoln and the University of Florida led to development of new beef products including the flat iron steak, now widely available in grocery stores and restaurants. Further work resulted in other new cuts from the shoulder clod, including the ranch steak and petite tender, two cuts perfect for grilling.

Because those three cuts are found on the outside of the chuck, they were relatively easy to get at, says UNL meat scientist Chris Calkins, who's led UNL's research in this area.

Those new products have been hugely profitable. The National Cattlemen's Beef Association estimates that more than 174 million pounds of the flat iron and other value cuts developed from the shoulder clod are served annually. Those new products add \$50 to \$70 per head to the value of U.S. beef, or about \$1.2 billion per year.

Phase two of the research has been to focus on the chuck roll, which is most of what's left of the chuck after the shoulder clod. As traditionally cut, the chuck roll, which is found under the shoulder blade, produces two or three steaks, with most of the rest of the meat sold as boneless chuck roast.

That "hunk and chunk" approach "doesn't capture very much value from those cuts," says Calkins.

The Institute of Agriculture and Natural Resources scientist has worked with NCBA New Products Initiative to "identify a better way to disassemble that chuck roast that provides more value-added opportunities."

Now that effort, funded by the Beef Checkoff, is paying off with several new products:

- The Delmonico steak, also called the chuck eye, is tender, juicy and well-suited for grilling, broiling or pan frying.
- Country-style chuck ribs are boneless and tender.
- America's Beef Roast can be dry-roasted in the oven and tastes great when thinly sliced for sandwiches.
- The Denver cut, which comes from one of the most tender muscles, has lots of marbling and a rich flavor.
- The Sierra cut is very similar to flank steak.

Ellen Gibson, executive director of the NCBA's New Products Initiative, says some of these new products already are catching on in the market.

"We expect these flavorful cuts to offer versatility and value, work well with high volume cooking and present increased profit opportunities for producers, packers, processors, retailers and foodservice operators," she says. "The chuck roll also lends itself well to home-style and eth-

nic dishes."

Meantime, scientists and the beef industry will continue efforts to carve more value out of a carcass.

"The next logical question is where do you go after this," says Calkins. "And the answer is the round."

The round's large size allows for many cuts to be generated. It's relatively lean, which might appeal to health-conscious consumers but which also creates challenges in producing tender products.

The chuck and round comprise about half the weight of a beef carcass, but historically only about 25 percent of its value. Calkins isn't heavily involved with the development of new products from the round. So far, NCBA has identified eight new value cuts from the round, with a goal of rolling out some products early next year.

NCBA estimates that products from the round could add another \$20 to \$30 value to each carcass, raising the overall value of the newer muscle cuts to about \$2 billion per year.

Key to the continued success of this effort, says Calkins, is the collaboration among meat and food scientists, chefs, marketers, operations experts and culinary professionals in the meat packing, processing, packaged goods, foodservice and retail industries.

SDCW Reports

ANCW & You!

As a local or a state member, you are the grassroots voice for CattleWomen.

You are critical to our having a strong foundation and base. Your involvement can't stop at the state or county borders. Please help tell our story and educate those not from rural America that we are stewards of the land. We are more concerned with animal welfare than anyone-it is our livelihood.

As a member of ANCW you will learn ways to support the beef industry. You will be provided with information to help educate consumers. You will be made aware of any legislative issues that concern beef producers and agriculture. ANCW is a key element of the communication to our state representatives and government officials.

The introductory rate is only \$35 for any new member and a \$50 renewal rate.

ANCW needs your support for whatever level of involvement you want. It can be as simple as just paying your dues and being counted or as involved in any of the committees and volunteering your time. Please help support the beef industry have a strong voice!
*Tammi Didlot,
Oklahoma
CattleWomen ANCW
Membership*

March 4, 2009 Minutes

The SDCW quarterly meeting was held in Pierre, SD, at the SD Cultural heritage museum on Wednesday March 4, 2009.

President Lisa Dorschner called the meeting to order. The president called for approval of agenda, and a motion to accept was made by Donna seconded by Wanda. Roll was called and a quorum was established.

The secretary's report was accepted as published, the move to accept was made by Karla and seconded by Jane.

Kodi gave the treasurer's report. With \$6,442.31 reported in the BIC account and \$3,647.27 in the SDCW account.

Membership report was given by Becky, three clubs have not paid their dues.

Newsletter report, there was much positive feedback on the new lay out for the newsletter. The deadlines are still on the 15th of the month. Bernice Gregg is with the Harrold steakettes not Medice rock.

Committees:

Stockgrowers relations committee: No Report

Beef Industry Council: Will be meeting on the 16th at 9am in Pierre.

Promotions & Education: Lisa is going to work with Lonna on ordering promotional items, possibly 5000 depending on the cost.

Beef Ambassador: The competition will still be dur-

ing the Summer spotlight, but the location is being moved to the Clover building.

Beef Certificates: Due to possible budget changes \$3,000 was transferred to cover for any shortfalls.

Beef Cook-Off: Discussion was had on the State Fair being the best option, the competition would be opened to anyone.

Beef Salad Promotion: Karla and Jan are still planning to meet with Randy from MTL.

Sturgis Rally Promotion: Ideas were discussed on the rally promotion, education on the Beef byproducts "Beef up your bike" is a possible slogan. A committee was named of Kodi, Lisa and Marilyn they will produce a plan for the next meeting.

Sports Education: Nothing new to report

Litter Bags: More need to be ordered, an exact number has not been determined, it was also discussed to add the Salem and White Lake rest areas to the litterbag promotion.

Ellsworth Air Base: Nothing new to report

Cookbooks: We do not need to order new right away, we can slowly collect our favorite BEEF recipes.

Website: PDF Files updated, again there was positive feedback on the new setup of the website.

Unfinished Business: Legislative Beef Day overall went well, we felt like we were able to reach the peo-

ple we needed to.

By-Law Committee: Nothing new to report

New Business: Connect the dots materials were handed out. Everyone was reminded to submit their forms to Kodi. The next meeting will possibly be on May 27th in Hill City.

There being no further business the meeting was adjourned.

May 26, 2009 Minutes

The SDCW quarterly meeting was held at Vivian JCT, Vivian, SD on Tuesday May 26, 2009.

President Lisa Dorschner called the meeting to order. The president called for approval of agenda, and a motion to accept was made by Mary seconded by Jan. Roll was called and a quorum was established.

The secretary's report was accepted as read; the move to accept was made by Edith and seconded by Julie.

Kodi gave the treasurer's report. With \$7,598.16 reported in the BIC account and \$6,911.47 in the SDCW account. There was discussion on what account to pull the funds for the Sturgis Rally Project from. A motion was made to give Kodi the authority to work with Clay on our accounts to operate within our budget through the end of this year and to then transition into the next year. The motion was made by Julie and seconded by Karla, carried.

(Continued on page 5)

SDCW Reports, Continued.



Rosebud Rancherettes Snack Sacks for Special Students

These six students from the Burke School attended the Special Olympics Track Meet. Rosebud Rancherettes gave each student a snack sack full of treats and goodies to take along.

Submitted by Sue Chytka, Rosebud Rancherettes.

Quarterly Meeting Minutes, continued

Newsletter report, it was suggested that the Associate members have the towns listed with them, to ensure that we know the right locations.

Committees: Stock-growers relations committee: Deferred

Beef Industry Council: The planning and board meeting will be the 23 and 24 of June, the council gave some Power up with Lean Beef brochures for us to use along with some random brochures.

Promotions & Education: Lisa ordered some reusable shopping bags, 1000 @ \$1.55 a piece. We also bought 15,000 of the Cow-A-Bunga at 10 cents a piece.

Lisa is looking for a volunteer coordinator, this is someone who can line up the volunteers for the big events that we have.

Cook-off: A new brochure has been made and a press release is going to be sent out. There was discussion on displaying the finished plates in the beef booth. Karla went over the money that has been budgeted and

SDCW Special Olympics

The SDCW sponsorship of the 2009 SD Special Olympics was another great success! We surpassed our goal of \$5,000--thanks to all of the volunteers out there selling the raffle tickets. President Lisa Dorschner attended the Opening Ceremonies on May 14 in Sioux Falls. "What an amazing organization and event to be supporting," says Lisa.

Lisa presented the SDCW donation to Special Olympics program, announced the winners of the Beef Certificate raffle and encouraged the athletes to get their ZIP from healthy beef!

Winners:

- 1st Place \$225 Delyn Jacobs
- 2nd Place \$125 Jennifer Heim
- 3rd Place \$50 Aaron Brown
- 4th Place \$50 Linn Dickson
- 5th Place \$50 Karon Bierlage

how it is being spent.

Sturgis Rally Project:

The beef jerky has been sent for approval, to pass out. Discussion was had on asking restaurants for sponsorship and then handing out Beef Certificates for the restaurant. The booth will be set up from August 5-8 from 10 am -8 pm. If you have any further ideas work with Kodi.

Sports: Special Olympics were a success Lisa went along with the Beef Ambassador. As an after thought, it would be good to stick around afterwards and help with the awards. About \$5,200 was raised.

State Fair: The volunteer letter will come out in the newsletter, and possibly will work through a volunteer coordinator.

The beef ambassador competition will be held on July 24 from 2-5, during the Summer Spotlight show.

The 2010 budget needs to be in to the Beef Industry Council by August, the committee for the budget is Nancy, Kodi, and Lisa.

There was discussion on moving the Great Escape weekend to a state project instead of a club project.

The beef for Fathers day promotion is in progress and a grill will be given away again.

The Hall of Fame Introductions will be in September on the 11 and 12. For Friday night we will prepare and serve about 100 for a reception at the Casey Tibbs Center in Pierre. This project is being coordinated through Carol.

The National Beef Cook-off is in Sonoma CA. Edith is our State Team member.

Nancy made a motion to hold the SDCW annual meeting in Pierre on September 11 at 10am, in the Casey Tibbs Center. Edith seconded the motion. A committee was established to plan the Annual meeting, Nancy, Mary, and Julie.

With no further business the meeting was adjourned by President Dorschner.

South Dakota Cattle Women
Becky Littau
27969 301st Ave.
Winner, SD 57580

www.sdcattlewomen.org

Mission: South Dakota Cattlewomen
strive to Promote, Educate and
Inform about our BEEF INDUSTRY.

Calendar

- July 3—Edith & Louie
Bartels 60th Anniversary
Celebration, Medicine Rock
Senior Center, Gettysburg
- July 14-18 - Beef Industry
Summer Conference,
Denver, CO
- July 24 - Beef Ambassador
Contest, Huron
- Aug 18-20 - Dakotafest,
Mitchell
- Sept 3-7 - SD State Fair,
Huron
- Sept 3 - Titanium Chef Beef
Competition/SD State
Fair, Huron
- Sept 4 - SD Cattlewomen
Beef Cook-off/SD State
Fair, Huron
- Sept 15-16 - Beef Promotion
Operating Committee
Meeting, Denver CO

Thank You

SPECIAL OLYMPICS:

The 2009 Beef Raffle total raised was \$5,306, with \$2,170 of that amount returning to local Special Olympics programs throughout the state to assist with athletes travel and training expenses for the 2009 Special Olympics Summer Games which were held in Sioux Falls in May.

A special “thank you” to the wonderful members of the South Dakota Cattlewomen who helped to make this year’s fundraiser a winner for all individuals with intellectual disabilities here in South Dakota.

The 2009 Beef Raffle winners of a \$50 beef certificate are – Karon Burlage of Elkton; Linn Dickson of Cavour; and Aaron Brown of Watertown.

The winner of the \$125 beef certificate was Jennifer Heim of Watertown and the \$225 beef certificate winner was Delyn Jacobs of Brookings.

A special “thank you” to Lisa Dorschner, SDCW President for attending the Opening Ceremony of our Summer Games on May 14th.

Also, a special “thank you” to Gloria Schaefer, SDCW Special Olympics Representative for coordinating the Beef Raffle

Fundraiser.

Thank you all for another wonderful year.

- Carol Husby, CEO/
Development Director, Special Olympics South Dakota,
chusby@sosd.org

Dear South Dakota Cattlewomen:

Thank you very much for your monetary donation for Tour de Kota. We purchased our hamburger at Al’s Oasis and it was simply delicious.

We got several compliments from the bicyclists on our meal. They loved it!
Thanks, again,
Chamberlain/Oacoma Chamber of Commerce