

# Celebration 63 years of Promoting BEEF!

South Dakota  CattleWomen

Volume 36, Issue 1

## 2015-2016

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For more information,  
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[www.sd cattlewomen.org](http://www.sd cattlewomen.org)



***Christmas at the Capitol . . . This year's theme is "Christmas Around the World" and the South Dakota CattleWomen's decorated tree depicts "Stulle Nacht, The German Silent Night". The tree is located across from the Governor's office on second floor, near the rotunda. To view the trees online, go to <http://sd.gov/christmas2015>.***



**Merry  
Christmas  
and  
Happy New  
Year!**

### ***Schedule of Events 2015-2016***

June 5-11, 2016: RASDAK  
June 2-4, 2016: ANCW Region  
Meeting at The Elms,  
Excelsior Springs, MO  
August 8-14, 2016: Sturgis Rally  
September 1-5, 2016: SD State  
Fair  
September 21-24, 2016: SDSGA  
and SDCW Annual  
Convention  
TBA: Air Base Picnic

### **SDCW Quarterly Meeting**

***There will be NO quarterly  
meeting for the South Dakota  
CattleWomen in December***



# Message from your President

I am very honored to be the South Dakota CattleWomen president. I take on this position with enthusiasm and a desire to succeed. I am looking forward to those of you who were members before me to guide me in the direction you feel this group needs to go. We are needing to recruit new members, revitalize the current members and inspire and guide the leaders of the SDCW.

I want to hear your thoughts on what to do to keep our projects viable. The reason to keep a project shouldn't be because we have always been at that venue. They have to be worth the cost and the time, targeting the audience we strive to reach. We also have bad media to fend off and misconceptions to correct for the public. If you feel you can't take on a project, can you help to add to our Facebook page? This could be ongoing daily if members have information to add. Also, we have our website; it could use some thoughts from our members on what you would like to see on our web page. What do you think would get the public's attention to get them to come back every week or day?

We decided not to have the Beef Day at the

## Thank You

*I would like to thank all the South Dakota CattleWomen for supporting me through two presidential terms. Without your support, time and encouragement, we would have never been able to successfully put on the various beef promotional projects throughout South Dakota. I feel we did an amazing job getting out the message about how wonderful beef is. Without beef, we wouldn't have the many beef by-products that we use daily and/or the nutrients that make every day better and more productive.*

*I hope you are aware that we need to continue to promote beef on a regular basis. It is a fact that there is always someone out there trying to put down what beef has to offer and to put doubt in the consumer's mind. We need to do our job to reassure them that beef is a nutritious choice and you can enjoy beef on a regular basis.*

*Please continue to promote beef and support our newly elected officers. Because without volunteers the great projects we have in place struggle and then, so do our officers. They have already stepped up for our Beef Industry. it is now time for all other SD CattleWomen members to do the same.*

*Thank you, again, for allowing me to represent the SD CattleWomen!*

**Kodi Blotsky**

Capital and we won't have another meeting in 2015, but I am looking to schedule a meeting in March and would like to hear from anyone when and where it should be.

Looking forward to hearing from you all. Thanks for your support in promoting BEEF.

**Julie Holmquist, SD Cattlewomen President**  
4870 Cliff Drive, Rapid City S.D. 57702  
605-730-1455



## Cattle Woman teaches City Woman how to cook a roast

Karen and I met six years ago on the football practice field. Our sons were elementary school football players. Our families became friends throughout the years. They came over to our home for supper and of course, we served a home cooked meal of roast beef, vegetables, baked bread and dessert. Karen's busy family doesn't get this kind of



meal often. Karen took me aside and asked me "How do you cook a roast?" I said it was easy. But, I could tell she needed more. So, together we set aside a morning for me to come over to her Sturgis home to show her how to cook a roast. I gave her the recipe ahead of time so that she could buy the roast and other items ahead of time. The day of the cooking lesson she greeted me with warm chai and donuts. We had a lot of fun, a lot of chat, and a deeper connection -- all from a need to learn how to cook a roast, and me willing to teach her. Sometimes a Cattle Woman can do simple things to be a beef advocate. Sometimes, it's just being a friend.

### Anna's Pot Roast

Serves 6

**3 lbs Pot Roast (Chuck, Arm, whatever is on sale)**

**1 large or 2 small onions**

**1 packet onion soup mix**

**Ketchup**

**1 cup pickle juice**

**1 carrot**

**1 or 2 celery stalks**

Preheat oven 350 degrees F. Line foil at bottom of roasting pan. Use foil to form a cross, one piece overlapping the other. Place meat on it. Shake the soup packet over roast. Cut up onions, carrot and celery and place around meat. Dot the meat with ketchup. Pour pickle juice over top of meat. Seal it up very tightly. Place meat in oven 4 to 5 hours. Meat is done when you stick a fork in it and is very soft all the way through.

Save the meat juices as a broth for soup. Freezes well.

## Prime Promotes

September was a busy month for the Prime CattleWomen. Friday, September 11, the CattleWomen served beef hors d'oeuvres for the South Dakota Hall of Fame inductees reception in Chamberlain. The beef was funded through SDBIC/SDCW and Prime provided the legwork for the busy event. Pat Blum chaired the event. Prime holds their monthly meetings at the South Dakota Hall of Fame and are glad to assist in this annual function.

Saturday, September 12, Karla Pazour spoke to the 100 youth and their parents involved at the Fun in the Outdoors event at the American Creek Park in Chamberlain. She spoke about cooking temps and how to handle beef safely. Instant-read thermometers and magnets with cooking temps from SDBIC were distributed to participants. That night, the annual All-Beef Barbecue contest was held. A dozen contestants competed in the two categories of Prime Rib or Brisket. Ten Prime CattleWomen served the large crowd that consumed the outcome of the cook-off. SDBIC funds helped pay for the beef that was purchased for both of the events on the 12th. Tuesday, September 15, was the annual Beef Luncheon. All members provided either beef hot dishes salads or dessert. Mary Hendricks, once again, chaired this big event. Thanks to all who helped with promotion or set up or worked at the luncheon.

Officers for the upcoming year were determined: Wendy Swanson, president; Suzanne Tarabetz, secretary; and Becky Rose, treasurer. Friday, September 18, Suzanne Tarabetz chaired the Homecoming parade at Chamberlain. (attached photo). A 4x4 decorated with "Chew 'em up Cubs" and Beef It's What's for Dinner logos was driven while walkers distributed beef recipes. Next meeting is Tuesday, November 17, at the Hall of Fame. The Sanford Holiday Extravaganza and the Christmas Tree at the Hall of Fame are on the agenda. The annual Christmas party will be Tuesday, Dec. 1, at Charly's at 6:30 p.m. Members and their spouses/guests are encouraged to attend a relaxed evening of fellowship and fun.



### *Beef Certificate Audit Report*

(May 6, 2015) The beef certificate audit committee has made the following recommendations:

- \* An audit be done at least every three years, more often if it appears necessary.
- \* All orders for beef certificates be made directly through Lindy.
- \* All remittances for sold certificates be made directly to Lindy or an account she can draw from.
- \* Signers on the checking account be changed to remove Becky Rose and add Lindy Harkin and Becky Littau so they have access to the online beef certificate account and for Brenda Reis to remain on the account. The account name and number would remain the same.

"We are having trouble getting the accounts serviced by Prime to balance and need to have access to the checking account and go to the banks involved and count the certificates. We hope to do this in the near future. Lindy's records are very straightforward and easy to follow. We feel she is doing an excellent job of handling the various accounts."

Respectfully submitted,  
Becky Littau and Mary Hendricks

Dear, SD Cattlewoman's Association,  
Thank-you for the \$25 premium for doing my beef talk. I plan on doing another talk like it.  
Sincerely,  
Carter Effling



**2015-2016 South Dakota CattleWomen Officers**

*From the left: Mary Jessen, Secretary; Lindy Harkin, vice president  
Julie Holmquist, president; Becky Littau, treasurer; Katrin VanZandbergen, membership*

**SDCW hold annual meeting**

The South Dakota CattleWomen’s annual meeting was held October 2, 2015, at 2:30 p.m. at the Ramkota in Rapid City, SD.

President Kodi Blotsky called the meeting to order. Julie H. moved to approve the agenda as corrected and Ruth F. seconded. Motion passed.

Ruth F. led the Pledge of Allegiance and the SDCW Creed. Julie H. moved and Katrin V. seconded to approve the minutes of the last meeting as printed in the newsletter. Motion passed.

Ruth F. moved to table the treasurer’s report for this meeting until the next meeting so the incoming treasurer can make the report. This directive was presented—anyone who would like a copy of the treasurer’s report can contact the incoming treasurer, Becky Littau. Bills for the BIC projects need to be gotten to the treasurer ASAP so the BIC year can be completed.

It was noted that the SDCW should be receiving recognition in the State Fair book, etc. for the 4-H awards

they present and pay for. Karla P. and Ruth F. will work on this.

NEWSLETTER: Deadline November 1. Directory will also be included in this issue.

BEEF CERTIFICATES: Lindy H. gave a report on sales and redemption of certificates. The biggest seller is the \$20.00 certificates and not so many \$5.00 certificates are sold. An audit of the account was held and the following recommendations were made:

- (1) An audit be done every three years, more often if necessary.
- (2) All orders for certificates be made directly through Lindy.
- (3) All remittances for sold certificates be made directly to Lindy or an account she can draw from.
- (4) Signers on the checking account be changed to remove Becky Rose and add Lindy Harkin and Becky Littau so they have access to the online beef certificate account and for Brenda Reis to remain on the account. The account name and number would remain the same. No clubs should have unpaid beef certificates on hand. The account should be “South Dakota Cattlewomen, Inc. Beef Certificates/Prime CattleWomen”. The account is with First Dakota Bank in



Chamberlain. Julie H. moved to accept the recommendation and Carol Sides second. Motion passed.

Mary Hendricks spoke on the Investment Account. She moved to change the title of Francis Jahner from Advisory Account Executive to Discretionary Account Manager. Karla P. seconded. Motion passed. The beef certificate committee is Becky L. and Mary H.

**MEMBERSHIP:** Katrin V. reported there are 165 state members, 70 associate, four sustaining and two collegiate to date. State dues are due October 1. A discussion was held on associate members and the \$5.00 rebate. Mary H. moved to give Rosebud Ranchettes back their \$5.00 per member this year with the understanding that 100 percent of dues paid in the future will be given to the state organization as stated in the "SDCS Points of Policy: dated March 6, 2015. July H. seconded. Motion passed. 2015: 100 percent of associate membership dues will remain in the SDCW state treasury. (Revised 3/6/15). New associate membership forms will be printed with this directive.

**BEEF INDUSTRY COUNCIL:**

Karla P. advised that a new executive director has been elected and will start Nov. 1. No names have been released to date. Ron Frederick resigned as of Oct. 1. Teri and Tracy will handle the office until the new director takes over. A new authorization request summary for the BIC account was handed out. Kodi B. went over the budget. The SDCW needs to reach beyond the schools to pass out information and do other activities, such as with 4-H, etc.

**WEBSITE AND FACEBOOK:**

Kodi B. will name an administrator to manage the website and Facebook and keep it up-to-date. Karla P. was appointed.

**OLD BUSINESS:**

Youth Football: Julie H. reported that Anna Maars is very active with this activity. Approximately 200 people are involved (kids, parents, etc.) and the group cooked and sold burgers as a fundraiser. They gave prizes of \$5.00 beef certificates or a cookbook. Julie H. suggests expanding the project.

State Fair Booth: Ruth F. suggested to do the booth as a Beef booth and not emphasize SDCW as much. They did not hand out samples and had a very good attendance at the booth. The Beef Ambassador kids did a very good job of promoting beef while in the booth.

Beef cooking demo and beef basket challenge: Kodi B. reported that Keith Underwood had a meat cutting demo and then he and Brianna Burgers did the beef basket challenge with the beef he demonstrated cutting. Kodi B. cooked samples in the electric pressure cooker and handed out samples. The extra meat was given to a women's shelter in Huron.

Air Base: Carol Sides reported this was not as good as in the past. Attendees love to receive recipes. They gave out cookbooks as prizes. Kids activities are all day long in the activity center. Everyone and everything done has to be approved ahead of time.

Beef up your Bike: Kodi B. reported this gets bigger every year and especially so this year as the 75th anniversary of the rally. This is held at the Stonehouse Saloon. They passed out jerky and did surveys about beef.

Sylvia Christian of the SDSGA helps and is very good and knowledgeable.

Club Projects: Clubs present (Prime, Southern Hills, Southern Belles and Harrold Steakettes) told about projects they do locally.

SDBIC and the Farm Bureau teamed up on a project for "Beef in a Bucket".

**NEW BUSINESS:**

Calendar of Events for 2016:

SDBIC Meeting: November 23, 2015

RASDAK: June 5-11, 2016 (Sisseton to Buffalo)

Sturgis Rally: August 8-14, 2016

State Fair: September 1-5, 2016

SDSGA 125th Convention: September 21-24, 2016

ANCW Region Meeting: June 2-4, 2016 at The Elms

Excelsior Springs, MO

Beef Ambassador Contest: Waiting for more information

Beef Day at the Capitol: Ruth F. moved and Carol Sides seconded to do away with "Beef day at the Capitol".

Motion passed.

**CHRISTMAS TREE:** Mary J. has not received word if the SDCW will have a tree.

2016 APPROVED BUDGET: Went over BIC budget.

2015-2016 SLATE OF OFFICERS: Julie Holmquist, president; Lindy Harkin, vice president; Becky Littau, treasurer; Mary Jessen, secretary.

Kodi B. moved and Karla P. second to approve the slate of officers as presented. Motion passed. Kodi B. offered to serve as parliamentarian.

**PROJECT CHAIR PERSONS:** Kodi B. gave names of those selected. They will be listed in the directory in the next newsletter. Julie H. will chair collegiate project and Tammy B. will chair the Powered by Beef project. Lindy H., vice president, will handle the promotional items with inventory, ordering, etc.

Julie H. will decide on place and date of the next meeting.

Karla P. moved and Kay A. seconded to adjourn at 4:45 p.m.

Respectfully submitted,  
Mary Jessen, Secretary

## ***Thank You!***

Thank you for your gift of the South Dakota CattleWomen insulated tote, grill spatula, cookbook, cutting board, beef certificate and tie tack. Linda and I will put all of it to good use. Your thoughtfulness is appreciated.

I am sorry that I was unable to visit your group in the Rotunda last week, but I do hope you enjoyed your day at the Capitol.

I appreciate your dedication to the beef industry in South Dakota. Thanks, again, and best wishes.

**Sincerely,  
Dennis Daugaard**



## BEEF BASKET CHALLENGE

Cooking Contest at the SD State Fair . . . Brenda Dryer chaired this project and had planned to have the ladies from Kelo-Land demonstrate their cooking talents. On September 5, the day the contest was to take place, she was notified they were unable to attend. So, we had to go with plan 'B'. Luckily, we were able to round-up Keith Underwood, SDSU Meat Specialist, and Brianna Burgers, SDBIC Nutrition Assistant/Director of Online Communications, to be our substitute contestants. Obviously, they were completely unprepared as Keith just finished with the meat fabrication demonstration and Brianna just finished a road race. Even with the confusion, the Beef Basket Challenge turned out great. Both Brianna and Keith made two outstanding dishes that the audience was able to sample. Brianna went all out making a colorful beef-stir fry with both freshly cut beef and vegetables, as Keith went the more simple route that showcased the beef with just a little added seasoning and red peppers. Overall, both were winners in our books, as they were willing to step up and participate in the Beef Basket Challenge when we were without contestants. Thank you, Brianna and Keith, for helping us demonstrate how easy it is to cook with beef and of course how great tasting it is!

## BEEF ON A BUDGET

Cooking Demo at the SD State Fair . . . Keith Underwood, SDSU Meat Specialist, was on hand September 5, in the Women's Building showing the audience how to take a large cut of beef into smaller portions. He took the Chuck Roll and cut it into the Delmonico Steak, Boneless Country-Style Beef Ribs and the Denver Cut. While he was demonstrating how to fabricate these different cuts, Kodi Blotsky cooked up beef samples for the audience with what Keith had cut. The audience was actively involved with the demonstration as they asked questions as he was working or as Kodi was cooking. Demonstration and samples were a hit. The South Dakota CattleWomen were very thankful to have Keith Underwood present, as he did an amazing job. At the end of the day, we ended up with some extra beef and were pleased to be able to donate it to Huron's Women's Shelter. Overall, the day was a success!



The South Dakota CattleWomen's booth at the South Dakota State Fair in Huron in September provided a lot of information to fairgoers about the benefits of having Beef in their diets on a daily basis.



### **Thank You!**

Thank you very much for sponsoring the Winner Area Chamber of Commerce's BBQ Pit Row. We had 16 teams participate and fun was had by all involved! Your support towards this event helps us pay for the entertainment and food. At our evening sampling, we fed around 400 people. We appreciate your continued support towards this Chamber event and all events that we do. Thank you for donating cutting boards to give to our teams. Your generosity is much appreciated!

**Karla Brozik,  
Executive Director  
Winner Area Chamber  
of Commerce**



### ***SDCW held planning meeting in Rapid City***

The South Dakota Cattlewomen met October 1 at the Ramkota in Rapid City. President Kodi Blotsky distributed an agenda for the planning meeting.

New officers for 2015-2016 were announced and are: Julie Holmquist, President; Lindy Harkin, vice-President; Becky Littau, Treasurer; Mary Jessen, Secretary and Kodi Blotsky, Parliamentarian.

The Directory was completed. Promotional items were discussed and it was suggested to have a nominating committee to meet earlier in the year to choose officers for the coming year. Meeting with other organizations was also discussed. A calendar of dates of events coming up was distributed. The South Dakota Beef Industry Council's budget was reviewed.

Word is out that ANCW plans to scrap the Beef Ambassador Contest and instead give a \$500.00 scholarship to a college student to attend the ANCW Annual Meeting.

Brit from "Canvas 2 paint" in Rapid City arrived at 4:00 p.m. to conduct a "wine and paint" class for those interested. Fourteen ladies participated for a time of fun and painting of a fall pumpkin canvas.



### ***Beef Certificates promote beef sales in South Dakota and the United States***

One of the many ways South Dakota CattleWomen promote beef sales in South Dakota and the United States is with the sales of Beef Certificates. Thousands of beef certificates are distributed across the nation each year to encourage consumers to purchase beef. The beef certificates may be used to purchase beef in grocery stores, meat markets and restaurants.

During the past year, approximately \$111,000 in Beef Certificates were sold and were used as gifts, promotion or bonuses to employees. Sales of certificates have risen steadily over the past several years. Previous year's totals were \$99,235, \$97,330, \$94,314.

The Beef Certificates may be purchased from the Beef Certificate Director, SD Beef Industry Council, SD Stockgrowers or local banks or credit unions. Many people prefer to purchase locally, but have no outlet. If your area doesn't have a local outlet, contact the director with the name of a bank or credit union that would be willing to administer the certificates locally. Thanks for using SD Cattlewomen Beef Certificates!

Lindy Harkin, PO Box 451, Winner, SD 57580  
605-842-9066 Email: [beefcertificates@yahoo.com](mailto:beefcertificates@yahoo.com)



**South Dakota Cattle Women**  
**c/o Becky Littau**  
**27969 301st Ave.**  
**Winner, SD 57580**  
**www.sdcattlewomen.org**



**SDCW hear presentation on  
 "Beef Advocacy"**

The SDCW met Oct. 2 to host Brandi Buzzard Frobose from NCBA and to hear her presentation on "Beef Advocacy", which is an Issues Communications program with advocates in all states except Maine. Seven thousand members have completed the program, which began in 2009.

She gave many points to discuss and answer questions with people on beef facts and fallacies. The program has grown from 29 lean cuts to 40 lean cuts of beef.

The "2C's" of beef advocacy are Care and Capable. People don't care how much you know until they know you care. E-Coli is declining with food safety and less than one percent of the population gets sick from food poisoning. Ranchers and farmers are capable of animal care, with many ranches being over 100 years old.

Beef sustainability is on everyone's mind. Forty percent of food is thrown away and this is especially true in school lunches. Beef is the least wasted food. Three to four ounces is the proper serving of beef. School lunches need to be made more healthier with ZIP, plus B vitamins. The most popular diets are the BOLD Study with lean beef to promote a healthy heart and reduce blood pressure. The DASK diet is one most recommended by doctors and promotes chicken.

She stressed using social media, such as Facebook, Twitter and Instagram to share information about beef. Using YouTube and blogging are also two great ways to be in contact with a lot of people to talk about beef. It's important to stay informed with TV, blogs, newspapers, etc.



- |                                    |                                   |                              |                               |
|------------------------------------|-----------------------------------|------------------------------|-------------------------------|
| ★ Associate Members                | DBA Naper Café & Lounge           | Littau Angus, Carter         | Statewide Ag Insurance, Inc., |
| ★ Animal Clinic, Ltd., Winner      | Naper, NE                         | Main Street Auto, Burke      | Chamberlain                   |
| ★ Anson Insurance Services, Inc.,  | DeJong Ranch, Kennebec            | M & M Jessen Ranch, Holabird | Statewide Ag Insurance, Inc.  |
| DBA Southern Dakota                | Divine Concrete, Bonesteel        | Mathis Implement, Winner     | Winner                        |
| ★ Insurance, Burke                 | Dobesh Ranch, Belle Fourche       | McKay Insurance Agency,      | Steffen Feeding, LLC          |
| ★ BankWest, Gregory                | Eklund Tax, Gregory               | Huron                        | Burke                         |
| ★ BG's Electronic Service/Serenity | Farm Bureau Financial             | Mid Dakota Meats, LLC.,      | Stella's, Burke               |
| Hair Salon, Burke                  | Services, Burke                   | Winner                       | Teena's Kitchen, Colome       |
| ★ Bob's SD Hunting Service, LLC,   | First Dakota National Bank,       | Midwest Cooperatives,        | Tim Pazour Trucking, Pukwana  |
| Herrick                            | Chamberlain, Kimball              | Highmore                     | The Feed Mill, Colome         |
| ★ Boyd Financial Service           | First Fidelity Bank of Bonesteel, | Midwest Liquid Feeds, LLC    | The Insurance Center,         |
| Mitchell                           | Burke, Colome and Winner          | Wood                         | Burke, Winner                 |
| ★ Brule County Coop, Pukwana       | Frontier Motors, Inc., Winner     | Midwest Seamless Gutters,    | Victor Schmitz CPA, PC, Burke |
| Buche's, Gregory                   | G.A.B., Burke                     | Burke                        | Willis Veterinary and Supply, |
| ★ Burke Building Center, Burke     | Green's Grocery, Burke            | Midwest Supply, Chamberlain  | Chamberlain                   |
| ★ Burke Livestock Auction, Burke   | Gregory and Burke Animal          | Noteboom Implement, Inc.,    | Winner Livestock Auction      |
| ★ Burke Oil Co., Inc. Chamberlain  | Clinics, Burke and Gregory        | Chamberlain and Corsica      | Winner Seed/Gene Brondsema    |
| ★ Burke True Value, Burke          | Gregory Building Center           | Purvis Electric, Burke       | Winner                        |
| ★ Cahoy's General Store,           | Gregory Farmers Elevator          | Raven Angus, Colome          |                               |
| Bonesteel                          | Grossenburg Implement, Inc.       | Ray's Western Wear and       | <b>Sustaining Members</b>     |
| ★ Charly's Restaurant & Lounge,    | Winner                            | Saddlery, Chamberlain        | Marie Addison                 |
| Chamberlain                        | Highmore Herald, Highmore         | Redi Mix Inc., Chamberlain   | Mary Buchholz                 |
| ★ CHS Farmer's Alliance            | Interstate Commodities, Inc.      | Rosebud Aviation, Gregory    | Kathy Fuoss                   |
| Elevator, Chamberlain              | Gregory                           | Rosebud Electric Coop, Inc., | Nancy Stirling Neuhauser      |
| ★ CHS, Inc., Corsica               | Johnson Implement Inc., Burke     | Gregory                      | Merretta Anderson             |
| ★ Country Pride Cooperative,       | Jungle of Flowers, Burke          | Rosebud Farmers Union Coop,  | Shirley J. Thompson           |
| Burke                              | Kohlman, Bierschbach and          | Cenex, Gregory               | Anna Marrs                    |
| ★ Cuz'ns Corner, Bonesteel         | Anderson, Miller                  | Scott's Welding & Repair,    | Merretta Anderson             |
| ★ Dakota Properties of Gregory     | Lewis Family Drug,                | Colome                       |                               |
| Gregory                            | Chamberlain                       | Sioux Nation, Kimball        |                               |

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