

# BEEF COUNCIL bullhorn



## Pediatrician Outreach Extends Beef in the Early Years Content

The American Academy of Pediatrics, the Women Infants and Children's Program and now for the first time ever, the Dietary Guidelines for Americans recommend introducing solid foods, like beef, to infants and toddlers, in order to pack in every bite with protein, iron, zinc and choline. Yet, many physicians lack awareness of the latest science, and many parents still need practical tips for how to introduce beef safely and nutritiously into their young child's diet.

"Parents rely on their pediatricians for nutrition guidance for infants and toddlers," says Executive Director of Nutrition Science, Health & Wellness at the National Cattlemen's Beef Association, Shalene McNeill, PhD, RDN. "When we provide health professionals with science-based information about beef as an early complementary food, physicians then share that information with parents."

Beef in the Early Years is a campaign that is focused on educating physicians and other health professionals on the importance of feeding beef to babies as an early complementary food and providing them with tools to support parents with the introduction of beef. With support from the Federation of State Beef Councils and the *New Mexico Beef Council*, the National Cattlemen's Beef Association (NCBA), a contractor to the Beef Checkoff, is providing an educational toolkit and parent resources to a nationwide (including New Mexico) network of pediatrician offices and childbirth centers.

The toolkits include the Beef in the Early Years research brief, detailing beef as an important complementary first food, and a new consumer brochure that highlights the beneficial role of beef's nutrients during the early years. These toolkits also offer simple infant and toddler feeding tips, providing practical takeaways for parents and caregivers. The toolkits will be delivered to over 2,300 pediatrician offices and childbirth centers in more than 20 states across the country.

To develop deeper relationships within the network of health professionals, participating offices will receive follow-up communications offering future educational opportunities from the Beef Checkoff. Following the effort, results, including estimated traffic and impressions along with market coverage, will help evaluate the program's reach and success. An independent

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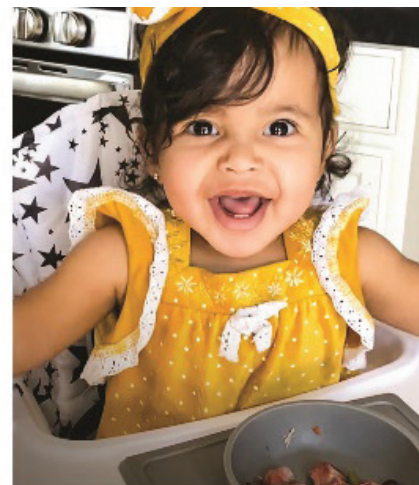
## Make Every Bite Count with Nutrient-Dense Foods

Several key nutrients, such as iron, zinc and choline, are essential to support healthy growth and development in the early years, particularly among infants who are exclusively breastfed and ready to transition to complementary feeding. The American Academy of Pediatrics (AAP) recommends introducing nutrient-dense foods, such as meat, during this transition, to help parents adapt to the introduction of solid foods. Beef provides iron, zinc and choline and to help protect against deficiencies that can impact a child's development, learning, behavior and growth.

Offering complementary foods in age- and developmentally-appropriate sizes, consistencies and shapes can help infants learn to eat and swallow easily while also minimizing choking risk. According to the AAP, approximately 2 servings of meat (1-2 ounces/day) can be provided to help meet key nutrient and energy needs.<sup>1</sup> Parenting, read, shredded beef can introduce a variety of textures to the diet and support babies' development of chewing, reduce risk of choking, and help lay the foundation for a healthy dietary pattern and lifestyle.<sup>2</sup>



To learn more about infant and toddler nutrition, lower your smartphone's camera over the QR code.



Safely introduce beef by matching the appropriate preparation with an infant's age and developmental stage.



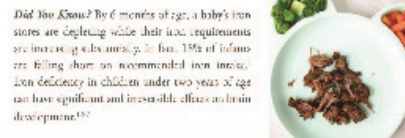
6 Months  
Ground Beef



8 Months  
Shredded Beef



10-12 Months  
Chopped Beef



Did You Know? By 6 months of age, a baby's iron stores are depleting while their iron requirements are increasing substantially. In fact, 15% of infants are falling short on recommended iron intake. Iron deficiency in children under two years of age can have significant and irreversible effects on brain development.<sup>3,4</sup>

Consistent exposure to a variety of textures and flavors is essential for healthy eating habits.

1. American Academy of Pediatrics. (2019). *Feeding infants and toddlers*. Retrieved from [www.aap.org/feeding-infants-toddlers](https://www.aap.org/feeding-infants-toddlers).  
2. American Academy of Pediatrics. (2019). *Feeding infants and toddlers*. Retrieved from [www.aap.org/feeding-infants-toddlers](https://www.aap.org/feeding-infants-toddlers).  
3. American Academy of Pediatrics. (2019). *Feeding infants and toddlers*. Retrieved from [www.aap.org/feeding-infants-toddlers](https://www.aap.org/feeding-infants-toddlers).  
4. American Academy of Pediatrics. (2019). *Feeding infants and toddlers*. Retrieved from [www.aap.org/feeding-infants-toddlers](https://www.aap.org/feeding-infants-toddlers).

audit of participating locations will also collect information about the usefulness of materials and help evaluate whether health professionals are more likely to recommend or discuss beef with their patients.

To further extend educational information to health professionals, an advertisement entitled "Make Every Bite Count with Nutrient-Dense Foods" will also be placed in leading physician magazines, including the *American Academy of Pediatrics* and the *American Academy of Family Physicians*.

For more information about Beef in the Early Years, visit [www.beefitswhatsfordinner.com/nutrition/beef-in-the-early-years](http://www.beefitswhatsfordinner.com/nutrition/beef-in-the-early-years). If you would like to share the latest science and best practices on feeding beef in the early years with a health professional you know, visit the Beef Nutrition Education Hub at [beefnutritioneducation.org](http://beefnutritioneducation.org)



## Program Fills Chefs' Desires for Continuing Beef Education

The Beef Checkoff, promoted beef to chefs through a partnership with Chef's Roll, a peer-to-peer network for working professional cooks, chefs and foodservice decision makers. In May, beef took center stage on Chef's Roll's new social sharing platform, "Ask the Butcher," where a different cut of beef was featured in recipes each week and shared with social media followers. Subscribers also had the opportunity to ask Bridget Wasser, NCBA's senior executive director of product quality and education, questions about the different cuts, recipes to use them in, and beef in general.

"While chefs are extremely educated about food, and meat, they always want to learn more," says Wasser. "This was a great way for us to connect with chefs and explain how to utilize beef in different recipes, and we found the audience really enjoyed that."

The unique program provided an opportunity to directly engage with foodservice professionals. The Chef's Roll platform allowed Wasser to interact with chefs and culinary students who were interested in learning how to showcase each cut in their restaurants and for larger consumer audiences.

Wasser's detailed description of the various cuts and explanation of carcass fabrication allowed the audience to imagine new ways to feature beef on their menus and promote dishes to customers. Following the presentation, participants requested cooking tips and methods for specific cuts, inquired about the anatomy location and differences of cuts and wanted to know where to find featured cuts.

Videos featuring ribeye filet, ribeye cap, strip steak and outside skirt steak were viewed on Facebook, Instagram and the Chef's Roll community. Overall, the month-long promotion reached more than 765,370 and resulted in 16,503 total engagements. ■



## Food Trends and Their Impact on Beef

### TRENDING IN FOOD & BEEF

#### ENVIRONMENTAL SUSTAINABILITY



Mentions of beef sustainability in traditional media decreased 19%, but major stories like Epicurious' decision to ditch beef continued to pop up!



A study about negative impacts on air pollution from animal agriculture was covered nearly 300 times in media but did not have long-term media impacts!

#### GOOD NEWS FOR BEEF



Media efforts from NCBA, a Beef Checkoff contractor, aggregated an audience of more than 5 million!

#### PLANT-BASED DIETS & ALTERNATIVES



Eleven Madison Park, a world-famous New York City restaurant, shifted to a plant-based menu. Mentions in traditional and social media topped 17,000!



Interest and investments in cell-based meat<sup>2</sup> led to a 26% increase in traditional media mentions in May!

#### GOOD NEWS FOR BEEF



With 56,000 mentions, National Beef Burger Day showed consumers still enjoy beef-centric meals!

#### NUTRITION & HEALTH OUTCOMES



A new study pointed to red meat as a cause of colon cancer, which was covered in outlets like Yahoo! Lifestyle and MSN!

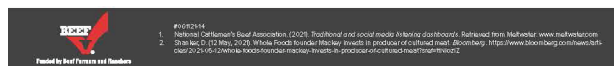


Mentions of beef nutrition and health outcomes tied to beef increased 64% in May! Studies that showed negative health outcome led the increase!

#### GOOD NEWS FOR BEEF



A Checkoff-funded study of Mediterranean diets with beef was covered in outlets like Yahoo! Lifestyle!



As you are aware, the Cattlemen's Beef Board (CBB) does ongoing research on trends that affect beef including environmental sustainability, nutrition, health and on plant-based diets and alternative meat products. Monitoring these trends allow us to capitalize on new food crazes and determine if a development in the food chain will affect our product. This infographic is a quick snap shot of the trends we are following. ■

For more information about your beef checkoff investment visit [MyBeefCheckoff.com](http://MyBeefCheckoff.com)



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