

The Checkoff Ensures Beef's Inclusion in a Healthy Diet

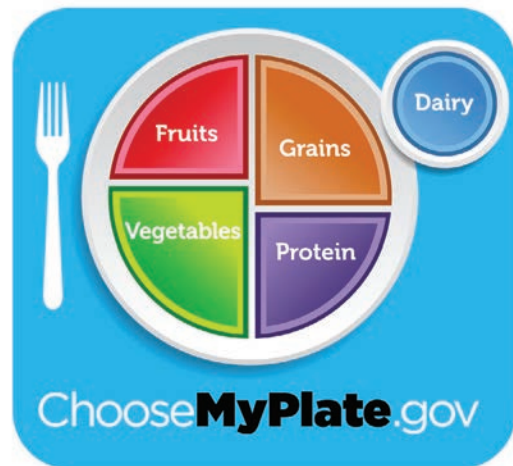
Every five years, the U.S. Department of Agriculture (USDA) and Health and Human Services (HHS) work together to update and release the *Dietary Guidelines for Americans* (*Dietary Guidelines*.) Each edition of the *Dietary Guidelines* reflects the most current nutritional science and advises consumers on what to eat and drink for better health and reduced risk of chronic disease. The 2020 to 2025 *Dietary Guidelines* for Americans Advisory Committee (DGAC) is comprised of 20 health and nutrition experts who are responsible for developing the recommendations for the USDA and HHS. The *Dietary Guidelines* provide a roadmap for healthy eating and serve as the foundation for federal nutrition programs; school, military, hospital and nursing home menus, and many other expert nutrition recommendations.

Because the *Dietary Guidelines* has a significant influence on consumer eating habits, the Beef Checkoff works diligently to ensure beef is well represented in this publication. For the most recent edition, the National Cattlemen's Beef Association (NCBA), a contractor to the Beef Checkoff, submitted 21 sets of public comments and more than 100 research studies supporting beef's role in a healthy diet.

The comments submitted to the DGAC on behalf of the Beef Checkoff reviewed the scientific evidence on the following

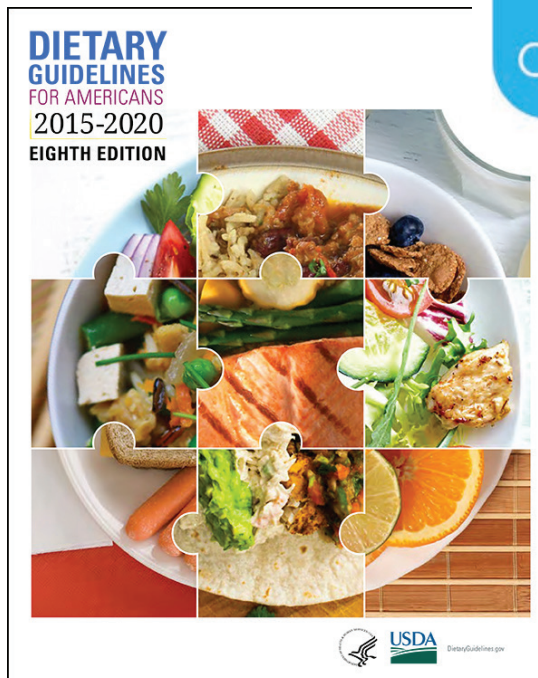
topics:

- Beef's critical role in growth and development, especially as a rich and high-quality source of iron for older infants, women and girls.
- The large body of high-quality evidence consistently showing that lean beef supports heart health as part of a healthy diet.
- The vital role beef plays as a source of high-quality protein and essential nutrition for the aging population.



Left: This graphic illustrates the 2015-2020 Dietary Guidelines.

Above: Dietary Guidelines For Americans are updated every five years.



- Dispelling the myth that Americans are over consuming red meat, when in fact, Americans, on average, eat less than two ounces of beef each day, which is in line with current DGA recommendations.
- The best scientific practices for evaluating beef-related research, including accurate meat definitions.
- Research reinforcing the importance of flexibility in choosing beef in a variety of healthy diets, including those low in carbohydrates and high in protein.

This study proves beef can be a part of a healthy diet and gives consumers the flexibility to include more lean unprocessed beef in their daily diets. The Beef Checkoff will continue to support cutting-edge nutritional research with leading scientists at universities and research institutions to understand beef's role in health. ■

San Juan Youth Livestock Show

Despite COVID-19, the San Juan County Youth Livestock Show took place in August. It was a market show only for beef, swine, lamb, goat, turkey and poultry with a virtual livestock sale. San Juan County has the second largest 4-H youth enrollment in the state of New Mexico with a membership of over 450 to 500 youth. The county fair provides 4-H members with a chance to show what they have learned with their completed projects, ranging from baking, electricity, and woodworking to training dogs and horses as well as raising and showing other livestock animals such as beef, swine, sheep, goat, rabbits and poultry. These projects teach the youth not only about their individual projects but responsibility for finishing what they have begun.

The 4-H Program in San Juan County challenges youth to gain knowledge in the areas of leadership, citizenship, personal growth and development, animal science, engineering science, plant science, natural science, cultural education, home economics, food and nutrition, consumer education and home



Above Left: Council Director Marjorie Lantana from Crownpoint volunteers at the SJC Youth Livestock Sale. Above Right: The Show Must Go On was the theme for the 2020 SJC Youth Livestock Sale.



management, as well as creative arts .

The NM Beef Council provided beef promotional items for the Buyer's goodie bags in support of the 4-H Livestock Show. Congratulations San Juan County 4-Her's. ■



Arby's Storefront

Arby's Introduces Two New Beef Sandwiches

If Arby's isn't the first restaurant you think of when you hear the word "prime rib," the folks at the 3,400-unit chain want to change your mind with two new cheesesteak sandwiches that use this top-grade cut of beef.

Prime rib is as good as it gets, often reserved for holiday dinners and special occasions, so to use it in a humble fast food cheesesteak sandwich is a little surprising. Often, cheesesteaks are made with the cheaper skirt steak or sirloin, fried with onions and sometimes peppers, tossed with some American cheese, provolone, or, in the case of the classic original Geno's in Philadelphia, Cheez Whiz, then slid from the pan into the roll.

Arby's cheesesteaks are starting with cooked, shaved prime rib then adding the peppers and onions and provolone. While the preparation strays from the traditional, the upgrade in meat is an interesting one. Prime rib is an excellent cut of meat and well worth the price when you buy it at your local grocer, according to *Cook's Illustrated*, so adding it to an Arby's offering certainly boosts its allure. ■



The Fire Roasted Philly is one of two new BEEF sandwiches offered by Arby's.

For more information about your beef checkoff investment visit MyBeefCheckoff.com



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