

B E E F

The Wayne Herald
May 18, 2023

Tasting beef like never before at Dietetics Food & Culinary Conference

Think about this for a moment. You're sitting in a crowded restaurant. Flatware clatters...glasses clink...laughter punctuates the low thrum of conversations coming from other tables. In the midst of all this, your server appears and sets your meal, steaming hot, in front of you. What do you do? Likely, you will look at your plate. But then, almost without thinking about it, you will close your eyes as you inhale deeply.

How many different senses did we employ in this scenario? Hearing, most certainly, as we set the scene with the restaurant noise. Sight, as we looked at the plate set before us. Smell, as we closed our eyes and inhaled the aroma of our meal. We've taken in a lot of information, all before we've tasted anything. All of the information gathered through your senses-from your surroundings to the aroma of the food--builds your perception of what you are about to taste, and your anticipated enjoyment of it.

Now, remove one sense...sight. What does that do to your perception of the food? How do you perceive flavors and judge a meal if you can't see it?

That's what more than 50 registered dietitians and other professionals in the nutrition world experienced when they attended "Shed New Light



Registered dietitians and other professionals participate in a blind tasting of beef plates at the Academy of Nutrition and Dietetics Food & Culinary Professionals 2023 Culinary Workshop.

on Flavor," a pre-conference workshop produced by the California Beef Council (CBC) in partnership with the National Cattlemen's Beef Association (NCBA), and the Kansas and Nebraska Beef Councils. The pre-event workshop was offered to attendees of the Academy of Nutrition and Dietetics Food & Culinary Professionals 2023 Culinary Workshop in California's Napa wine country.

The workshop, held at the beautiful Gambonini Family Ranch in Petaluma, was designed and led by Dr. Hoby Wedler, a Ph.D. chemist and sensory expert who walked attendees

through a "Tasting in the Dark" experience. With his highly-trained palate and acute sensory insight, Wedler, who has been blind since birth, talked to attendees about what it means to acquire sensory literacy by opening themselves to all the sensory input around them.

"Our understanding and perception is highly dependent on a multitude of sensory and psychological inputs," Wedler said. "We use vision so much that we're more literate in that sense than in our other senses, so you need to practice using those other senses."

Blindfolded attendees sampled four dishes, all including beef in plant-forward meals, all completely unknown to them: a slider that included a beef, bean and mushroom patty; a cold quinoa, fig and goat cheese salad with beef strips; a beef and veggie wrap; and a fajita-style beef street taco that included peppers, squash, tomatoes and onions. Wedler then led them in a still-blindfolded discussion of what they were tasting, what those flavors meant to the dish, how the flavors and textures made them perceive each dish, and what employing their other senses meant to their enjoyment and understanding of the different foods they were eating.

"These pre-event workshops are a way for nutrition and dietetics profes-

sionals to add an enrichment component to their conference experience," said Kori Dover, RD, Director of Food & Nutrition Outreach for the CBC. "We presented Dr. Wedler's blindfolded food exercise because we wanted to provide nutrition professionals the opportunity to experience how beef's flavor profile can help increase fruit, vegetable and whole grain consumption."

Wedler's concept of gaining insight into the non-visual senses provides an opportunity for participants to pay closer attention to details they may not have been aware of when it comes to food. Focusing on aroma, texture, flavor profiles, layering flavors and other concepts can have an impact on nutrition, he notes, as enjoyment of food plays heavily in whether or not a person consumes all the nutrients their body needs.

"This type of experience is especially valuable to those who work in various areas of clinical nutrition," Dover said. "When we have patients whose diets are restricted, the loss of food enjoyment can have an impact on their overall nutrition. Thinking about flavors and textures combined with highly-nutritious ingredients can make a difference."

In addition to the pre-event workshop, Dover, along with meat scientist Dr. Phil Bass, provided a conference keynote session called "Raising the Steaks-Exploring Beef's Versatility." This lively, interactive session provided attendees with practical ways to get the most value from various beef cuts, included cookery tips, looked at flavor profiles, and provided insights into beef's role in healthy and sustainable diets.

Find more information on nebeef.org.

The Nebraska Beef Council is a non-profit organization served by a nine-member board of directors. The volunteers oversee the beef checkoff in Nebraska and checkoff-funded programs. Programs for marketing and promotion are funded by the \$1/head beef checkoff.



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Frequently asked questions about beef nutrition

We all know beef tastes great – but did you know that beef can be good for you, too? Check out some answers to your most pressing questions when it comes to beef and your health.

Q: Can beef be enjoyed regularly as part of a healthy, balanced diet?

A: Absolutely! A 3-ounce serving of beef—about the size of an iPhone—provides more than 10 essential nutrients including protein, iron, zinc and vitamins B12 and B6. One serving of beef contains about half of your Daily Value for protein in around 170 calories on average (and just 150 calories for a serving of lean beef).

Q: How much beef should I eat at a meal to meet my daily protein requirements?

A: Beef is a great protein option and source of essential nutrients to enjoy any day and for any meal! Dietary Guidelines recommend adults eat 5.5 ounces of protein foods, including beef, per day. Beef can be enjoyed for any meal throughout the day so incorporating beef into various meals will help you meet the recommended Dietary Guidelines.

Q: What benefits do the 10 essential nutrients in beef provide to the human body?

A: High-quality protein, like that

found in beef, plays an increasingly important role in muscle maintenance, weight management, and the prevention of chronic diseases. Research also shows the iron, zinc and B vitamins found in beef play an essential role in developing and maintaining cognitive ability in children and adults.

Q: What nutritional benefits does beef offer me that other proteins don't?

A: Beef is a nutritional powerhouse in a smaller package than other protein foods. Apart from being a great source of protein, it would take 8 ounces of cooked chicken breast to eat the same amount of iron as in just 3 ounces of beef, and nearly 7 times (20 ounces) the amount of chicken to get the same amount of zinc in a serving of beef.

Q: Is grass-finished beef more nutritious than grain-finished beef?

A: While grass-finished beef tends to be a little leaner, both grass-finished and grain-finished beef are natural sources of more than 10 essential nutrients including protein, iron and zinc. All cattle, whether grass or grain-finished, spend the majority of their lives eating grass on pastures and provide delicious and nutritious beef.

Q: Can eating beef help improve cholesterol levels?

A: Yes! Research shows that a heart healthy diet and lifestyle that includes lean beef, even daily, improved cholesterol levels. About half the fatty acids found in beef are called monounsaturated fatty acids, the same kind found in olive oil, and, as part of a heart-healthy diet, can reduce cholesterol levels.

Q: Can plant-based diets and proteins provide the same amount of protein as beef?

A: Many sources of plant protein do not contain all the amino acids your body needs. Beef supplies more protein and nutrients in significantly fewer calories than plant proteins. A lean beef burger patty averages around 154 calories and 25 grams of protein. Conversely, a veggie burger patty may be lower in calories, but only contains 13 grams of protein per serving.

Q: Can eating beef cause cancer?

A: Cancer is a complex disease and most scientists agree that many factors, including lifestyle and environmental conditions, must be taken into consideration-- making it unrealistic to isolate a single food as a cause of cancer. In fact, despite all the investment made in cancer research, there is no single food, including beef, that has

been proven to cause or cure cancer.

Q: Do higher-protein diets have any negative health effects like kidney damage or bone loss?

A: No, this is a common myth about protein. Eating a diet higher in protein can actually help people lose and maintain a healthy weight and support a healthy metabolism. Research shows that eating 25-30 grams of protein at each meal is ideal for optimal body benefits.

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From the peach state to the beef state; Georgia native finds his niche at Nebraska

By Natalie Jones,
IANR Communications
Editors note: The largest segment of Nebraska’s agriculture industry is beef production. It powers the state’s economy and has an unmistakable impact on almost everyone in Nebraska. In honor of beef month, the Institute of Agriculture and Natural Resources at the University of Nebraska-Lincoln is sharing a series that will feature people, places and research that are a cornerstone of Nebraska’s land grant mission.

Although Landon Tadich wasn’t raised on a farm or ranch, he’s worked alongside the best and brightest in the livestock industry and is wrapping up his master’s in beef reproductive physiology this spring at the University of Nebraska-Lincoln’s West Central Research, Extension and Education Center in North Platte.

A native of rural Perry, Georgia, Tadich was first introduced to agriculture in sixth grade and there’s no denying that introduction set the stage for his future. The Perry High School FFA program revealed the many intricacies of agriculture and livestock production to him. From that point on, Tadich was hooked and says he completed nearly every career development experience available to him, whether that



Landon Tadich is wrapping up his master’s in beef reproductive physiology this spring at the University of Nebraska-Lincoln’s West Central Research, Extension and Education Center in North Platte.

be livestock judging, wildlife or poultry.

From there, his FFA experience and love of livestock showing and judging only grew. His constant contact with livestock prompted him to set his eyes on one day becoming a veterinarian, a way of solidifying a future working with livestock.

Tadich dove deeper into the livestock realm after a stint on the livestock judging team at Lake Land College in Mattoon, Illinois. As a senior at the University of Georgia, Tadich was involved in undergraduate research in the beef reproductive realm, and ultimately influenced by graduate students in the animal science department working towards various careers in agriculture.

Tadich realized there were multiple opportunities for him within the livestock industry and pursued a graduate degree in Nebraska’s Animal Science Department to capitalize on all that the beef state had to offer.

“Nebraska Extension is well known, especially from a beef cattle standpoint, because Nebraska has a lot of cows, and my goal was to go somewhere where I would have the opportunity to learn from the best, have a hands-on experience, and play a role in applied research that producers appreciate.”

Nebraska has made all the difference for Tadich and allowed him to

study heifer development and prenatal programming both at West Central Research, Extension and Education Center in North Platte, as well as the Gudmundsen Sandhills Laboratory north of Whitman.

So far, he’s published one study tackling heifer development, in the 2023 Nebraska Beef Cattle Report, with another to come. Staying true to his mission to set beef producers up for success, Tadich’s research tackles one of the greatest economic costs for cow/calf producers — heifer development.

The goal of this study was to investigate production systems that allow for lower inputs and cost for producers without compromising lifelong reproductive success.

“One enticing thing for me about Nebraska is the state is centered around the cattle industry, where people are doing this for their livelihood so they’re always wanting to do the most they can to raise the best cattle,” said Tadich.

Tadich currently serves as the University of Nebraska—Lincoln’s animal science graduate student association vice president. In 2022 he received theDeutscher Fellowship in Beef Cattle Reproductive Physiology from the Agricultural Research Division Advisory Council.

His three semesters prior to working at West Central were spent on Nebraska’s East Campus where he judged and officiated campus contests, served as a TA for Nebraska’s artificial insemination class and several undergraduate classes and labs, as well as gaining experience with extension — checking all of the boxes he had hoped for when deciding that Nebraska was his top choice.

With a network of relationships spanning from the southeastern United States to the Midwest and beyond, Tadich’s knack for building relationships in the agriculture community has been key in finding his place at Nebraska.

“People think of the livestock industry as being an animal driven industry, but people are the ones driving it, Tadich says.

“I have realized the value that different people bring to the table, and those connections are important.”

Tadich is advised by Dr. Rick Funston and co-advised by Dr. Andrea Cupp. He is set to defend his thesis this summer at the Nebraska’s Animal Science Department in Lincoln. Upon graduation, Tadich has plans to work in the livestock industry in a role centered around beef reproductive technologies.

“I want to be in a position where I truly believe in what I’m doing, and in what I’m sharing with others so it’s going to make a difference for somebody.”



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Nebraska BQA nearly sweeps National BQA Awards

By Jesse Fulton,
Extension Educator, Director
of Nebraska Beef Quality Assurance

This year, the Nebraska Beef Quality Assurance (BQA) program was the highlight of the Closing General Session “A BQA Celebration” at the 2023 Cattle Industry Convention.

Since 2009, the National BQA program has utilized the National BQA awards to recognized cattle producers across the nation for their BQA achievements. The program recognizes producers and operations from the following sectors: cow-calf, feedyard, marketer, and dairy. Additionally, the educator award recognizes an individual who has been dedicated to the BQA program throughout their career.

This year, the Nebraska BQA program made a big splash at the presentation of the 2023 National BQA awards winning four of the five categories: cow-calf, feedyard, dairy, and educator. This is the first time in the history of the National BQA awards program that a single state has won more than two awards in a single year.

“It’s a great honor for our state and producers to receive recognition at this prestigious National level,” said Jesse Fulton, Director of Nebraska BQA. “When I came on board with Nebraska BQA, I guaranteed Nebraska beef industry stakeholders, that Nebraska producers would be recognized for their BQA efforts and that the Nebraska BQA program would be looked up on as one of the nation’s most successful state programs. While this year’s success at the National BQA awards was a great achievement, we still have more work ahead of us.”

2023 Dairy of the Year BQA

Award Winner – Temme Agribusiness

This is the first time the state of Nebraska has ever nominated a dairy for a BQA award. The operation’s commitment to both the dairy and beef industry is unmatched. While not only working to ensure they produce a high-quality dairy product, the operation also implements a beef-on-dairy component into their business model to improve the quality of the beef product of unretained calves.

This additional practice shows the “skin in the game” commitment Temme Agribusiness has for both the beef and dairy industries.

When it comes to ensuring BQA and FARM standard operating procedures and best management practices are followed on the operation, Temme Agribusiness incorporates strenuous employee training programs. These training programs help better the workforce employed at Temme Agribusiness by making sure they truly understand the day-to-day duties related to their job. By making the employees successful at their jobs, Temme Agribusiness knows this in turn will truly benefit the quality of life for the animals.

Being true industry leaders and advocates for both the beef and dairy industry, Temme Agribusiness demonstrates an open-door policy on the dairy for industry tours. Time and time again Temme Agribusiness have opened their operation for governors, congressmen, nutritionists, and social media influencers. Additionally, Doug and Mary Temme dedicate their time to the industry by serving in positions on the Nebraska Beef Council board and Midwest Dairy.


Temme Agribusiness constant sup-



Temme Agribusiness owners Mary (center) and Doug (right) Temme were recognized as the 2023 Dairy of the Year by the Nebraska Beef Quality Assurance program.

port to already serve the industry is demonstrated by supporting youth ag associations, participating in consumer/ag focused events, and working to have local beef served in community

schools. They are unrivaled in their commitment to the beef and dairy industry, and their commitment to the National BQA and FARM programs.



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Anderson shares experience attending USMEF meeting

By Rosemary Anderson,
Nebraska Beef Council Board Director

Greetings from lower Grant County, Nebraska. Last week I took a break from our calving lots to attend the Unified Export Strategies meeting with the US Meat Export Federation.

I have served on its Executive Committee for over two years as the Federation of State Beef Council's representative, since USMEF is a contractor to the Beef Checkoff. Our board is made up of several other beef industry leaders, as well as leaders from the pork, lamb, grains, exporter and purveyor industries. The resulting collaboration and exchange of ideas is really unique, and I have gained a new appreciation for their differing perspectives.

For example, one of the guys I often sit with is the head of an international food distribution company; he doesn't know the first thing about ranching and has lots of questions about cattle. And I have learned more from him about supply chain logistics, geopolitics, and how to access the Chinese market than I ever could have imagined. Truly, the collective wisdom of the board and staff is impressive and humbling.

The purpose of this meeting was to review the beef export accomplish-



ments and challenges realized in recent years, and to discuss how best to invest resources for future export growth. Despite Covid-related port congestion and shipping challenges, as well as abbreviated hotel and restaurant beef expenditures in Asia, 2022 was still a record-breaking year for beef exports. According to USDA data compiled by USMEF, The United States shipped over 1.474 million metric tons of beef to international markets, to the tune of \$11.683 billion.

The return of tourism, rising incomes in many developing countries, and the fact that no other country comes close to producing similar high-quality, grain-fed beef are all supportive to export growth. USMEF staff also

does a tremendous job of marketing the right cuts to the right markets. Japanese imports of beef tongue, for instance, added \$18.30 per fed head harvested in 2022, while Egypt's affinity for liver added \$3.36 per head. In total, exports added over \$447 of value per fed head harvested in 2022. This premium exists largely due to the work of USMEF.

My appointment as the Federation of State Beef Councils representative on the USMEF Executive Committee has truly been gratifying. I couldn't

be prouder of the Beef Checkoff investments in foreign marketing. From the calving lots in Nebraska to the Taiwanese hot pot, the American beef industry has a bright future. Rosemary Vinton Anderson Nebraska Beef Council Board Director

The Nebraska Beef Council is a non-profit organization served by a nine-member board of directors. The volunteers oversee the beef checkoff in Nebraska and checkoff-funded programs. Programs for marketing and promotion are funded by the \$1/head beef checkoff.

Governor Pillen declares May is Beef Month in Nebraska

At a ceremony in Lincoln early this month, Governor Jim Pillen proclaimed May as "Beef Month" in Nebraska highlighting the importance of Nebraska's beef industry to the state's economy.

He was joined by Nebraska Department of Agriculture Director Sherry Vinton, Nebraska Beef Council Vice Chairman Jeff Rudolph and Nebraska Cattlemen president Steve Hanson.

Rudolph said the proclamation event is a great reminder of how important the beef industry is to both producers and consumers in the state.

"People in Nebraska in particular, when they think of celebrating, they gravitate towards beef in the form of steaks or burgers on the grill," said Rudolph. "So with the grilling season coming, May is Beef Month is a great opportunity to have a great beef meal."

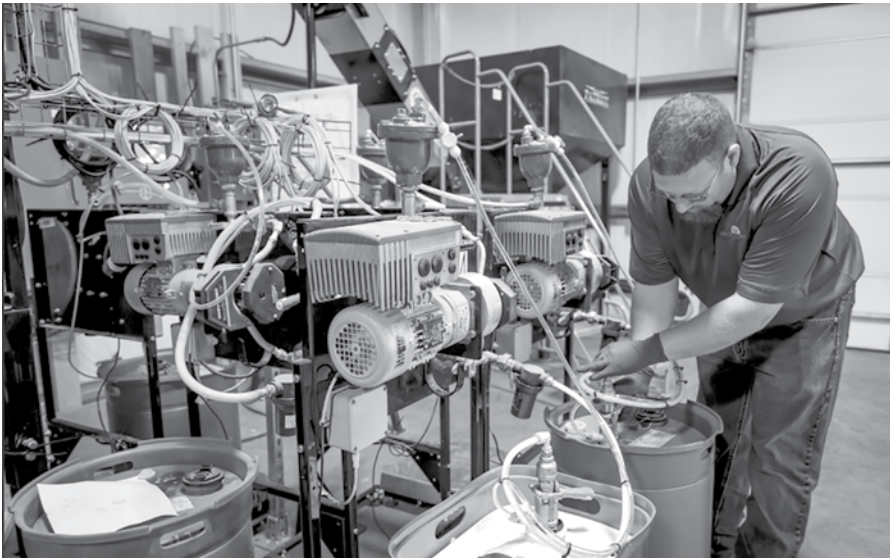
Nebraska consistently ranks as one of the top cattle-producing states in the country. Agriculture is the number one industry in Nebraska and cattle production represents the largest segment of the industry. There are more than 3.5 times as many cattle as people in Nebraska totaling 6.8 million head. The Ogallala aquifer and the grazing lands of the Sandhills provide a unique mix of natural resources that when combined with the rich family traditions dedicated to agriculture, make Nebraska an ideal state for raising beef.

Rudolph, whose family raises cattle near Gothenburg, Nebraska, also talked about how his family celebrates May is Beef Month, at home.

"We celebrate every month, or every week, with beef at the center of our meals and in our lives as it's our livelihood as well," Rudolph said. "We definitely take advantage of the weather getting better in Nebraska to really enjoy it."

According to the U.S. Meat Export Federation, beef from Nebraska is distributed around the globe with the state's beef and veal exports totaling over \$1.83 billion in 2022. Common destinations for the exported beef include Japan, South Korea, and Taiwan.

The Nebraska Beef Council will continue the Beef Month celebrations with the launch of the Nebraska Beef Passport Program. Now in its third year, the program highlights over 40 restaurants and meat processors throughout the state that offer outstanding beef products. Passport holders earn points when visiting the participating locations and can redeem the points for prizes from the Nebraska Beef Council. Passports are free and are available now at www.GoodLifeGreatSteaks.org.



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Consumer demand for beef remains strong

During historic price levels, supply chain issues, and general consumer uncertainty about the future, beef remains a top source of protein.

According to the newly released “Today’s Beef Consumer” report from the National Cattlemen’s Beef Association (NCBA), a contractor to the Beef Checkoff, demand for beef continues to remain strong. The compilation of research from 2022, outlined below, shows that despite various challenges faced by the industry, consumers have repeatedly stated that they will continue purchasing beef, both in retail and foodservice settings

Consumer Insights

Consumer demand for beef remains strong overall.i In fact, more than two-thirds of consumers reportedly

eat beef on a weekly basis, or more.ii Inflation is certainly top of mind and more than three-quarters of consumers, 78%, report noticing an increase in the price of food whether at retail or foodservice. Beef however has experienced far lower levels of inflation when compared to other proteins in the “food at home” category, which we will explore next.

RETAIL

During the pandemic consumers were forced to cook at home and many have continued to do so as it has become a popular way to make a dollar stretch and combat inflation. Analysis for the Today’s Beef Consumer report found 76% of meals are now cooked at home and 94% of consumers who are cooking more at home say they

will continue to do so. In 2022 fresh ground beef accounted for 50% of volume of beef sales,v likely due to the lower price point as well as a renewed consumer interest in comfort foods and nostalgic recipes, like meatloaf. In 2022, meatloaf was also the most popular page on BeefItsWhatsForDinner.com with almost 1.7 million pageviews. This trend is expected to continue as a recent survey found that 20% of consumers say they plan to purchase more ground beef in the coming year.

Foodservice

It is no surprise that beef sales at foodservice declined sharply in 2020 and 2021. In 2022, sales in both dollars and volume rebounded to surpass the pre-pandemic level of 2019.

Online Shopping

Another pandemic trend that seems to be here to stay is online shopping, both at retail and foodservice. 64% of consumers say they are ordering groceries online, with 44% of consumers including fresh beef in those grocery orders. When it comes to foodservice, online ordering has become overwhelmingly popular. 80% of consumers say they order meals online and 70% use online ordering for burgers.iii

Beef Substitutes

Fresh meat and beef substitutes continue to represent a small percentage of the market.v When it comes to protein sources, consumers consistently rank beef as a top source of protein.

As we head into 2023 demand for beef remains strong and consumers continue to purchase and order beef, whether in person or online. To view the entire study, click here or visit BeefResearch.org.

The Beef Checkoff Program was established as part of the 1985 Farm Bill. The checkoff assesses \$1 per head on the sale of live domestic and imported cattle, in addition to a comparable assessment on imported beef and beef products. States may retain up to 50 cents on the dollar and forward the other 50 cents per head to the Cattlemen’s Beef Promotion and Research Board, which administers the national checkoff program, subject to USDA approval.

The National Cattlemen’s Beef Association (NCBA) is a contractor to the Beef Checkoff Program. The Beef Checkoff Program is administered by the Cattlemen’s Beef Board, with oversight provided by the U.S. Department of Agriculture.

Nebraska Cattlemen Disaster Relief Fund to help beef cattle producers affected by recent fires

The leadership of the Nebraska Cattlemen Disaster Relief Fund has announced they will be accepting monetary donations and relief applications to assist beef cattle producers who were impacted by recent fires.

Nebraska Cattlemen President Steve Hanson said, “The cattle community must come together during challenging times to support our fellow producers affected by the recent fires. We are thankful for the dedication and bravery of first responders, including local volunteer fire departments, who are going above and beyond to contain these fires and keep Nebraskans safe.”

The Nebraska Cattlemen Disaster Relief Fund will remain activated and accept donations until further notice by leadership of the Disaster Relief Fund.

The Nebraska Cattlemen Disaster Relief Fund is a tax-exempt 501(c)(3) charitable organization and donations made to the Disaster Relief Fund may be tax deductible – a receipt will be sent upon deposit of funds. Those donating should consult with their tax advisor for final determination.

Funds will only be distributed to producers who experienced property loss or damage in areas where a fire was reported through the Nebraska Emergency Management Association (NEMA) Watch Center. As of today, disaster declarations have been issued for Jefferson (Rock Creek Fire), Cherry (McCann Fire), Garfield (Lowry Fire), and Custer and Blaine counties (Cooksley Complex Fire). Membership in Nebraska Cattlemen is not required for applicants to receive relief. Applications may be submitted from today until further notice. Relief funds will not be distributed until the application period closes.

Individuals who would like to donate either online or by mailing a check, please visit www.nebraskacattlemen.org/disaster-relief-fund.

To learn more about other ways to help beef cattle producers recover from the wildfires, please visit www.nebraskacattlemen.org/wildfire-resources/.

For any questions, please contact the Nebraska Cattlemen office at (402) 475-2333 or email disasterrelief@necattlemen.org.



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Cattlemen's Ball celebrating 25 years

The Cattlemen's Ball of Nebraska, a charity whose mission is to raise money for cancer research through an annual fundraiser will take place near Pender for its 25 year celebration in 2023.

The Cattlemen's Ball is held in a

is a 501(c)(3) charity, raising millions of dollars for cancer research. 90% of the profits benefit the Fred & Pamela Buffett Cancer Center in Omaha, with 10% donated back to local communities' health and wellness programs.

The 2023 Cattlemen's Ball will take

been one of country music's most recognizable voices, selling more than 8.5 million units and amassing more than 2.5 billion global streams. Through the years, the country music star has received multiple Grammy, CMA, and ACM nominations.

MCA Nashville recording artist Turner will take stage on Saturday evening for the Cattlemen's Ball event. Attendees can look forward to hearing Turner's top hits such as: "Your Man," "Long Black Train," "Firecracker," "Would You Go With Me," "Why Don't We Just Dance," and "All Over Me."

The fun doesn't stop there as Cattlemen's Ball attendees can partake in more sights and sounds throughout the weekend.

On Friday night, country music star Wade Hayes will perform and on Saturday afternoon, Double S Bull Company will hold an Extreme Bull Riding event. Throughout the weekend, ticket holders will also have an opportunity to take in array of activities, including the cancer survival style show, wine tasting, an art show,

See CATTLEMEN'S, page 9



different location each year, giving Nebraska communities the opportunity to showcase their unique area of the state while raising money for research at the Fred & Pamela Buffett Cancer Center in Omaha. The event also promotes beef, one of the state's largest industries, as part of a healthy diet.

Since beginning in 1998, the Cattlemen's Ball of Nebraska is proud to have raised over \$17,701,085 to support cancer research.

The Cattlemen's Ball of Nebraska

place on June 2 - 3 south of Pender, Nebraska near the Weborg Feedlot in Cuming County.

A full line-up of fun at the 2023 cattlemen's ball of Nebraska Event

Country music star Josh Turner will headline the Cattlemen's Ball of Nebraska event on Friday, June 2 and Saturday, June 3, 2023. The entire weekend is full of entertainment and activities to commemorate the 25th annual Cattlemen's Ball event.

For nearly two decades, Turner has



Windy Valley Miniature Herefords

If you're a suburban cowboy wanting to raise a herd and short on land, mini cattle may be for you.

New breeds of pint-sized heifers and bulls are making it easier for small farmers to raise cattle for milk, meat or just fun.

On Tom Nissen's 80-acre farm north of Wakefield, he runs a herd of miniature Herefords.

"We sell our calves to people who have hobby farms. We also sell a lot of calves for kids to use as show cattle. Mini cattle are much easier for kids to handle than full size cattle. We have sold calves to people from Florida to Michigan to Arizona, and lots of places in between!"

Nissen is among a group of pioneering breeders raising miniature cattle that can be as little as a third of the size of the larger breeds. "Most of our mini Herford cows are about 38" to 42" tall at their back hip, compared to full size cows who range from 55" and taller. Our cows have calves that weigh 35-50 pounds, not much bigger than an average size dog," he said.

Mini cattle do much less harm to the environment than their larger counterparts. From disturbing the ground far less for each foot-fall, to simply ranging more because they carry less weight. And because of their smaller size, they are easier on fences and equipment, consume less water and produce less manure. One acre of pasture can support a pair of miniature cattle, compared to 1 full size cow per acre of pasture.

While each animal may be smaller, more meat can be produced overall from each acre, breeders say. And the smaller size of each animal also has its benefits.

While some people look to save money by buying an entire cow or a side of beef, it can be difficult to store the hundreds of pounds of meat from a 1,200- to 1,500-pound steer, of which about 40 percent makes it to the freezer. Miniature cattle, which often are between 650-800 pounds, provide enough meat to last a family of four approximately six months. "We have sold some steers to local families for meat, and got nothing but compliments on the taste and texture," Nissen said.

You can find facebook pages devoted to all breeds of mini cattle.



Windy Valley Miniature Herefords

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Cattlemen's

(continued from page 8)

shopping at the general store tent, visiting the beef experience tent, visiting the history tent, and visiting the Fred & Pamela Buffett Cancer Center/Health & Wellness tent. A 5K and 1 mile run/walk event and golf tournament will also be held off-site to support the event.

“We are thrilled to bring some big-name country music stars and Extreme Bull Riding to the 25th annual event,” said Brian Weborg, one of the event hosts. “Our family is truly honored to host the Cattlemen’s Ball and we’re excited to offer attendees a unique, fun experience that also benefits an important cause.”

Cattlemen’s Ball tickets are available for purchase at www.cattlemensball.com/tickets. There are two types of tickets available and both will get you into Saturday night’s concert. The Trail Boss ticket is the top-tier, VIP-like ticket, which costs \$400 per person. Trail Boss ticket holders are invited to a Friday night reception, Saturday breakfast, Saturday brunch; can partake in all Saturday activities and have preferred seating for the Saturday evening meal and concert. The Top Hand tickets cost \$150 per person and grant ticket holders access to all Saturday activities beginning at 12:30 PM, including the Saturday evening meal and concert.

This year’s event will be hosted by the Weborg family. The host families include Kent & Colleen Weborg, Craig and Darlene Weborg, and Brian & Renee Weborg along with their extended families.

The hosts are supported by General Chairs along with a large number of volunteers from the greater community.

The Weborg family is excited and honored to host the 25th annual Cattlemen’s Ball event, near their 20,000 head feedlot south of Pender. Started in 1944 by their parents, Curtis and Janice Weborg, the cattle operation is an important piece of the Weborg legacy that lives on today. The three Weborg brothers, Kent; and wife, Colleen; Craig; and wife, Darlene; and Brian; and wife, Renee, along with their families, look forward to hosting this event that creates a positive ripple effect in the world.

Like many families, the Weborg family has been both directly and indirectly impacted by cancer and it’s their hope that someday, there is a cure for all types of cancer. They look forward to hosting this annual event that provides an opportunity to fund cancer research while simultaneously showcasing an industry that is particularly important both to the Weborg family, but also to the state of Nebraska. For the Weborg’s, this business is a fam-



ily affair as many of the next generation are directly involved in the daily operations of the feedlot.

Kent and Colleen Weborg and their sons, Tyler, and wife, Rebecca, with children, Neveah, Adara, Nora and Maddox; Tony, and wife, Meghan, with children, Kate, Taos, Mesa and Lou. Craig and Darlene Weborg, and their sons, Adam, and wife, CharLee, with children, Makia, Makali, Makouy, Makayd; Alex, and wife, Jessica, with children, Lucas, Jamie, and Evelyn; Austin, and wife, Makenna and son, Curtis. Brian and Renee Weborg along with their children; Emily, and husband, Kelly, with children Hank and Wava; Evan and wife, Jessica with children, Barton and Hayden; Easton, and wife, Tori with children, Lily and Ryder, look forward to inviting you to the 2023 Cattlemen’s Ball in Pender

General Chairs for this year's event include:

Glen Gralheer — A resident of Pender, Glen is recently retired after spending most of his career with Polaris Industries where he led vehicle programs from concept to production. He’s looking forward to being a part of the Cattlemen’s Ball to help fund a cure for cancer. Like many others, Glen has lost friends and family to the disease, so the cause is one that is dear to his heart. Glen also knows many survivors, so believes that there is hope for others and that continued research will help aid in finding a cure.

Tom and Bonnie Ruskamp — Residents of rural Dodge, Tom and Bonnie operate a diversified family farm operation where they raise corn, soybeans, wheat, and alfalfa in addition to a cow-calf herd. Bonnie teaches second grade at Howells/Dodge Consolidated Schools. Tom and Bonnie have three children, son, Garrett and his wife, Ellan; two daughters, Danielle and husband Adam Klein; Courtney and husband

Andrew Kurtenbach. Tom and Bonnie are incredibly excited to be involved in this year’s Cattlemen’s Ball. In addition to many extended family and friends, Bonnie’s mom and Tom’s dad both lost their lives to cancer and Tom’s mom is currently a survivor. They believe in the power of prayer and the passion this group has. They look forward to seeing all of you in 2023.

Andy Scholting — A resident of rural Wisner, Andy is co-owner and President of Nutrient Advisors in West Point. Andy and his wife, Lisa, have five children Reagan, August, Taylor, Riley, and Ross. Andy serves on the Wisner-Pilger school board and is an elder at their church. Andy is excited that the Weborg family will host the

See CATTLEMEN'S, page 10



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Grilling basics are shared

This is a popular method for preparing steak, but it's also the one that tends to worry a lot of beginner cooks. But when you follow these steps (and allow yourself a little practice), you'll find grilling is easy and—most importantly—very satisfying. Check out our grilling guidelines for more cooking time information.

Grilling Step 1 — PREP PAYS OFF

Some grill experts emphasize the

importance of bringing steaks to room temperature before grilling, but we don't recommend it for food safety reasons. Likewise, our cooking chart is based on the meat going directly from chill to grill. So plan on pulling the meat from the fridge, seasoning well, and getting started right away.

Grilling Step 2 — FIRE IT UP

Make sure your grill grate is clean. If you're using charcoal, follow the



directions for how much you'll need and how to build the charcoal pile. For gas grills, refer to your owner's manual and set the grill to medium.

Grilling Step 3 —

GRILL, BABY, GRILL

Use an instant-read thermometer to monitor doneness, and let it go—don't flip the steaks so much! One flip is usually all you need, but take care to avoid charring or burning and be ready to turn down the heat (or move to a cooler spot on the grill) if necessary. Keep in mind the internal temperature will continue to rise for a few minutes after coming off the grill.

Grilling Step 4 — REST & RELAX

Here's another step novice cooks often overlook: resting the meat before serving—even if you're hungry. It's

seriously worth the wait, because it prevents all those tasty juices from draining onto your plate. For most grill-friendly cuts, about five minutes is enough.

Grilling Step 5 —

FINISHING TOUCHES

If you're slicing the steak before serving, be sure to cut across the grain to maximize tenderness.

Three Steps To The Perfect Grilled Burger

1. Set grill to medium and let heat for a minimum of 10 minutes if using gas or until coals turn white if using charcoal. Form patties and season liberally with salt and pepper. Place a dimple in the center of the burger patty to minimize shrinking and optimize cooking.

2. Place burgers on the grill and cook approximately 4 to 5 minutes, depending on size and thickness. Flip burger and grill an additional 4 to 5 minutes or until the center of the burger reaches an internal temperature of 160°F.

3. Avoid pressing down on burgers and only flip burgers once during cooking.



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Cattlemen's

(continued from page 9)

Cattlemen's Ball in Cuming county and feels privileged to help with the ball for such a great cause. Cancer has taken loved ones from their family so the opportunity to promote cancer research and awareness while having a lot of fun is a blessing.

Ryan and Charissa Steffensmeier —Residents of West Point, Ryan is President & CEO of First Community Bank and Charissa is Senior Counsel for Peabody Energy. They have four children ages 13-20. Like many, Ryan and Charissa have been deeply affected by cancer. They are honored to serve as general chairs to help bring this impactful event back to their community, along with raising funds and awareness for many important organizations that directly aid those dealing with the effects of cancer. They are proud to be residents of Cuming

County and know that the community will rise to the occasion of making the 2023 Cattlemen's Ball a huge success.

Bruce and Nancy Wichman — Residents of Pender, Bruce serves as a loan officer for Frontier Bank in Pender and Nancy is retired after working 43 years at Pender Community Hospital. They have two adult daughters. Amber and husband Ross Bacon, live in Lyons with their three children- Avery, Ryanna, and Ansley; and Shelby and husband Zach who live in Lincoln with their two children- Delaney & Beckham. They enjoy being with family and attending their grand-kids many activities along with traveling and boating on the Missouri River. Bruce and Nancy became involved with the Cattleman's Ball because like many others, they have lost loved ones from cancer and have personally been impacted by it as well.

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The beef lifecycle: From pasture to plate

The journey of raising beef is among the most complex of any food. Due in part to their changing nutritional needs throughout their lifetime, beef cattle often times will change hands and ownership up to three or four times, over the course of one and a half to three years, as they move through their various life stages.

Across this process, however, one important thing remains constant – and that’s the beef community’s shared commitment to raising cattle in a safe, humane and environmentally sustainable way. Working together, each segment of the beef lifecycle aims to make the best use of vital natural resources like land, water and energy - not just for today, but also for the future. The result is a delicious and nutritious food you can feel good about serving your family and friends.

Let’s explore how beef gets from pasture to plate, including what cattle eat and several popular breeds in the U.S.

Cow-Calf Farm Or Ranch

Raising beef begins with ranchers who maintain a herd of cows that give birth to calves once a year. When a calf is born, it typically weighs 60 to 100 pounds. Over the next few months, each calf will live off its mother’s milk and graze on grass pastures.

Weaning:

Calves are weaned from their mother’s milk at 6 to 10 months of age when they weigh between 450 and 700 pounds. These calves continue to graze on grass pastures and may begin receiving a small amount of supplemental plant based feed for extra energy and protein to help them grow and thrive.

Stocking And Backgrounders:

After weaning, cattle continue to grow and thrive by grazing on grass and pastures with ranchers providing supplemental feed including vitamins and minerals to meet all of their nutritional needs.

Livestock Auction Markets:

After weaning and/or during the stocker and backgrounder phase, cat-

tle may be sold at livestock auction markets.

Feedyard:

Mature cattle are often moved to feedyards. Here cattle typically spend 4 to 6 months. They are free to graze at feed bunks containing a carefully balanced diet made up of roughage (such as hay and grass), grain (such as corn, wheat and soybean meal) and local renewable feed sources (more about that in the next section). Veterinarians, nutritionists and pen riders work together to provide individual care for each animal.

Learn more about animal safety and care at the feedyard.

Packing Plant:

Once cattle reach market weight (typically 1,200 to 1,400 pounds at 18 to 22 months of age), they are sent to a packing plant (also called a processing facility).

United States Department of Agriculture (USDA) inspectors oversee the implementation of safety, animal welfare and quality standards from the time animals enter the plant until the final beef products are shipped to grocery stores and restaurants.

Popular Breeds Of Cattle

Cattle come in many different shapes and sizes. While there are various physical differences, they have one thing in common: they all provide high quality, nourishing beef that can be part of a healthy diet.

Here’s an introduction to five popular cattle breeds in the U.S.



Angus

Angus is one of the most recognized cattle breeds, characterized by their black hides. They are popular with farmers and ranchers because they are good mothers and are very good at

converting their feed into high-quality meat.



Charolais

Charolais cattle, (pronounced “char-lay”) originated from France and were brought to the U.S. in the mid-1930s. Charolais are generally white or creamy white in color. Charolais cattle can withstand cold temperatures relatively well and they are more heat tolerant than darker hided breeds.



Hereford

The Hereford breed, (pronounced “her-furd”) was developed in England nearly 250 years ago by farmers who needed cattle that were good at converting native grass into lean muscle. They are generally a reddish-brown color with white markings, especially

on their face.



Simmental

The Simmental cattle breed is one with multiple color variations – there are both red and black Simmentals. They were introduced to the United States in the late 19th century because of their docility and mothering abilities.



Red Angus

Yep, you read right. There are red Angus cattle! Although they are not raised as widely as black Angus, the beef Red Angus cattle provide offers similar marbling and flavor. These cattle are more heat tolerant than their black-hided relatives and are a docile cattle breed with good mothering traits.

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Extension’s BeefWatch podcast offers a range of practical production advice

By Geitner Simmons,
IANR Media

It’s no wonder Nebraska is called the Beef State. The Nebraska beef sector includes 20,000 beef cow operations and 4,570 cattle feeding operations. The state, on average, has 2.3 million head of cattle on feed. All that activity combines to contribute about \$12.1 billion annually to the state’s economy.

Since 2015, Nebraska Extension beef system specialists have contributed to the health of the industry through

extension’s BeefWatch podcast. The popular program offers expert-level information on a range of practical production topics, including pasture management, nutrition, health, reproduction, genetics and marketing.

The podcast, a downloadable audio form of the BeefWatch newsletter, features interviews with extension educators highlighting the University of Nebraska–Lincoln’s latest research findings. In addition, UNL’s Producer Perspective interviews provide insights from Nebraska farmers and



ranchers.

During 2022, Nebraskans downloaded BeefWatch podcast episodes 30,000 times. In all, the episodes were downloaded about 144,000 times — a 24% increase from 2021 — by listeners from 50 states and 78 countries.

“The BeefWatch podcast is an excellent source for continuing education on all things pertaining to the cow-calf segment of the beef industry, and more importantly, a discussion of and potential solutions to current challenges and issues cattle producers face,” said Tyson Narjes, who operates a farm and Angus-Hereford cow-calf operation in Sidney.

Typically, a podcast “gets around 500 downloads within the first couple of weeks of being released,” said BeefWatch host Aaron Berger, a beef systems extension educator in Scottsbluff. “After six months of being released, a podcast typically has around 1,000 downloads. Statistically, the BeefWatch podcast is in the top 5-10% of podcasts in terms of downloads and listens when compared to all of the podcasts that are available.”

Jay Jenkins began the BeefWatch podcast in 2015 when he was an extension educator based in Cherry County. He is now an extension zone coordinator.

Two recent BeefWatch podcasts illustrate the practical focus extension

educators provide on beef-specific topics.

Troy Walz, a longtime beef systems extension educator in Custer County, spoke with Berger about understanding the stress periods that can result in nutrient deficiencies for cows and heifers. In his description of a pregnant cow’s needs, Walz noted that 70% of a calf’s growth is in the last 90 days, spurring a major increase in the cow’s nutritional requirements.

Walz also addressed these nutritional issues in a BeefWatch newsletter available online.

Hannah Smith, a beef systems extension educator in Ainsworth, spoke recently with Berger about considerations for producers in analyzing various types of forages, studying their price in conjunction with their energy and protein capacity. Smith cited values for forage types sourced from cattle diets collected as part of the research at the university’s Gudmundsen Sandhills Laboratory. Smith also examined this issue in a BeefWatch newsletter online.

As for the future, Nebraska Extension’s beef systems specialists noted their dedication to extension’s land-grant mission by incorporating the university’s latest research findings in BeefWatch and working closely with producers to maximize the podcast’s value.





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Beef Passport highlights independent restaurants, meat processors

The 2023 Nebraska Beef Passport, funded by Nebraska beef producers Beef Council. “This year we’ve partnered with the Nebraska Association



through their Beef Checkoff, launched May 1 featuring locations across the state that are known for offering outstanding beef. This year’s participants include 29 restaurants and 17 meat processors.

Now in its third year, the program encourages people to visit the featured locations where they can order beef items and earn points towards prizes offered by the Nebraska Beef Council. Passport holders are also eligible for special discount offers at participating locations. The program is designed to highlight Nebraska’s robust beef industry while showcasing the quality beef offered at restaurants and meat processors throughout the state.

“This has really become a popular program and we’re excited to keep expanding it,” said Adam Wegner, director of marketing for the Nebraska

of Meat Processors to include several of their member locations. Now pass-

port holders can enjoy an outstanding beef dining experience and also take home fresh beef cuts or try house-made jerky and beef sticks. There will truly be something for everyone.”

The Nebraska Beef Passports are free and can be obtained at www.GoodLifeGreatSteaks.org. Digital passports can be set up from the convenience of a mobile device while paper passports can be printed directly from the website. Points earned on digital passports can be redeemed for prizes and each visit qualifies as an entry into a grand prize beef bundle give-away. Visits to any of the meat processor locations will qualify as an entry into a bonus beef bundle give-away offered by the Nebraska Association of Meat Processors.

Beef Passport holders can also join the Nebraska Beef Passport group

on Facebook to stay up to date on the latest news and special offers. Members can gain access to additional information about the featured locations, share their photos and experiences with other members, and even become eligible to win additional prizes. The final date to collect stamps is September 30, 2023.

For a full list of prizes and contest rules, visit www.GoodLifeGreatSteaks.org or contact the Nebraska Beef Council office at 1-800-421-5326.

The Nebraska Beef Council is a non-profit organization served by a nine-member board of directors. The volunteers oversee the beef checkoff in Nebraska and checkoff-funded programs. Programs for marketing and promotion are funded by the \$1/head beef checkoff.

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Nebraska Beef Council participates in California Pasture to Plate Tour

The Nebraska Beef Council recently took part in helping to fund the annual “Pasture to Plate Tour,” held annually in California and hosted by the California Beef Council. The tour is a three-day immersive experience, where beef industry and nutrition professionals among others get to visit cattle ranches, a dairy, feedlot, stockyard, a processing facility and speak with experts in the industry as well.

Nebraska Beef Council Board Member June Loseke attended the event and represented Nebraska. Loseke has been a host of the Nebraska Beef Council Industry Influencer tours at her family’s feedyard near Columbus in past years, and says it was a welcome experience to be a guest in California.

“I looked forward to seeing how California’s tour compared,” said Loseke. “Since Nebraska is one of the top cattle producing states and California has the highest population, it is important to help fund beef promotion and education projects with the California Beef Council. It’s also important for me to tell our stakeholders in Nebraska how their dollars are working firsthand.”

Featured speakers during the tour offered their own insight into how beef is produced sustainably and responsi-

bly. Loseke said that the knowledge she gained from others on the tour is something that can help her in the future back home.

“Meeting the attendees and listening to their concerns and questions regarding cattle production was helpful in knowing how best to address people who tour our own feedyard,” said Loseke.

Loseke also noted some of the differences between Nebraska and California agriculture, but found one common thread that ties everyone together, rain, or lack of it.

“There will always be regional differences in feed stuff availability for ration composition, being able to background cattle on grass from weaning in November to April at the Buchenau

Ranch was amazing,” said Loseke. “Drought takes its toll on all agricultural segments and just hearing the relief in the cattle producers’ stories of how grateful they were for the recent rainfall somehow lessened the differences.”

For more information and to learn more about the Nebraska Beef Council, visit www.nebeef.org.

Roast Beef Cheddar Pockets

Flavorful Beef Pot Roast and sharp cheddar cheese are stuffed in dough and baked to perfection.

INGREDIENTS:

3 cups shredded beef Pot Roast (about 24 ounces)

16 ounces whole wheat or regular refrigerated pizza dough

2 cups shredded Cheddar cheese, divided

2/3 cup diced sweet onion

1 egg white, lightly beaten

1/2 cup light dairy sour cream

Garnish:

Chopped chives (optional)

COOKING:

Preheat oven to 375°F. On a lightly floured surface, roll dough into 12 by 19-inch rectangle. Cut into 8 rectan-



gles, 4 by 5-1/2 inches each.

Combine beef, 1-1/2 cups cheese and onion, if desired, in large bowl; mix well. Divide beef mixture into eighths; press mixture to compact and place lengthwise in center of rectangles. Fold long sides of each rectangle over filling, pressing to seal. Place on ungreased shallow-rimmed baking sheet. Brush with egg white. Sprinkle with remaining 1/2 cup cheese. Cut small slit in top of each pocket to vent.

Bake in 375°F oven 13 to 16 minutes or until golden brown. Serve with sour cream. Garnish with chives, if desired. **SAFE HANDLING TIPS:**

Wash hands with soap and water before cooking and always after touching raw meat.

Separate raw meat from other foods.

Wash all cutting boards, utensils, and dishes after touching raw meat.

Do not reuse marinades used on raw foods.

Wash all produce prior to use.

Cook steaks and roasts until temperature reaches 145°F for medium rare, as measured by a meat thermometer, allowing to rest for three minutes.

Cook ground beef to 160°F as measured by a meat thermometer.

Refrigerate leftovers promptly.

For more information on degree of doneness and other cooking tips visit: <https://www.beefitswhatsfordinner.com/cooking/determining-doneness>

For more information on safe food handling and beef safety, see: <https://www.beefitswhatsfordinner.com/cooking/food-safety>

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Social media sweepstakes encourages creating memories with beef

The Nebraska Beef Council is asking consumers to share their photos and experiences while enjoying beef this summer as part of their latest beef promotion. The social media campaign will highlight the stories and memorable moments Nebraskans make when enjoying beef. The “Best Stories Start with Beef” sweepstakes kicks off in May as part of the Nebraska Beef Council’s Beef Month celebrations. “Beef will be served at events

throughout the state all summer long and we want to give people the opportunity to share their photos and stories that are created when beef is on the plate,” said Adam Wegner, director of marketing for the Nebraska Beef Council. “Beef has a unique way of bringing more enjoyment to mealtimes whether it’s a large group gathering or a simple dinner for two.” Participants can enter the sweepstakes by taking photos at local



SIMPLE STEAK SWAPS

Beef's great versatility means there are plenty of options for every taste and budget.

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Strip Steak 	Ribeye Steak 	T-Bone Steak
Top Sirloin Filet 	Strip Steak 	Flat Iron Steak
	Top Sirloin Steak (Center Cut) 	Petite Sirloin Steak

Chuck Eye Steak
A tender and savory cut. A low-cost alternative.

Flat Iron Steak
Extremely tender, well-marbled and flavorful.

Petite Sirloin Steak
A great value steak. Grill after marinating.

Porterhouse Steak
Big enough for two. Simply season this sublime combination of Strip and Tenderloin to grill.

Ribeye Steak
Rich, juicy and full-flavored with generous marbling throughout.

Strip Steak
Tender, lean and perfect for grilling.

T-Bone Steak
Smaller than the Porterhouse with the same tenderness and satisfying flavor.

Tenderloin Steak (Filet Mignon)
The most tender steak, lean yet succulent, with a fine buttery texture.

Top Sirloin Steak (Center Cut)
A flavorful cut that is versatile and juicy. Great served as a steak or cut into kabobs.

Top Sirloin Filet
Tender, thick, and perfectly portioned. Simply season with salt and pepper or your favorite rub before grilling.

KEY TO RECOMMENDED COOKING METHODS

GRILL SOUS VIDE BROIL SKILLET TO OVEN BRAISE/POT ROAST SKILLETS STIR-FRY ROAST

events such as county fairs, wedding receptions, baseball games or backyard barbeques and then sharing them on social media. Mentioning the Nebraska Beef Council and using the hashtag #nebeefstories on Facebook and Instagram will qualify for monthly prizes awarded throughout the summer. “The Nebraska Beef Passport is another example of how Nebraskans are enjoying beef with family and friends this summer,” said Wegner. “We encourage people to post pictures from their passport visits and share

stories of where their travels take them. It’s great to see all the fun, memorable moments being made, and the time spent together while enjoying a beef meal.” Prizes will include beef certificates to several Nebraska-based beef suppliers as well as a larger grand prize to be drawn at the conclusion of the promotion in September. For more information about the sweepstakes or the Nebraska Beef Passport, visit nebeef.org and search for the Nebraska Beef Council on social media.

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