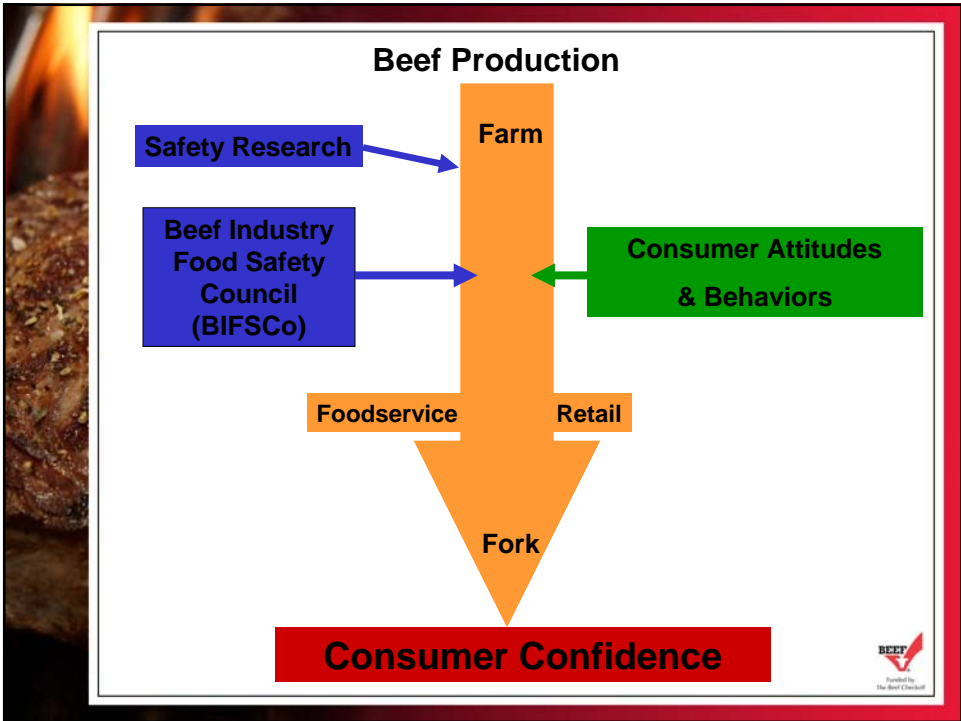




**Beef Industry Perspective**  
**Intervention, Response,**  
**Consumer Confidence**

*Mandy Carr, Ph.D.*  
*Executive Director, Beef Safety Research*  
*National Cattlemen's Beef Association*





## ***Today's Beef Industry***

### ✓ Who we represent

- National Cattlemen's Beef Association
- America's beef producers
- State Beef Councils/Cattlemen's Association

### ✓ The focus

- Safety
- Nutrition
- Meeting consumer demand



## ***The Beef Checkoff***

### ✓ \$1 assessment when cattle are sold

### ✓ Checkoff

- Education
- Promotion
- Research

### ✓ NCBA role





## ***Industry at a Glance***

- ✓ 97 million cattle in the U.S.
- ✓ 26.4 billion pounds of beef produced
- ✓ Family business
  - Over 800,000 beef producers
  - 80% of beef operations have been in same family for over 25 yrs
  - 10% in same family over 100 yrs



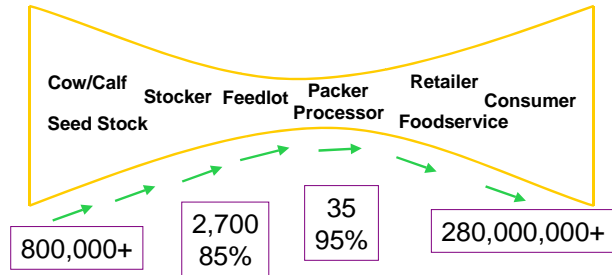
## ***Commitment to Safety***

- ✓ Safety programs must be based on science
  - Research foundation
  - Communications
  - Industry application
- ✓ Non-competitive issue



## Commitment to Safety

- ✓ History to the approach
- ✓ Early 1990s focus



- ✓ This began efforts to develop multiple interventions



## Safety Research Program

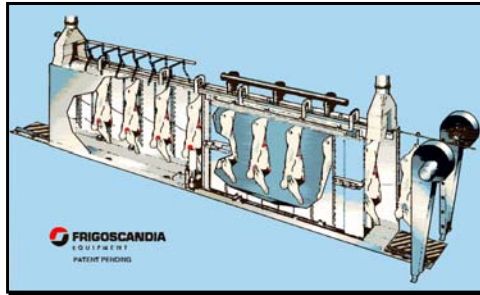
Organic acid wash  
 Acidified sodium chlorite  
 Steam/thermal pasteurization  
 Carcass microbial mapping  
 Steam vacuum  
 Hide wash

Cattle washing  
 On farm ecology  
 Sodium chlorate  
 Vaccine  
 Neomycin  
 Direct fed microbials  
 Transportation and lairage

1990 1992 1994 1996 1998 -- 2000 2002 2004 2006 2008



## Post-harvest



## Post-harvest



## Safety Research Program

Organic acid wash  
 Acidified sodium chlorite  
 Steam/thermal pasteurization  
 Carcass microbial mapping  
 Steam vacuum  
 Hide wash

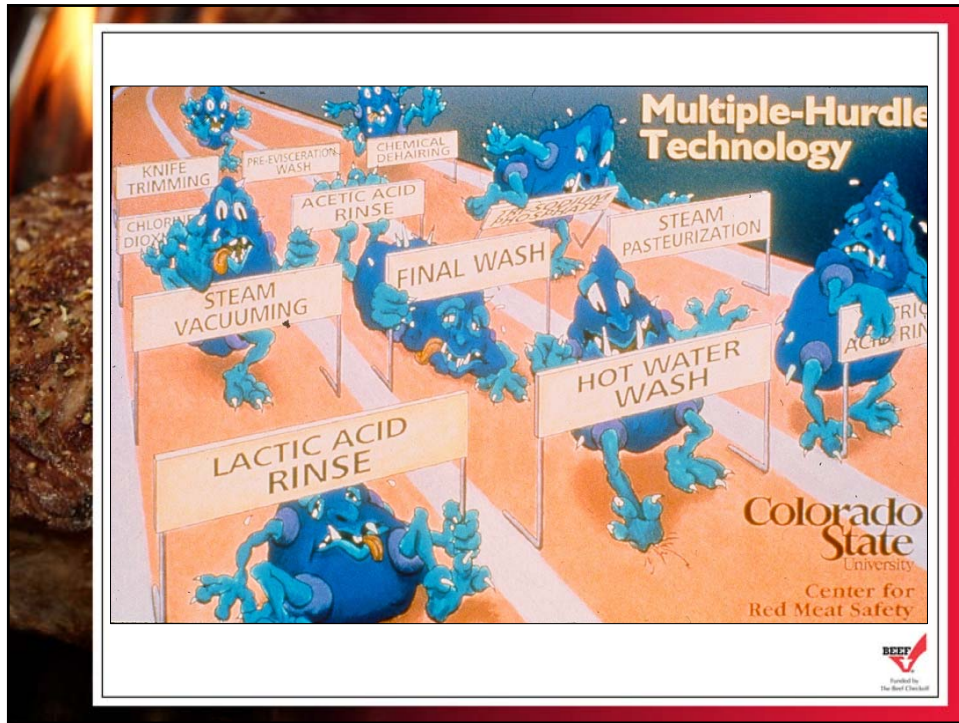
Cattle washing  
 On farm ecology  
 Sodium chlorate  
 Vaccine  
 Neomycin  
 Direct fed microbials  
 Transportation and lairage

1990 1992 1994 1996 1998 2000 2002 2004 2006 2008



## Pre-harvest





## ***GMP and SSOP Importance***

✓ These procedures **cannot** be applied to replace... Good manufacturing practices such as:

- Equipment hygiene during production
- Employee hygiene and hand washing
- Sanitation – before, during and after operations
- Proper chilling:
  - proper time & temperature
  - product and carcass spacing to insure air flow
- Continuous employee training for proper technique



## Safety Research Program

Organic acid wash  
 Acidified sodium chlorite  
 Steam/thermal pasteurization  
 Carcass microbial mapping  
 Steam vacuum  
 Hide wash

Cattle washing  
 On farm ecology  
 Sodium chlorate  
 Vaccine  
 Neomycin  
 Direct fed microbials  
 Transportation and lairage



## Beef Industry Food Safety Council



### Vision

- Developing industry-wide, science-based strategies to solve food safety problems
- Address by identifying & prioritizing research from farm to table
- Develop programs to help industry segments operate in today's business environment
- Speak with one voice in seeking regulatory and legislative solutions
- Develop & implement industry information programs to assist in the transfer of technology into the market place





The screenshot displays the BIFSCO website. The top navigation bar includes links for HOME, ABOUT BIFSCO, INFORMATION, and MEMBERS. The main content area features a banner for the "2009 Beef Industry Safety Summit" held from March 4-6, 2009, at the Hyatt Regency, Mission Bay, San Diego, California. Below this, there is a section for "Best Practices" which explains that the industry has developed unified best practice documents to improve beef safety. A sidebar on the left provides a menu of site sections including About BIFSCO, Information, Best Practices, Beef Industry Safety Summit, Alerts, Consumer Info, Microbiological, Animal Health, Food Safety Management, Biosecurity, Sampling, Contact, Search, Members, and Press Room. A "Printer-Friendly Version" link is also visible.

## ***Best Practice Documents***

- ✓ Pre-Harvest
- ✓ Slaughter
- ✓ Holding Tested Products
- ✓ Tenderizing/Enhancing of Whole Muscle Cuts
- ✓ Processing Raw Ground Beef Products
- ✓ Foodservice
- ✓ Retailers Producing Raw Ground Beef
- ✓ Best Practices for Using Microbiological Sampling

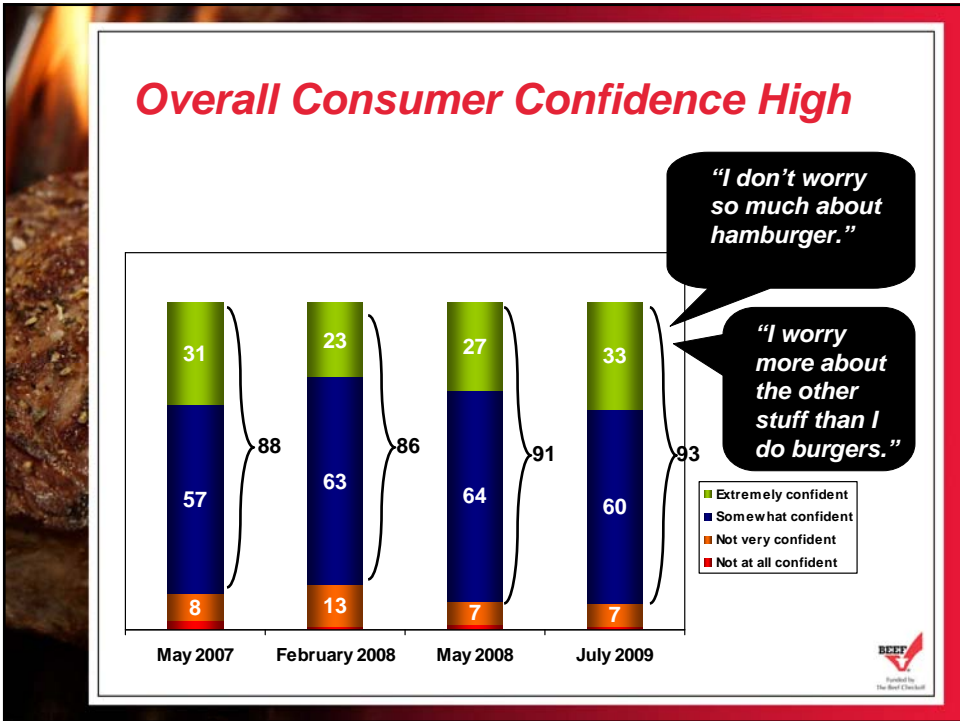
<http://www.bifSCO.org/BestPractices.aspx>



**Save the Date!**  
**Beef Industry Safety Summit**  
**March 4-6, 2009**  
**Hyatt Regency Mission Bay**  
**San Diego, CA**

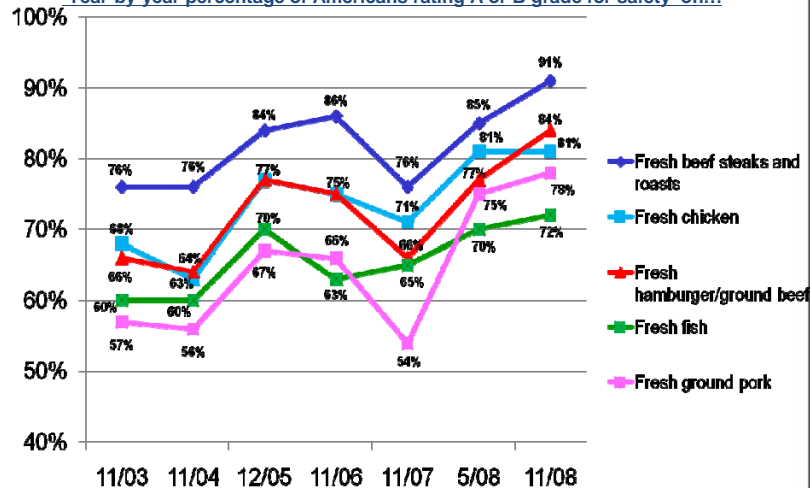
*Mark your calendars for this gathering of beef safety experts.*  
 More details will be posted at [www.bifsc.org](http://www.bifsc.org)

**BEFF**  
 Funded by  
 The Beef Checkoff



## Safety Grades for Fresh Foods

Year-by-year percentage of Americans rating A or B grade for safety on...



**REUTERS**

### California packer makes largest U.S. beef recall

Sun Feb 17, 2008 5:39pm EST

By Charles Abbott and Christopher Doering

WASHINGTON (Reuters) – A California meatpacker accused of animal cruelty is making the largest U.S. meat recall on record – 143 million lbs, the Agriculture Department said on Sunday.

### Omaha World-Herald

#### Beef Recall Grows by Millions of Pounds; USDA Says an Omaha Meatpacker's Practices Were Insufficient to Control Potentially Deadly *E. Coli*

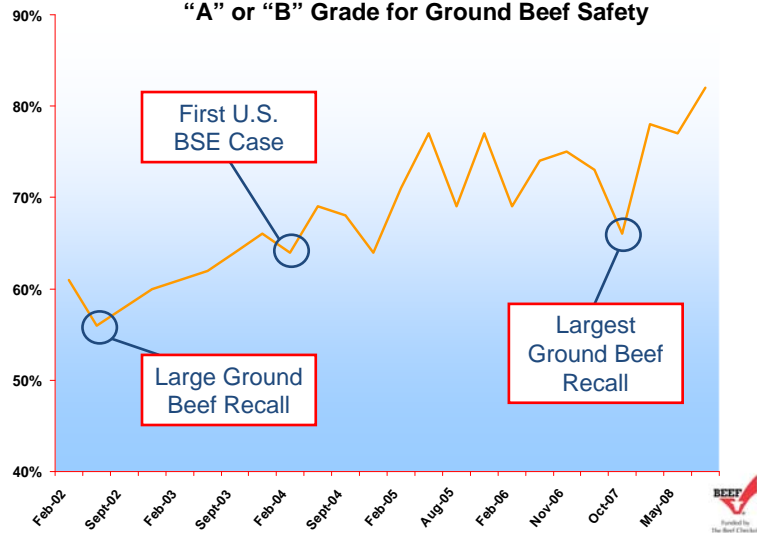
by Joe Ruff  
4 July 2008

Omaha meatpacker Nebraska Beef Ltd., expanding an earlier recall by millions of pounds, recalled 5.3 million pounds of beef Thursday after it was linked to possible *E. coli* contamination.



## Consumers React to Safety News

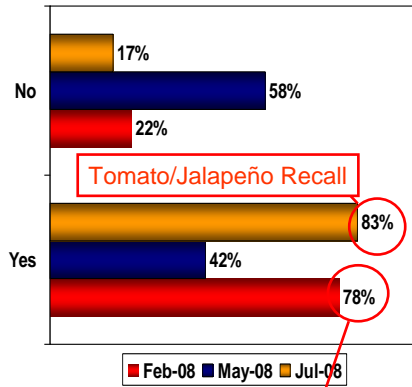
"A" or "B" Grade for Ground Beef Safety



## Consumers React to Recall News

- ✓ Is it close to me? In my state?
- ✓ Are people sick?
- ✓ Is it affecting kids? In the schools?
- ✓ Is the news pervasive? Visual?
- ✓ Are there empty shelves/product notices/alerts at my store?

## Consumers Remember Recalls



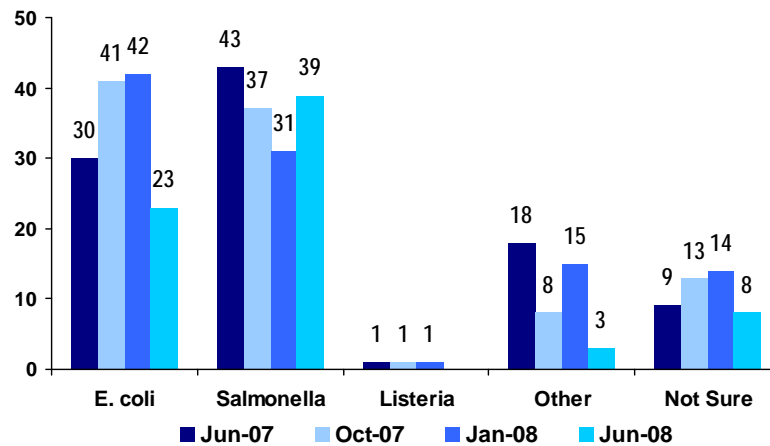
✔ Significant consumer awareness of Westland/Hallmark

✔ Tomato/Jalapeño awareness exceeded Westland/Hallmark

SOURCE: IPSOS – July, 2008

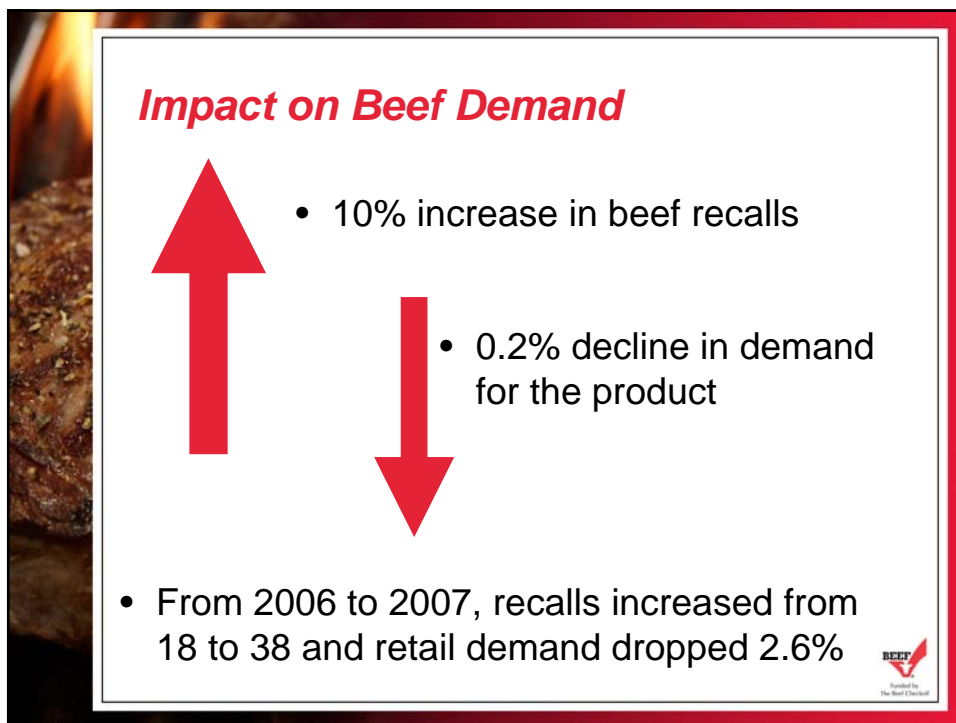
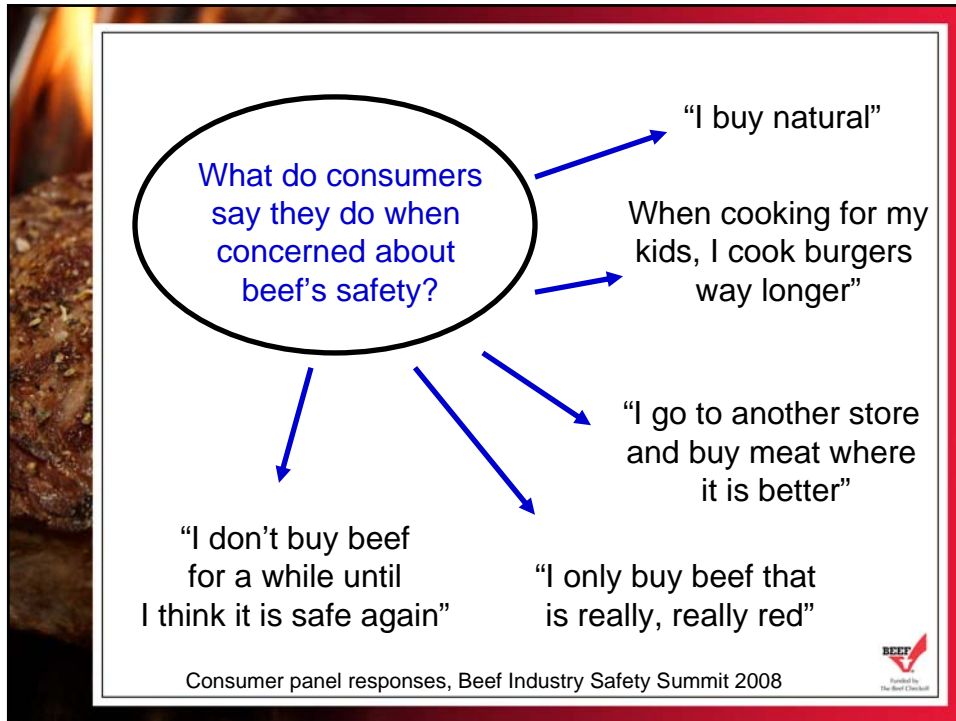


## Percent of consumers saying they are most concerned about...



Foodborne Illness Study, IPSOS, 2008







## ***Beef Checkoff Programs to Address Consumer Confidence***

### **✔ Safety Research**

- Effective and practical pre-harvest interventions
  - Our challenge
- Optimize current and validate new post-harvest interventions
- Total systems research
- BIFSCo outreach



## ***Beef Checkoff Programs to Address Consumer Confidence***

### **✔ Safety Communications**

- Educating public on past, present and future beef industry efforts to improve safety
  - Media outreach to tell beef safety story
  - Identifying and educating influential groups that can amplify our message
- Learn more about what drives consumer safety attitudes and behaviors



## Consumer Attitudes & Behaviors

Q: What is the safe internal temperature for ground beef?

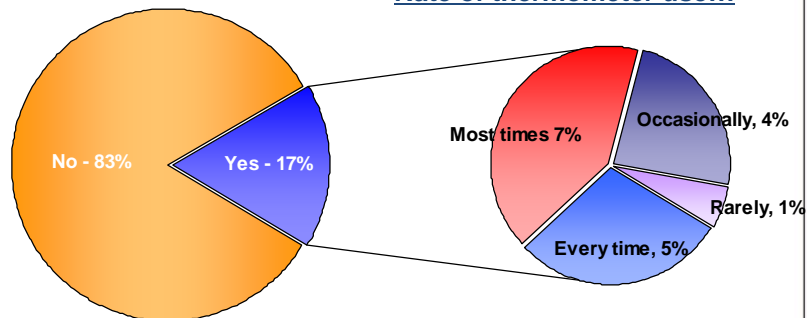


	10/07	4/08	11/08
<160°	16%	10%	11%
160°	13%	11%	20%
161° - 170°	8%	6%	14%
>170°	32%	27%	14%
Not sure	32%	45%	40%



## Few Consumers Use Thermometers

Rate of thermometer use...

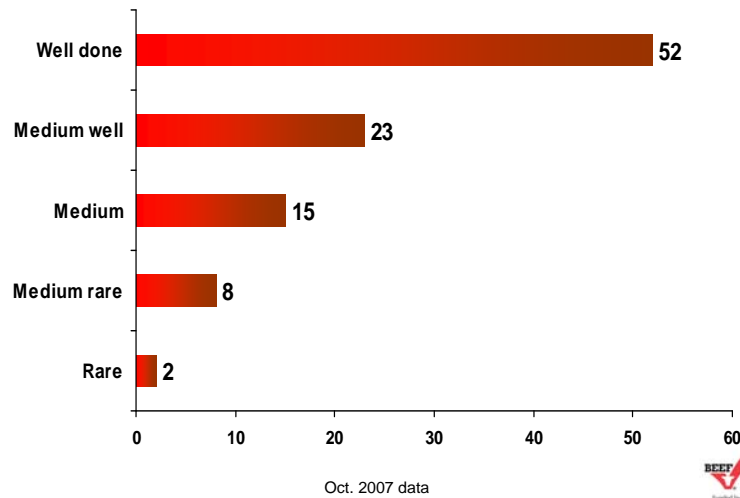


October 2007 data





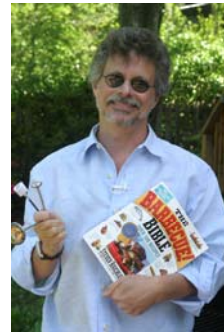
## Consumers Preference for Doneness



- ✓ Research (in home, focus groups) revealed consumers like safety message WITH quality message
- ✓ Interest in serving a burger that provides a great eating experience AND is safe for their family and guests

## Educating Consumers on Safety

- The industry, chefs and magazines are credible sources
- [www.safeandsavory160.com](http://www.safeandsavory160.com)



**IT'S WHAT'S FOR DINNER**

**BEEF**

SEARCH ADVANCED BEEF SEARCH OPTIONS  
What can we find for you?

**SIGN IN** **NOT REGISTERED**  
User Name   
Password   
 Remember me next time.  
 [Forgot Your Name or Information?](#)

**RECIPES** **SHOPPING FOR BEEF** **COOKING WITH BEEF** **BEEF & HEALTH** **LEAN BEEF** **CELEBRATE WITH BEEF** **COMMUNITY**

**GETTING READY TO COOK**  
**COOKING LESSONS**  
**FOOD SAFETY**

### Beef So Simple

Sign up for delicious beef recipes delivered directly to your mailbox every week. Plus, enjoy plenty of additional tips, techniques and information about America's favorite protein! [Sign up today!](#)

### Today's Beef Choices

Grain-fed, grass-finished, certified organic, natural and branded beef products. While each kind of beef

## Make it 160° for a Safe and Savory Burger

### Earn the Coveted Title of "Master Griller"

America's beef producers have teamed up with top grilling expert Steven Raichlen, best-selling author of more than 28 cookbooks, including the just-published Barbecue Bible! 10th Anniversary Edition and host of PBS' Barbecue University™ and the new Primal Grill, to serve up ways to have a safe and savory experience this grilling season.

You may already know that your burgers should be cooked to a higher temperature than a steak or roast, but did you know that 160° is the optimal temperature for safe and savory ground beef? [Click here for tips](#) on how to check your patty's internal temperature for a delicious and properly-cooked burger.

Put your grilling skills to the test with Steven's sumptuous burger recipes, perfect for summer entertaining... or any time! Need more? Check out [our library](#), tasty beef recipes and videos from Steven himself.

[Read up on what's new](#) with multi-award-winning author, journalist, cooking teacher, and TV host, Steven Raichlen.

**BEEF**  
Powered by  
The Beef Council

