



Culinary Center Builds on Cookery Knowledge

News release by the Cattlemen's Beef Promotion and Research Board

The Culinary Center generates new foundations of knowledge and provides recipes to consumers.

DENVER, CO (Feb. 3, 2006) — Even before the \$1-per-head checkoff became mandatory in 1986, the beef industry was recognized for its expertise in cookery and recipe development. That tradition continues in 2006, as the Beef Checkoff Program-funded Culinary Center in Chicago, Ill., generates new foundations of knowledge and provides recipes to both established and new target consumers.

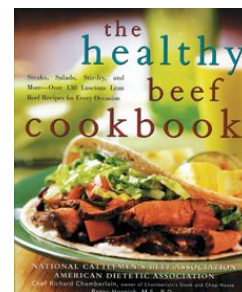
“Consumers will probably always want beef, but we need to present it in ways that make it easy for them to cook and serve it,” says Cattlemen’s Beef Promotion and Research Board (CBB) member Hope Huffman, a beef producer from McGregor, Texas, and chairman of the joint New Product and Culinary Initiatives Committee. “By giving them the appropriate cooking times and temperatures for all types of appliances, and following that up with recipes that are contemporary, tested and proven delicious, we can increase demand for beef.”

Huffman and the New Product and Culinary Initiatives Committee highlighted some of the recent programs initiated through the program at the 2006 Cattle Industry Annual Convention and Trade

Show in Denver Feb. 1-4. Among those programs are:

- An applied cookery study that provides information for cooking beef on gas grills. “We have information on grilling on charcoal, but it needed to be updated,” says Dave Zino, executive director of the Culinary Center.
- Kid-friendly recipes for younger appetites. Sixteen of these recipes, along with eight corresponding photos, were developed in late 2005 and distributed to state beef councils for redistribution.
- Development of Hispanic recipes. “The Hispanic market in this country is growing rapidly, and we need to keep pace with appropriate beef dishes they will love,” Huffman says.

In addition, the Culinary Center has been assisting authors of the checkoff-funded *The Healthy Beef Cookbook* by providing written demonstration instructions and on-site support at media events.



“We’re proud of the tradition

and reputation we've established in cookery and recipe development, but just as proud of the progress we've made," Huffman says. "Only by keeping up-to-date will our

industry continue to provide a product that's vibrant and in demand. And, that's precisely what we intend to do."



Editor's Note: This release is adapted from a news release distributed by the Cattlemen's Beef Promotion and Research Board. For the original release or for more information about the organization, click the "Press Releases" link at www.beefboard.org.