

2008 Cattle Industry Annual Convention & Trade Show

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Nutrition Roundtable To Be Feb. 7

News release provided by **Cattlemen's Beef Promotion & Research Board**

CENTENNIAL, Colo. (Jan. 28) — This February, beef checkoff producer leadership and leading scientists will convene Thursday, Feb. 7, from 3 p.m.-6 p.m. in Reno, Nev., at the Cattle Industry Annual Convention to discuss challenges and opportunities at a checkoff-funded roundtable discussion, "Diet and Cancer." The roundtable will be held at the Reno Convention Center, Room A1.

"Checkoff dollars have been invested to help conduct extensive studies on the topic of red meat and cancer. In addition, America's beef producers have committed considerable resources to provide lean beef and nutrition information for consumers to 'go lean' with protein and follow the Dietary Guidelines," said Becky Walth, chair of the Joint Nutrition Research Committee. "The roundtable discussion will communicate additional research that will help in the development of future nutrition research priorities for the beef industry."

Speakers joining the group to share their expertise on various aspects of nutrition-related cancer research and its implications for the beef industry include:

Checkoff-funded symposium seeks to further beef industry's knowledge regarding diet and cancer.

► Tim Byers, professor, Department of Preventive Medicine and Biometrics; deputy director, University of Colorado Cancer Center; member of the World Cancer Research Fund Report on "Food, Nutrition, Physical Activity and the Prevention of Cancer"


► David Klurfeld, national program leader, human nutrition, U.S. Department of Agriculture Agricultural Research Service

► Dominik Alexander, managing scientist, epidemiology, Exponent

► Eric Westman, associate professor of medicine, Duke University School of Medicine

This roundtable is a continuation of the industry's effort to systematically review the total evidence on red meat and cancer and identify possible knowledge gaps.

"The industry as a whole is utilizing checkoff dollars to review and study the possible implications of this body of research in order to identify possible research needs to dispel red meat and cancer misinformation," Walth concluded. "We will continue to invest checkoff resources to ensure the industry is providing science-based information to nutritionists, health professionals and the scientific community."

Visit www.beefnutrition.org for more information. For up-to-date Joint Nutrition Research Committee information, visit <http://beefboardmeeting.com>. 

Note: 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 retain up to 50¢ on the dollar and forward the other 50¢ per head to the Cattlemen's Beef Promotion & Research Board, which administers the national checkoff program, subject to USDA approval.



Editor's Note: This release is adapted from a news release distributed by the Cattlemen's Beef Research & Promotion Board (CBB). For the original release or for more information about the organization, visit www.beefboard.org.