



Industry Bestows Best of Beef Awards

Best of Beef breakfast honors those who have excelled in efforts ranging from retail innovation to stocker cattle management.

by *Kindra Gordon*, field editor

Several members of the beef industry were honored during an awards breakfast Friday, Feb. 8, at the 2013 Cattle Industry Convention in Tampa, Fla. The “Best of Beef” event was emceed by farm broadcaster Russell Nemetz with the Northern Ag Network.

Among the awards given were the National Beef Backer Awards, the Beef Quality Assurance (BQA) awards, *BEEF* magazine’s Trailblazer and National Stocker Award, the Excellence in Communications awards, and the Max Deets Leadership Award.

Beef backers at retail

The beef checkoff-funded National Beef Backer Awards honor foodservice and retailers who have played a pivotal role in bringing beef to the American public. This year’s retail honorees included:

- ▶ **Independent Retailer — Broulim’s Fresh Foods.** This three-time Beef Backer winner has a long-standing history of successfully leveraging checkoff-funded initiatives throughout its nine Eastern Idaho stores.
- ▶ **Mid-size Retailer — Redner’s Warehouse Markets.** This Northeast

employee-owned chain of 42 stores knows how to keep beef front and center with shoppers. Its “Pick 5” campaign highlights six beef cuts per week and is the stores’ highest driver of beef sales.

▶ Large Chain Retailer — Harris Teeter.

A five-time winner in this category, North Carolina-based Harris Teeter makes beef the core of its business and 211 stores, where beef makes up more than half of all fresh meat sold. Harris Teeter puts a priority on serving its customers’ needs in innovative ways, recently launching a new beef-

Texas ranch wins national NCBA Environmental Stewardship Award

Gary and Sue Price, 77 Ranch, Blooming Grove, Texas, were recognized Thursday, Feb. 7, as the national winner of the National Cattlemen’s Beef Association (NCBA) Environmental Stewardship Award Program. The award, presented during the 2013 Cattle Industry Convention and NCBA Trade Show, recognizes the family’s outstanding environmental stewardship of their ranch.

The land under their stewardship is under tremendous pressure from urban and suburban development because it is just 53 miles from the ever-growing Dallas/Fort Worth metropolitan area. Thanks to their efforts, a jewel of prairie still exists, complete with native grasses and habitat.

“Cattlemen and women across the country understand the pressures of urban encroachment. At 77 Ranch, the Prices have shown how stewardship and continuous improvement can benefit the environment while also improving the productivity of our lands,” said NCBA CEO Forrest Roberts. “For example, as a result of the extensive wetland conservation work of the Prices, Gary and Sue Price had enough standing forage to sustain their entire herd through all of 2011 — with no additional hay or feed purchases.”

Roberts pointed out that although the majority of producers in their area were destocking their ranches and marketing their calves early, the Prices were able to maintain their entire herd and their normal production schedule for the year.

“Their ability to maintain their natural resources while also maintaining their ranch speaks volumes about the management techniques and stewardship of the Prices,” said Roberts.

The Prices began assembling their ranch as a young couple 36 years ago. Through the years, they have carefully purchased land that joins their original ranch, or that is nearby. The land under their management ranges from farmed-out cotton fields to untouched remnants of the Blackland Prairie. As a result of their extensive improvements and efforts to preserve wildlife habitat,

Gary and Sue Price have been honored by the Texas Parks and Wildlife Department with the statewide Lone Star Land Steward award. They welcome students of all ages — youth to adult — to their ranch for tours, field days and outings.

Gary is a sought-after speaker on the topic of range management and cattle production in a native range environment. They tell their story about their partnerships with Ducks Unlimited and the USDA Natural Resources Conservation Service (USDA-NRCS), and how these partnerships help them find creative solutions to land management problems such as flood control and maintaining water quality while providing wildlife habitat.

ESAP, now in its 22nd year, was created to recognize beef producers who make environmental stewardship a priority on their farms and ranches while they also improve production and profitability. The ESAP award is sponsored by Dow AgroSciences; USDA-NRCS; U.S. Fish and Wildlife Service; NCBA; and the National Cattlemen’s Foundation.

Dave Owens, the range and pasture portfolio leader for Dow AgroSciences, said the award recognizes the work beef producers do to conserve and improve the land and its resources. Dow AgroSciences has sponsored the program for the last 13 years.

“The regional winners and this year’s national winner 77 Ranch, exemplify the outstanding innovation of American farmers and ranchers,” Owens said. “The work that the nominees do to improve and conserve the natural resources in their care will benefit their ranches and the surrounding community for generations to come.”

77 Ranch was nominated by the Texas Section, Society for Range Management and Texas and Southwestern Cattle Raisers Association and was recognized as one of seven regional ESAP winners during the 2012 Cattle Industry Summer Conference.

— Adapted from NCBA release.



only mobile website to bring cooking instructions, recipes and proper cutting methods by cut to shoppers' fingertips.

► **Innovator of the Year — Tops Friendly Markets.** With stores across New York, Pennsylvania and Vermont, Tops Friendly Markets has 155 stores and a rich history of promoting beef to consumers in partnership with the New York Beef Industry Council. A Hispanic Marketing toolkit grew metro market beef sales, and its FreshCreations ready-to-cook program lets shoppers add marinades, spices or rubs to their beef purchase.

Beef backers in foodservice

Three National Foodservice Beef Backer Award winners were recognized for their efforts in menuing and marketing beef. The honorees included:

► **Independent Operator — Webster's Prime.** A premium steakhouse in Kalamazoo, Mich., Webster's Prime menus a range of beef types (such as Wagyu, Angus, Prime and dry-aged beef) in different ways, allowing guests to try a different cut or type of beef at every visit.

► **Chain Operator — Hoss's Family Steak and Sea House.** With 35 locations across Pennsylvania and West Virginia, Hoss's Family Steak and Sea House strives to stay at the forefront of the beef community and find ways to creatively promote beef, including building its own state-of-the-art beef-processing facility and cutting beef to order specifically for each location.

► **Innovator of the Year — Peacock Alley American Grill and Bar.** This Bismarck, N.D.-based operator is known for offering impressive and unique beef dishes you just won't find anywhere else. They unveil at least five new beef dishes every month and sell beef across all day parts. In the two years since creating a new beef-focused menu, Peacock Alley's sales have increased by 102%.

Additional honors

Also honored during the Best of Beef Breakfast were:

► **Beef Quality Assurance (BQA) Award winners — The Kempfer family** of Deer Park, Fla., earned the honor for their beef operation Kempfer Cattle Co., a 2,500 commercial cow operation. **Woody Larson** of Okeechobee, Fla., earned the honor for his dairy operation, which includes three dairy farms and 4,600 cows. **Larry Schnell** representing

Stockmen's Livestock Exchange in Dickinson, N.D., earned the 2013 BQA Marketer of the Year Award, and John Maas with the University of California-Davis earned the BQA Educator of the Year Award. The awards are sponsored by Safeway, Cargill and Boehringer Ingelheim Vetmedica Inc.

► **Excellence in Communications — Lauren Chase** of the Montana Stockgrowers Association was honored with the Excellence in Affiliate Communications and Public Relations Award. The Excellence in Breed Communications and Public Relations Award was presented to the **International Brangus Breeders Association.** **J. Evan Slack** of the Evan Slack Network received the Excellence in Agriculture Journalism Award.

► **BEEF magazine's Trailblazer and National Stocker Awards — Bill Broadie**, founder of the All American Beef Battalion (<http://steaksfortroops.com>), received a standing ovation as he was presented *BEEF's* Trailblazer Award. Broadie, a veteran himself, is dedicated to thanking the nation's military by providing a steak dinner to every U.S. soldier. **Bob Price** and his family's Gracie Creek Ranch at Burwell, Neb., were presented *BEEF* magazine's National Stocker Award for their excellence in stocker cattle management.

► **Max Deets Leadership Award — Andrew Conley**, Lake Park, Ga., was presented with this prestigious award named for 1997 NCBA president Max Deets. The recipient of this award is the Young Cattlemen's Conference (YCC) chairman, and was selected by his YCC peers for outstanding leadership. Conley is currently general manager of Blackwater Cattle Co., where he oversees 1,200 head of commercial and registered Brangus cattle.

► **Top recruiters among state affiliates — The Texas and Southwestern Cattle Raisers Association** was recognized as the top state affiliate for NCBA membership recruitment from Oct. 1, 2012, through Dec. 31, 2012. As the winner, it won choice of a one-year lease on either a New Holland BR7090 round baler or a New Holland T6 175 tractor provided by New Holland, sponsor. Other affiliates in the top five included: **Missouri Cattlemen's Association**, second; **Kansas Livestock Association**, third; **Tennessee Cattlemen's Association**, fourth; and **California Cattlemen's Association**, fifth.

NCBA recognizes 2012 Top Hand Club winners

The National Cattlemen's Beef Association's (NCBA) 2012 Top Hand Club celebrated the recruitment of 907 new NCBA members during the past year. Out of the 200-member Top Hand Club, 24 recruited at least 10 new members. Five recruited 20 or more new members.

Each year, three high-achieving Top Hands are recognized for signing on the most new members. This year, the Top Hand Club sponsored an additional award recognizing the Top Hand who recruited the highest revenue. This year's winners included:

- **Champion: Hugh McCampbell** of Sweetwater, Tenn., 48 recruits
- **Reserve champion: Adam McClung** of Little Rock, Ark., 30 recruits
- **Third place: Ryan Higbie** of Quenemo, Kan., 22 new members.
- **Top recruiter of revenue: DNT Farms**, Deane & Nancy Thomas, Cobb, Wis., \$5,043 in new member dues revenue.

Initiated in 1982, the Top Hand Club is NCBA's member-recruit-a-member program that recognizes volunteer leaders for their commitment in growing a strong national association. To become a Top Hand Club member, individuals must recruit at least three new NCBA members. To remain in the club, members must recruit two new members each subsequent year. The Top Hand Club recruitment year runs Oct. 1 through Sept. 30. The program is sponsored by Case IH and Roper/Stetson.

— Adapted from NCBA release.

New Holland sponsored an additional two leases awarded by random drawing to two of the 14 state affiliates that met membership recruitment milestones during the same time period. Qualifying state affiliates were: Arizona Cattle Feeders, California Cattlemen's, Colorado Livestock, Georgia Cattlemen's, Hawaii Cattlemen's, Kansas Livestock Association, Minnesota State Cattlemen's, Nebraska Cattlemen, Texas and Southwestern Cattle Raisers, Texas Cattle Feeders, Utah Cattlemen's, Virginia Cattlemen's, Washington Cattle Feeders and Wisconsin Cattlemen's. Georgia and Minnesota won the lease drawing conducted during the state affiliate luncheon and will have their choice of either a one-year lease on a New Holland BR7090 round baler or a New Holland T6 175 tractor.

