

in 6 countries outside of the United States.

Jon Rice, executive vice president and chief marketing officer, says, "Homestyle Dining LLC is extremely honored to accept this award on behalf of the entire Ponderosa and Bonanza Steakhouses chain. We believe a delicious steak dinner should be affordable for the everyday family."

In the summer of 2010, Homestyle Dining LLC, with the support of Ponderosa and Bonanza franchisees across the country, launched a system-wide retail campaign in the United States offering a free 6-ounce sirloin with the purchase of a regular adult dinner buffet. The campaign helped boost steak sales at Ponderosa and Bonanza and was perfectly aligned with the chain's messaging on providing great food at a great value to its customers.

Innovator

Red, The Steakhouse took home the "Innovator of the Year" title. Executive Chef Peter Vauthy says, "We like to think of beef as a partner in our business rather than just a product. We are so proud to be recognized for something that we consider an integral part of who we are as an operation."

Vauthy attributes Red, The Steakhouse's success to its cutting-edge menu and excellent quality ingredients.

"Red, The Steakhouse only uses the highest-quality beef, for every dish from meatballs to made-to-order steak tartare, we want the quality of our food to match the integrity and intensity of what we do here. We want our waitstaff to feel empowered by the product they offer; you can hear the pride in their voice when we talk about the

food we serve, where it came from and the relationship we have with our purveyor."

Red, The Steakhouse is constantly offering fun twists on traditional steaks. "We have a bone-in filet that our patrons love and for Valentine's Day we are having our porterhouse specially butchered into the shape of a heart," Vauthy remarks.

Restaurant operators interested in entering the 2011 Beef Backer contest should contact their state beef council.



Editor's Note: The above article is adapted from a news release provided by the Cattlemen's Beef Promotion and Research Board.

New Dietary Guidelines Released

The new dietary guidelines favor protein, but continuing research on beef nutrition is needed.

by **Kindra Gordon**

New dietary guidelines for Americans were announced Monday, Jan. 31, and proteins fared well in the recommendations. Specifically, the guidelines emphasize consumption of fruits, vegetables, whole grains, low-fat dairy and a "variety of protein foods" — including lean meat.

While seafood was emphasized in the guidelines, the beef industry's 29 lean cuts also fit favorably with the guidelines' focus on proteins that offer nutritional density. Issued jointly by the U.S. Department of Agriculture (USDA) and the Department of Health and Human Services (HHS), the guidelines are updated every five years to address pressing issues with Americans.

Although the 2010 dietary guidelines are just newly announced, food scientist Roger Clemens was at the Cattle Industry Convention in Denver Feb. 4 to urge the industry to continue beef nutrition research and prepare for the 2015 guideline review process to ensure beef continues to be viewed favorably.

Clemens, who is an adjunct professor of pharmacology and pharmaceutical sciences within the University of Southern

California School of Pharmacy, served on the Dietary Guidelines Advisory Committee. He explained that the 2015 committee will be facilitated by the National Institutes of Health (NIH), a role they have not previously had.

"They will look at it (the guidelines) differently. They do not have a food background," Clemens told the NCBA Human Nutrition Research Committee. "Conceivably, they could tear apart beef and say beef — or any meat — doesn't have a role in a healthy diet."

With that said, Clemens said the nutrition guidelines can only be made based on evidence in the scientific literature. Thus, he stressed, "Your industry has got to be doing research on the benefits of beef, and you need to get it in peer-reviewed journals. Now is the time to act." Clemens noted that for research to be used in the next go-round of evaluations for the 2015 guidelines, it would need to be published in the scientific literature prior to the spring of 2014.

The beef industry should continue to educate consumers on the protein quality of beef, Clemens added. "You have a very nutrient-rich product. Focus on that positive

message. I think you (the beef industry) are at a wonderful position to advance by looking at the dietary positives beef offers."

Clemens said the central message from the dietary guidelines is that people need to be consuming fewer calories and expending more. That goes hand in hand with choosing nutrient-rich foods like beef.

Additionally, Clemens urged the beef industry to identify advocates who understand agriculture and food and can become spokespersons and research advocates for beef. Along with that he suggested, "Participate in health and wellness conferences, work closely with quick-service restaurants, work closely with consumer groups. Bring your science and nutritional messages about beef to them firsthand."

He concluded, "If you don't have a voice, it (beef) won't be considered."

To view the complete dietary guidelines report, visit www.dietaryguidelines.gov.



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