

Dining Out is 'In'

A long-running television series in the Northwest explores CAB message.

by Jennifer Kiko

There is a place called Treasure Valley where the Payette, Boise, Weiser, Malheur and Owyhee rivers converge to form the Snake River. It stretches from the lowlands of Vale, Ore., east to Boise, Idaho. Here, a multitude of unique restaurants and eateries support local manufacturers, distributors, farmers and ranchers.

The area prospers in part thanks to *Dining Out in the Northwest*, a television program that promotes independent restaurants and local suppliers in Oregon, Idaho and Utah. It was created in 1999 by the folks at Food Services of America (FSA) Portland as a way to connect the dining public with its customers.

The Dining Out programs spurred development of a web site and weekly radio show. Soon, the FSA Boise division adapted its own version of Dining Out. In all forms, a fill-the-seats approach continues to benefit local restaurants.

"Our television cooking show offers local chefs great exposure to the public and allows them to showcase their talents," says Hans Schatz, corporate senior vice president, FSA sales and marketing. "It's an opportunity to promote specific restaurants and feature certain products."

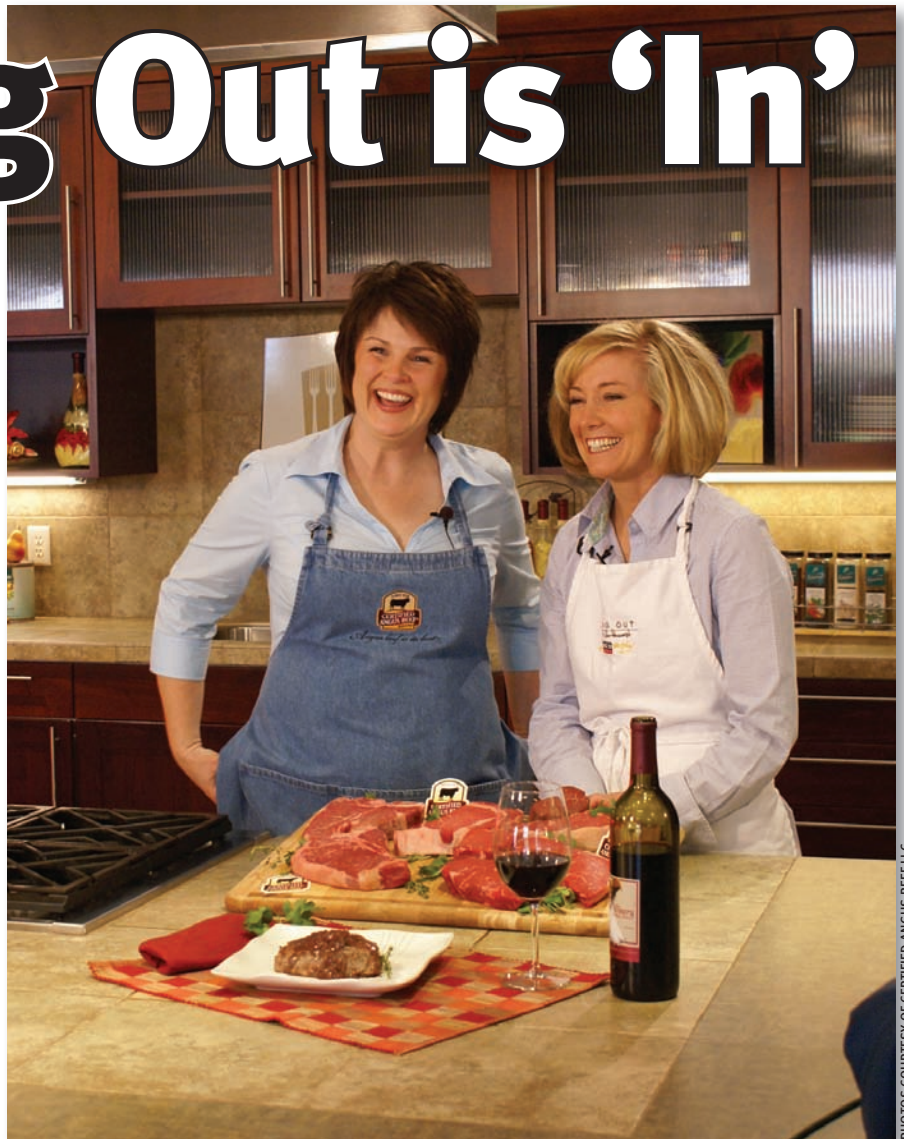
A 2008 episode features *Certified Angus Beef*® (CAB®) products and the brand's home economist, Sarah Donohoe. It was first broadcast June 28, with a rerun scheduled for Aug. 30, on Boise's KTRV Channel 12 at noon. You can view "Dining Out Show 17" at www.fox12.idaho.com.

Continuing education

The summer episode has Donohoe conducting a "Beef 101" class for viewers. It addresses one of the most common complaints heard by restaurants and retailers: "Why is my steak tender, juicy and flavorful one week and tough, dry and bland the next?"

Bob Steele, FSA Boise regional sales manager, says that by explaining how marbling, age and grading factor into beef quality, Donohoe educates consumers and helps them make wise buying decisions. "Viewers come away from the episode saying, 'Oh, I get it now!'"

CONTINUED ON PAGE 240



► Above: CAB home economist Sarah Donohoe and Dining Out signature chef Jeni Williams discuss beef quality.

► Below: Marbling is key to high-quality beef, and viewers will see the difference.



Dining Out is 'In' CONTINUED FROM PAGE 239

"Beef quality was the major focus," Donohoe says. "We discussed CAB brand quality and compared it to USDA grades. The effects of marbling in beef were a major focus. Viewers will see the difference in the fresh cuts of beef we used."

The episode concludes with a simple pan-roasting recipe with a wine reduction sauce.


In an area where beef quality is not always top of mind, Donohoe believes the show is a perfect means to educate consumers. "Many consumers view marbling as unnecessary fat. In truth, it's the key to flavorful beef and it melts during cooking."

Promoting partners

While the entire Dining Out program was created partly to give FSA visibility,

that's not the whole picture, Schatz says. "It is a program designed to help FSA partners expand their marketing reach and better connect with the dining public. We want to generate more dining out," he says.

How does one quantify results? Increased foot traffic. This episode of *Dining Out in the Northwest* could increase demand for Angus cattle by sending hungry consumers to local CAB-licensed restaurants. Perhaps the show's web site says it all:

"From drive-ins and delicatessens to sports bars and fine dining, we're dedicated to bringing you the very best in dining out in the Idaho, Utah and Oregon areas." 

Editor's Note: Jennifer Kiko is a communications specialist, CAB Marketing.



► For a complete list of CAB-licensed restaurants and retailers in your area, visit www.certifiedangusbeef.com and click on "Where to Buy."