

# Registration Form

Company \_\_\_\_\_

Number of Attendees \_\_\_\_\_

Name(s) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Choose a location:      Date      # of Attendees      Price/person      Total

Murfreesboro, TN

Feb. 10

\$30.00 \$

Lexington, KY

Feb. 11

\$30.00 \$

**Credit Card—For KY Only**

Master Card     Visa

Method of Payment

Check

Card Number \_\_\_\_\_

Cash

Name on Card \_\_\_\_\_

Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

**\$30 early registration cut-off is Friday, January 22nd, 2010**

\$50 registration on the day of the event

**Send Registration to the addresses below:**

**Kentucky Beef Council**  
176 Pasadena Drive  
Lexington, KY 40503  
859-285-0204

**Tennessee Beef Council**  
530 Brandies Circle  
Murfreesboro, TN 37128  
615-896-5811

## Symposium Day Events

**8:30 a.m. Registration      9:00 a.m. Welcome!**

### Joint Retail/Foodservice Sessions

*Back to the Basics : Breaking Down a Carcass*  
Dr. Gregg Rentfrow

*What is Shaping Demand for Beef—Big Picture*  
John Lundeen

*“Meat” Your Beef Producers*  
Local Beef Producers Panel

**Lunch**

### Retail/Foodservice Breakout Sessions

#### Retail

*Beef at the Retail*  
John Lundeen

*Retail Merchandising*  
Trevor Amen

#### Foodservice

*New Chuck Roll Cuts*  
Chef Dave Zino

*Recipe Development  
on New Chuck Cuts*  
Chef Dave Zino

**3:30 p.m. Closing Remarks**

## Symposium Locations and Hotel Reservations

### Wednesday, February 10th

DoubleTree Hotel, Murfreesboro, TN

DoubleTree Hotel, Murfreesboro, TN  
1850 Old Fort Parkway, Murfreesboro, TN 37128  
for Tuesday, February 9

615-895-5555

**Reservation deadline is January 18, 2009**

**Mention “Beef Symposium” when making your  
reservations to receive group rate.**

### Thursday, February 11th

University of Kentucky, Lexington, KY

Rooms Available at University Inn Motel &  
Suites– across from UK campus for Wednesday,  
February 10th

1229 South Limestone, Lexington, KY 40503

859-278-6625

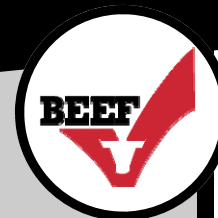
**Reservation deadline is January 21, 2010**

**Mention “Beef Symposium” when making your  
reservations to receive group rate.**

Kentucky Beef Council  
Tennessee Beef Council

PLEASE JOIN US  
FOR THE

**2010 Beef Retail  
& Foodservice  
Symposium**



Two Locations:

Murfreesboro, TN  
February 10th, 2010

Lexington, KY  
February 11th, 2010

**What You Will Learn**

**Back to the Basics (Joint)**

The innovation of boxed beef forever changed how retail and foodservice meat cutters merchandize meats. Boxed beef allows meat cutters to significantly reduce waste and focus on merchandizing popular cuts. However, the modern meat cutter has lost contact with the whole beef carcass. This session will demonstrate how to fabricate a whole beef carcass into the popular boxed beef cuts.

**What is Shaping Demand for Beef—Big Picture (Joint)**

**A look at what consumer research says is shaping the demand for beef. Just what is the interplay between nutrition needs, convenience drivers, safety expectations and quality in a recessionary environment? What is the buzz about protein? How boomers, gen x and millennials differ, and what drives each of these important generations. What do new product claims tell us about consumer desires? In this session we will look at many of the long and short term trends that are driving short and longer term beef demand.**

**“Meat” Your Beef Producers (Joint)**

Learn about the different choices of beef and what it takes to produce it from the folks that do it on an everyday basis. This interactive panel discussion will allow you to meet some of the local producers that are working hard to produce a safe, wholesome quality beef product. Featured Farmers: Charles and Judy Miller, Conventional Cow/Calf and Backgrounding operation; Mac Stone, Grassfed and Certified Organic Beef operation; Tim and Amy White, Conventional Cow/Calf and Backgrounding operation .

**Retail Marketing (Retail)**

Learn more about the beef checkoff funded efforts that will help you continue to have shoppers returning to your meat case. This session will also highlight the latest sales and featuring reports and will help you understand how industry trends affect your meat case. The 2010 promotional calendar will also be revealed and you will learn more about national partnership tie-ins and how you can participate in these promotions. Also, learn about how you can manage your shrink at the meat case.

**What You Will Learn**

**Beef at Retail – Consumer Insights (Retail)**

In this session, we will drill deeper into more specific messaging, and do’s and don’ts for marketing to today’s consumer in various situations. What happens at the dinner hour – how we cook, and how we grill? Just what type of recipe is most alluring? When does ground beef win the day, and what is the deep allure behind steaks? Just what is the level of cut knowledge, and how can we enhance the ability of the consumer to shop the case? And finally, what are some of the new solutions that will help the consumer understand the versatility of beef?

**Chef’s on a Chuck Roll(Foodservice)**

Spend an afternoon learning about and working with new cuts from the Chuck Roll. You will have a hands on opportunity to work with these cuts learning firsthand about their nuances and flavor profile. Umami rich ingredients will be provided to help you create the next signature dish for your menu.



**Why Attend a Beef Symposium?**

- Find new ways to merchandise beef in your meat case and on your menu
- Provide variety by offering new value cuts to your customers
- Be prepared to answer customer questions about beef
- Learn about the beef industry from pasture to plate
- Participate in breakout sessions catered to the needs of retailers and foodservice operators.

**Comments from last year’s symposium...**

“Great refresher on the value cuts—I really enjoyed the cutting demo!”

“New cuts—New ideas—New information”

“Great opportunity to talk with other retailers”

“People who do not attend really miss out!”

“Cleared up a lot of misconceptions about trends, fads and facts. Great presentation”

“Great topics, great speakers, great location”

Again this year we are including retail & foodservice operators. The morning sessions will be conducted jointly, with afternoon breakout sessions that specifically target the needs of retailers & foodservice operators in regards to beef. If you are involved in the beef purchasing and/or promotion decisions of your company, this symposium is for you!

**Space is limited to 60 participants per location, so register early!**

**Dr. Gregg Rentfrow**

Dr. Rentfrow received his BS and MS in Meat Science at the University of Illinois and his PhD in Meat Science at the University of Missouri. Before he earned his degrees he spent 14 years in retail meat sales as a meat cutter and market manager. Currently, Dr. Rentfrow has a 75% Extension, 25% teaching appointment in the Department of Animal and Food Science at the University of Kentucky. His areas of interest are fresh and processed meats, ethnic meat marketing, country hams, and retail meats.

**John Lundeen**

John is the Executive Director of Market Research at the National Cattlemen’s Beef Association. He has twenty years of experience in agribusiness, having conducted literally hundreds of consumer studies. Topics include family food preferences, health shifts that are underway, new product opportunities, shifting shopping behaviors, concerns and hopes in regards to food, and expanding consumer target audiences. John received an MBA from the University of Colorado, Boulder, where he was the top business graduate of 1987.

**Chef Dave Zino**

Dave is the Executive Chef for the National Cattlemen’s Beef Association. He is responsible for concept development, ideation and recipe development; working closely with the Checkoff-funded Culinary Services program. While developing concepts and recipes for both the retail and foodservice industries, Dave also works very closely with the Checkoff-funded Beef Innovations Group in evaluating and developing new beef products. In his role as Executive Chef, Dave wears many hats that run the gamut from industry expert, to public speaker, to writer and television personality. As the culinary authority on beef, Dave helped launch *Beef U: A Foodservice Guide to Beef* – a comprehensive, in-depth and customizable “train the trainer” program designed to provide the foodservice industry with the latest beef product information and knowledge. Dave also assisted in revising the award winning publication *Creating Crave; A Professionals Guide to Flavor*, He also contributed to the recently published *Healthy Beef Cookbook*. In November 2007, *Drovers* – America’s beef business source – featured Dave as the “Dean of Beef University.” Dave holds a Bachelor’s of Science Degree from Illinois State University and has earned three culinary certifications from Kendall College. He is a member of the Research Chef’s Association and the International Association of Culinary Professionals.

**Trevor Amen**

Trevor serves as a Marketing Manager for the National Cattlemen’s Beef Association: Trevor joined NCBA from Whole Foods Market Inc, where he was a Market Analyst in the National Meat Purchasing Office. Prior to that, he began his career with Safeway as a Marketing Trainee and quickly moved into the position of National Commodity Specialist and spent two years as a buyer. Trevor graduated from Colorado State University with a degree in Animal Science and Agriculture Business.