

CONTACT: Sarah Baker, Idaho Beef Council, 208-376-6004, sbaker@idbeef.org

**For Immediate Release**

## **Fourth Annual Beef 2020 a Success**

Seventeen Idaho beef producers representing various segments of the industry recently completed the fourth annual Beef 2020 program designed to educate producers about the end product they produce – BEEF for the consumer. The three day event was sponsored by the Idaho Beef Council and hosted by BYU-Idaho in Rexburg in cooperation with the University of Idaho.

The program kicked off with live cattle evaluation and an ultrasound demonstration, followed by classroom discussions on basic muscle biology and beef's role in a healthy diet. After a slaughter demonstration to begin the second day, participants moved into the coolers to quality and yield grade carcasses and fabricate selected carcasses into wholesale and retail cuts. Following fabrication, participants learned about the new Beef Value Cuts and watched a cutting demonstration on obtaining flat iron, shoulder tender, ranch cut, and western griller steaks. The third day featured sessions on Idaho's Beef Quality Assurance program, retail cut identification, factors that affect meat quality, and determining carcass value.

Beef 2020 presenters included: Ron Richard and Annette Olson, University of Idaho Vandal Brand Meats; Robert Dickson, Oregon State University Singletree Meats; Lynn Mickelson, Mickelson Pack; Dr. Benton Glaze and Dr. Jason Ahola, University of Idaho Beef Extension Specialists; Scott Nash and Raugn Panting, University of Idaho Extension Educators; Jim Lamb, BYU-Idaho Animal Science Department; and Sarah Baker, Idaho Beef Council.

Participants in this year's program included: Dallas Dupree, Salmon; Joel Packham, Paris; Felimon Arteaga, Jr., Parma; Ricardo Arteaga, Parma; Steven Harrison, Soda Springs; David Rollheiser, Rupert; Shayne Hamilton, Blackfoot; Jim Playfair, Lemhi; June Playfair, Lemhi; Rachel Rheuby, Tendoy; Scott Jensen, Marsing; Andy Prescott, Jerome; Michael Archibald, American Falls; Rod Traughber, American Falls; Laurie Lickley, Jerome; Katie Colyer, Boise; and Chester Southwick, Jerome.

Beef 2020 is funded by Idaho beef producers through their \$1-per-head beef checkoff.