

Consuming Thoughts

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Checkoff-Funded Beefmobile To Reach Grassroots Producers And Consumers

COLORADO SPRINGS, Colo. — Beef producers across the country will soon receive first-hand information about how their beef checkoff dollars are used. The delivery vehicle: a "Beefmobile," a van emblazoned with beef art that will travel across the United States and visit livestock marketing facilities.

Under funding approved by the Beef Promotion Operating Committee for fiscal 2004, which began Oct. 1, the Beefmobile will visit 100 livestock marketing facilities and make 100 consumer stops. The Operating Committee left the option open for state beef councils to add to the number of stops in their respective states by providing additional funding when the van is in their area.

In addition to delivering information to beef producers, the Beefmobile will have a consumer component and whet consumer appetites for beef. As it travels along the nation's highways, the Beefmobile will serve as a rolling billboard. It will also reach out to consumers at retail stores and food festivals and stop by schools to provide teachers with literature about beef.

"Reaching out to grassroots producers who market through livestock marketing facilities is refreshing," said Shawn Madden of Torrington Livestock Market, Torrington, Wyo. "These individuals who have been contributing to the beef checkoff deserve attention..."

The proposal to fund a Beefmobile with checkoff dollars was brought before the Cattlemen's Beef Board by National Livestock Producers Association (NLPA), a livestock marketing organization based in Colorado Springs, Colo.

"The Beefmobile idea began as an outreach program to grassroots producers — those who contribute to the beef checkoff but are not fully informed about how their checkoff dollars are used," said R. Scott Stuart, president and CEO of NLPA.

The Beefmobile will make its debut in mid-January. Beef producers will recognize this rolling billboard by its beef-oriented design and prominent beef checkoff logo.

Coordination and promotion of the Beefmobile will be handled by NLPA and Charleston/Orwig of Hartland, Wis., NLPA's marketing communications agency of record.

"Funding of the Beefmobile by the Cattlemen's Beef Board sends a clear message to beef producers," Stuart summarizes. "Those overseeing the beef

checkoff want all beef producers to know how their checkoff dollars are being used for research and promotion."

"As a livestock marketing organization, NLPA wanted the everyday beef producer to have direct access to the results of beef checkoff research and promotional information. The Beefmobile means producers will no longer have to attend a specific meeting to obtain information about their beef checkoff. They can simply stop by the van when

they visit their local livestock marketing facility."

Stuart notes that the consumer component of the project — the stops at supermarkets, food festivals and schools along the way — as added to the Beefmobile to leverage checkoff dollars to the greatest extent possible.

"When the Beefmobile is traveling from one livestock marketing facility to the next, it just made sense to include stops at retail stores, food festivals and schools," Stuart said.

Eating Well To Stay Healthy The Role of Protein

First popular in the 1960s and 1970s, high-protein, low-carbohydrate diets have experienced a recent resurgence as a means of losing weight quickly. While protein is an important player in weight control and a safe eating plan, healthful weight loss involves eating from all food groups.

When you're trying to change eating habits to maintain a healthy weight for the long-term, enjoying all foods is important. If you choose to follow the latest miracle diet that eliminates one or more food groups, you will never adopt habits for enjoying moderate amounts of all food.

As with many fad diets, the high-protein, low-carbohydrate diets cause weight loss because they are low in calories. Unfortunately, these fad diets may have negative effects on your body. Whenever you diet, your body breaks down muscle for energy. The muscle that's broken down releases water for excretion by your body, which is why the scale initially reflects weight loss. But the weight loss is mostly water.

If you choose to remain on a high-protein, low-carbohydrate diet, you may notice a diminished appetite. Your body will begin to produce substances called ketones for energy, but ketones are not the body's preferred fuel. Long-term productions of ketones can cause nausea and dehydration.

Controlled weight loss (not more than one to two pounds per week), combined with a balanced diet and physical activity, minimizes muscle loss. And since

muscle uses many more calories than fat tissue, maintaining muscle is important in long-term weight control.

Ask your dietitian or doctor for help in developing a personal weight loss plan based on all food groups in the Food Guide Pyramid. A copy of the Food Guide Pyramid is available from your local Extension Office.

So how much protein is enough? Dietary guidelines suggest the average adult consume about 15 percent of calories from protein. For an average, sedentary man, that translates to about 75 grams of protein per day. For an average, sedentary woman, it's about 55 grams per day.

Pork is an excellent source of lean protein and a healthful choice that pairs well with all your favorite flavors. Today's lean pork has an average of 31 percent less fat, 17 percent fewer calories, and 10 percent less cholesterol than 20 years ago.

Here is a delicious quick and easy pork dinner that will fit into any weight loss program.

Honey Mustard Tenderloin

1 whole pork tenderloin, about 1 pound
2 tablespoons cider vinegar
2 tablespoons brown sugar
4 tablespoons honey
1 tablespoon Dijon-style mustard

Preheat oven to 425 degrees F. Combine all ingredients except pork. Brush sauce onto pork; place pork in roasting pan. Roast for 20-25 minutes, until meat thermometer registers 155-160 degrees F. Slice thinly to serve. Serves 4.

Prep time: 5 minutes. Cook time: 25 minutes. Nutrient information per serving: Calories 230; Protein 24 g., Fat 4 g., Saturated fat 1.5 g., Sodium 150 mg., Cholesterol 75 mg., Carbohydrate 25 g.

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