



Your 2012 Check-off Dollars

Beef and the Military

Members of the Jefferson County Cattlemen's Association visited with the US Army 160th Military Police Battalion on March 4, 2012 for their annual Family Fun Day. FBC was honored to provide hamburgers for this program. The members of the Battalion will be deploying to Afghanistan in June 2012 and this event was to celebrate with their families before departing for Fort Bliss for final pre-deployment training. As reported by Stephen Monroe, "The soldiers were very appreciative of our support. It is humbling to be around these folks who are so dedicated to serving their country." Thank you to all military, past and present, for your service to the country.

Florida Beef Month

As declared by proclamation of Governor Rick Scott, May is Florida Beef Month. Stating that cattle are an important part of Florida's economy, while cattlemen are concerned with producing high quality, safe, wholesome beef, the proclamation signifies that the Florida beef industry will be recognized during the month of May. By working with a marketing company, FBC will be pitching press releases to media contacts around the state. FBC is also utilizing the talent of food blogger, Leslie Green, aka. The Hungry Housewife, to highlight four original recipes through facebook, Twitter, thehungryhousewife.com and the FBC website. Make sure to check them out! There will be a full recap of the activities in Florida Beef Month in the June issue, so stay tuned for more information.

LFTB

By now, you have probably heard the inaccurate and damaging term "pink slime." This misnomer is more accurately known as lean finely textured beef or LFTB. FBC would like for you to know that, thankfully, our office has not received any media calls to date concerning LFTB, but we will continue to stay apprised of this issue. Beef is beef and LFTB is 100% beef. If you have any questions or concerns about LFTB, please do not hesitate to contact the FBC office. Also, www.beefisbeef.com is a great resource for anyone looking for additional explanation.



Kneeling left to right: Sargent Paul Wetherford, Sargent Jordan Maxey, and Sargent LaSalle. Standing: Specialist William Boyer, Specialist Johnathan Gray, Stephen Monroe, Gary Tuten and Sargent First Class Leroy Fraizer.

Florida Beef Council, Inc.

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