

## Our new slogan is “Beef is Beef”!

I received an email last week from Beef Products, the very same company that was attacked for their “pink slime”. I would like each and every one of you to get the word out that “Beef is Beef”.

In each and every industry today, we use everything that is available so that we minimize waste. We are taught to reduce, reuse, recycle and conserve, this is exactly what Beef Products is doing. BPI started in 1971, and since inception this family owned company has grown, revolutionized, and changed for a safe and quality driven lean beef product. If you need more information please go to [www.beefproducts.com](http://www.beefproducts.com). If the pink slime hoaxer, Gerald Zirstein had a real useful vendetta then he would talk about the air, water, cleaning products, plastic, metal, stainless steel, cardboard, and styrofoam that all come in contact with the meat we eat. Why just stick to ammonium hydroxide? Check out [www.beefisbeef.com](http://www.beefisbeef.com). Each and every industry uses something to lengthen the shelf life of their products. Have we not come so far in our scientific endeavors at the Universities and private institutions to go backward? I'm not sure how strongly you feel about our revolutions in the scientific community, but I applaud each and every one. We use 99% of each head of beef that is butchered every day. We feed our animals byproducts that would have been wasted if they hadn't been for someone years ago thinking about what else could be done with the stale cookies and bread, besides giving them to unwanted guests.

On the Florida CattleWomen front we are getting everything ready for our big convention at Marco Island in June, if your company would like to sponsor any of the CattleWomen specific events please call me or Jim Handley, FCA Executive Vice President, and we can arrange it all for you.

Please let me know if you are having a meeting or event, I would love to come by and speak to your group. Visit our Florida CattleWomen facebook page and spread the word, Dude It's Beef!