



IOWA BEEF INDUSTRY COUNCIL

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Requests for Pre-Proposals

Iowa Beef Industry Council

The Iowa Beef Industry Council is seeking pre-proposals for one or more project(s) related to the beef industry. Checkoff funds can be used on research projects that relate to the safety, quality and wholesomeness of the beef product. Please see the attached “Research Concept Brief” document for a description of this specific request.

Pre-proposals should include in a document not more than four pages in length:

- Statement of research need and purpose
- Research objectives
- Research plan
- Potential impact on the beef industry
- Budget

Deadline for pre-proposals: September 1, 2007

Procedure:

The Iowa Beef Industry Council and an Iowa State University research committee will review the pre-proposals and select those with merit to be submitted as full proposals to the Iowa Beef Industry Council Board by October 1, 2007.

This proposal may be submitted as a one-year proposal, with the opportunity for multiple year funding upon satisfactory progress reports and available funding.

Questions:

Any questions in regard to potential project proposals should be directed to the Iowa Beef Industry Council, c/o Nancy Degner, at above address or send to nancy@iabeef.org.

RESEARCH CONCEPT BRIEF

The beef industry uses sound science to ensure the safety and wholesomeness of its products. To better communicate this commitment to consumers, we are seeking credible information on the choices of beef available to consumers, the safety of modern beef production technologies and the safety of all beef products. The Iowa Beef Industry Council is requesting proposals for a research project or projects that will provide a science-based perspective on how the choices of beef (organic, “natural”, grass-finished and grain-fed) are similar and different in the areas of price, safety, nutrition and environmental sustainability.

Current media coverage and public opinion research suggests consumers are more interested than ever in understanding how food is produced. This interest provides an opportunity for the beef industry to communicate the science behind beef products and beef production; but it also has led to numerous beef myths, which could be addressed by the proposed research project(s).

The most common and concerning safety-related myths are that 1) grass-fed beef cattle are less likely to be infected with *E. coli* and therefore produce safer beef products; and 2) alternative production systems produce safer meat overall (from a pathogen and chemical residue standpoint).

In terms of nutrition, frequent myths are that: 1) conjugated linoleic acid (CLA) and omega-3 fatty acids are present in greater, nutritionally significant, amounts in alternative beef products; 2) the fat profile (in terms of total, saturated and mono unsaturated) of alternative beef products is superior to conventional or commodity beef products; and 3) nutrients found in beef products from grass-finished cattle in particular, like vitamin E, provide added health benefits.

In addition to the safety and nutritional aspects of beef products and production, the environmental soundness of raising cattle for beef continues to be publicly questioned. Therefore, proposed project(s) should scientifically address how requirements for, and affects on, natural resources differ among various types of production systems in multiple geographic locations.

Final results from the selected and funded project(s) will be used to create a credible, third-party resource that puts the entire beef production system in context and refutes the overarching myth that organic, “natural” or grass-finished beef production systems result in products that are safer, nutritionally superior and more environmentally sustainable. For further illustration of how research project results may be used, please visit the “Beef Industry Myths and Facts” resource available online at <http://www.beeffrompasturetoplate.org/beefmythsfacts.aspx>.