

March 6, 2014

Dear Local CattleWomen:

I want to introduce you to an exciting new BEEF activity offered by the Wyoming CattleWomen and our partner Wyoming Ag In The Classroom. The activity is called “The Building Blocks of Beef Production” and is offered to local, affiliated CattleWomen (CowBelle) groups.

These activity kits will replace the old Just BeCows books. The cost for printing became cost prohibitive and Wyoming CattleWomen took this opportunity to freshen up our offerings to students reached at Ag Expos and classroom visits.

We envision the new “Building Blocks of Beef Production” activity to be a tool you can use for several years to come during your Ag Expos, classroom visits, etc. The toolkits will include:

- A synopsis of the activity
- A list of supplemental information and links
- 15 building block kits
- 7 Stages of Beef Production Poster
- Handouts for students and teachers

In order to receive your “Building Blocks of Beef Production” toolkit, please contact me at the information below. Be sure to let me know how many handouts you’ll require. The toolkits are offered for free, but we ask the local group please pay for shipping to mitigate our costs.

While we will no longer offer the printed Just BeCows books, we will soon have a PDF version on our website at www.wyocattlewomen.org/education.htm. Feel free to download these as individual activity sheets or as a whole book. We also want to invite the local groups to share any activities or documents they’ve used in the past. If you have a PDF version of the activity, please e-mail it to me and we can get it posted on the Education section of the Wyoming CattleWomen website.

We hope you find this kit useful and easy to use. If you have questions or comments, please feel free to contact me at 307-331-3113 or lauck.liz@hotmail.com.

Truly,

Liz Lauck

Wyoming CattleWomen

Beef Education & Curriculum Chairman

P.S. I am also the person to contact if you are in need of Ag Bags for your local expo. The best way to receive these is by picking them up at the April 5 meeting in Casper. We can also ship them to you, but ask the local group to pay for shipping to mitigate our costs.

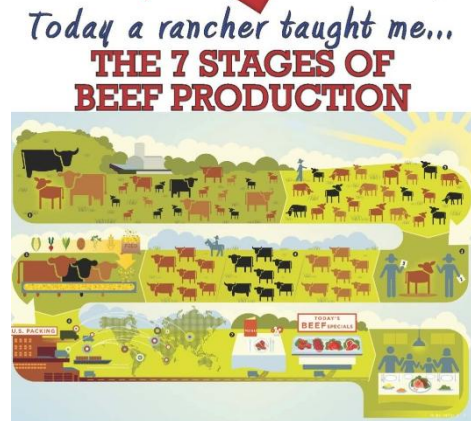
The Building Blocks of Beef Production toolkits will include:

A synopsis of the activity and a list of supplemental information and links (Word documents)

15 building block kits



7 Stages of Beef Production Poster (18"x24")



Beef production represents the largest segment of Wyoming and American agriculture! America's farmers, ranchers and food industry workers provide safe, high-quality beef for all of us. They do this while humanely caring for animals and using sustainable environment practices.

- 1 **Cow-Calf Operation** - Raising mother cows and their calves.
- 2 **Weaning** - Calves are weaned from their mothers and graze on grass.
- 3 **Livestock Auction Markets** - Cattle are sold at livestock auction markets or stay on the ranch for breeding purposes.
- 4 **Stocker & Backgrounders** - Cattle continue to grow and thrive on grass.
- 5 **Feedyard** - Veterinarians, nutritionists and cattlemen work together to feed cattle.
- 6 **Packing Plant** - Cattle at market weight are humanely processed for meat and essential by-products.
- 7 **Food Service and Retail** - Delicious, nutritious beef is shipped and sold all over the world, including to your dinner table!

Handouts for students and teachers (5.5'x8.5")

THE 7 STAGES OF BEEF PRODUCTION

Beef production represents the largest segment of Wyoming and American agriculture! America's farmers, ranchers and food industry workers provide safe, high-quality beef for all of us. They do this while humanely caring for the animals and using sustainable environment practices.

- 1 **Cow-Calf Operation** - Raising mother cows and their calves.
- 2 **Weaning** - Calves are weaned from their mothers and graze on grass.
- 3 **Livestock Auction Markets** - Cattle are sold at livestock auction markets or stay on the ranch for breeding purposes.
- 4 **Stocker & Backgrounders** - Cattle continue to grow and thrive on grass.
- 5 **Feedyard** - Veterinarians, nutritionists and cattlemen work together to feed cattle.
- 6 **Packing Plant** - Cattle at market weight are humanely processed for meat and essential by-products.
- 7 **Food Service and Retail** - Delicious, nutritious beef is shipped and sold all over the world, including to your dinner table!

(Front Page)

Try this recipe tonight!

ROCK & ROLL BEEF WRAPS

1 pound Ground Beef (93% lean or leaner)
 1 cup water
 1/3 cup uncooked quinoa
 2 tablespoons dry ranch dressing mix
 1/4 teaspoon black pepper
 2 cups packaged broccoli or coleslaw mix
 4 medium whole grain or spinach tortillas (7-8 inches diameter)

Optional Toppings: apple slices, red bell pepper strips, cucumber slices, carrot slices, sliced almonds or chow mein noodles

Heat large, nonstick skillet over medium heat. Add Ground Beef; cook 8-10 minutes, breaking into crumbles and stirring occasionally. Remove drippings. Stir in water, quinoa, dressing mix and pepper; bring to a boil. Reduce heat; cover and simmer 10-15 minutes or until quinoa is tender. Stir in slaw; cook uncovered, 3-5 minutes or until slaw is crisp-tender, stirring occasionally.

Divide beef mixture evenly among tortillas; garnish with toppings, as desired. Fold over sides of tortillas and roll up to enclose filling.

Visit www.beefitwhatsfordinner.com for this and more recipes.

Learn More!
 EXPLOREBEEF.ORG
 FACTSABOUTBEEF.COM
 BEEFITSWHATSFORINNER.COM
 BEEFNUTRITION.ORG

Brought to You By:

WYOMING CATTLEWOMEN | BEEF | WYOMING AGRICULTURE

WWW.WYOCATTLEWOMEN.ORG | WWW.WYBEEF.COM | WWW.WYAITC.ORG

(Back Page)