



4-H members, from left, Layne Bruhn, Myles Lee, Wade Endicott and Micaela Gutierrez help staff a recent Beef Counts Program event.

## Go Ahead, Have a Cow

*Northwest cattle associations contribute to the Beef Counts Program to promote beef*

By Lauren Schuster

Beef counts. What do those words mean? It means beef counts toward a well-rounded diet.

The Beef Counts Program was created to provide a consistent supply of zinc, iron and protein-rich beef to those in need. The program was started in 2010, when the local ranching community learned of the severe lack of high-quality protein reaching local food banks and impacting community members.

The program is open to anyone, but the goal is to reach those in need. Since 2010, many county cattlemen and women's associations throughout the Northwest have given back to their communities by hosting Beef Counts events in Washington and Idaho. Beef is given out, as are other items depending on what is in season and what has been donated.

Klickitat County Cattlemen and Cattlewomen

partnered with the Second Harvest on June 30 to donate 5 tons of food to the community. Second Harvest has partnerships with Northwest grocers and growers, and coordinates rations distributed based on seasonal availability.

Participants had the option of receiving 2 pounds of hamburger or a roast. Recipes were provided to educate the community on how to prepare the beef provided. Volunteers also give out lentils, potatoes, cucumbers, applesauce, asparagus, crackers, juice, oranges and bread.

The Central Klickitat 4-H group, among others, helped prepare and hand out food during the program. This is a great leadership and community service opportunity for the youth. It is very much an event for the community by the community.

Jane Lee, a local cattlemoman, brought the event to Klickitat County in 2011, recognizing that some of Klickitat County's residents were in need of a quality protein at the food bank. It has become an annual event. It usually is scheduled when school is





**Klickitat County Cattlewoman Billie Rolfe, left, hands out bread at a Beef Counts event.**

not in session to provide an additional meal source to families during summer.

To supply the Beef Counts Program with money to buy the beef, the Klickitat County Cattlemen and Cattlewomen raise funds. A Yeti cooler full of supplies was offered during a live auction at this year's annual banquet. The proceeds were donated to Washington's Beef Counts Program.

Efforts such as this take place throughout Idaho and Washington. At the state level, a donation of approximately \$50,000 a year is made by Agri Beef Co., which processes and ships the donated beef from its Washington beef plant in Toppenish. The other key partner to Beef Counts is the Toppenish Livestock Auction.

Every contribution is used to supply more beef to those in need, not for overhead or promotion.

The cattlemen and women work to promote the beef industry, provide accurate facts and reliable information to consumers concerning the nutritional value of beef and raise beef in a way that is sustainable for the future.

We are proud partners with the families, friends and neighbors in the great beef industry. ■

*Lauren Schuster is president of the Klickitat County Cattlewomen*

# PROTEIN BENEFITS

Beef gives your body more of the high-quality protein you need to achieve and maintain a healthy weight and preserve and build muscle.

## WHY FOCUS ON PROTEIN?

Heart healthy diets with high quality lean protein helps lower cholesterol (the bad kind!), **reduce the risk of chronic disease and reduce high blood pressure.**

Get more from your workout! Studies show **exercise is more effective** when paired with a higher-protein diet, and beef provides the amino acids necessary for **building and replenishing muscles.**

**Protein helps support strong, lean bodies.**

Feeling hungry? People who eat a higher-protein diet (About 30% of daily calories from protein) feel **more satisfied, which may help prevent overeating.**

# 50%

of your recommended Daily Value of protein

— a 3-oz serving of beef provides 25 grams of protein and 10 essential nutrients in one tasty package.

## THE BENEFITS OF BALANCED PROTEIN THROUGHOUT THE DAY

**Breakfast**

30g

**Lunch**

30g

**Dinner**

30g

New research shows spreading protein intake evenly throughout the day may be the most beneficial for overall health and wellness.

# 25-30 grams

aim for this amount of protein at each meal, plus snacks for ultimate body benefits

## WHAT DOES 25 GRAMS OF PROTEIN LOOK LIKE?

Take a look at what 25 grams of protein looks like and the caloric cost of plant protein

	Protein
<b>Quinoa</b> 3 cups	666 calories 25g
<b>Peanut Butter</b> 6 tablespoons	564 calories 25g
<b>Black Beans</b> 1 3/4 cups	382 calories 25g
<b>Edamame</b> 1 1/2 cups	284 calories 25g
<b>Lean Beef</b> 3 oz	154 calories 25g

Animal proteins, such as lean beef, provide complete high-quality protein that contains all the essential amino acids the body needs for optimal health.

## Useful Websites

For more information on the Beef Counts Program and local or state cattlemen and women associations, go to the following websites:

- ▶ [www.wabeef.org/wabeef-community/beef-counts](http://www.wabeef.org/wabeef-community/beef-counts)
- ▶ [www.2-harvest.org](http://www.2-harvest.org)
- ▶ [www.washingtoncattlemen.org](http://www.washingtoncattlemen.org)
- ▶ [www.washingtoncattlewomen.org](http://www.washingtoncattlewomen.org)
- ▶ [www.wabeef.org](http://www.wabeef.org)