

# ACDA ANNUAL CONFERENCE

**Coming Together to Nourish the Nation**



**April 21 - 24, 2024**  
**Marriott St. Louis Grand**  
**St. Louis, Missouri**



# Today's Speakers



**Emma Hohenberger**  
Foundation for Food  
and Farm  
Connections



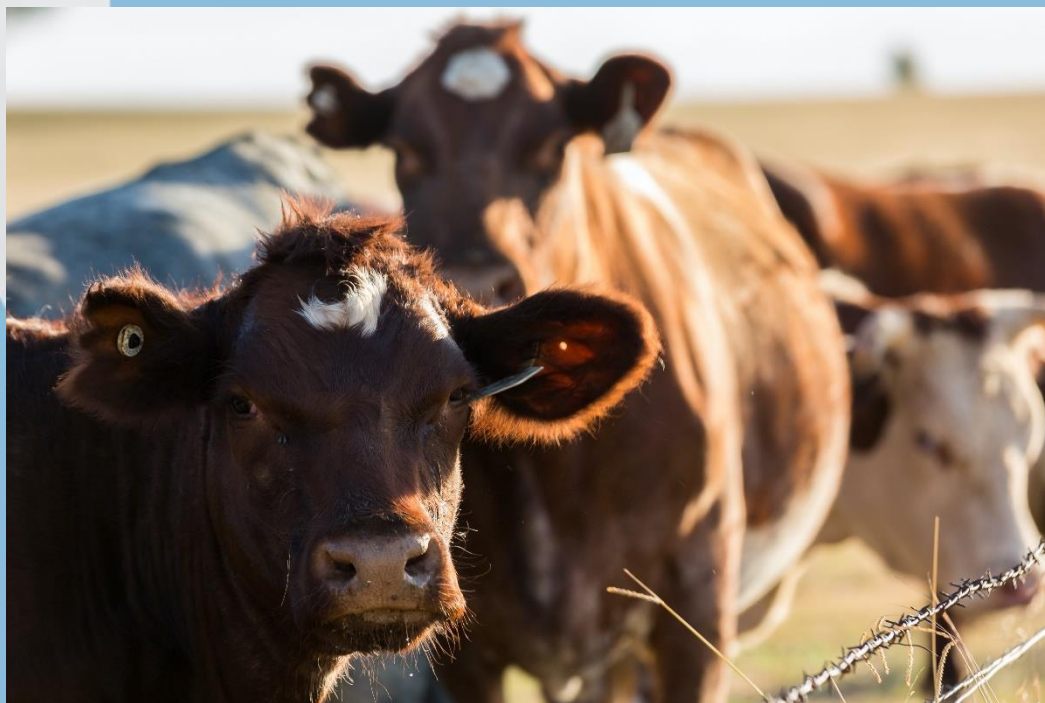
**Luella Gregory**  
Foundation for  
Food and Farm  
Connections



**Stephanie Gable**  
Foundation for  
Food and Farm  
Connections



Mo Beef Kids: sharing the beef story and beef experience through school lunch, pasture to plate education and local family farm connections.



# By the numbers:

1 in 10 Average number of beef meals in school cafeterias

40,000 Number of Farmers and Ranchers in Missouri

1 in 3 Number of food insecure children

2000 Number of beef servings from 1 cow





# Beef in Schools Initiative



## Mo Beef Kids

- School foodservice
- Processors
- Local farmers and ranchers

## Mission

- Farm family connection
- Beef's essential nutrients

# History

- Effort initiated in 2017 (MBIC + MDA)
  - Southwest Missouri
- 1 in 10 meals include beef
- Local cattlemen rallied donations
- Expanded beef offerings became very popular
  - 80+ school districts
  - Nonprofit formed in 2019



# Expanding beef in schools

## Cafeteria

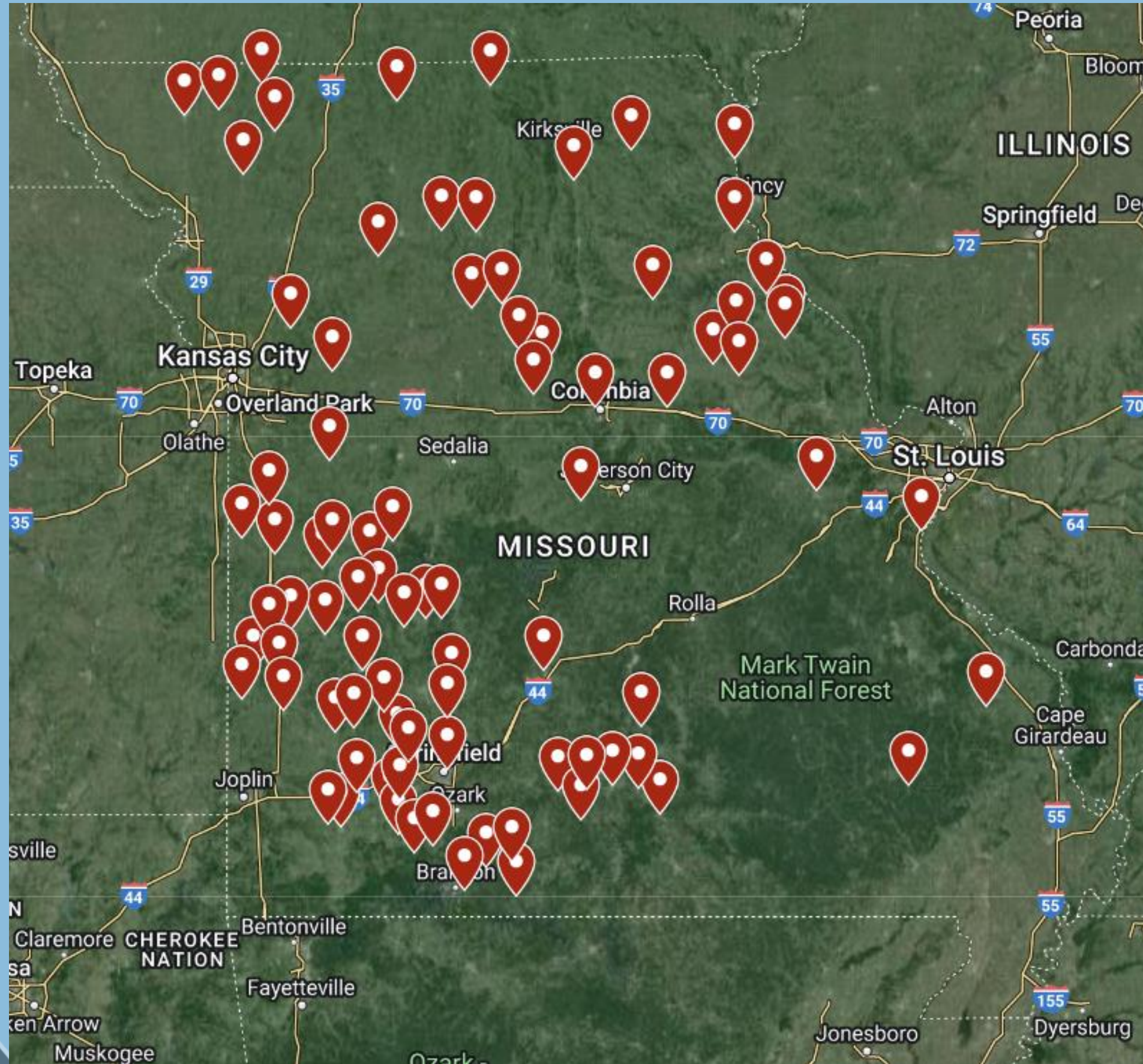


## Classroom





# Expanding beef in schools





# Farm Family Connection

OUR SCHOOL IS

**BEEFING UP  
SCHOOL  
LUNCHES**



MARIONVILLE COMETS CRAVE

## MISSOURI BEEF



Sid and Kay Kerans own a commercial cow-calf operation started by Sid's parents, Noel and Bobbi, in 1965. They donate to Mo Beef Kids in Marionville to promote beef to students attending their alma mater and continue support for the school. Sid and Kay's favorite way to eat beef is brisket, smoked to perfection.



Missouri is ranked **3rd in the nation** for number of beef cows



One cow hide can be used to make **144 baseballs**



One serving of beef provides **10 essential nutrients**





# Beef on the Lunch Tray



## Beef in schools

- School foodservice
- Processors
- Local farmers and ranchers



# Beef in the Classroom



## The Beef Story

- On the farm
- Beef's nutrition
- Bring eating experience full circle
- Whole food nutrition



# Beef in Backpacks



## Beef Fuels You

- Philanthropic brand brings beef nutrition and story to food insecure children
- 100,000 snack sticks donated to food banks
- Available wholesale and retail
- [www.beeffuelsyou.com](http://www.beeffuelsyou.com)



# Youth Ambassador Program





# Challenges

- Sourcing Beef
  - Donations
  - Local Sources
  - Urban areas
  - Logistics and partners
  - Cost
- Food service barriers
  - Kitchens that serve pre-cooked
  - Knowledge around handling raw meat
  - Storage





# Looking Forward

All paths lead to the lunch tray

- New partnerships
  - Regional processing partners
- Farm to Plate education priorities and availability
- Youth Academy





# QUESTIONS?



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