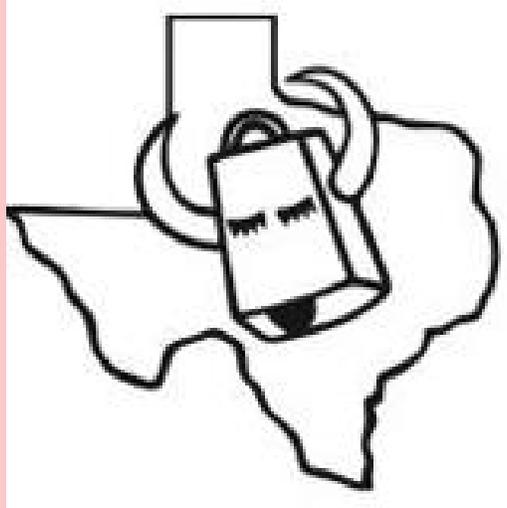


Some readers see this part of your email after the subject line in the inbox. Write something brief and catchy, compelling them to open the email.



## ***February 2016 E-News***



### **February is Heart Health Month**

Heart disease is the number-one killer of both men and women in the United States. Controlling cholesterol levels is thought to be the most effective way of reducing the risk of heart disease and we all know that red meat is usually the first diet element patients are asked to eliminate from their diets.

However, the BOLD (Beef in an Optimal Lean Diet) study shows that including lean beef in a heart-healthy diet is as effective for lowering

cholesterol as traditional heart-healthy diets. The take home message is that lean beef can be included in a heart-healthy diet and, best yet, there are 29 cuts of beef that fall into the lean category.

The American Heart Association® has certified eight extra-lean beef cuts that meet its requirements for heart-healthy foods as part of an overall healthy dietary pattern, and are certified to display the Heart-Check mark.\* This certification allows participating retailers to display the American Heart Association's® Heart-Check mark on fresh beef packages, promoting beef's role in a healthy diet and helping nutrition-conscious shoppers make healthy choices in the meat case.

This month, join the conversation about heart health and beef's role in a heart healthy diet! Whether in the doctor's office, the grocery store, or chatting with friends, share the love and spread the word!

[BEEF AND HEART HEALTH FACT SHEET](#)

## **TCW Spring Meeting, April 8th-9th, Ft. Worth REGISTRATION NOW OPEN!**

It's time to make plans to meet up in Cowtown! Our Spring Meeting will be held in conjunction with the TSCRA Cattle Raisers Convention, April 7-9, at the Fort Worth Convention Center.

We will kick things off Friday afternoon with our 2nd annual Central Market Social. Part cooking class, part girls' night social, this event so so much fun last year we just had to do it again! The Central Market Cooking School chefs are working up a fun demonstration class and tasting menu designed exclusively for CattleWomen. Designed to get us all thinking outside the box, the CMCS chefs will demonstrate the preparation of several beef appetizers perfect for enticing AND exciting consumers about beef. They will also explain the selection of beer and wine pairings for the recipes. Best of all? We get to sample it all!

We'll be up and at 'em early Saturday morning as Texas Beef Council hosts a Fun Run through downtown Cowtown. Are you a TEAM BEEF member? Bring your running gear and get after it! Maybe you've considered hosting a fun run locally to raise money AND awareness? Volunteer to help TBC and see what it takes to put one on.

Following the Cattle Raisers Convention Opening General Session and lunch in the trade show, our general membership session will start at 1:00 p.m. We will have speakers on hand to share new ideas and opportunities for engaging our consumers. We will take time recognize one of our members for her contributions and commitment to our organization. Most importantly, together, we will set forth our plan of action for 2016.

The registration fee for the Texas CattleWomen Spring Meeting is \$40. Tickets for the Central Market Social Friday afternoon are \$50. Registration may be completed through the 2016 Cattle Raisers Convention and Expo online registration portal at

[https://www.cattleraisersconvention.com/registration\\_form.cfm](https://www.cattleraisersconvention.com/registration_form.cfm).

[CLICK HERE FOR MAIL-IN REGISTRATION FORM](#)

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## **2016 TCW Scholarship Applications**

**2016 Pat Grote Scholarship Application**

**2016 TCW Collegiate Scholarship Application**

***Applications must be postmarked no later than April 1, 2016.***



## **NEW T-SHIRTS READY TO SHIP!**

Our new t-shirts, featuring a multi-color beef cuts word art image and the phrase "You want a piece of me?", are now available for immediate shipping. Shirts are 5.3 oz 100% cotton, pre-shrunk and pigment-dyed, with double-needle stitched

neckline and hem. The color is *Almond*, but you will find they look khaki in some light, maybe olive at times, and often a gorgeous grey. Definitely a nice change from the standard white or gray heather. Stand out in the crowd and promote BEEF at the same time!

[CLICK HERE FOR T-SHIRT ORDER FORM \(PDF\)](#)

## Pre-order our specialty tees!

We are accepting pre-orders for a limited run of specialty raglan-style tees. These t-shirts are 5.8-ounce, 100% ring spun combed cotton, with red colorblock  $\frac{3}{4}$  raglan sleeves and rib knit crewneck. This shirt is a unisex fit which runs large. You may chose artwork that includes the beef cuts word art and "*You want a piece of me?*" caption or simply the beef cuts word art and "*#eatbeef*" caption. Pre-orders will be accepted until March 12th, and all shirts will ship March 21st.



[CLICK HERE FOR SPECIALTY RAGLAN T-SHIRT ORDER FORM \(PDF\)](#)

**Don't forget to check out our social sites!**

