South Dakota Beef Industry Council News Release
For Immediate Release
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Contact Connie Smith, cmsmith@siouxvalley.net, to request photos of Prime Promoter/Distinguished Service Award winners.

Beef Council Honors Prime Promoters and Distinguished Service

PIERRE—(October 10, 2012) The South Dakota Beef Industry Council (SDBIC) honored individuals, businesses, and an organization that go above and beyond in promoting the beef product and industry at the 2012 Prime Promoter Award luncheon held during the organization’s annual meeting September 29 in Brookings.

Kip and Michelle Pharis, owners of the Pizza Ranch and BraVo’s restaurants in Brookings, SD, were recognized in the business category. In 2004, the couple was instrumental in initiating the Pizza Ranch® Steak Pizzas and the accompanying promotion partnership between the Pizza Ranch company and the beef checkoff. The Pharises have also supported the Beef Bucks program, a non-checkoff, non-profit organization focused on promoting beef through sales of pre-paid checks or Visa® cards to be used to purchase beef or beef meals. That support included hosting a Wheel Watcher’s party last winter when Beef Bucks were featured as a prize on the Wheel of Fortune nationally syndicated television game show. Through its two restaurants and catering business, the Pharises move approximately 65,000 pounds of beef annually.
Clark Braun, the certified executive chef at the Alpine Inn in Hill City, SD, received the Prime Promoter Award in the individual category. In addition to promoting beef entrees for more than 20 years on the Alpine Inn menu, Braun has participated in the SDBIC Titanium Chef cooking competitions either as competitor or judge, winning the Titanium Chef title in 2008, 2009 and 2011. He was recognized for recruiting student chefs to compete in the competition, providing them with an opportunity to sharpen their skills and experience in cooking with beef. Braun regularly provides beef cooking demonstrations in the Rapid City area and on the *Cooking with Eric Gardner* program on KOTA-TV. Last year he gave two live cooking presentations on behalf of the *I Heart Cooking* event sponsored by the SDBIC and American Heart Association.

The All American Beef Battalion (AABB) received the Prime Promoter Award in the organization category. This non-profit, all-volunteer organization travels the country providing a steak dinner for some of the country’s troops either at deployment or homecoming. The organization came to Pierre, SD, in May 2011, with 400 large rib-eye steaks and 100 pounds of Certified Angus Beef quarter-pound hot dogs to feed approximately 185 members of the South Dakota National Guard’s 200th Engineer Company and their families before the troops left for a one-year deployment in Afghanistan. The AABB is the brainchild of Bill Broadie, Kansas Vietnam War Veteran and cattleman. Also recognized during the Prime Promoter ceremony was Kelly Landis, a Trail City, SD, rancher, and other volunteers who helped raise funds and donate time to bring the AABB event to South Dakota.

Dr. Keith Underwood, meat extension specialist and associate professor at South Dakota State University (SDSU), was honored with a Distinguished Service Award during the Prime Promoter event. Dr. Underwood was recognized for his work in spearheading the BBQ Boot Camp events that provide intensive hands-on sessions to teach consumers meat cookery techniques. The award also acknowledged his service as a strong advocate for the beef industry, as well as a visible and credible spokesperson. He has been able to provide consumers and the media with scientific-based information in a clear and concise manner, especially during the past year’s
media-driven issues that threatened to negatively impact the public’s perception of various beef products.

The SDBIC Prime Promoter luncheon is held each year as part of the SDBIC annual meeting and the Beef Bowl celebration at SDSU. Award recipients were also recognized this year during the SDSU vs. Missouri State University football game.

Nominations for the Prime Promoter Award are accepted each year from the public. Award recipients are selected by the SDBIC Prime Promoter Committee. Anyone interested in nominating an individual, organization or business for a Prime Promoter Award can contact the SDBIC office at 605-224-4722, or e-mail sdbic@sdbifeef.org to request more information and a nomination form.

The SDBIC collects and administers the $1 beef checkoff on cattle sold in South Dakota. Checkoff dollars are utilized strictly for promotion, education or research programs. Fifty cents of every dollar is directed to the Cattlemen’s Beef Board for programs on the national level. The SDBIC retains 50 cents, which is invested in additional national programs or in-state programs.

The SDBIC is comprised of three representatives from eight agricultural organizations: SD Beef Breeds Council, SD Cattlemen’s Association, SD Cattlemen’s Auxiliary, SD CattleWomen, SD Farm Bureau, SD Farmers Union, SD Livestock Auction Market Association and SD Stockgrowers Association.

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