



**THE RAW TRUTH
ABOUT BEEF**



AN EDUCATIONAL EXPERIENCE

PROVIDED BY THE TEXAS BEEF COUNCIL

Platform description:

This educational experience was designed for you to bring the beef industry to life for your students! It utilizes elements of the Raw Truth About Beef platform. Your students will get a behind-the-scenes look at the beef industry and explore the beef production process from pasture to plate. The program follows a registered dietitian nutritionist and an executive chef on a tour through the beef lifecycle. To learn how cattle are raised, they visit a purebred ranch, a cow/calf ranch, and tour a feedyard. Stops at a processing facility, a distributor, a retail store, and a restaurant explore how beef becomes a safe, nutrient-dense protein source.

This program will provide an excellent way for culinary students to gain an understanding of how the pasture to plate experience will play a role in their careers in the culinary field. Being in a dynamic industry, whether your students are earning degrees in Culinary Arts, Foodservice Management, or Culinary Nutrition this program can allow learners to make immediate connections culinary area of study.

Your students will navigate through the experience in the following ways:

- **Experience videos:** These videos range from seven to eight minutes and are a synthesis of the facility tour. The cast meets with experts and learns about what happens at each step in the process.
- **Reflection videos:** These videos are between four and five minutes each and include the host debriefs during the tour with the dietitian and chef.
- **360-degree videos:** These videos explore different aspects of each stop and allow learners to dig deeper into content that interests them through interactive hot spots.
- **Additional resources:** Students can download or print materials related to topics such as antibiotic use in cattle, food labels, nutritional value, and beef preparation.
- **Evaluation:** Pre and post surveys are embedded into the site. This will allow the Texas Beef Council to measure change in knowledge and perception and to provide additional learning opportunities as appropriate.
- **Connect session interviews:** Recorded interviews allow users to dig deeper with experts in the industry. Participants can submit their questions to be addressed in future interviews.

Potential Culinary classes:

- Culinary Introduction
- Foodservice Sanitation
- Foodservice Purchasing
- Selection & Cutting Meat for Restaurant
- Service for Restaurant Professionals
- Catering
- Menu Planning/Merchandising
- International Cuisine
- American Cuisine
- Nutrition



How do I incorporate this into my program?

With the varied nature of Culinary program courses, it is first recommended the instructor experience the platform prior to introducing it to students. Identify when will be the best time to utilize the program in tandem with relevant culinary content.

The program will take 4 weeks in total to cover. Given the self-paced nature of the program provide the following timeline to your students:

- 2 weeks to complete the six modules (self-paced)
- 1 week to complete the summative assignment
- 1 week of presentations & sharing parallels between culinary content and Raw Truth About Beef content

Online/Self-paced: Use the Raw Truth About Beef platform as a completely self-paced instructional activity for your students. Have them watch the videos on the platform, answer reflection questions for each segment, and complete the summative application assignment(s). Your students can submit the assignments to you through the platform. You can also easily view which students have watched or completed the elements of the platform.

In-Class: Use the experience video of each location as an in-class introduction to each segment of the industry. Watch the video together as a class each week. Following the videos, have the students in groups explore the reflection videos, 360 videos, and resources. Use the reflection questions (page 5) to allow students to discuss their learnings with classmates.

Host three in-class discussions for the students:

- **Discussion 1:** This discussion should take place after students have completed the first three segments (Purebred, Cow/Calf, and Feedyard). Use the reflection questions (page 5) to have an in-class discussion on what they have learned. Instruct the group to complete the questions prior to coming to the class.
- **Discussion 2:** This discussion should take place after the students have completed the final three segments (Processor/Distributor, Retail, and Restaurant). Use the reflection questions (page 5) to have an in-class discussion on what they have learned. Instruct the group to complete the questions prior to coming to the class.
- **Discussion 3:** Have students present or discuss their summative assignment during a class session.

Hybrid/Blended: Use the insight video of each location as an in-class introduction to each segment of the industry. Have students watch the reflection videos and explore the 360 videos on their own. Assign the reflection questions and summative application assignment(s) as out-of-class work.

- **Group Discussion:** Have your students discuss the reflection questions in class a week after they have gone through the platform.



Potential timelines for instruction:

Below are two sample timelines to utilize The Raw Truth About Beef Experience in the classroom.

Two-Week Timeline:

Week 1: Raw Truth About Beef Experience

- Watch all the videos on the platform, including: the "Meet the Chef" video, experience, reflection, and 360 video experiences. Have students complete the respective reflection questions below in class and discuss or via discussion board.

Week 2: Application Assignment

- Have students complete the summative assignment. Present and discuss assignments in class.

Ten-Week Timeline:

Week 1: Purebred

- Watch the "Meet the Chef" video. Watch experience and reflection videos. Have students complete the respective reflection questions below in class and discuss or via discussion board.

Week 2: Cow/Calf

- Watch experience and reflection videos. Have students complete the respective reflection questions below in class and discuss, or via discussion board.

Week 3: Feedyard

- Watch experience and reflection videos. Have students complete the respective reflection questions below in class and discuss or via discussion board.

Week 4: Processor/Distributor

- Watch experience and reflection videos. Have students complete the respective reflection questions below in class and discuss or via discussion board.

Week 5: Retail

- Watch experience and reflection videos. Have students complete the respective reflection questions below in class and discuss or via discussion board.

Week 6: Restaurant

- Watch experience and reflection videos. Have students complete the respective reflection questions below in class and discuss or via discussion board.

Week 7 & 8:

- Watch a connect session each week. Share insights of the event in the class discussion board.

Week 9 & 10:

- Introduce summative assignment to the class. Allow the class one week to complete the assignment so that they are ready to share a final version with their class the following week. If possible, have students come in to share their presentations in front of the class. Otherwise, have the group share their presentations via the class discussion board. Allot two weeks for presentations or discussion depending on the class size.



Reflection questions:

Assign the following reflection questions to your students to help them process and draw meaning from the experience. You can structure these assignments in several different ways. Students can turn in their reflection questions to their instructor. Alternatively, the instructor can set up a discussion board for each location on the Learning Management System and students can post their reflections there. If this option is selected, encourage students to read and engage with their peers on the discussion board. Additionally, these questions can allow for small group discussion with peers.

Purebred:

- What made you curious as you explored the purebred ranch?
- Based on what you learned in this section, what information covered do you see as most important in understanding for your future career?

Cow/Calf:

- What surprised you about what you learned?
- What connections did you make in this section and its impact in your future culinary field?

Feedyard:

- What were the most important elements or significant ideas presented at the Feedyard?
- How do different feed rations affect the tenderness and flavor of beef?
- How does this style of beef production (feeding grain in a feedyard) change the quality of beef produced in the United States?

Processing/Distribution Facility:

- What protocols in a processing facility ensure food safety?
- How do you see yourself applying the information learned into your future career?

Retail:

- What information from this section would you share with your peers or the culinary community?
- What information learned in this module do you see yourself using to perform your job well in the future?

Restaurant:

- What information surprised you most from the restaurant?
- What information that you learned gets you most excited about your future profession?



Summative application assignments:

These assignments should be used with Culinary 2 students. Once your students have completed the Raw Truth About Beef, allow one week to complete the summative assignment. Have your students develop a 5-minute presentation from one of the culinary scenarios below:

Prompt 1:

The restaurant you work at was recently featured in Curbed Austin Magazine as one of the best farms to table restaurants in the city. As a result, the restaurant has seen a rise in popularity and a local podcast has asked for you to come share the story of your restaurant's rise. What key messages would you share as it relates to how the restaurant sources its beef, the rancher's beef safety practices, and the environmental impact of beef production?

Prompt 2:

You work at a high-end restaurant known for having one of the best beef menus in the city. You have been asked to create a Valentine's Day menu for the restaurant. Develop a themed menu with 3 different cuts of beef incorporated and the nutritional value each menu item would provide. Keep in mind your audience and you are building complete plates.

Prompt 3:

Your restaurant is known for its excellent catering service with a range of events from weddings, conventions, and company holiday parties. The restaurant has been asked to cater a rustic style wedding for 250 people in attendance. Develop the catering menu, including portions sizes, cuts of beef you would use, and the total costs to cater the event.

Prompt 4:

You are planning on hosting a 1-month pop-up restaurant in a bustling neighborhood in Austin, Texas. Your menu will change twice over the month, each change featuring a specialty beef dish. Describe how you would go about sourcing beef and your expectations for the product you receive.

Prompt 5:

Your family is coming to visit you for Labor Day Weekend and you are planning on cooking dinner on Saturday and Sunday evening. Develop a menu for each night. Your menu should include an international beef dish and a popular American beef dish. Additionally, describe the selection process for the beef cuts at the grocery store and cooking methods of your dishes.

