

BEEF COUNCIL bullhorn

BEEF



New “Beef. It’s What’s For Dinner.” Advertising Features Popular Lean Beef Cuts

**Campaign Builds on One of
Most Recognizable Taglines in
Advertising History**



29 LEAN CUTS. ONE POWERFUL PROTEIN.

The new “Beef It’s What’s For Dinner.” consumer advertising campaign is premiering this month with an emphasis on helping Americans become more familiar with the 29 lean cuts of beef. With a “29 Lean Cuts. One Powerful Protein.” tagline, the new campaign will feature the nutritional benefits and versatility of six lean beef favorites: T-Bone steak, Filet, Top Sirloin, Strip steak, Top Round and 95 percent Lean Ground Beef.

It may surprise Americans to know that 63 percent of all beef muscle cuts available at grocery stores are lean¹. In fact, 15 of the top 20 (most popular beef cuts at the grocery store are lean. To learn about all 29 cuts, go to BeefItsWhatsForDinner.com.

“This campaign reinforces consumers’ passion for the great flavor beef provides, while helping consumers identify the variety of lean options beef offers,” said Weldon Wynn, rancher from Star City, Arkansas, and vice chair of the industry’s Joint Advertising Committee. Beef farmers and ranchers from across the country direct the Beef Checkoff-funded “Beef. It’s What’s For Dinner.” campaign. “I’m proud to be part of this exciting venture in helping Americans get to know the many great tasting lean beef cuts available,” said Wynn.

Getting to Know Beef’s Different Personalities

The new print advertisements feature plated shots of beef with an homage to each cut’s personality. For example, the T-Bone advertisement zeroes in on a beauty shot of the steak and points out: “When all the steaks get together, they call this one boss.” The ad for the Filet Mignon, also known as the Tenderloin, reassures you that “mignon” is just fancy talk for mouthwatering.”

The print advertisements will appear in monthly national magazines with an emphasis on food, health/fitness, parenting, lifestyle and men’s sports. Radio spots on nationally syndicated radio shows and satellite radio, combined with an outdoor advertising campaign in select markets, will follow shortly after the print ads launch. Public relations, health professional outreach, social media and retail promotional efforts round out this integrated effort.

Lean Beef Offers the Power of Protein

It is clear that lean beef is important to Americans when you consider that 69 percent of consumers say buying lean cuts of meat is the most important thing to consider when shopping for food².

“Most Americans are surprised to learn there are 29 cuts of beef that qualify as lean. In fact 70 percent of consumers are not aware one of their favorite steaks, the T-Bone, is lean,” said Kim Essex, senior vice president for the National Cattlemen’s Beef Association, which contracts to manage advertising programs for the Beef Checkoff. “This campaign sheds light on the variety of lean beef choices out there, as well as how they can be a part of a delicious family meal.”

For more information, triple-tested beef recipes and preparation tips, please visit BeefItsWhatsForDinner.com or type in “Beef For Dinner” on your mobile device.

¹Freshlook Marketing Group, the leading U.S. source of grocery scanner data for meat and produce purchasing, 52 weeks ending 3/26/10. ²IPSOS Public Affairs for The Beef Checkoff, December 2009. ³USDA National Nutrient Database for Standard Reference, Release 22, 2009. ⁴Fulgoni VL, 3rd. Current protein intake in America: analysis of the National Health and Nutrition Examination Survey, 2003-2004. *Am J Clin Nutr* 2008;87:1554S-7S. ⁵CSFII 1999

Beef Seminars In Barbados (and Other Foreign Events)

The Beef Checkoff Program recently teamed up with the U.S. Dairy Export Council in Barbados on two all-island seminars featuring the concept of pairing foods under the “Umami” umbrella of flavor development. The July 1 seminars were held in the residence of the U.S. ambassador, and a mini-trade show was offered between the two seminars and after the events.

Taking A Little Texas To Russia. Thanks to checkoff funding – including direct investment from the Texas Beef Council – the “Texas Beef Weeks” Festival in St. Petersburg was a major three-week event in March. At the festival, the checkoff regaled participants with a special “Texas Menu,” featuring a variety of well-marbled U.S. steaks and burgers – along with popular side items including baked beans and onion rings.

Budget-conscious Japanese families are looking for value as they dine out less frequently. But the beef checkoff is helping make dining out on a budget more possible. With assistance from the checkoff, Gusto – a family restaurant chain in Japan – held a highly successful U.S. steak promotion featuring U.S. chuck eye roll. Sales outstripped expectations as more than 1 million pounds of U.S. beef sold out just halfway through the three-month promotion.

For additional information: www.usmef.org offers reports on the activities of the U.S. Meat Export Federation, including many beef checkoff programs managed by the organization, and offers extensive information about international meat trade.

Beef Checkoff Launches Interactive Meat Case

Meredith Stevens, manager of digital media for the National Cattlemen's Beef Association, contractor to the Beef Checkoff Program, highlights a new tool that launched in June, the Interactive Meat Case, found on the checkoff-funded website, Beef. It's What's For Dinner.com. Because today's meat case is brimming with exciting new choices and traditional favorites, the Interactive Meat Case was designed to help shoppers learn more about the variety of nutritious and satisfying beef cuts available, plus find cut descriptions, recipes, cooking tips and more.

Stevens explains where the idea came from in developing this tool and what the checkoff hopes to accomplish by launching the Interactive Meat Case, "We wanted to make sure that they can learn about cuts that they've seen, cuts that they're familiar with that they maybe don't have the full spectrum of knowledge of how to get the best quality and value from that cut, and maybe also those cuts that they've never cooked with before."

The checkoff, in conjunction with the market research team, conducted beta testing with foodies, moms, dads, bloggers, media representatives and others to get their feedback before launching the Interactive Meat Case. Stevens says the tool was ultimately designed to assist consumers in having great beef-eating experiences each and every time they sit down to a meal.

Visit the Interactive Meat Case today by going to www.BeeffItsWhatsForDinner.com. You'll find it in the "shopping for beef" drop-down menu. And for information on other efforts being funded with your beef checkoff investment, visit www.MyBeefCheckoff.com.



USMEF Hosts Taiwanese Media Team for US Beef Industry Tour

While exports of U.S. beef to Taiwan are performing extremely well, the industry is still working to counter any lingering negative publicity surrounding the recent return of bone-in U.S. beef cuts to Taiwan. With this goal in mind, USMEF recently hosted a team of five senior journalists from Taiwan for a week-long educational tour of U.S. beef production, processing and merchandising methods. The tour, supported by the Beef Checkoff Program and Market Access Program (MAP), showcased the quality, safety and versatility of U.S. beef.

The first stop was New York City, where team members were introduced to the dry-aging methods used at high-end restaurants.

The group made several stops in Manhattan's famous Meatpacking District, visiting some of the area's finest butcher shops, restaurants and delis. They also toured major retailers and the Union Square Farmers Market.

The team stopped next in Denver at USMEF headquarters for a presentation on USMEF's history and current programs by USMEF Assistant Vice President John Hinners and an overview of global beef production, consumption and export trends



The media team from Taiwan meets with USMEF staff in Denver

by USMEF Economist Erin Daley.

The tour then focused on beef production as the group traveled to the Agricultural Research, Development and Educational Center (ARDEC) at Colorado State University in Fort Collins, Colo. Team members also got a firsthand look at purebred seedstock production at the Aristocrat Angus Ranch near Patteville, Colo.

U.S. beef exports to Taiwan have set new value records in each of the past five years, and this pattern is likely to continue. Through the first quarter of 2010, exports to Taiwan totaled 8,488 metric tons (18.7 million pounds) valued at \$45 million. This is an increase of 85 percent in volume and 95 percent in value over January-March 2009.

What Has The Checkoff's Consumer Information Program Area Done For Me Lately?

Beef Promo at Publix – The American National CattleWomen, along with industry partners, are gearing up for an upcoming retail promotion at the top 125 Publix stores located in Georgia and Florida on July 31, 2010. Retail manufacturers are coming on board to tie-in and cross promote products during a recipe demo sampling of a National Beef Cook-Off Winning Recipe, entitled 'Boneless Beef Steak Zucchini Gnocchi'. Six hours of demos are scheduled to take place in 63 Publix stores in Georgia and 62 Publix stores in Florida.

Promoting Protein's Role in Bone Health – The checkoff continues to provide health professional influencers and nutrition media with science-based research and resources that showcase protein's role in optimal health. In May, the nutrition team conducted outreach to health professionals and credentialed media, promoting research that suggests protein may play a vital role in bone health. The research was distributed electronically to more than 275 health professional influencers and nutrition media contacts.

NEW MEXICO BEEF COUNCIL



2009-2010 DIRECTORS – **CHAIRMAN**, Cliff Copeland, Purebred Producer. **VICE-CHAIRMAN**, Joe Clavel, Producer; **SECRETARY**, Jim Bob Burnett.

NMBC DIRECTORS: Andres Aragon, Cow-Calf Producer; Darrell Brown, Cow-Calf Producer; David McSherry, Feeder; Bernarr Treat, Cow-Calf Producer; Joe Clavel, Producer; Art Schaap, Fluid Milk Producer.

EX-OFFICIO'S: Jane Frost, Producer, Federation of State Beef Council Director; Tammy Ogilvie, Producer, Beef Board Director; Wesley Grau, Producer, Beef Board Director; Bill Porter, Feeder, USMEF Director.

For more information contact: New Mexico Beef Council Dina C. Reitzel – Executive Director
1209 Mountain Rd. Pl. NE, Suite C, Albuquerque, NM 87110 505/841-9407 • 505/841-9409 fax • www.nmbeef.com