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Revisit Important Topics of 2009

As we are nearing the close of 2009, we would like to reflect on the past year. Join us as we revisit some of the most important topics of 2009 including Consumer Purchasing Trends, Utilizing Your Web site to Bring Customers to the Meat Case and the upgraded BeefRetail.org Web site. In case you missed these top articles, or if you would like a quick refresher, check them out here!



[View a Summary of 2009's Most Popular Topics...](#)

Or click on the links below to go directly to the full articles:

[Consumer Purchasing Trends](#)

[Research says: Consumers Love Beef! Reap the Rewards!](#)

[Nutrition: Promote What Beef Brings to the Table](#)

[Make Ground Beef an Even More Convenient Option](#)

[Utilizing Your Web Site](#)

[Upgraded BeefRetail.org Web Site](#)

Middle Meat Mania Campaign Best Success Story of 2009

With a softening economy, demand for delicious steak dinners did not suffer, but consumers shifted from foodservice to retail as the more significant source for middle meat steaks. Click through to read more about the causes behind this shift. The "Middle Meat Mania" campaign encouraged retailers to take advantage of this opportunity. Data for the first three quarters of 2009 outshines previous years by far. Read on to learn more about this success story.

[Data Shows Success of Middle Meat Mania...](#)

Additional Resources



[New Holiday Beef Alternative Merchandising \(BAM\) Point-of-Sale](#)

[White Paper: The Journey towards Retail Meat Case Nutrition Labeling](#)

[Retail Pricing Matrix Can Help You Maximize Profits](#)

[Beef Fast Facts: Holidays](#)

[Customer Handout: St. Patrick's Day](#)

[Spanish-Language URMIS Now Available](#)



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