



Spotlight

**Beef Backer® Award
Winners Announced**

Quick Links

**December Beef
Pound Sales Growth
Outpaces Chicken
and Pork**

**March is Nutrition
Month**

**Merchandising for
May Holidays**

**Nutrition Labeling
Rule Available for
Comment**

**Welcome, Penny
Nau!**

Contact Us

Marketing Team

State Beef Councils

Take a Look inside the Psychology of Grilling

Every year, we talk about grilling and the great opportunities for beef that come with the upcoming grilling season. This year we want to take things to a new level. We know grilling is a popular summer activity, but what goes on behind the scenes? Why do people grill? When do they grill? Recent research funded by the beef checkoff helps us understand the psychology of grilling. Learn how you can use this research to fine tune your beef merchandising this season to generate sizzling beef sales for your meat department.



Grilling in Homes Across America...

Increase Beef Sales by Providing More Coupons and Recipes

The shifting economy has changed many shoppers' habits. Over the past few months we have referenced numerous articles and the latest research to keep you on the forefront of these trends. One of the latest trends is a surge in the use of coupons and the search for recipes on the Internet. As more people have been cooking at home, they are using more coupons and searching for recipes online. Check out the stats on these trends, and learn how you can tie into promotions to provide more coupons and recipes to your customers.

Give Customers Opportunities to Save...

2010 Safety Summit

Register for the 2010 Beef Industry Safety Summit. During this summit, you can discuss pertinent food safety issues with other industry professionals. This year's summit will be March 3-5 at the Omni Hotel in Las Colinas, TX. Read more to learn topics covered and how to register.

Learn to Play it Safe...

Additional Resources



- [Customer Handout: Grill Talk](#)
- [Beef Training Camp: Grilling](#)
- [USDA COOL Consumer Video](#)
- [Top 10 Grilling Season Cuts \(Q2 2009\)](#)



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