



Retailer Spotlight

Results from Dillons Test Show Hispanic POS Increase Sales

Quick Links

Beef Pound and Dollar Decreases Consistent with Total Meat Category

Push treats, not tricks this Halloween, Merchandise Beef

Attend the Innovative Beef Symposium

New Interactive Meat Case Tool Available for Consumers

Contact Us

Marketing Team

State Beef Councils

Help Customers Become Familiar with More Beef Cuts

A recent beef checkoff-funded study surveyed consumers about their familiarity and perceptions of different beef cuts as well as what retailers can do to better meet their needs. By implementing action steps based on findings from this research, you'll help your customers become familiar with more beef cuts. Increased familiarity will lead to greater confidence in their ability to create delicious meals using these cuts, and a more confident customer is likely to purchase more beef from your meat department.



[Familiarize customers with more beef cuts...](#)

Get a First Down with Beef for Tailgating

As your customers gear up for all the big games this fall, they'll be coming to your store to stock up. Whether your customer is a mom feeding her son and his friends after a game or a 25-year-old super fan hosting a tailgate for 50 friends, beef is perfect for the menu. Get the ideas and resources you need to merchandise for the upcoming season.

[Win with tailgating...](#)

Couldn't attend the 2010 Safety Summit? Get a Recap Here

The Beef Safety Summit is an annual conference with the purpose of gathering people from all areas of beef production together to share knowledge and discuss food safety issues. This year's Summit included an Issues Update Forum, a Pre-Harvest Symposium and a Research Update Session.

[Get a recap of the Summit...](#)

Additional Resources



[Beef Training Camp: Beef for Grilling](#)

[Consumer Brochure: Plating it Safe](#)

[Customer Handout: Guide to Ground Beef](#)



Funded by The Beef Checkoff

For further information:
Contact the National Cattlemen's Beef Association

Email: jhenger@beef.org
Web: <http://www.beefretail.org>