



Retailer Spotlight

SuperValu Wins Beef Backer® Award

Quick Links

Beef Pound Sales Have Grown Strongly Versus Year Ago

Labor Day and Back to School Merchandising

September is Food Safety Month

Sign up for the 2010 Beef Symposium

Contact Us

Marketing Team

State Beef Councils

Offer Great Value Cuts for Summer Grilling

CattleFax reports beef prices have hit their highs and will be leveling off during the summer. However, prices are not predicted to reach as low as last summer. By featuring opportunity cuts this summer, you can still deliver lots of delicious beef grilling cuts at a great value to your customers.



[**Learn about this Opportunity...**](#)

Consumer Beef Index Gives Insight on Perceptions of Beef

You can read about trends and future predictions in the industry, but what really matters is what your customers are saying and thinking. The Consumer Beef Index is a consumer survey that provides meaningful, actionable, data-driven results by which we can measure changes in consumer drivers of demand for beef in comparison to other meat proteins. Check out the key findings and merchandising tips based on consumers' feedback.

[**See what consumers are saying...**](#)

Learn About the New Beef Recipes & Photography Section

Drum roll please... One of the most popular sections of the BeefRetail.org Web site has a new look, thanks to your input. We have completely reorganized the Beef Recipes & Photography section, formerly known as the Ad Planner, making it easier for you to use and putting more of the resources you need at your fingertips.

[**Make the most of this improved tool...**](#)

Additional Resources



[Top 10 Opportunity Cuts \(Q3 '09\)](#)

[Customer Handout: Meat Thermometer \(Bilingual\)](#)

[Customer Handout: How to Handle Raw Meat \(Bilingual\)](#)

[Consumer Targeted Videos from AMI](#)



Funded by The Beef Checkoff

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