



# Retail Beef Blast

Funded by The Beef Checkoff

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## Retailer Spotlight

**Southern Family Markets Wins Beef Backer® Award**

## Quick Links

- Beef Retail Feature Activity Increased in March**
- New Beef Checkoff Consumer Ad Campaign Focuses on Lean Cuts**
- CDC Report Shows Drop in E. coli Illnesses**
- Trend Featured in Time Magazine Article Supports Idea Behind Slice 'n Save Program**
- Welcome, Cheryl Hendricks!**

## Contact Us

- Marketing Team**
- State Beef Councils**

## Power of Meat Research Reveals Consumer Trends

Along with every other business person in America right now, you are probably anxious about how the economy is affecting your customers. Are they buying more items in bulk, searching for sales or eating at home more? *The Power of Meat: An In-Depth Look at Meat Through the Shoppers' Eyes* answers those questions based on an analysis of 1,100 shoppers' survey answers about their recent purchases and preferences.



[Adapt with your customers...](#)

## Heat up Summer Sales with Promotions

As temperatures continue to increase, your customers are gearing up their grills for summer cookouts. We have many beef promotions for you to tie into this summer to keep people coming back to your meat case to buy more beef!

[Offer summer savings...](#)

## Additional Resources



- [Customer Handout: Ground Beef](#)
- [Beef Fast Facts: Grilling](#)
- [Top 10 Grilling Season Cuts](#)
- [Beef Training Camp: Grilling](#)
- [Great Grilling With Lean Beef Brochure](#)
- [Quickly Determine Gross and Set Prices](#)



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