



Funded by The Beef Checkoff

November 2009

Retailer Spotlight

Quality Food Centers Gear Up for the Game with Great Beef Promotions

Quick Links

Monthly Sales and Featuring Data (September)

Nutrition Central Helps You Inform Customers Beef is an Important Part of a Healthy Diet

2010 Outlook and Strategies

Consumer Spending Predictions

Contact Us

Channel Marketing Team

State Beef Councils

Research Reveals Ways to Increase Ground Beef's Value

Better merchandising ideas that highlight the value of ground beef are the result of recent beef checkoff-funded research. Focus groups were used to test different concepts and lead to some great new ideas for the meat case. Learn more about the latest ground beef sales trends and how you can implement innovative ground beef merchandising ideas in your store.



[Capitalize on Ground Beef's Strengths...](#)

Help Customers Celebrate February Holidays with Beef

February is packed with several opportunities to increase beef sales: The Big Game, Valentine's Day, Mardi Gras and Presidents' Day. Help your customers make this year's February festivities memorable for years to come. Read on for merchandising tips for each of these holidays.

[Three Cheers for Beef...](#)

Food Safety Update

Mark your calendar for the 2010 Beef Industry Safety Summit! This year's summit will include information for retailers about new technologies and ways to strengthen food safety.

[Mark Your Calendar...](#)

Additional Resources



[Protein Database for On-Pack Nutrition Labeling](#)

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

[Beef Training Camp: Ground Beef](#)

[Ground Beef Category Report](#)

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



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

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