



Beef Backer Awards

Last Call: Deadline for Beef Backer Award Entries October 30!

Quick Links

Beef Pound and Dollar Sales Increase from Year Ago

Middle Meat Mania Adds a Jingle to the Holidays with Roasts

Heat Up Roast Sales with the November Traditions Promotion

BeefForDinner.com Gives Customers Mobile Access to Beef Information

Job Opening

Looking for: Director, Channel Promotions

Contact Us

Channel Marketing Team

State Beef Councils

BeefRetail.org Gets a New Look

If you've recently visited BeefRetail.org, you were in for a surprise! Our Web site has been updated and reorganized to make it easier for you to access the information you use most often. To help you get acclimated to the new site, read on to learn about the new features of the site and the locations of your favorite content.



[BeefRetail.org Makeover...](#)

Beef around the World: Merchandising Beef as a Versatile Ingredient in International Dishes

Your customers won't need a passport to travel around the world this year; they can experience different cultures through the flavors of their cuisines. Beef's versatility lends itself extremely well to a plethora of dishes! Show consumers how to use beef in a variety of dishes to add pizzazz to their weekly meal plans.

[Learn about the Versatility of Beef...](#)

Additional Resources



[Associate Handout: 29 Ways to Love Lean Beef](#)

[Beef Training Camp: Nutritional Benefits of Beef](#)



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

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

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