

Promotions that pay

A new awards program recognizes outstanding beef merchandising.

By Jim Henger

The National Cattlemen's Beef Association, on behalf of the Beef Checkoff, is announcing the first annual national Retail Beef Backer Awards.



The awards are designed to recognize supermarket retailers of any size or format that have demonstrated a commitment to outstanding beef marketing and merchandising. They are based on a retailer's tie-in with Beef Checkoff-funded programs as well as retailer-originated promotions that occurred between Oct. 1, 2006 and Sept. 30, 2007.

Winners will receive significant exposure in major trade publications and acknowledgement of their efforts among their peers. Retailers can find award categories, entry information, contest rules and submission forms on www.beefretail.org or by contacting their Retail Marketing Manager or State Beef Council.

The Beef Checkoff encourages retailers to participate in the various Checkoff-funded beef marketing programs and to utilize the available marketing tools. Initiatives include:

2007 Summer Grilling Promotion.

The campaign features co-marketing opportunities with Kraft Foods' A.1.[®] Steak Sauce and Marinades—a long-time Summer Grilling partner—and such new partners as Edwards[®] frozen pies, Samuel Adams[®] beer and the Wisconsin Milk Marketing Board, promoting Wisconsin Cheese. Beef Checkoff also is again joining with Sutter Home[®] for the 17th annual *Build a Better Burger*[®] contest to find America's best burger.

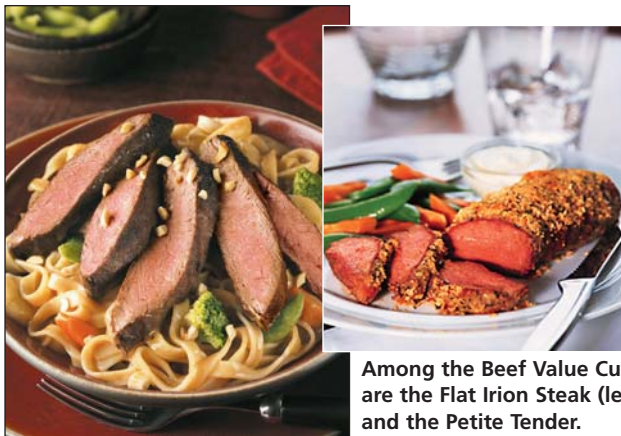
Beef Training Camp

The camp educates meat department personnel

about beef so they can adequately answer customer questions and ultimately sell more products. The centerpiece of many retail meat training programs, the camp covers such topics as beef cuts, proper cooking methods, substitution options and recipes.

BeefRetail.org Website

The Website provides retailers with tools to help sell more beef. Elements include merchandising tips, beef and veal advertising planners, customer handouts, photos, recipes and sales and trend data.



Among the Beef Value Cuts are the Flat Iron Steak (left) and the Petite Tender.

Beef Value Cuts Program

A complete guide to launching Beef Value Cuts at retail is available. The Beef Value Cuts program features beef cuts taken from the underutilized chuck and round. The line consists of steaks and roasts that are easy to prepare and often moderately priced. They help retailers improve overall profitability while supplying more options to their customers. **MDR**

Jim Henger is executive director of retail marketing for the National Cattlemen's Beef Association, which contracts to manage retail programs for the Beef Checkoff.