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**Industry News - AM**

**Beef Checkoff rolls out retail nutrition labeling guide**

By **Lindsey Klingele** on **9/19/2008**

The Beef Checkoff Program announced the launch of a new On-Pack Nutrition Labeling Implementation Guide for retailers to utilize in their stores.

The guide informs retailers how to best communicate nutrition information on beef cuts, how to identify accurate beef nutrition information and how to train staff. The guide will be available to retailers starting Friday at the following [site](#).

"Research shows that consumers are overwhelmingly interested in consuming foods with health benefits and are making strides to improve the healthfulness of their diets," said Randy Irion, director of channel marketing for the National Cattlemen's Beef Association.

NCBA is promoting the new on-pack labeling program as an effective way retailers can differentiate themselves from their competitors by providing their customers with valuable meat nutrition information.

A 2006 checkoff-funded research study conducted with Marsh Supermarkets Inc. revealed that on-pack nutrition labeling programs and supporting materials can build consumer awareness, provide valuable nutrition information and increase customer loyalty.



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It is a good thing for all involved in production and sales of beef! Positive messages about the valuable nutrition in beef has been desperately needed for ages. About time it was implemented! I skimmed through the linked website, [www.beefretail.org/contactus.uspx](http://www.beefretail.org/contactus.uspx), and it is impressive, with info for all segments of the industry and for consumers.

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9/22/2008 4:03 PM

Posted By: Maxine R. Jones

**Beef nutrition labels**

This is a good thing for the meat industry especially the beef industry. Many consumers believe that beef is nutritionally bad for them. When they see the comparisons of the nutrients, it will re-enforce that fact that beef can be a better choice than most consumers might have thought. It would be in the best interest of retailers to display as much of this information as possible. It could actually increase sales of beef, and help consumers feel better about serving beef more often.

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9/19/2008 7:12 AM

Posted By: Al Kober

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