



National Cattlemen's Beef Association

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BEEF INDUSTRY ANNOUNCES 2006 SUMMER GRILLING CAMPAIGN

2006 Summer Grilling Programming Based on Success of 2005 Campaign

DENVER (February 10, 2006) – America's Beef Producers, through their \$1-per-head checkoff program, are firing up the grill on their annual Summer Grilling campaign to ignite strong summer beef sales at retail.

Conducted on behalf of the Cattlemen's Beef Board, the 19 week program spans from May to Labor Day and is an integrated retail marketing effort that features all grilling cuts of beef, including the chuck and round, and incorporates the well-recognized tagline, "Beef. It's What's for Dinner."

"We're very excited to continue the Summer Grilling promotion for the fifth consecutive year, and have a variety of promotional initiatives planned to drive consumers to the meat case," said Randy Irion, director of retail marketing for the National Cattlemen's Beef Association. "This collaborative effort has grown significantly since it was first introduced in 2001, and we're pleased to be building on the success of past years to get Americans enthusiastic about grilling up beef this summer."

Last year's promotion helped drive total beef sales up nearly 4 percent on a dollar basis despite a slightly reduced supply versus the same period in 2004, according to FreshLook data. Dollar increases in light of a reduced supply is further indication of the strong demand for beef.

Partnerships are integral to the annual summer grilling promotion. Based on the successes of 2005, America's beef producers will again team up with Kraft Foods' A.1.[®] Steak Sauce and Marinades in 2006. This year, two freestanding inserts (FSIs) on May 14 and June 18 will offer \$1-off beef coupons with the purchase of A.1. Steak Sauce and Marinades. In addition, in-store \$1-off beef instant redeemable coupons will be featured on rolling racks of A.1. Steaks Sauces and Marinades.

Through Labor Day, the beef industry will run national radio advertising with retailer tags in the top 40 markets, which will reach over 94% of beef's target audience. In addition to the radio advertising and summer promotion, two national print campaigns focusing on beef's enjoyment and nutrition messages will run in publications such as *Food & Wine*, *Southern Living* and *Sports Illustrated*.

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This project is funded by America's Beef Producers through the Cattlemen's Beef Board.

The annual Sutter Home Build a Better Burger® program has also returned for 2006, with continued support from America's beef producers. This year marks the 16th anniversary of the contest, which will feature the "Beef. It's What's for Dinner®" logo. With in-store displays in 1,600 supermarkets, the Build a Better Burger program will be promoted extensively and culminate in a nationally recognized burger recipe contest on September 30 with a cash prize of \$50,000 for the best beef burger.

Other key elements of the 2006 promotion include:

- A Color Food page in food sections of daily newspapers across the country, which will feature grilling recipes and ideas and reach an estimated 10 million readers
- Deskside visits with editors of top consumer magazines to discuss summer grilling opportunities for beef

As proven in past years' success, this year's promotion will span across the entire country, yet again extending its reach to target the nation's top markets. To ensure all key markets are able to participate, state beef councils will be providing significant support to broaden the promotion throughout their respective states.

Beef retail promotions are funded by America's Beef Producers through the \$1-per-head beef checkoff program. They are coordinated on behalf of the Cattlemen's Beef Board and state beef councils by the National Cattlemen's Beef Association, which serves as one of the Beef Board's contractors for checkoff-funded programs. For more information about the 2005 Summer Grilling Promotion, contact Randy Irion at 312-670-9403, or visit www.beefretail.org.

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The Beef Checkoff Program was established as part of the 1985 Farm Bill. The checkoff assesses \$1 per head on the sale of live domestic and imported cattle, in addition to a comparable assessment on imported beef and beef products. States retain up to 50 cents on the dollar and forward the other 50 cents per head to the Cattlemen's Beef Promotion and Research Board, which administers the national checkoff program, subject to USDA approval. The checkoff assessment became mandatory when the program was approved by 79 percent of producers in a 1988 national referendum vote. Checkoff revenues may be used for promotion, education and research programs to improve the marketing climate for beef.

Producer-directed and consumer-focused, the NCBA is the trade association of America's cattle farmers and ranchers, and the marketing organization for the largest segment of the nation's food and fiber industry.