



CONTACT: Randy Irion 312-670-9403 ririon@beef.org
 Marie Wilson 312-596-3484 marie_wilson@chi.bm.com

BEEF INDUSTRY, A.1.® STEAK SAUCE PARTNERSHIP WORKS TOWARD SUCCESSFUL RETAIL PROMOTION

Beef, A.1. Sales See Growth While Consumers "Resolve to Eat Great"

DENVER (February 1, 2005) -- In a joint promotion, America's beef producers, through Beef Checkoff Program funding, joined forces with Kraft to launch a nationwide promotion at retail. The A.1. Steak Sauce "Resolve to Eat Great" promotional event successfully brought attention to low calorie beef recipes while increasing overall beef demand.

The promotion, which launched Jan. 2, communicated how beef fits into a balanced, low-fat diet, while encouraging consumers to "resolve to eat great." The launch date was considered an ideal time to communicate beef's nutrition message, with consumers making their New Year's resolutions to eat healthy.

The impact of this timely and relevant campaign is reflected in the strong growth in A.1. Steak Sauce sales in the two weeks following the FSI. Furthermore, one can assume that if a consumer purchases A.1. they're having it on steak. Overall, the promotion is aiming to ultimately increase demand for beef.

The promotion featured three low-fat, low-calorie recipes in more than 39 million FSI coupons offering \$1 off beef with the purchase of A.1. Steak Sauce. The recipes included A.1. Steak House Wraps (3.5g fat/serving), Citrus Pepper Steak (3.5g fat/serving) and A.1. Chili (10g fat/serving), each recipe containing 300 calories per serving or less.

This program was funded in part by the Beef Checkoff Program and was coordinated on behalf of the Cattlemen's Beef Board and state beef councils by the National Cattlemen's Beef Association (NCBA). The NCBA serves as one of the Beef Board's contractors for checkoff-funded programs.

"The success of this campaign can be attributed to support from key retailers as well as our strong partnership with A.1.," said Randy Irion, director, retail marketing, NCBA. "Partnerships such as this one with Kraft's A.1. Steak Sauce are working to grow consumer demand for beef at the retail level."

#



Beef, A.1. Promotion/Page 2

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.