



## National Cattlemen's Beef Association

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### MEDIA ADVISORY

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## **BEEF INDUSTRY, A.1.<sup>®</sup> STEAK SAUCE AND MARINADES JOIN FORCES IN JANUARY PROMOTION**

*FSI Tells Shoppers: "This Year, Develop a Healthy Steak Habit"*

**Promotion:** Based on the success of the "Lean and Mean" Free Standing Insert last year, the Beef Checkoff Program and A.1.<sup>®</sup> Steak Sauce and Marinades will once again team up in January to encourage consumers to use A.1. and eat beef.

**Support:** Nearly 40 million full-page FSI's with three flex coupons will be distributed on Sunday, January 1, 2006.

Flex coupons include:

- \$1 off A.1. Steak Sauce
- \$1 off A.1. Marinade
- \$1 off beef with purchase of A.1. Steak Sauce or Marinade

**Results:** The 2005 partnership resulted in a jump in both A.1. sales and beef sales. A.1. sales surged 14% over baseline during the three weeks following the FSI drop. **(2006 Promotion results will be available at the end of January.)**

**Interviews:** Randy Irion, director, retail marketing for the National Cattlemen's Beef Association is available to discuss the promotion. To schedule an interview, please contact Amy Leviton at 312-596-3506 or via email at [amy\\_leviton@chi.bm.com](mailto:amy_leviton@chi.bm.com).

**Funding:** This promotion is 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.

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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.



*This project is funded by America's Beef  
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