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NEW BEEF INDUSTRY TRAINING TOOLS PROVIDE RETAILERS COMPETITIVE EDGE

Interactive Beef Training Camp to Enhance Quality Marketing, Service at the Meat Case

DENVER (September 21, 2004) — America's Beef Producers today announced the launch of Beef Training Camp, the most comprehensive retail training program in the meat industry, assembled on behalf of the Beef Checkoff Program.

The Beef Training Camp will help retailers large and small enhance their meat departments through convenient training tools that provide guidance for improving beef merchandising at the meat case. Beef Training Camp is unique in that participating retailers have the opportunity to tailor training topics and activities to specifically address issues and challenges facing their meat departments.

"For those whose business it is to sell beef, the Beef Training Camp program provides an excellent opportunity to fine tune their knowledge of beef to help increase sales," said Randy Irion, director, retail marketing, National Cattlemen's Beef Association. "This is a training program for retailers and meat departments of all sizes, designed with their primary objectives in mind."

Utilizing a sports theme throughout all materials, Beef Training Camp provides participating retailers with a detailed instructional manual, training video and interactive CD-ROM. The materials provide a variety of information on all things beef including consumer trends, cooking methods, an overview of beef's nutritional attributes, plus consumer and retail food safety practices.

Retailers also have the opportunity to request a live training seminar to supplement the Beef Training Camp materials. Seminars, coordinated and facilitated by the key account managers for the NCBA, State Beef Councils or by individual retailers, run approximately four hours and include the opportunity for hands-on cooking demonstrations if the facility permits.

"Retailers are excited by the prospect of more knowledgeable store-level staff that meets their customers' needs," said Natalie Carter, key account manager, retail marketing, National Cattlemen's Beef Association. "Beef Training Camp provides the necessary tools to build a strong meat department that will result in increased meat sales through enhanced beef marketing and promotion."

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Beef Training Camp is a revitalized version of the Beef College program. While nearly 5,000 retail meat managers and staff participated in Beef College, Beef Training Camp is expected to reach a larger audience by providing retailers with the convenience of attending a live seminar and/or utilizing interactive print, video and computer training materials.

Retailers interested in learning more about Beef Training Camp should visit the beef industry's retail Web site, www.BeefRetail.org or contact their local State Beef Council.

Beef Training Camp is funded by the Cattlemen's Beef Board (CBB) and managed by the National Cattlemen's Beef Association (NCBA). For additional questions regarding the site, contact the NCBA at 9110 East Nichols Ave., Centennial, CO 80112, 303-694-0305.

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Beef industry demand building efforts are funded by the Beef Checkoff Program. 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.

Producer-directed and consumer-focused, the NCBA is a 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.