

**CONTACT: Randy Irion**  
**Caroline Ahn**

**312.670.9403**  
**773.276.9712**

[ririon@beef.org](mailto:ririon@beef.org)  
[c.ahn@midanmarketing.com](mailto:c.ahn@midanmarketing.com)

## **The Beef Checkoff Launches Updated Beef Training Camp Online**

*Training Tool Educates Meat Case Employees on Everything Beef Related*

**Denver, Colo. (October 28, 2008)** - Beef Training Camp, a training tool that provides retailers with everything they need to educate meat case employees about beef, has been updated and rereleased by The Beef Checkoff Program. The training tool assists retailers who often hire from a labor pool with little meat knowledge, and it educates their meat department staff so they can provide customers with helpful information and service.

Originally released in 2004, the updated version includes 14 modules, including two new modules on Customer Service and Hispanic Marketing. Other modules include information on new cuts, including the Ranch Steak, and consumer trends based on the most up-to-date data available. Beef Training Camp modules can be customized for various training scenarios, including new employee introductions, refresher courses on specific topics, periodic customer service training and preparation for the various selling seasons, such as Summer Grilling. For example, a retailer can use the Oven Roasts module before the Holiday season to refresh their employees on various cuts, introduce new cuts and present meal ideas to offer customers.

Beef Training Camp provides answers to many questions meat case employees and customers may have including:

- Which cuts can I offer customers that are lean, yet still tender?
- What is the best way to prepare a particular cut?
- What kind of marinades would be ideal for a specific cut?
- How much beef should I buy to serve a family of four?
- How long can I store ground beef in the freezer?

The training tool includes fact sheets, slide presentations and videos that educate employees on different beef cuts, cooking methods, popular dishes, merchandising ideas and safety information. A downloadable version of Beef Training Camp is available online, making it more easily accessible to retailers.

“We are excited to offer an updated Beef Training Camp online and believe it will be a great resource to retailers,” said Steve Leigh, director of channel marketing for the National Cattlemen’s Beef Association, which contracts to manage retail programs for the beef checkoff. “Previous beef checkoff-funded research has indicated that the number

*(more)*

### **DENVER OFFICE**

9110 E. Nichols Ave.  
Suite 300  
Centennial, CO 80112  
303.694.0305

### **CHICAGO OFFICE**

444 N. Michigan Ave.  
Suite 1800  
Chicago, IL 60611  
312.467.5520

[www.beef.org](http://www.beef.org)



one customer request in retail meat departments is for cooking and preparation instructions for various beef cuts. Beef Training Camp is a very useful tool that educates meat case employees so they can answer important customer questions and continue to increase beef demand in stores.”

Beef Training Camp has become a valuable tool to many retailers. Retailers have used Beef Training Camp modules as part of their training sessions or have participated in training sessions with the Retail Marketing Team. They have responded positively to the tool; Doug Lange of Wakefern Food Corp remarked, “The customer service presentation was captivating. It delivered a powerful message that will help all 22 attendees grow their businesses if they follow the blueprint that the presenter laid out.”

Beef Training Camp is available online at [www.beefretail.org/BeefTrainingCamp.aspx](http://www.beefretail.org/BeefTrainingCamp.aspx).

*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 National Cattlemen's Beef Association 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.*

###