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BEEF CONTINUES REIGN AS KING OF THE GRILL

Summer Grilling Promotion Drives Customers to the Meat Case

DENVER (January 2, 2007) – The beef industry experienced another successful summer grilling season in 2006 as consumers kept the coals hot and their grills full of beef. The Beef Checkoff Program executed its annual Summer Grilling campaign to encourage shoppers to visit their local meat departments and promote beef as America’s top-selling protein. The impact of the targeted campaign resulted in increased sales of beef grilling cuts during the 18-week program. An analysis of FreshLook Marketing data found total beef dollar and pound sales up three percent and six percent respectively versus year ago. Sales of beef grilling cuts accounted for 67 percent of total beef dollar sales during the 2006 campaign.

Building on this success, the 2007 Summer Grilling campaign will include several additional co-marketing promotions to assist retailers in bringing more customers to the meat case. A recent Retailer Industry Thought Leader Survey indicated that retailers continue to look to the beef industry to develop co-marketing programs that increase visibility, traffic and meat sales.

“We are very pleased with the results of the 2006 Summer Grilling campaign,” said Randy Irion, director of retail marketing for the National Cattlemen’s Beef Association, which contracts to manage retail programs for the beef checkoff. “Last summer’s success allows us to add more co-marketing partners in 2007 to increase the demand for beef.”

Free Standing Inserts (FSIs)

Kraft Foods’ A.1.® Steak Sauce and Marinades has been a Summer Grilling partner since the campaigns’ beginning in 2002. This year, approximately 90 million coupons offering \$1.00 off beef with the purchase of A.1. Steak Sauce and Marinades will be distributed via two FSIs and in-store merchandising.

“The A.1. co-marketing promotion has always delivered increased sales of summer grilling cuts,” said Dave Duley, Director of Meat & Seafood, Hannaford Brothers. “The price cut from coupons combined with merchandising displays featuring beef at the grill has been very successful at enticing our customers to pick up beef while at the meat case.”

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The Beef Checkoff

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New this year is a co-marketing partnership with the Wisconsin Milk Marketing Board (WMMB), promoting Wisconsin Cheese and Edwards® Frozen Pies. The promotion pairs tempting burgers topped with Wisconsin Cheese and key lime pies for dessert as a perfect summer meal.

Savoring the Bold Flavors of Summer

To capture all the favorite flavors of summer, the Beef Checkoff Program is teaming up with Samuel Adams® beer and WMMB to merchandise another favorite summer meal at the grill. The *Bold Flavors of Summer* promotion includes coupons offering \$2.00 off beef with the purchase of Samuel Adams, in-store merchandising displays with beef recipes, customizable advertising templates, multi-page booklets of beef recipes and entertaining tips, in-store sampling events and beef coupons with the purchase of Samuel Adams beer. Counter cards in the deli area will suggest Wisconsin Cheese as the perfect burger topping.

Sutter Home® – Build a Better Burger® Contest

Thanks to the success of past campaigns, the beef checkoff is partnering with Sutter Home again for the 17th annual Build a Better Burger contest to find America's best burger. In-store promotions will be displayed in supermarkets across the country to invite contestants to participate in the 2007 contest. One winner will take home a \$50,000 grand prize and have their recipe published in the *Sutter Home Build a Better Burger* cookbook.

In addition to national initiatives, many State Beef Councils will partner with retailers to add appetizing point-of-sale, tagged radio and sampling events to the summer beef push.

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, 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.

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The following visuals are available to accompany this press release:

- Graph of summer cut beef sales since 2003 (in both dollar and pound values)
- FSI's from the 2006 Summer Grilling campaign