



## National Cattlemen's Beef Association

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### **Beef Fires Up and Extends Reign as Perennial King of Summer Grilling**

*Consumer Confidence and Enjoyment Contribute to Demand at 8 Percent Increase Over 2004*

DENVER (May 23, 2005) – Beef is the most popular protein on grills during summer months according to XXX. During the peak grilling period of Memorial Day through Labor Day, consumer demand for beef steadily rises. In 2004 alone, demand increased nearly eight percent over 2003.

"The steady rise of this strong consumer demand figure illustrates consumers' enjoyment for beef and remain confident in the safety of the U.S. beef supply," said Gregg Doud, chief economist for the National Cattlemen's Beef Association, a contractor for the Cattlemen's Beef Board on beef checkoff programs aimed at building demand for beef. "XXXXXXXXXXXX."

According to recent Cattle-Fax data, consumer demand for beef has increased 25 percent in the last six years. Additionally, demand is projected to be a record high of \$71 billion in 2005. Beef is the number one protein in America according to USDA consumption data with yearly per capita beef consumption in 2004 at 66.1 pounds.

The U.S. beef industry is made up of more than one million businesses, farms and ranches, conducting business in all 50 states. In 2005, there were 95.8 million cattle in the U.S.

Burgers are the most popular food on the grill, followed by steaks and hot dogs (Hearth, Patio & Barbecue Association, Barbecue Lifestyle Usage & Attitude Study, 2003). Other beef-focused consumption statistics include:

- Nearly 8 out of 10 Americans eat fresh beef at home regularly, averaging slightly less than two times per week (The NPD Group, National Eating Trends Research 2004)
- Ground beef is the most popular cut purchased by Americans in 2004 (Fresh Look Marketing, IRI Scanner Data, Research, September 2004)
- Burgers account for almost half of all restaurant sandwiches consumed throughout the country (NPD FoodWorld CREST Research, December 2004)



*This project is funded by America's Beef Producers through the Cattlemen's Beef Board.*

“Consumer satisfaction and enjoyment is the focus of the industry and every beef producer,” said Nelson Curry, chairman of the Cattlemen’s Beef Board (CBB) and beef producer from Paris, Ky. “As an industry, we will continue fulfill consumers’ appetite for beef through safety, nutrition and new product initiatives from the ranch to the dinner table.”

The Beef Checkoff Program will continue to steadily improve the marketplace for U.S. beef producers and keep beef top of mind for consumers.

### **Consumer Promotions**

Throughout the summer months, the beef industry, through its Checkoff program, promotes beef through a variety of initiatives related to summer grilling, including in-store promotions, advertising, partnerships with A.1. Steak Sauce and Marinades, Sutter Home Winery and other public relations initiatives.

### **Nutrition Awareness**

In building beef demand, the Beef Checkoff Program helps showcase beef’s role in meeting the nutritional demands of today’s health-conscious consumers. Armed with new information, Americans are rediscovering the nutritional benefits of beef due to a better understanding of beef’s nutritional role in the diet. Government data has identified 19 cuts of beef that meet government guidelines for lean. These lean cuts contain less than 10 grams of total fat, 4.5 grams or less of saturated fat, and less than 95 milligrams of cholesterol per serving and per 100 grams, and include some of America’s favorites such as tenderloin, T-bone steak and 95 percent lean ground beef. Research also shows calorie-for-calorie beef is one of the most naturally nutrient-rich foods.

### **[www.BeefItsWhatsForDinner.com](http://www.BeefItsWhatsForDinner.com)**

To complement its popular “Beef It’s What’s For Dinner” advertising, the Beef Checkoff Program launched its consumer-friendly Web site, [www.BeefItsWhatsForDinner.com](http://www.BeefItsWhatsForDinner.com), in 2003, in an effort to provide a helpful resource for consumers to find beef recipes, nutrition and safety information and expert insight on beef shopping and cookery. The site allows the beef industry to communicate directly with consumers and provide them information about their favorite protein.

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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.