



# Checkoff News

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## **BEEF INDUSTRY TAILORS INNOVATIVE PRODUCTS FOR ON-THE-GO CONSUMERS AT WAL-MART**

### ***Nationwide Demos at World's Largest Retailer Introduce Beef Finger Food and Breakfast Sausage***

**DENVER (February XX, 2004)** – Customers of retail giant Wal-Mart are getting a taste of two innovative beef convenience products. “Circle A Ranch Cheeseburger Fingers” and “Country Cousin Beef Breakfast Sausages” are being sampled as part of a unique promotional initiative for new beef products at Wal-Mart Supercenters nationwide.

“Cheeseburger Fingers and Country Cousin Beef Breakfast Sausages are two excellent examples of new beef products that meet consumer demand for convenience and superior taste,” said Betty Hogan, director of new product marketing for the National Cattlemen’s Beef Association (NCBA). “Working with Wal-Mart and the industry’s State Beef Councils to demo such quality products is a great way to drive consumers to the frozen meat case.”

In an effort to encourage interest among consumers, product demonstrations, funded by the Beef Checkoff Program, have been scheduled throughout the year in more than 1000 Wal-Mart Supercenters across the country. Consumers will have the opportunity to sample regular and jalapeno flavored Circle A Ranch Cheeseburger Fingers in an estimated 700 Wal-Mart Supercenters in April and May. In early February, the Country Cousin Beef Breakfast Sausages were sampled in nearly 300 Wal-Mart Supercenters. The product will also be featured in 30 Florida stores in late March.

“We are thrilled to partner with the Beef Checkoff Program to highlight these innovative products for our customers,” said **INSERT SPOKESPERSON** for Wal-Mart Supercenters. “The execution of these promotions is instrumental in driving consumer awareness and interest in the latest beef products at retail, and Wal-Mart is pleased to be the exclusive retail outlet for these two new beef items.”

In response to the increasing popularity of finger-foods, the Circle A Ranch Cheeseburger Fingers were developed by the Beef Checkoff and manufactured by Advance Food Company in Enid, Oklahoma. The product is a deep-fried mixture of breaded beef and cheese that tastes just like a cheeseburger. Already popular at foodservice, this appetizer is a great way for people to enjoy beef.

Additionally, the Country Cousin Beef Breakfast Sausages, manufactured by Oklahoma City, Okla.-based, Lopez Foods, provide an alternative to standard pork breakfast sausage and were recently awarded the beef industry’s Mark of Quality.

For more information about new beef products and the beef industry’s innovative R&D Ranch please visit [www.rdranch.com](http://www.rdranch.com) or contact Jane Gibson at 303-850-3371.

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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.