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FIRST ANNUAL NATIONAL RETAIL BEEF BACKER AWARDS PROGRAM ANNOUNCED

Retailers to be Recognized for Outstanding Beef Programs and Promotions

DENVER (February 26, 2007) - The National Cattlemen's Beef Association (NCBA), on behalf of the beef checkoff, is excited to announce the first annual national Retail Beef Backer Awards program. This program is designed to award retailers who have demonstrated their commitment to outstanding beef marketing and merchandising programs.

"We are excited to recognize our retail partners for their innovative beef marketing programs," said Jim Henger, executive director of retail marketing for the NCBA, which contracts to manage retail programs for the beef checkoff. "The Retail Beef Backer Awards are one way beef producers can acknowledge retailers who continue to help increase beef demand among consumers."

Throughout the year, State Beef Councils and NCBA Retail Marketing Managers will encourage supermarket retailers of all sizes and formats to enter the contest. Anyone (other than an NCBA employee) can nominate a participating retailer to win an award. Submission forms and contest rules are available on <http://www.BeefRetail.org/commBeefBacker.aspx>, and all submissions are due October 31, 2007.

Winners will be selected in three categories:

- **Independent:** Fewer than 11 retail stores.
- **Chain:** 11+ stores. (Entries may be submitted as a company, banner or division.)

From applicants in these two categories, the judges will select a winner in the third category:

- **Innovator:** This award, for an innovative beef support program or product merchandising program that succeeded in increasing beef demand, will be chosen from all submissions.

A committee made up of beef industry professionals will select the winners. Applicants will be judged based on the beef programs they offer that tie-in with beef checkoff-funded programs such as Easy Fresh Cooking® labels, Beef Training Camp, Summer Grilling promotions, the Beef Value Cuts program and the on-pack nutrition labeling program. Applicants will also be judged on retailer-originated beef promotions that focus on increasing beef demand among their customers. Such programs include outstanding beef promotions, co-marketing promotions and customer education programs.

Winners will be announced at the 2008 Cattle Industry Annual Convention & Trade Show, February 6-9, 2008 in Reno, Nevada, in conjunction with announcement of the winners of the Foodservice Beef Backer Awards.

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This Project is Funded by
The Beef Checkoff

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Winners will receive an expenses-paid trip to the 2008 Cattle Industry Annual Convention & Trade Show, significant exposure in major trade publications, acknowledgement of their efforts among their peers and recognition at the 2008 Annual Meat Conference. Winners will also receive a license to use the official 2007 Beef Backer Award logo as a sign of their retail accomplishments. This service mark is suitable for use in advertisements, point-of-sale displays and other promotional materials.

Retailers can obtain submission information, official contest rules and submission forms on <http://www.BeefRetail.org/commBeefBacker.aspx> or by contacting their Retail Marketing Manager or State Beef Council.

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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Visual: The Beef Backer Awards logo is available in high resolution format.
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