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Beef Retail Marketing Web Site Given Makeover Valuable Resources Help Retailers Boost Beef Demand

Denver, Colo. (October 14, 2009) – The beef checkoff-funded Retail Marketing Web site, www.BeefRetail.org, relaunched after going through an extensive overhaul during the summer. The site, originally launched in 2004, makes it easier for retailers to find information, with noticeable upgrades including a new navigation bar and streamlined format.

Focused on meeting retailer needs, the improved site helps users effectively market and sell more beef by providing valuable information and resources. Some of the major changes of the updated site include:

A more user-friendly Home page - Tabbed sections help retailers quickly identify and link to favorite spots including Beef Recipes & Photography (formerly the Ad Planner), Sales and Featuring Data and timely articles on Seasonal Merchandising. A new “Hot Topics” section keeps retailers up to date on what’s happening now.

Revamped Resources Section – This section gives retailers easy access to the materials they need on a daily basis to keep the meat department running smoothly and profitably. Inside this section, retailers can access beef cut charts, customer handouts and point-of-sale materials.

New Spotlights Section – This section include articles on retailers who have increased beef demand by tying into beef checkoff-funded promotions and programs. The features highlight the ways retailers make a special effort to keep the focus on beef in their meat cases.

The BeefRetail.org Web site is managed by the National Cattlemen’s Beef Association, which contracts to manage retail programs for the beef checkoff.

Visit the new site at www.BeefRetail.org.

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.

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Funded by The Beef Checkoff