



National Cattlemen's Beef Association

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NEW BEEF WEB SITE PROVIDES RETAILERS WITH VALUABLE RESOURCES

Beef Program Materials, Research Available to Industry on BeefRetail.org

DENVER (September 21, 2004) — America's Beef Producers have announced the launch of a new Web site that contains valuable information to increase sales in the meat department. Funded by the Beef Checkoff Program, www.BeefRetail.org is a round-the-clock information resource for meat retailers.

BeefRetail.org is organized for the busy retail professional. Quick to load and easy to navigate, the site houses marketing/merchandising programs, new product concepts, nutrition research and more.

"Retail industry professionals can now access the beef resources and materials they need with a simple mouse click," said Derek Toman, key account manager, retail marketing, National Cattlemen's Beef Association. "This site is designed to help today's progressive retail meat managers improve the success of their meat departments."

Several beef retail programs can be easily accessed on the site. For instance, the site includes display tools for Beef Made Easy™, a program that simplifies stocking the meat case for retailers and makes shopping for beef easier for consumers. In this program, beef cuts are organized by color-coded cooking methods with corresponding point-of-sale tools to help shoppers understand exactly how to prepare each cut.

The Beef & Veal Ad Planner, a colorful, 80-page book that includes two CD-ROMs of both hi-resolution and low-resolution graphics for marketing beef and veal, is available to retailers on the site.

BeefRetail.org features "Beef Training Camp," a new comprehensive beef at retail training program designed to educate meat department associates on all facets of beef. Created for retailers of all sizes, the program provides participating retailers with a competitive edge at the meat case.

Accessible on the site are overviews of the Beef Value Cuts™ program and Hot Foods Deli initiative. Recipes created and tested by the checkoff-funded Beef & Veal Culinary Center are also available for download.

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

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At BeefRetail.org, retailers can find sales data and market research to help with case management strategies and maximize profitability at the meat case.

“This site provides retailers, large and small, with the opportunity to learn more about beef programs available to them,” said Randy Irion, director, retail marketing, National Cattlemen’s Beef Association. “Integration of various program and promotional opportunities arms retailers with an advantage – this site will help them take steps to further develop their meat case.”

BeefRetail.org is funded by the Cattlemen’s Beef Board (CBB) and managed by the National Cattlemen’s Beef Association (NCBA). For questions regarding the site, contact the NCBA at 9110 East Nichols Ave., Centennial, CO 80112, 303-694-0305.

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Beef industry demand building efforts are funded by the Beef Checkoff Program. 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.

Producer-directed and consumer-focused, the NCBA is a 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.