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## **On-Pack Nutrition Information Influences Purchasing Decisions** *The Beef Checkoff Program Tests Validates Previous Findings*

Denver (February 13, 2007) - The Beef Checkoff Program announces the results of a 2006 on-pack nutrition labeling test conducted with Marsh Supermarkets and LoBill Foods stores, two banners under Indiana regional chain Marsh Supermarkets, Inc. The results of the nutrition labeling study validated findings from a 2003 pilot study in which customers were more likely to buy beef when the nutritional benefits were available on-pack at the meat case.

“The goal of our project was to document, through market research, the customer’s response to fresh meat nutritional information on each package,” said Randy Irion, director of retail marketing for the National Cattlemen’s Beef Association, which contracts to manage programs for the beef checkoff. “The results reveal that customers are more likely to purchase beef when the nutrition profile is displayed on-pack. We are pleased that they are responding favorably to this initiative.”

Key findings of the 16-week on-pack nutrition test revealed that after viewing the labels, more than 50 percent of customers learned more about beef’s nutrition contribution to a healthy diet. On-pack nutritional labeling increased both dollar and pound sales of beef for both banner chains.

- Marsh Supermarkets experienced increases of six percentage points in dollar sales and one percentage point in pound sales compared to similar control stores.
- LoBill Foods stores experienced increases of two percentage points in dollar sales and four percentage points in pound sales compared to similar control stores.

“The results of the test confirmed that on-pack nutrition information is of value to our customers,” said Dewayne Wulff, vice president of meat merchandising for Marsh Supermarkets, Inc. “As a result we have now implemented the program across all of our stores.”

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Key components of the on-pack program has been point-of-sale merchandising, which highlights the key nutrients found in beef – protein, zinc, iron and B-Vitamins, and information in weekly ads drawing attention the program. The key messages that were used include:

- Beef, an excellent source of protein to help your body build lean muscles.
- Beef, an excellent source of zinc to help your body fight colds and flu.
- Beef, a good source of iron to help give you energy for daily activities.
- Beef, a good source of B-Vitamins to help your body turn food into energy.

For more information about on-pack nutrition labeling, visit [www.BeefRetail.org](http://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, 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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Visuals are available upon request.

