

National Cattlemen's Beef Association

on behalf of The Beef Checkoff

CONTACT: **Randy Irion** **312-670-9403** **ririon@beef.org**
 Caroline Ahn **773-276-9712** **c.ahn@midanmarketing.com**

SUMMER BEEF SALES SIZZLE IN 2007

New Summer Grilling Promotion Planned to Drive Customers to the Meat Case

Denver (December 18, 2007) - The Beef Checkoff's 2007 Summer Grilling campaign was a success and new promotional plans have been developed for 2008 to encourage customers to fire up their grills for America's favorite protein. According to FreshLook Marketing, dollar sales grew by 1.5 percent to more than \$5.3 billion during the 17-week period from May to September. Beef sales represented 55 percent of total fresh meat dollar sales. This was an increase of two percent compared to the prior 17-week period.

During the Summer Grilling time frame, grilling cuts accounted for \$3.5 billion of the \$5.3 billion in total beef sales. 8.7 million pounds of grilling cuts were sold averaging \$4.02 per pound. The growth in total beef sales came largely from grilling cuts, which include popular steak cuts as well as ground beef. In fact, grilling cuts accounted for 66 percent of total beef dollar sales and 63 percent of total beef pound sales during the Summer Grilling time frame, up from 62 percent and 58 percent respectively compared to the previous 17-weeks.

The Summer Grilling season is a critical time for beef to gain incremental support from retailers. During the 17-week season, ad features increased by 37 percent over 2006. For the 17-weeks prior to the Summer Grilling season, beef featuring increased 21 percent over the same period in 2006. Grilling cuts represented 40 percent of "A" ads, an increase from 32 percent during the 17-weeks prior.

"The 2007 Summer Grilling season was very successful. We are very pleased with the results," said Randy Irion, director of retail marketing for the National Cattlemen's Beef Association, which contracts to manage retail programs for the beef checkoff. "We have put together new co-marketing partnerships for the 2008 campaign to encourage customers to choose beef at the meat case for all their grilling occasions."

2008 Promotions

The beef checkoff has put together another great Summer Grilling program for 2008 to build upon the successful beef sales generated by previous years' programs. Kraft® Foods' A.1.® Steak Sauce and Marinades has been a Summer Grilling partner since the campaigns' beginning in 2002. This year, A.1. Steak Sauce and Marinades will use in-store displays with coupons that invite customers to save \$1.00 on beef with the purchase of A.1. Steak Sauce and Marinades.

DENVER OFFICE
 9110 E. Nichols Ave.
 Suite 300
 Centennial, CO 80112
 303.694.0305

CHICAGO OFFICE
 444 N. Michigan Ave.
 Suite 1800
 Chicago, IL 60611
 312.467.5520

www.beef.org



This Project is Funded by
 The Beef Checkoff

New this year is a promotion with Anheuser-Busch[®] and A.1. Steak Sauce and Marinades that includes continuously refreshed displays in supermarkets throughout the summer season with instant redeemable coupons for \$2.00 off beef with the purchase of A.1. Steak Sauce and Marinades and \$3.00 off beef in selected markets with the purchase of A.1. and Anheuser-Busch products. This promotion will include Michelob[®] for Memorial Day, Budweiser Select[®] for Fourth of July, and Budweiser[®] and Bud Light[®] for the Tailgating theme in September.

Thanks to the success of past campaigns, the beef checkoff is partnering with Sutter Home[®] again for the 18th annual Build a Better Burger[®] contest to find America's best burger. In-store promotions will be displayed in supermarkets across the country to invite consumers to participate in the 2008 contest. One winner will take home a \$50,000 grand prize and have their recipe published in the *Sutter Home Build a Better Burger* cookbook.

“We are also in the midst of planning a Father's Day promotions,” Irion added. “Father's day is a great beef holiday and we look forward to helping families honor dad by serving him beef.” The details of this promotion will be announced in a free standing insert ad.

The beef checkoff looks forward to another successful Summer Grilling season in 2008. More information on the Beef Retail program can be found on 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.

###