



# Retail Beef Blast

Funded by The Beef Checkoff

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### Retailer Spotlight

[Call for 2009 Beef Backer Award Entries](#)

### Quick Links

[Beef's June Dollar Sales Growth Outpaces Total Meat Category](#)

[Help Customers Utilize Leftovers for Breakfast and Lunch](#)

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### Recent Research Gives Insight into Beef Demands

What factors, in addition to its delicious flavor, drive beef demand? The beef checkoff and several State Beef Councils recently sponsored research to answer this question. We've analyzed their research so you can learn the key facts that are relevant to you as well as tips on how you can increase beef sales based on these findings.



[The research shows...](#)

### Roasts are the Premium Choice for Holiday Meals

The holidays are only a few short months away. It's time to start planning to ensure a successful season! During this special time of year, oven roasts and pot roasts are the premium choice for intimate family gatherings and large holiday festivities. Learn about new opportunities presented by Beef Alternative Merchandising roast cuts and how to give your customers confidence to cook and serve roasts. Also, get a handle on the top cuts to stock during the holidays.

[Give the gift of roasts this holiday season...](#)

### Food Safety Research Gauges Consumer Concerns

Beef checkoff research shows consumers are definitely paying attention to food safety. Recent research indicated 69% of consumers believe the number of food recalls and foodborne illnesses is on the rise. Also, 25% of consumers surveyed said they are more concerned about food safety than they were 6 months ago.

The good news is that they are confident in the safety efforts in place within the beef industry; 81% agree the entire beef industry - from farmers and ranchers to processors and retailers - is working together to provide consumers with safe and wholesome beef.

[See what consumers are saying about food safety...](#)

### Additional Resources



[Top Ten Oven Roasts \(Q4 '08\)](#)

[Top Ten Pot Roasts \(Q4 '08\)](#)

[Customer Handout: Holiday Roast FAQ Brochure](#)

[Beef Training Camp - Beef for the Holidays](#)



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