

Meat Board Promotions Receive Top 20 Media Coverage

CHICAGO, IL — The Meat Board color editorial pages, "Old-Fashioned Comforts Of Home," and "Dinner For Six: Simply Elegant," are among the top 20 in circulation at Family Features Editorial Service Inc., the color production and distribution house for the Meat Board Test Kitchens and Editorial Services color page program.

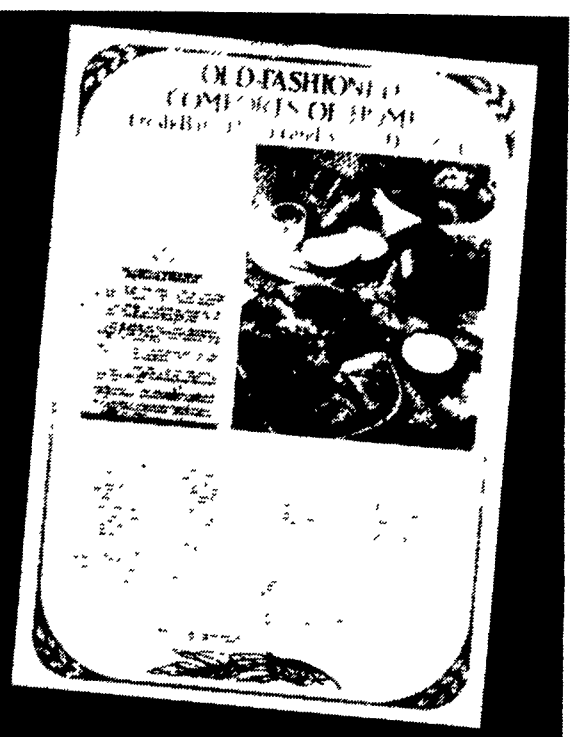
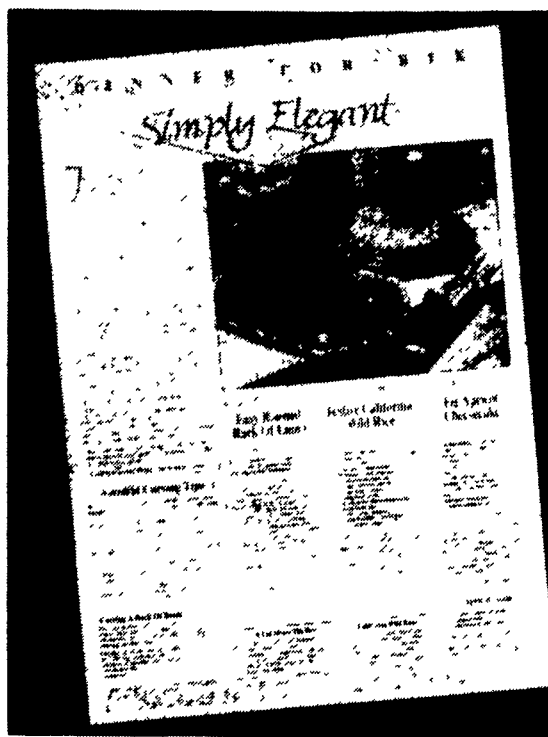
According to a spokesperson for Family Features, "Newspaper food editors across the nation used these pages because they felt the information provided meets the needs of consumers today."

These checkoff-funded color pages give readers plenty of ideas for meals filled with easy-to-prepare dishes. "Old-Fashioned Comforts Of Home" features suggestions for delicious sandwich

bread and deli-meat match-ups. It also includes four recipes for tantalizing fresh-baked breads. The release was printed in 202 newspapers and reached 16.4 million readers.

"Dinner For Six" includes carving tips for "Easy Roasted Rack Of Lamb," a recipe for "Festive California Wild Rice," and "Fig Apricot Cheesecake" for dessert. This release was picked up by 144 newspapers with a total readership of 15.8 million people.

Marlys Bielunski, director of Test Kitchens and Editorial Services, says, "These color editorial recipe features promote the meat marketing message through an editorial format where the food editor is the link to the consumer. This third-party endorsement to millions of consumers makes this



Checkoff-funded color pages released by the Meat Board effectively reach consumers through editorial recipe features.

a very cost-effective promotion."

ALCAS Cutlery Corporation, Sun-Diamond Growers of California, and the California Wild Rice Program were co-sponsors with the Lamb Committee on "Dinner For Six." Fleischmann's Dry Yeast was co-sponsor with the Processed Meats Committee on the "Old-Fashioned" project.

The National Live Stock and Meat Board is a coalition of the meat and livestock industry that has been building demand for beef, veal, pork, lamb and processed meats since 1922.

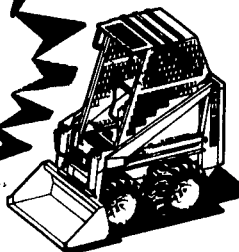
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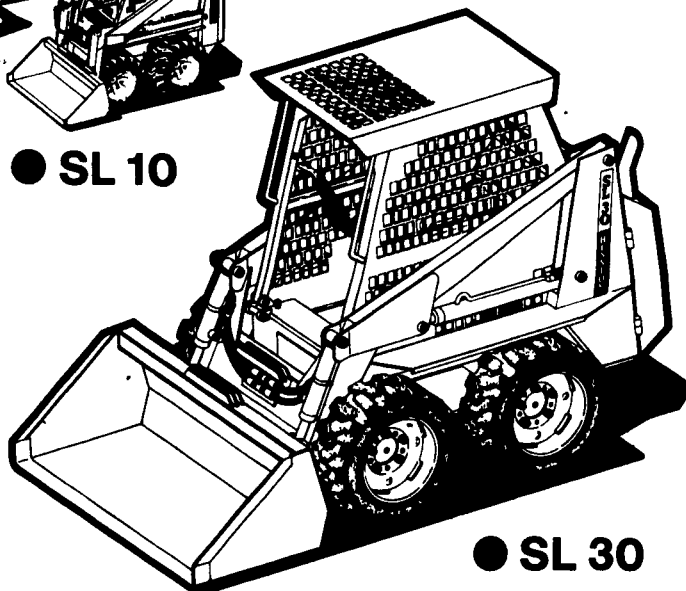


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