

Beef Industry Captures Top Awards

CHICAGO, Ill. — "Beef. Real Food for Real People" received national recognitions from "Advertising Age" magazine and the National Agri-Marketing Association.

"Advertising Age," a leading publication for the advertising industry, selected the beef industry "Manhattan, Montana" spot as the top food commercial produced in 1989. The publication reviewed more than 1800 commercials to select the best in 13 categories. The beef spot was one of five finalists in the food category. Some of the other winners in their categories included Nike, United Airlines, American Express, Pepsi-Cola, and Energizer batteries.

Bob Garfield, editor-at-large for the publication, said, "Beef has a tough sell these days. But instead of trying to argue the case of beef, the industry went for image advertising. It was very charming, disarming... very surprising. The mistaken city identifies work very well. And we think it made you feel better about beef after you saw it."

"Advertising Age" said the beef industry commercial was selected not only for its creativity, but also for achieving its marketing

objectives.

Beef checkoff-funded programs also dominated the producer-funded categories at the "Best of NAMA" awards competition during the National Agri-Marketing Association convention earlier this week in St. Louis. Three programs received first place awards and three programs received merits.

The beef industry advertising campaign "Beef. Real Food for Real People" was selected as the top producer-funded advertising campaign for the second year in a row. It was also one of six finalists in the "Best of Show" competition.

For the second time, a checkoff-funded program captured top honors in the influencer category. The "Munchsters Talk About Food," a preschool education program, was awarded first place. Public relations efforts with the foodservice industry on behalf of the beef industry was also a first-place recipient in the producer-funded public relations category. All four public relations finalists in this category were beef checkoff-funded programs.

The "Best of NAMA" awards competition is conducted to recognize creative excellence in agri-

cultural marketing and advertising. According to the National Agri-Marketing Association, the finalists in this competition truly are "the best of agriculture." There were 922 finalists in more than 50 categories in this year's competition.

"Prime Time — A News Update for the Beef Industry," which is a producer communications project funded by the Beef Board, received two merit awards. The National Beef Cook-Off video news release also received a merit award in the competition.

"To be recognized by your peers as one of the best in the business is truly gratifying," said Beef Industry Council Chairman Polly Owen, an Oregon cattle producer. "We work very hard at these programs to make sure they're doing what producers want them to do, but also, we want them to have an impact on consumers and their attitude toward beef."

Owen says, "All the programs funded by the checkoff are thoroughly researched and evaluated for their effectiveness. The 'Best of NAMA' awards competition and the 'Advertising Age' award are

just one form of evaluation that says we're on the right track."

Promotion, education, consumer information, and producer communications are checkoff-funded

programs managed on behalf of producers and importers by the Beef Industry Council of the Meat Board, a federation of 44 state beef councils that works to build demand for beef.

Extension Awards Scholarships

WARREN (Warren Co.) — Three teens were awarded \$200 scholarships from the Warren County Cooperative Extension Family Living Advisory Committee on May 2, at the annual Spring Event, as part of the extension's 75th anniversary celebration.

Tammy Kireta of Russell, daughter of Mr. and Mrs. George Kireta, is a senior at Eisenhower High School. She plans to study elementary education at the Clarion University.

Jennifer Scott of Bear Lake, daughter of Mr. and Mrs. Gilbert Scott, also of Eisenhower High School, plans to attend Grove City

College to study music education.

Larry Wilkinson, son of Mr. and Mrs. Larry Wilkinson, Sr. of Spring Creek, is a senior at Corry High School and plans to study electrical engineering at Geneva College.

According to Phyllis Wright, extension home economist, funds for the scholarship were raised by extension women through sale of handcrafted items, household items, plants and pies.

Members of the scholarship committee are Doris Labowski of Sugar Grove, Naomi Urbanik of Pittsfield, and Melinda Burke and Joyce Brown of Russell.



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