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THE Cattle Call

BEEF VEAL

PENNSYLVANIA BEEF COUNCIL

Pennsylvania



Beef Council

For more information contact:
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Amysue Eshelman, Berks County, promotes beef to several customers in one of her many in-store Beef and Veal promotions. Amysue is a promotions assistant with the Pennsylvania Beef Council. She is scheduled for approximately 75 summer promotions.

Hess's BBQ & Catering wins 'Beef Backer' award

People still want beef, just more variety, says Lloyd Hess, co-owner of Hess's Barbecue Shop and Catering, recently named the 1993 Beef Backer by the Pennsylvania Beef Council.

Hess's, owned and managed by Lloyd and Paul Hess, have understood and adjusted to meet consumer needs for the past 15 years.

Hess's, Willow Street, Pa., have expanded from a small butcher shop, initially, to the fourth largest catering service in Pennsylvania, a start to finish beef butchering operation and two barbecue take-out shops.

Lloyd says Hess's recently opened the second barbecue shop because of the increased demand for take-out meals.

Hess's have also noticed an increase in catering; they presently serve between two and three thousand people per week.

Beef constitutes 65% of Hess's sales and their menu features beef ribs, prime rib and chopped sirloin steak.

Although demands are shifting towards catering and take-out, Lloyd says he is proud to own such a diverse business. "We can slaughter your beef for you as well as cook and serve it," says Lloyd.

"The Beef Backer award is our way of thanking Hess's for representing and promoting only the highest standards for beef," says Kelley Shearer, the foodservice coordinator for the Pennsylvania Beef Council. "Hess's has been innovative and aggressive in marketing quality beef products."

Certificates promote beef and veal

To address increased beef and veal marketings, the Pennsylvania Beef Council is initiating a beef and veal gift certificate program with the help of cooperating retailers.

Beef and veal certificates are checks written by the Pennsylvania Beef Council, available in denominations of \$5, \$10 and \$25. The certificates are good for one year towards the purchase of any fresh beef or veal product

at the grocery store or meat market specified by the certificate purchaser.

The gift certificates are used like a check, and the Pennsylvania Beef Council stands behind each issued certificate.

For more information on the beef and veal gift certificates write to the Pennsylvania Beef Council, 4714 Orchard Street, Harrisburg, PA, or call (717) 545-6000.

Beef education efforts emphasize nutrition

PBC sponsors seminar for medical students

With studies showing an increasing number of adults turning to their physician for nutrition advice, the Pennsylvania Beef Council aimed their educational efforts toward medical students.

In cooperative programs with the Hershey Medical Center and Thomas Jefferson University, the Pennsylvania Beef Council sponsored nutrition and education seminars which showed students and other health professionals how lean beef and veal fit diets of persons who must lower fat and cholesterol intake.

In addition to reaching medical students, the Pennsylvania Beef Council also sponsored an evening "Continuing Medical Education" nutrition program for practicing physicians. More than 200 students, physicians, nurses and dietitians were reached through the conferences.

The success of these initial programs has led the Pennsylvania Beef Council to discuss future cooperative efforts with representatives from medical schools in Pennsylvania.

PBC promotes beef to image-conscious teens

Many teenagers view image as everything, unfortunately the image obsession can have serious health repercussions, especially in diet and weight.

In order to combat these potential health problems and help teens attain a healthy diet with a variety of foods, the beef industry has created "Mirror Mirror", an educational resource packet, which is distributed to

high school guidance counselors.

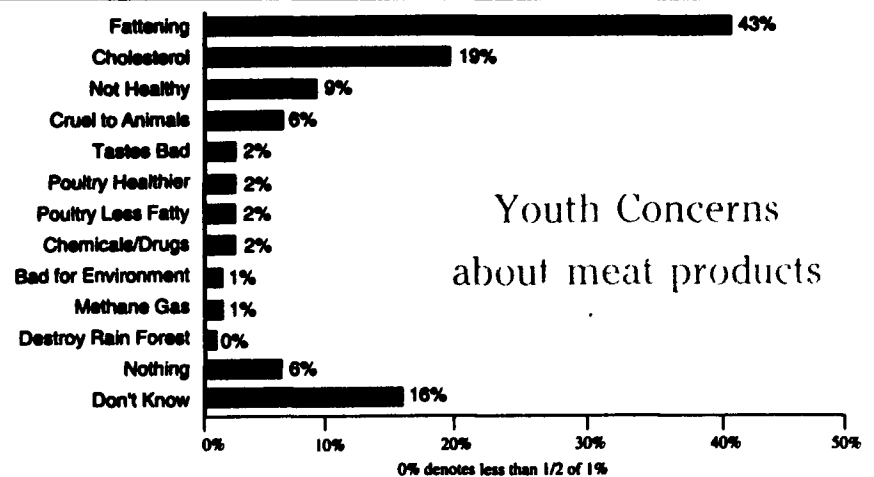
The packet emphasizes special meal planning and includes nutrient contents of various meat sandwiches and smart fast-food menu choices.

The Pennsylvania Beef Council and 43 other state beef commissions are distributing 10,000 "Mirror Mirror" packets to school guidance counselors.

Did you know that?

A recent independent study by an economist from the University of Florida has shown a \$5.80 return for every beef checkoff dollar invested.

Research indicates that 60% of all buying decisions are made within the store. It also shows that POP material increase meat sales by an average of 5%.



Panel sets youth promotion priority

A recent four month study released by a select panel of meat and livestock industry representatives has recommended nutrition as the top priority focus for industry-funded youth education programs.

The Youth Initiative Task Force was initiated to set priorities based on message, audience segment and program type for long-term checkoff funded youth programs.

The recommendations were based on data from consumer research and a benchmark survey of attitudes among youth. The national survey, by Bruskin

Research, found misinformation and interest in nutrition high, while concern over animal rights issues was minimal and declined with age.

The task force recommended kindergarten through fourth grade as the priority target audience and advised checkoff funded programs to expand beyond just schools, to include youth organizations and publications.

The Youth Initiative study findings will assist in guiding future Pennsylvania Beef Council school education efforts.