



THE Cattle Call



Pennsylvania



Beef Council

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News and Views on the \$1 per head Beef Checkoff Program



Beef Council Responds to Declining Fed Cattle Market



As large supplies placed additional pressure on fed cattle prices, checkoff-funded programs are in place to encourage consumers to increase their purchases. Among the activities either scheduled or planned:

Retail Featuring: Nearly 80 grocery store chains nationwide, (representing 29,000 stores) including three chains in Pennsylvania (representing more than 600 individual stores), are participating in a special beef featuring partnership this summer. The program, which has in the past increased beef retail sales in participating stores by 230%, produced a \$25 to \$1 return on every checkoff dollar invested.

A letter has also been sent by the Beef Council to all retail chains within the state encouraging them to aggressively feature beef.

Beef Means Business: This retail newsletter regularly reaches more than 30,000 stores with useful information about merchandising beef. The next issue will be sent in the coming weeks.

Print Advertising: An aggressive print advertising campaign is currently underway in consumer publications such as "Better Homes & Gardens," "Cooking Light" and "Family Circle." The "Beef. It's What's for Dinner" advertising campaign shows consumers that beef is versatile and easy-to-prepare. The print advertising campaign supports the total consumer campaign by providing recipes directly to the consumer. The "Family Circle" ad purchase, for example, will include the distribution of 50,000 recipe booklets at Shop Rite stores in August in PA, NY, NJ and CT.

Foodservice Materials/Seminars: Foodservice programs continue to offer menu ideas and product information to help distributors and operators increase beef sales. (See related story)

Television Advertising: Television advertising resumes in June in anticipation of continued heavy supplies throughout the summer months. The advertising will support the retail featuring effort. Consumer recipe distribution will further encourage consumers to prepare beef.

Cut & Save: More than 1.1 million Cut & Save stickers have been distributed to retailers nationwide. This popular, award-winning effort helps consumers take advantage of many special values by providing cutting and storage information on beef primals or family packs sold in grocery stores.

The above programs represent only a partial listing of activities being conducted to boost domestic demand. Additional activities, also funded with check-off dollars, are being conducted in foreign markets.

Food Safety Seminar Stresses Industry-Wide Coordination



While media attention may have focused on individual food safety incidences, consumer education and product safety is a food industry issue that can be best addressed by all industry segments. That's the message heard by nearly 100 retailers, foodservice distributors/operators and home economists who attended a food safety symposium sponsored by the Beef Council.

"The attendees heard very clearly that food safety is not a beef industry or a restaurant problem, but rather a food industry problem," says David Ivan, Beef Council Executive Director. "The seminar allowed us to proactively present the facts about pathogens, and then discuss how we

can collectively manage them."

In addition to discussing various food-borne pathogens, and how best to control them, break-out sessions for retailers, restaurateurs and consumer educators provided specific strategies in developing Hazard Analysis of Critical Control Points (HACCP) procedures and educational programs.

A number of the attendees commented on the proactive stance of the seminar and Beef Council. "Rather than waiting for an incident to occur, I'm impressed in the professionalism and 'heads-up' approach of the Beef Council in bringing together such a diverse group," wrote one attendant on his seminar evaluation form.

Dietitians Learn of Red Meat's Role In American Diets

In cooperation with the Pennsylvania Pork Producers Council, the PBC cosponsored a special session at the Pennsylvania Dietetic Association's Annual Meeting entitled "Dichotomous Dining" which discussed the confusion among consumers when making "nutritious" meal selections.

Presented by Diane Morris, Ph.D., R.D., the presentation discussed how research has shown that much of the fat in American diets is not from meat products, as commonly believed, but rather hidden fats from snack products and foods from the bread group. While the meat industry is often portrayed as a dietary culprit, Ms. Morris' comments stressed the positive role beef plays in a balanced diet.

In addition to the seminar, the Beef & Pork Councils sponsored a reception for the dietitians which included a number of beef and pork appetizers — all of which easily fit within dietary recommendations. The Beef Council also exhibited at the convention's trade show, and distributed numerous patient education materials.

Participation in the state dietetic association meeting is just part of the Beef Council's healthcare education program. The PBC also participates in other professional health conferences and has initiated an aggressive education program designed to improve the nutritional knowledge of physicians.

Foodservice Seminars Increase Beef Sales



With nearly half of every food dollar spent on meals prepared away from home, the Pennsylvania Beef Council is stepping up its educational efforts within the foodservice industry through a series of sales manager training seminars.

"The concept is simple," says David Ivan, PBC Executive Director. "If we can educate food distributor sales representatives about our product, they can become better beef salesmen."

The seminars, which are individually tailored for each distributor, address a range of topics, including beef grading, yield, cookery and pricing. In short, the programs provide answers to many of the commonly asked questions by restaurant managers and chefs.

In addition to reaching sales representatives, seminars have also been conducted for local chef associations and educational materials have been sent to colleges and universities offering a culinary education curriculum.

Summer Veal Promotion Planned in Philadelphia

The Pennsylvania Beef Council, in cooperation with the national Veal Committee, has planned an extensive summer veal grilling promotion in the Philadelphia metro market.

The campaign, which will run in July and August, will include radio and print advertisements, in-store cooking demonstrations, and restaurant promotions.

"The campaign is designed to create awareness among targeted consumers of veal's versatility as a summer grilling entree," says Larry Huttenga, PBC Promotions Director. "The radio and print (in "Philadelphia Magazine") advertisements work closely in tandem with the in-store cooking demonstrations and restaurant promotions to provide a synergistic message."

While the promotion is specifically designed to boost veal sales, increased demand for veal benefits the beef and dairy industries as well. Dairy bull calves marketed as veal versus as dairy beef results in more than 500,000 tons less of carcass beef annually. Additionally, the veal industry annually contributes more than \$300 million to the dairy industry — \$180 million for calves plus \$150 million for dairy products and byproducts used in milk-based formulas.

Cattle Evaluation Workshops for Producers



Beef Producers state-wide are invited to participate in a workshop designed to improve upon the knowledge and understanding of important aspects affecting the profitability of the cattle industry. The workshop has been coordinated by Chester D. Hughes, Lancaster County Extension Service, and is sponsored in part by the Pennsylvania Beef Council.

Scheduled for July 27 and 29, 1994, the 2-day workshop will include live cattle grading by all participants, quality assurance tips, and advice on feeding for profit. Demonstrations at the packing plant will focus on beef that fits the box, hot fat trimming, injection site blemishes, and a new grading proposals.

The live animal session will be held at New Holland Sales Stables, New Holland at 7:00 p.m. on July 27, where participants can compare their grading estimates with a panel of experts. The carcass aspect of the workshop will be held at 7:00 p.m. on July 29 at Stoltzfus Meats, Intercourse. During this program, actual carcass data can be compared with estimates, and participants will visualize the disadvantages of cattle that are too big, overly fat, or poorly managed.

A similar program in 1993 was very successful. We hope you can join us for the workshop. For more information contact Chester D. Hughes, 717-394-6851, Lancaster Extension Livestock Agent.