

Beef Council Plans Summer Beef Promotion Program

HARRISBURG (Dauphin Co.) — The Pennsylvania Beef Council (PBC) board of directors recently approved an extensive summer beef promotion effort geared at encouraging consumers to increase their beef purchases.

The funds for the promotion, which were diverted from other programs and a contingency reserve, will assist in moving the huge amount of beef in the marketplace that is depressing the

price of live cattle.

"The checkoff program was never meant to be used as a bandage whenever cattle prices are hurting," said Elrose Glick, PBC chairman. "It is meant to build long-term demand for beef."

Glick said, however, that sometimes existing programs can be supplemented, extended, or redirected to increase consumer awareness of beef during times of price declines. The promotional

program approved by the PBC board will increase consumer awareness through a radio advertising campaign in the Philadelphia and Pittsburgh markets, and an innovative cents-off couponing program in Harrisburg.

The radio commercials, which are aimed at the industry's target audience of adults, 25 to 54, feature the recognizable voice of Robert Mitchum, who encourages consumers to include beef in their

summer grilling cookout. In the Philadelphia market, consumers are also encouraged to call in a special phone number to receive a free beef recipe booklet, and to learn of the weekly retail beef specials in their area. The coupon program, which will be conducted in partnership with a Harrisburg retailer, will provide consumers \$1 off the purchase of eight pounds of fresh beef.

The action by the PBC board complements an extensive national checkoff-funded promotion program designed to help reduce the current oversupply situation. Among the national promotions are:

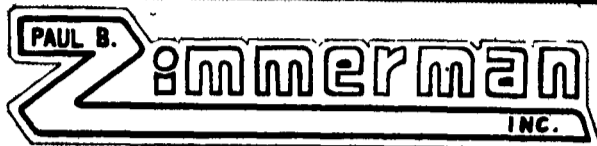
- Television advertising. The "Beef. It's What's For Dinner" television advertising campaign resumed June 13, and is scheduled to run throughout the summer months.

- Retail featuring. The Beef In-

dustry summer retail featuring program is hitting nearly 80 retail chains, representing nearly 29,000 individual stores nationwide. Retail featuring is an incentive program aimed at increasing the featuring and special pricing of fresh beef. Traditionally, 40 to 60 percent of all beef retail movement can be attributed to retail featuring.

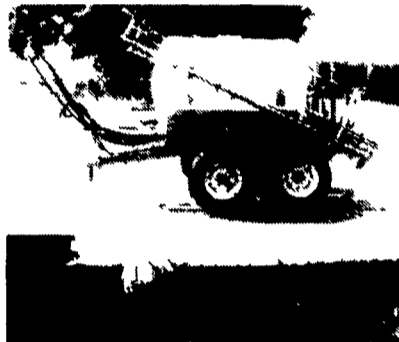
- Magazine advertising. An aggressive print advertising effort is under way in consumer magazines such as Better Homes and Gardens, Cooking Light, and Family Circle.

- Cut 'N Save labels. Consumers are urged to save money and beef in bulk through the checkoff program's Cut 'N Save label program. More than 1.1 million labels have gone to retailers. The labels show consumers who want to buy subprimals at a lower-per-pound cost how to cut and store the beef.



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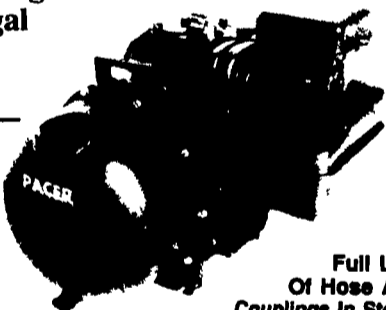
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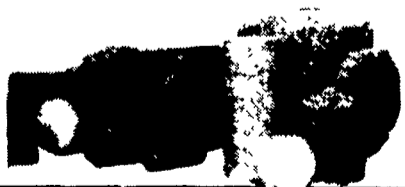
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