

Checkoff Pushes Beef Sales

DENVER, Colo.—To boost sale of U.S. beef and veal in the Caribbean islands, the U.S. Meat Export Federation (USMEF) is using beef checkoff dollars in a new marketing campaign.

USMEF's Caribbean Manager Liz Wunderlich explains that the new program focuses on the specific training and marketing needs of key buyers in the region. It's a more labor-intensive approach, she said, but it's paying off. After several years of declining sales in the Caribbean, U.S. beef exports in the region are already up 18 percent in the first two months of 1995.

Since the start of this year, Wunderlich has coordinated dozens of one-on-one training ses-

sions and small-group seminars on critical points for the proper handling, storage, defrosting, and cutting of U.S. beef and veal. She has also developed an information "blueprint" of marketing and merchandising ideas and tips which she tailors to the needs of individual restaurants and supermarkets.

Another important goal of the program, according to Wunderlich, is to educate buyers on the product mix that is available from U.S. suppliers, and the economics behind the various purchasing arrangements available to them.

These steps are necessary, she believes, for the U.S. to increase sales in the region. The Gulf War and the economic recession in the United States in the early 1990s

combined to curtail tourism in the region, giving rise to "all-inclusive" vacation packages that combine hotel and airfare prices. In turn, restaurants increasingly turned to lower priced, banquet-style meals to cut costs.

"The trend toward banquet-style meals has reduced the number of U.S. beef and veal items on menus throughout the islands," Wunderlich said. In the past, purchases have been limited to a small range of cuts, with price the predominant consideration.

"We need to expand the range of U.S. cuts sold in the islands and impress on buyers the value of U.S. products," said Wunderlich. "Education and service are the keys, even if we have to do it one

restaurant or supermarket at a time."

USMEF hosted a team of importers and meat buyers from supermarkets and top hotels in the Caribbean, Bahamas, and Bermuda on a six-day tour of ranches, feedlots, and packing plants in the United States. Funded partly with beef checkoff dollars, the team will get a good look at the food safety assurances and the quality attributes of U.S. beef and veal.

Several product handling and marketing seminars are also scheduled later this month for importers, chefs, and restaurant managers in Nassau and Grand Cayman Island.

"The trade teams and seminars are representative of the work we are doing down here to increase U.S. beef and veal sales," said Wunderlich. "In many cases, we're working with small groups, and even one-on-one in what I call 'desk-side seminars,' to educate buyers and users about how to buy, use, and sell our products."

The Caribbean islands were the ninth largest foreign market for the American beef industry in 1994, purchasing \$21.5 million worth of U.S. beef and a variety of variety meats. Worldwide, U.S. beef exports hit a record \$2.8 billion in 1994, up 17 percent in volume from the year before.

Why Bush Hog Squealers Mow Down The Competition

There are two basic reasons and quality is the first. Each Squealer model is equipped with Bush Hog's tough gearbox that carries a 2-year warranty. All models, except the 42-inch wide cutter feature oval blade pans, and the 60 and 72-inch wide models have an "in-line" shear bolt with ball bearing protection that can be replaced in a snap. An optional slip clutch is available.

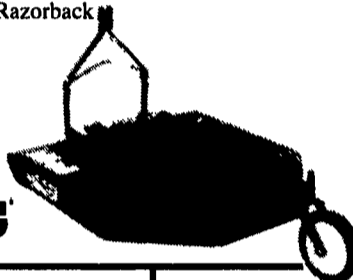
The second reason for the Squealers popularity is price. Select any of 5 models, 42 to 84-inches wide, and compare prices with the competition. With a true, price/quality comparison, it's easy to see why Squealers mow down the competition.



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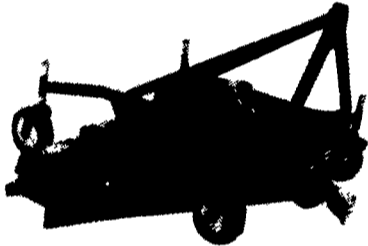
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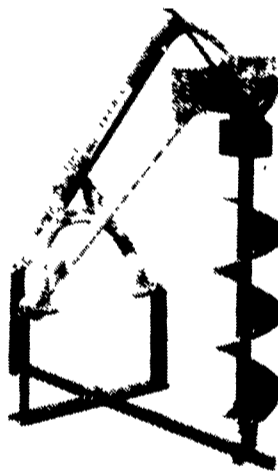


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CHIPPER/SHREDDERS

CS-100P

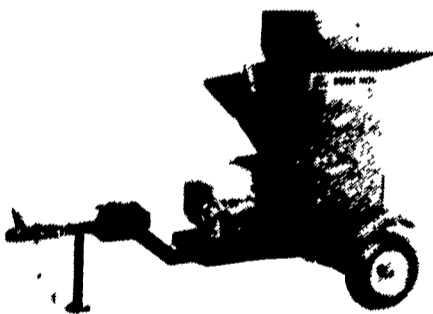
The CS-100P Chipper/Shredder is a handy PTO model that mounts easily to any 3-point tractor with a minimum of 18 hp.

CS-130T

The CS-130T Chipper/Shredder has a 13 hp Honda engine. This self-powered model has the power necessary to handle big jobs. Standard equipment includes electronic ignition, oil alert and a two-wheel trailer that is highway towable to the work site.

CS-180T

Built to handle the toughest jobs, the CS-180T Chipper/Shredder features an 18 hp Honda engine, 1500 pound torsion axle, a 3-gallon detachable gas tank for convenient refueling plus all the features of the CS-130T.



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