



THE Cattle Call



NEWS AND VIEWS ON THE \$1 PER HEAD BEEF CHECKOFF PROGRAM

Pennsylvania



Beef Council

For more information contact:
The Pennsylvania Beef Council
4714 Orchard St.
Harrisburg, PA 17109
(717) 545-6000

PENNSYLVANIA BEEF COUNCIL - Recent market research data results confirm that existing beef marketing programs are working to profitably rebuild consumption. These beef marketing programs are designed to work toward the industry objective of increasing beef meal occasions and beef's share of meat meals.

ADVERTISING PROGRAMS

Industry advertising programs focus on in-



IT'S WHAT'S FOR DINNER.®

home consumption. Representing the majority of beef consumption, this area is declining at a much quicker pace than out-of-home consumption. A target audience, women ages 25-54 who are primary meal purchasers, was established, and therefore the TV and magazine ads need to feature quick and easy beef meals.

TV Advertising

Two new "Beef. It's what's For Dinner" TV ads following the theme "easy versatility," featuring 10 quick and easy beef meals started airing May 1st and will run through September 10. The 10-week on/off schedule will air the commercials a total of 1,000 times. The commercials are expected to be seen by 101 million adults ages 25-54 an average of 12 times - which includes beef's target audience of 54 million women.

Magazine Advertising

Four new print ads began appearing in April issues of *Better Homes and Gardens*, *Family Circle*, *Country Living*, *Parents* and *Redbook*. The ads, which feature quick, easy and versatile beef recipes with five ingredients or less, will be read by 40 million woman ages 25-54 an average of four times.

Other Avenues

More than 500,000 "30 Meals in 30 Minutes" beef recipe books will be disseminated to beef's target consumers throughout the summer via direct marketing and added-value programs which include distribution of the cookbook with consumers favorite magazines, such as *Family Circle* and *Bon Appetit*. These programs are a win-win situation because the beef industry incurs no additional cost from any magazine in which it advertises.

RETAIL PROGRAMS

Retail sales account for 80% of all beef sold. To increase beef meal occasions and beef sales are the primary objectives of industry retail programs.

Coupons Efforts

A coupon offering 55 cents off the purchase of ground beef was distributed in partnership with the dairy industry to 13.6 million consumers in 11,000 grocery stores during May. The effort is expected to move more than 200,000 additional pounds of beef.

Coupons Efforts (cont.)

A coupon offering \$1 off a minimum 3-pound purchase of fresh beef with the companion purchase of A-1 Steak Sauce was offered through a joint promotion between the PBC and A-1. The coupon reached more than six million consumers within the Commonwealth during the month of June.



It's how Steak Is Done.

In-Store Sampling

Several retail promotions were conducted through partnerships with PBC and Fox's Markets, Acme and Giant grocery stores. Recipe demonstrations and sampling on featured sale cuts of beef were conducted in each store. Recipes were handed out to all shoppers and some stores also received radio coverage through paid advertisements and public service announcements carrying the "Beef. It's What's For Dinner" tag line. The only cost to the beef industry were the recipes and staff time to conduct the demonstrations.

Summer Recipe Centers

The summer grilling recipe center will appear in nearly 13,000 stores nationwide, including about 200 stores in eight chains throughout Pennsylvania. About 4.2 million recipes will be disseminated nationwide.

Summer Featuring

Beginning in July, 20,000 retail stores nationwide will participate in a tonnage-based program.

FOODSERVICE PROGRAMS

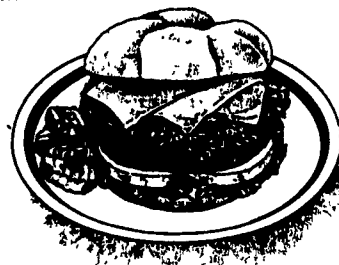
Foodservice beef servings are on the increase. To continue this trend, industry programs and partnerships will run through the summer.

Service That Sells More Beef!

This waitstaff training program will be implemented with five restaurant operations in more than 1,000 units, potentially moving an additional nine million pounds of beef this summer.

Trade Advertising

Foodservice trade advertising that started running in February continues running a heavy schedule through September. A special full-page advertisement also has appeared in *Pennsylvania's Server* restaurant publication.



Celebrate
CheeseBurger Days

SUMMER PROGRAMS

Summer is a busy time for beef promotions. It's the season for backyard barbecues, family picnics and celebrations. Promotions emphasize beef grilling on all occasions for versatility and ease of preparation. Grassroots promotions and special events are a great way to reach consumers throughout the summer.

Reading Phillies

On June 19 the beef industry reached nearly 5,000 consumers at "Beef Night at the Reading Phillies." In cooperation with Berks Southeast Cattleman and the Berks Farm City Council, PBC distributed T-shirts to the first 2,000 fans entering the gates. Several fans received beef gift certificates and cookbooks through ticket stub drawings. Radio advertising prior to game night featured beef messages and tickets were given away in beef trivia games. Everyone received recipes and the "Beef. It's What's For Dinner" slogan could be viewed throughout the ballpark.



Farm, Food and Fun Festival

More than 4,000 consumers at the Lancaster County Farm, Food and Fun Festival at the Donecker's Artworks in Ephrata sampled beef tailgate roll-ups prepared by the PBC staff. Attendees took home more than 6,000 recipe brochures over the two-day event.

Consumer Information

In June, PBC recorded a 30 minute public service program with WLYH TV 15, devoted entirely to beef to be aired on Saturday mornings throughout the summer. PBC registered dietitian, Barb Ford, emphasized positive nutritional attributes of beef followed by a 20 minute segment featuring beef grilling recipes and food safety tips. Consumers were invited to call the Council for a free *Grilled Beef* recipe brochure. It is estimated that the program will reach nearly 50,000 consumers.

WHAT DOES THIS MEAN TO YOU?

Advertising retail and foodservice promotion programs work together to sell more beef during this summer's critical supply period. Nearly 2/3 of the national promotion budget of about \$28 million is concentrated in programs during this time period. Finally the "Beef. It's What's For Dinner" slogan, which is recognized by more than 60% of consumers, ties it all together from TV ads to recipes in retail stores, so this summer everyone will know... "Beef. It's What's For Dinner."

