

Beef Industry Partners With Wendy's

CHICAGO, Ill. — Beef producers are joining forces with one of the country's largest quick-service restaurant chains to help move more beef this summer. Through their beef checkoff program, producers are working with Wendy's beginning in August to promote the chain's new Smoky Bacon Cheeseburger in 3,800 restaurants nationwide.

The beef industry will help supplement the chain's promotion, which includes extensive broadcast/print advertisements and the production of in-store point-of-purchase materials, including ceiling banners and drive-up window signs that show three different burger "combos." The materials,

which will encourage patrons to purchase the beef value meals, will remain in Wendy's restaurants throughout the year. The checkoff logo will appear on all industry-supported materials.

Larry Oltjen, a beef producer from Robinson, Kan., and chairman of the BIC foodservice subcommittee, said the promotion is an important element in the industry's summer campaign because it helps move more beef at the point of sale. "People who see our materials will be more likely to purchase beef," Oltjen said. "An added benefit is the opportunity to strengthen partnerships within the foodservice industry and get that beef marketing channel excited about our product."

can ride the bicycle.

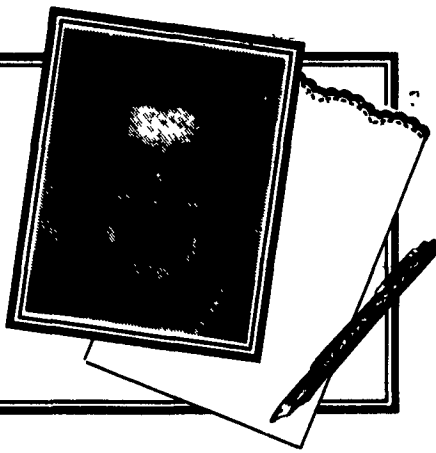
Sometimes the parents stay here with us and other times they simply drop off the children and go to meetings. Some children are so very inquisitive and get into everything — drawers must be opened, screws unscrewed and delicate objects picked up and hopefully not dropped. The Teddy bears get moved from room to room as do the dolls. I never know where I'll find my stuffed cow.

Our black kitten disappeared about two weeks before the mother cat had another litter. Might she have led it astray? It seems this happened before. For several years I've had two goldfish but now only one big one as I found the little one on the bottom of the bowl this morning and buried it in the flower bed. Some fish have lived for years and years. It seems that one cannot tell from day to day what will happen next to us or to them.

Ida's Notebook

by

Ida Risser



In the last few months, we have been visited by most of our grandchildren. They range in age from a few months to several years. Some of the older ones have summer jobs or are involved in athletic camps.

The elementary school-age boys eat with us and sleep with us

but they like the farm best for their waking hours. I have to get up early or they will dash off to the farm before eating breakfast. They love the animals there and play with the dogs, cats, calves, and baby pigs. Of course, the two boys on the farm are an attraction too. There is a very long farm lane where they

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