

Recipe Book Increases Beef Usage

Lancaster Farming, Saturday, March 16, 1996-B3

CHICAGO, Ill.—A free recipe book recently made available at thousands of retail meat cases has helped increase beef usage and generate interest in beef promotion among various manufacturers. More than 1.8 million copies

of the "Beef Book of Values" were made available in 6,500 qualifying retail stores last summer.

The recipe book contained 21 new and interesting beef recipes, as well as coupons from manufac-

turers of products that complement beef dishes. Also in the book were suggestions on selecting and preparing various cuts of beef. Retailers qualified to distribute the book by selling increased amounts of beef during the industry's wint-

er 1995 retail partnership featuring program.

Interviews with consumers who picked up the books in the supermarket suggested the program was highly successful. About 83 percent were moderate to heavy users of beef. Twenty percent said they

would buy more beef that day as a result of having read the recipes.

Follow-up interviews indicated that more than 70 percent of the consumers had prepared at least one of the recipes in the 6-8 weeks after having picked up the book, with an average book usage of 11.2 times during that period.

B.U.C.S. OWNER'S REPORT #54

The Word Is Out!

B.U.C.S. Owner's Report

- ✓ Increased Storage Capacity
- ✓ Better Feed Quality
- ✓ Faster Unloading
- ✓ Lower Maintenance

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OWNER'S REPORT #54

"B.U.C.S. decreased our maintenance and increased our unloading volume. Our feeding time was cut in half! We have better quality, higher moisture feed with better haylage analysis and higher animal intake. Our nutritionist says our feeding program has turned 180° because of our better feed quality."

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Our gift shop will be open till midnight and offering a 20% discount off all your purchases. What a perfect time to select an Easter or birthday gift for that special person in your life.

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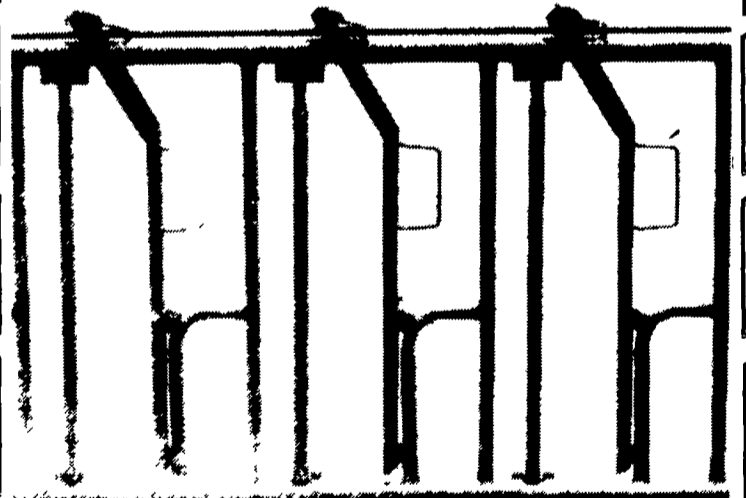
The kiddos will each receive a special surprise to take along home.

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