

BEEF

THE Cattle Call

Pennsylvania



Beef Council

For more information contact
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News and Views on \$1 per head Beef Checkoff Program

Beef Producers Show "PA Pride" at Farm Show

Each January, thousands of consumers flock to Harrisburg for the annual Pennsylvania Farm Show. This year on behalf of all cattle producers, the Pennsylvania Beef Council will be sharing their "Pennsylvania Pride," a brand new specially designed exhibit.

The theme focuses on the sense of pride beef, dairy, and veal producers have for the beef and veal industry, as well as on the importance the industry bears on the economy of Pennsylvania. Beef and veal recipes will be distributed to consumers throughout the week. Many recipes will be of Pennsylvania flavor. Also, free samples of various condiments from Heinz will be available to all attending!

The Beef Council is also coordinating the meat display in the Farm Show's Food Pantry exhibit area. Beef, veal, pork and lamb products processed in Pennsylvania will be displayed in a special meat case in the Food Pantry exhibit area. Additionally, chef and product demos will be conducted throughout the five-day event.

FREE

"BEEF. It's What's You Want." Water Bottle

Bring this coupon to Pa Beef Council Booth

at 1998 Pa Farm Show in the Beef Barn (NW Bldg.)

Must have coupon to receive bottle

One bottle per coupon.

For use at 1998 PA Farm Show



"IT'S WHAT YOU WANT"

\$2.00 OFF

STEAK LOVER'S COOKBOOK

Bring this coupon to PA Beef Council Booth

at 1998 Pa Farm Show in the Beef Barn (NW Bldg.)

Must have coupon to receive discount.

For use at 1998 PA Farm Show

Beef On The Internet

Cattlemen on the Web (<http://www.beef.org>), the industry's Web site for agricultural audiences, has undergone major reconstruction. The new and improved site-- which contains new graphics, more information, and a newer format for easier surfing-- debuted June 1997. Consumers can learn more about the beef industry by taking a tour of CowTown America on the Web (<http://www.cowtown.org>). CowTown America is a great source for beef facts, recipes, photos, clipart, audio, and diaries of cattle families. Why not surf the Web for beef today?

A Few Seats Remain For "Beef 2000"

Cattlemen from all segments of the commonwealth's beef industry will have the opportunity to participate in a three-day course January 9-12, 1998 at Penn State University. Beef 2000 is coordinated by the PA Beef Council in cooperation with Penn State Department of Dairy and Animal Science and the Pennsylvania Cattleman's Association.

The program will provide participants the opportunity evaluate live cattle with the use of ultrasound equipment and then observe the slaughter process in the packer's shoes, as well as grade and inspect the carcasses with a USDA inspector and grader. Participants will then fabricate the carcasses into wholesale and retail cuts, assessing a value to the product through each step.

This hands-on "ranch-to-rail" program is an outstanding opportunity to help cattlemen become more efficient in their business practices, while mingling with other cattlemen. The registration cost is \$30 per PA producer and \$100 per agribusiness representative or out-of-state producer, plus overnight accommodations. The Beef Council has tried diligently to keep the costs of this program down with the help of the PA Cattleman's Association and several animal health companies. Applications are available by contacting Tammy Weaver, Director of Industry Relations at PBC, (800) 572-2020. Space is limited.

Happier Holidays

Holidays are associated with families and food. People enjoy getting together and swapping stories over great meals. Beef checkoff funds help increase interest in beef over the holidays by providing recipe ideas to food editors.

One such effort resulted in articles in more than sixteen hundred publications, such as Good Housekeeping and Ladies Home Journal. In 1997 placements were made in publications reaching 1.24 billion homes. Through food communications, checkoff dollars help increase beef demand.

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Planting Seeds of Demand

In farming you've got to plant the seed to reap the reward. It's the same with beef demand, with seeds reminding consumers that beef is what they really want when it's time to eat.

Not a month will go by this year without commercials appearing on television. The emotional approach capitalizes on the consumer's love for beef, and will reach 87 percent of adults ages 25-54 an average of 14 times during the year. Thanks to the beef checkoff, that's a total of 101 million people who will be reminded regularly that beef is what they want.

Back to Basics...

School children have more to learn these days than ever. But they still need the basics -- including basics about nutrition. Through their checkoff program, U.S. beef producers are helping provide students with information on good eating habits, the environment and the wholesomeness of beef.

Over a five year period, more than 32 million students from pre-school through high school are reached through checkoff-funded education materials. Through its education programs, the beef checkoff is increasing knowledge among tomorrow's consumers.

The beef checkoff is working for you.



IT'S WHAT YOU WANT.SM

Beef Industry Unveils New Ad Campaign

From steakhouses to the family table, beef is once again tempting Americans' tastebuds. Capitalizing on consumer's craving for beef both at home and in restaurants, the beef industry is launching a new advertising campaign. Featuring the tagline "Beef. It's What You Want," four new spots began airing on national television August 4.

"Beef. It's What You Want" gets to the heart of people's inherent passion for beef," explains Dave Ivan, executive director of advertising and marketing services for the National Cattlemen's Beef Association. "These ads get to the emotional level of eating beef while our previous campaign focused on the functional aspect of meal planning and preparation. The new ads demonstrate beef's popularity in home settings as well as restaurants, especially in places like steakhouses, which continue to boom."

Using humorous vignettes, the four 30-second ad spot-light situations in which consumers give in to their beef cravings. One spot, called "Meteor," shows one man's desperate attempt to grill up his last meal, a steak, after he spots a meteor hurtling toward Earth.

Two other ads "Soaps" and "What's Possible," reveal people longing for beef. A fourth spot, "Star," exposes a lonely rotisserie chicken's desire to become as exciting and sought-after as the more popular steak. All of the commercials end with the last chords of Aaron Copland's "Rodeo" music, featured in the previous "Beef. It's What's for Dinner" spots.

The commercials will air nationally on prime-time, daytime, early morning syndication, early morning, cable networks and sports programming. The campaign is scheduled to run through September 1998. It will be supported by local radio advertising sponsoring by most of the 44 state beef councils.

According to Eorgolf, the new ads are part of the industry's overall initiative to operate more like a branded product. Other new marketing initiatives include a category management program for retail and an award for the best new branded beef product at foodservice or retail.

The "Beef. It's What You Want" campaign and other beef promotion programs are funded by beef producers around the nation.

Veal Industry Makes Changes



Veal industry leaders recently kicked off two brand new NCBA initiatives at Veal Summit meetings held in Philadelphia and Chicago. Those initiatives include the exciting new veal tagline and logo, as well as updates for several new and on-going aggressive marketing programs.

The tagline, "Veal. Eat Smart. Eat Well" Positions veal as a versatile, great tasting meat as well as a nutritious dietary choice. The combined message reinforces the existing perceptions of veal as a tasty, nutrition-wise indulgence to consumers and foodservice professionals. The tagline will be featured on retail packaging, advertising and circulars, retail point-of-sale materials, recipe cards as well as in foodservice advertising and collateral.

Thanks go to several state beef councils, including Pennsylvania, who have contributed funding for a new culinary brochure. The veal industry will benefit from a new culinary school brochure that will include detailed cooking methods, cut charts and virtually anything a chef, culinary student or distributor sales representative would need to know about veal. Work on the brochure is now underway and will be a valuable training tool.

In Pennsylvania a veal cook-off challenge for culinary students is being planned for this spring, veal demos sampling in area supermarkets for the summer months and the second annual Veal 101 class for industry suppliers this fall. If you have any questions concerning PA veal programs please contact Alexa Kroutch, Veal Programs Director at the PA Beef Council office at (800) 572-2020.