



Together with Beef Council Promotions Director Carrie Bryant, the Council provided a sampling to the media and major agricultural organizations of ready to eat, rotisserie-style beef and other new products available at the first-ever New Products Forum late last week at the Council's Middletown headquarters. Helping to serve the meals are, from left, Alexa Kroutch, director of veal programs; Jennifer Fetrow, business manager; Tammy Weaver, industry relations director; Bryant; and David Ivan, Council executive director.

Beef Forum Serves Up Ready To Eat Products

ANDY ANDREWS

Lancaster Farming Staff
MIDDLETOWN (Dauphin Co.) — People want "easy" beef, said Tammy Weaver, industry relations director for the Pennsylvania Beef Council.

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Responding to competition from ready-to-eat, rotisserie style chicken, popular with lots of consumers in retail outlets, the Council wants to promote the Rotiss-A-Roast™ Beef, available at Giant Food Stores in Pennsylvania.

Weaver said consumers want beef "easy to prepare, easy to cook, and easy to clean up," she said. The Council, as well as the supermarket chain, are doing their utmost to promote the boneless beef.

The product specifications for the Rotiss-A-Roast includes some of the material the packer finds hard to move — the pectoral, top blade, bolar/triceps, and sirloin tips. The material uses USDA Low Choice or better at 1 to 1.5 pounds of unit weight. Formulation is up to 15 percent injection (up to one percent salt). Shelf-life is 21 days when stored at 40 degrees or below. The product can be frozen and thawed prior to cooking.

The rotisserie is cooked at 350



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degrees for 45-60 minutes to reach an internal temperature of 145 degrees. Gas ovens require the use of spits with planetary rotation. The product can be held up to two hours after cooking (using a 150-degree warmer).

The product has six grams of fat, two grams of saturated fat, and 61 milligrams of cholesterol.

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tions director, the Rotiss-A-Roast serves a family of three to four and will retail for \$6.99-\$8.99 a roast.

Processors for the Rotiss-A-Roast include American Foods, Quantum Foods, and Excel.

The launch of the new beef product comes within days of the new advertising campaign from the National Cattlemen's Beef Association (NCBA), a theme designed to build consumer awareness of new heat-and-sever beef products available in the supermarket fresh meat case. The campaign is themed "In the Next 10 Minutes" and shows consumers how to prepare a homestyle beef meal in minutes, using a microwave.

The checkoff-funded campaign also brings back the "Beef. It's What's For Dinner" advertising tag, including a voice-over from actor Sam Elliott. The tag, developed by Leo Burnett USA, includes the familiar "Rodeo" music by Aaron Copeland.

The NCBA put \$25 million behind the marketing program, according to Beef Council news



The Steak Melt sandwich is available from Dairy Queen restaurants.

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