

National Beef Cook-Off®

Recent Success and Impact

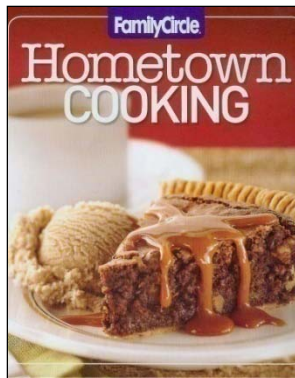
Los Angeles Times

PROGRESSIVE
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ANTH OF WHAT'S NEXT



- Generated **222 million** media impressions and **1200 news articles** during 2009 Entry Generation (Jan – Mar 2009)

- Beef recipe entries support strong marketable taste, health and convenience messages



- 2007 Winning Recipe included in Family Circle *Hometown Cooking* Cookbook Initial Distribution/Circulation: **50,000-100,000**

FY 2010 Program Summary

Communication. Promotion. Partnerships.

Communicate beef's benefit messages & 2009 Winning Recipes directly to health involved consumers

- PR – Deliver beef benefits messages to media outlets
- Promotion – Distribute Winning Recipe Brochures, direct consumers to BeefCookOff.org
- Retail – Partner to implement meat case promotions
- Foodservice – Position recipes as profitable menu ideas
- Plan - 2011 program building on 2009 Learning

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Change in Focus/Program Benefits

Change focus from awareness to promotion

- PR, brochure and web site – Drive messages
- Retail partnership promotions - Drive sales

Program benefits include

- Earned media = \$9MM ad equivalency
- Media mix tactics drive traffic to BeefCookoff.org
- Beef messages delivered in 90% of placements
- SBC's utilize recipes, finalist PR opportunities and messaging

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FY 2010 Budget Recommendation

Total Program Cost	\$276,250
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