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# Tactic 1C

## State Beef Council Outreach



### Regional Meetings

- Two Regional State Beef Council Meetings were held at the Tyson case ready beef facility in Sherman, Texas. February 17-19 and March 24-26, 2009
- 28 State Beef Councils and the NEBPI were in attendance



Tyson Fresh Meats, Inc.



# Tactic 1C

## State Beef Council Outreach



Quarterly Calls & Webinars- Provide updates to the state beef councils on upcoming beef promotions, new program launches and current issues.

- December Call- 25 SBC's and the NEBPI participated
- Feb/March Call- SBC Regional Meetings- 28 SBC's and the NEPBI attended
- April Webinar- 8 State Beef Councils hosted a webinar for their retail partners in their states





# Tactic 1C

## State Beef Council Outreach



### Performance Measures

- Conduct 2 regional meetings during the year  
**COMPLETE**
- Conduct 1 conference call/webinar  
**COMPLETE**
- Submit a minimum of 30 entries to Monday Memo  
**COMPLETE**
- Update the retail marketing information on the extranet a minimum of 8 times  
**COMPLETE**

**FY09 Amended Budget- \$35,000**

**FY09 YTD Spend- \$33,800**



# Tactic 1D

## Retailer Outreach



### 2008 – 2<sup>nd</sup> Annual Beef Backer Awards

- The program was designed to recognize retailers who have demonstrated their commitment to outstanding beef marketing and merchandising programs
- We had another successful year with 12 extremely competitive applicants



- A call for entries for the 2009 Beef Backer Award has been released



# Tactic 1D

## Retailer Outreach

### 2008 Retail Beef Backer Award Winners



*Chain  
Category*

*Independent  
Category*

*Innovation  
Category*





# Tactic 1D Retailer Outreach



## Annual Meat Conference March 8-10, 2009 Denver, Colorado

- Product Tasting Reception
  - Feature new product samples & programs
- Meat Case Displays
- Workshop Participation
  - Animal Handling and Welfare: A Look at Consumer Behavior, Attitudes and Industry Practices  
Speakers: Rick McCarty, Vice President, NCBA
  - Crisis Communication: Managing a Crisis Effectively  
Speakers: Janet Riley, Senior Vice President, AMI  
Daren Williams, Executive Director, Communications NCBA
- Over 700 registered attendees





# Tactic 1D Retailer Outreach



National Grocers Association Convention  
February 3-6, 2009 Las Vegas, Nevada

- Workshops
  - Differentiate Your Store by Helping Consumers with Lifestyle Choices  
Mary K. Young, MS, RD, Vice President, Nutrition, NCBA
- Supermarket Synergy Showcase
  - Booth featuring programs & materials
  - The Chef Experience: Live, Learn and Eat- The Beef BAM Kitchen- product cutting & cooking demonstrations
  - Farmer Goes to (Super) Market
- 853 Pre-registered attendees





# Tactic 1D Retailer Outreach



Beef Information & Knowledge Exchange (BIKE) meetings were designed to share information with retailers based on what's important to *them*

## BIKE Meetings completed to date

- Food Lion
- Hannaford Brothers
- Sweetbay
- Wegman's
- The Kroger Co.
- Wal-Mart
- Tyson Fresh Meats
- JBS Swift
- Cargill Meat Solutions
- Harris Teeter (planned for Aug/Sept. 09)

**Beef Information & Knowledge Exchange**

Financed by The Beef Checkoff

**Beef Checkoff Funded Efforts Overview: 15-30 min.**

- ♦ What's happening in advertising, education, nutrition, foodservice, market research, issues management and other checkoff funded areas. Learn how these programs work with Retail Marketing to support your beef marketing efforts.

**Economics and Choices- A study of the effect of economic pressures on food choices and shopping strategies at both Foodservice and Retail: 30-60 min.**

- ♦ A national survey found that 61 percent of consumers are changing their shopping behavior in response to economic pressures. The study findings show the strategies consumers are using to reduce their food costs in recessionary times, including changes in beef purchases, and identifies some communications opportunities to persuade consumers to keep beef on their plates. This presentation will be followed by an up to date analysis of beef at retail as measured by FreshLook.

**Beef Promotions & Programs: 15 min.**

- ♦ Preview various checkoff funded retail promotions and programs for the upcoming year:
  - Summer Grilling, National Promotions (Anheuser-Busch, A. I., Hormel, Sutter Home, Snyder's, Mrs. Dash and more), Holiday Roasts, Beef Backer Award, Beef Training Camp, Easy Fresh Cooking, Partnership Opportunities and more.

**New Products- Cutting Demonstrations: 20-60 min.**

- ♦ Hear a summary of the industry's progress in the development of new beef products:
  - The new BAM- Beef Alternative Merchandising Programs- A new look for the Top Sirloin, Ribeye and Strip Loin.
  - The new Chuck Roll Cuts.

**Uniform Retail Meat Identity Standards: customized 15-120 min.**

- ♦ Discuss the standardized nomenclature and it's importance to accurate reporting:
  - Importance of standardized nomenclature, how coding is done, MeatTrack.com and the addition of new beef cuts i.e. new chuck roll and BAM cuts.

**Food Safety & Intervention Updates: 30-60 min.**

- ♦ Get an update on the status and prevention steps the industry has put in place to keep beef safe:
  - Beef safety systems and pathogen management, The Beef Industry Food Safety Council, The Beef Safety Summit, BSE firewalls and FMD preparedness planning.

**Customer Service: 30 min.**

- ♦ Consider moving your meat associates from the back room to a true customer service position in front of the meat case. Our "Food for Thought" mini training presentation will introduce the following:
  - Changing paradigm from selling meat to meeting customer needs, Cost of acquiring new customers and the AAA's of customer Service.

**Nutrition Labeling: 20 min.**

- ♦ Learn the status of the Mandatory Nutrition Labeling Rule, the Meat and Poultry Nutrition Labeling Coalition and the beef industry's work to put nutrition facts panels with key micronutrients on packages of fresh meat.
  - The Fresh Meat On-Pack Nutrition Labeling Implementation Guide, Coalition's efforts, Value of adding micronutrients and consumer perceptions.

**The Fuzzy Spot- A tour of the beef issues landscape: 60 min.**

- ♦ Consumers drive down the highway and see cattle grazing peacefully in a pasture -- a comfortable stereotype. The next time they see beef it's a steak on their plate, a choice at the meat case or a stein item at a restaurant. Consumers have no idea how beef gets from the pasture to the plate and in between is a psychological battleground we call The Fuzzy Spot. The battle in The Fuzzy Spot is for positioning -- for the picture of beef and the beef industry the consumer holds in his head. This presentation takes you on a tour of who and what the beef industry is fighting in The Fuzzy Spot.

**Beef Quality Assurance / Animal Welfare: 30-60 min.**

- ♦ Learn more about the National Beef Quality Assurance Program that provides guidelines for beef cattle production. The program raises consumer confidence through offering proper management techniques and commitment to quality within every segment of the beef industry. Key program areas include:
  - Feedstuffs and Sources, Feed Additive & Medications, Animal Health Treatment & Injections, Record Keeping, Care & Husbandry Practices and Carcass Quality.

**Market Research: 15- 30 min.**

- ♦ Review the most current research including:
  - The Changing Consumer, The National Meat Case Study, Hispanic Marketing, Tenderness, Market Basket, Consumer Research and more.

**Market Outlook: 90- 120 min.**

- ♦ Explore the beef sales and forecasting trends as well as forecasts (Cattle-Fax) and learn what's anticipated for:
  - Beef Production, Whole Pricing and Beef Demand, FreshLook Sales Trends, Promodata Featuring



# Tactic 1D Retailer Outreach



## Performance Measures

- Engage 50% of the RMT target account list at the AMC  
**COMPLETE**
- Present beef checkoff program initiatives in at least 1 general session or workshop at AMC, presented in 2 workshops  
**COMPLETE**
- Engage 10% of the RMT target account list in at the NGA  
**COMPLETE**
- Present beef checkoff program initiatives in at least 1 general session  
**COMPLETE**
- Increase the number of BBA applications to 18, we received 12 very competitive applications  
**INCOMPLETE**
- Conduct a minimum of 8 BIKE meetings, 7 completed YTD  
**ON TARGET TO COMPLETE**

**FY 2009 Amended Budget- \$200,000**

**FY 2009 YTD Spend- \$94,604**