

The Northeast Beef Promotion Initiative FY 2010-2011 Progress Report September 2011

Retail:

2011 “Lean Beef for a Lean You” New Year’s beef promotion-The Beef Checkoff, through the NEBPI wrapped up the 2011 New Year’s beef promotion “Lean Beef for a Lean You” in 117 NEBPI retail locations throughout the Northeast region. The Kentucky Beef Council had 5 retail locations participate as well. The promotion featured 6 recipes in a consumer recipe booklet including lean beef and middle meat cuts as well as the new I Heart Beef recipe; *Tenderloin Steaks with Spinach-Almond Pesto and Brown Rice*. [Cabot Cheese](#) provided a coupon of \$1 off the purchase of two Cabot bars for the consumer hand-out. Additional POS materials included shelf wobblers and an online micro-site, www.LeanBeefSweepstakes.com for consumers to enter-to-win a grand prize sweepstakes of a \$250 gift card to a local spa and a \$250 grocery gift card. Runner-Up prizes included

Beef it’s What’s for Dinner engraved iPods and the *Healthy Beef Cookbook*. At the conclusion of the promotion, the micro-site received 16,172 visitors and had 10,940 entries for the sweepstakes; these figures show an increase of 45% and 46% respectively when compared to last years’ figures.

“Slow Cook your Boneless Beef Ribs this Spring” Mars Super Markets promotion-The Beef Checkoff, through the NEBPI partnered with [Mars Super Markets](#) located in the Baltimore, MD area for a March 2011 beef promotion. This promotion featured the launch of the beef value cut, “[country-style boneless ribs](#)” from the chuck roll. Recipe cards featuring the cut using a crock-pot cooking method were displayed in-store for the entire month of March. The recipe cards also displayed a \$1 off coupon redeemed by Mars. Shoppers in the 16 Mars store locations were also be encouraged to enter-to-win a Hamilton Beach crock-pot and a *Healthy Beef Cookbook*, one winner was chosen from each Mars store. A total of 268 entries were received for this give-away!



“Know Farming, Know Beef” Boot Camp For Retailers – Through its Northeast Beef Promotion Initiative (NEBPI), the beef checkoff hosted the [2011 Beef Boot Camp](#) in Hadley and Hatfield, MA. Aimed at educating retail meat managers and department supervisors about modern-day farming in their region, the event kicked off with an ‘early bird’ dinner on May 10, followed by the conference on May 11. The conference included a half day panel of speakers and presenters from the beef industry, followed by a half-day farm tour of the [Luther-Belden dairy farm](#) owned and operated by the Darryl and Lucinda Williams (former Beef Board chairman) family in Hatfield. The 46 retailers who participated, representing 325 retail locations, also learned about the latest trends and checkoff-funded [beef and veal promotions](#) available to them.



Fired Up! – If you were not already a year-round griller, it was time to brush the snow off your grills for the 2011 [summer grilling](#) season! And the checkoff was there to help keep it fired up this summer! The 2011 Northeast summer grilling beef promotion, funded in part by the beef checkoff, included distribution of recipe booklets, retail posters, shelf wobblers, and an informational [micro-site](#) directing consumers to beef information, recipes, and a sweepstakes entry. Coordinated with the PA Beef Council, 315 retail locations participated in the promotion, which ran in stores through Sept. 6. At the end of August, StayHomeGrillOut.com received 37,543 visitors and 32,426 entries to date! Final website traffic and sweepstakes winners will be announced shortly!



Tailgate with Beef! - The Beef Checkoff, through the NEBPI, is planning to launch the second annual full-scale fall [tailgating beef promotion](#) to regional retail accounts in the Northeast. The fall tailgating promotion will be reminding consumers to “Invite the MVP (Most Valuable Protein) to their tailgating party and enjoy the value of protein-packed beef.” The promotion will feature 6 recipes in a including cuts from the program. Additional shelf wobblers and an consumers to enter-to-sweepstakes of a 32” Flat grocery gift card. include \$50 gift cards to participating retailer. run from September 12, November 30, 2011. A locations will be participating in the promotion. The Kentucky Beef Council has 5 retail locations participating as well.



consumer recipe booklet
beef value cuts
POS material includes
online [micro-site](#) for
win a grand prize
Screen TV and a \$250
Runner-Up prizes
a shopper from each
The promotion will
2011 through
total of 157 NEBPI retail

Foodservice

New Jersey Restaurant Operators Conference-The Beef Checkoff, through the NEBPI attended the [conference and trade show](#) on April 12, 2011 at Mayfield Farms in West Orange, NJ. The conference was pleased to report record participation with over 200 restaurant operators in attendance from the state and surrounding region. It was an excellent opportunity to network with regional chefs and restaurant operators. The Beef Checkoff developed [foodservice materials](#) were also distributed at the trade show.



Motivating Distributors - The beef checkoff launched its first Northeast distributor sales incentive of the spring season with a regional [Sysco](#) distributor in celebration of “May is Beef Month.” The incentive featured middle meats and highlighted American’s love relationship with beef through the “[I Heart Beef](#)” campaign. The incentive contest ran May 1 - May 27, with 118 marketing associates participating.

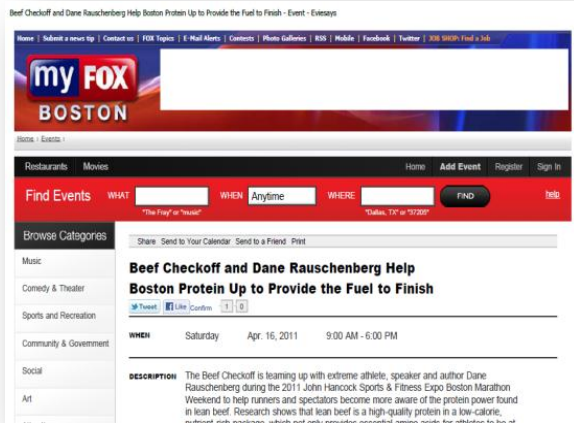
Beef University - On November 8, 2010, April 4th, 2011, May 2nd and May 23rd, the beef checkoff Northeast initiative provided for [Beef University](#) training sessions with the [JNA Culinary Institute](#) (Fall Semester) in Philadelphia, PA, the [Howard Community College](#) in Columbia, MD, the [First State Chef’s Association ACF](#) Chapter in Chesapeake City, MD and the JNA Culinary Institute (Spring Semester). About 40 culinary students and restaurant operators participated in each session, with discussion topics relating to the production story of beef and beef flavor fundamentals.



Motivating Restaurants in New Burger Launch- The Beef Checkoff, through the NEBPI is planning to partner with [Wendy’s® International](#) on the launch of a new burger concept this October. The Boston, MA, Hartford, CT, and Providence, RI markets in the Northeast will be participating in an internal incentive contest. A total of 166 restaurant locations will be enticed to ramp up sales of the new burger with the opportunity to win gift card prize packs for exceptional sales.

Public Relations

Getting Fit With Beef-Team BEEF was front and center at the [John Hancock Sport and Fitness Expo](#) on April 15-17 in Boston, Massachusetts. Beef jerky sampling, a runners raffle basket, and



checkoff booth appearances by renowned long-distance runner [Dane Rauschenberg](#) were also popular at the expo. Dane also spoke in the Boston Marathon Runners Seminar Series about his marathon journeys and about protein being an important part of his training. Culminating the Sport and Fitness Expo was the [2011 Boston Marathon](#). This year, the Beef Checkoff had 18 Team BEEF participants who served as great spokes persons for the industry. The Beef Checkoff garnered a total of 889,176 media impressions from the [Boston Marathon event](#).

Beefing up the Festival- May was National Beef Month and the crowds that descended on the shore of the Potomac at the [National Harbor Wine and Food Festival](#) were quick to declare their love for beef as they lined up at the Beef Checkoff tent to sample grilled beef brisket. Festival goers, with wine glass in hand, sampled more than 7,000 bites of brisket over the course of the two days, and took home bags of vibrant spice rub that had been applied to the brisket. The National Beef Ambassadors were also in attendance at the festival to share their knowledge and answer questions for those who had them. A local chef cook-off was also held in the Beef Checkoff tent. Local D.C. chefs submitted a recipe for a spice rub and the top three recipes were sampled in the booth. The crowd voted and the winner for the



inaugural [Spice My Steak Competition](#) was Maria Evans, Executive Chef at Granville Moore's Restaurant with her [juniper berry and sage rub](#). On the last day of the festival, [Executive Chef Dave Zino](#) took to the Viking Cooking Stage to demonstrate two delicious and nutritious recipes featuring lean beef. The Beef Checkoff garnered a total of 83,000 media impressions at the 2011 National Harbor Wine and Food Festival.



Influencing the Influencers -The Beef Checkoff, through the NEBPI, participated in many state and regional dietetic association meetings including [Massachusetts](#), [Vermont](#), [Rhode Island](#), [Washington D.C.](#), [New Jersey](#) and [Delaware](#). New York, Pennsylvania, Maine, and Maryland State Beef Councils also participated in each of their states. Each of these meetings attracts between 100-300 registered dietitians, through which the checkoff is employing exhibits, key speakers, and networking opportunities to help share messages about the important nutritional qualities of beef. The Beef Checkoff through the Northeast Beef Promotion Initiative also sponsored a speaker at the [National Association of Nutrition and Aging Services Program](#). Approximately 150 registered dietitians attend the Beef Checkoff sponsored speaker session.



Beef Rocking and Rolling in Philadelphia- The Beef Checkoff, through the NEBPI, is participating in the [Philadelphia Rock N' Roll 1/2 Marathon](#) Health and Fitness Expo on September 16-18. Beef will be front and center at the expo with sampling, prizes and fueling up with lean beef information.



Food, Farm, and Science: From a Nutrition Perspective- The Beef Checkoff, through the NEBPI, and the New York Beef Industry Council is hosting an event for registered dietitians on October 20 & 21. The invitation only event will be held at the [Culinary Institute of America](#) at Hyde Park, New York for thirty influential northeast dietitians. The Food, Farm and Science event will be a great learning and networking opportunity for these dietitians. Over the two day event, the dietitians will hear from researchers, chefs, and farmers to cover all aspects of beef and beef production.

