

Joint Retail Committee

Helen Wiese, Chair

Margie Hande, Vice Chair

The Joint Retail Committee chaired by Helen Wiese met on January 29, 2010 in San Antonio, Texas. The committee was updated on the free funds from last year that were reallocated earlier this week. A new retail and advertising AR was approved for an additional \$600,000. \$500,000 will be used to promote middle meats during an early summer grilling radio campaign in approximately 25 markets and \$100,000 will be used to execute national programs with leading food companies. The retail marketing team provided an update on the fiscal year 2010 budget and progress against the FY 2010 AR. Program highlights included eleven new national promotions, recognition of this year's Retail Beef Backer Award winners and beef's increase in sales and featuring in the retail channel. All measurable objectives in the tactics are on schedule to be completed within their designated budget. The committee sampled beef sliders made with top loin filets from the Beef Alternative Merchandising program as they watched a cutting demonstration of a boneless beef top loin utilizing the Beef Alternative Merchandising cutting method. The Beef Board evaluation of the Beef Backer Award program was discussed by the committee and the committee voted to continue to support the program. JD Alexander, chair of the Global Consumer Marketing committee, shared that the \$25 to \$1 partner investment ratio is what the operating committee likes to see, as it is a great utilization of checkoff dollars. He encouraged the retail committee to strive for those kinds of partnerships in the future. Emilie Miller & Chris Molinaro, Northeast Beef Promotion Initiative, provided a committee update. Emilie shared the transition of Chris Molinaro as her replacement as the NEBPI representative. Program highlights included the launch of an on-pack nutrition labeling program, a Get Lean with Protein beef campaign and a Northeast Beef Safety Summit. As the meeting was adjourned committee members were encouraged to participate in the priorities ranking session immediately following the retail committee meeting.