

Angus Productions Inc.'s coverage of the



Stretching the Dollars

by **Troy Smith**

Joint Consumer Marketing Group establishes global marketing objectives and budget priorities.

DENVER, CO (Feb. 3, 2006) — The mission of the Joint Consumer Marketing Group is to pursue beef marketing objectives of the Cattlemen's Beef Promotion and Research Board (CBB) and the National Cattlemen's Beef Association (NCBA) Federation of State Beef Councils. Representatives from both entities serve on six committees that focus on the areas of consumer advertising, international markets, retail and foodservice marketing, new product development and culinary initiatives, and veal marketing.

The committees meet jointly to establish global marketing objectives and budget priorities. The group also coordinates the efforts of organizations that implement programs funded through the dollar-a-head beef checkoff, including NCBA, the American National CattleWomen's Association and the U.S. Meat Export Federation (USMEF).

The group also evaluates program results and budget allocations. According to NCBA's Mark Thomas, checkoff investments support research, development and implementation of marketing programs, but some of the most successful programs result from collaborations with a

variety of partners. According to Thomas, producers' checkoff dollars are stretched farther through cooperative efforts.

For example, educational promotions aimed at foodservice and retail buyers provide an introduction to new beef products developed through checkoff-funded research. Establishing relationships with companies, such as Quiznos and Boston Market, have served as a bridge to partnerships where the companies also invest in consumer-targeted promotion of beef through retail outlets.

Successful partnerships with foodservice and restaurants have resulted in growing sales of new beef cuts from the underutilized chuck. The flat-iron steak has surpassed the porterhouse in restaurant sales. Merchandising of the ranch steak and petite tender, other "beef value cuts" taken from the chuck, are gaining ground.

Consumer market research studies that benchmark consumer attitudes and behavior also aid beef merchandisers. A review of a foodservice operator's attitude and usage study resulted from a partnership with *Restaurant Hospitality Magazine*.

Targeting nutrition-conscious

consumers, collaborations with retail chains have resulted in expanded product labeling to profile beef's nutrition profile and spurred sales. Other programs forged with retail partners involve in-store beef promotions and expanded print and radio advertising.

Checkoff dollars are leveraged in supporting USMEF's promotion of beef sales abroad. Investments from corn and soy checkoff programs are combined with beef checkoff dollars and USDA foreign marketing funds to promote to establish and develop foreign markets.



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