

The beef industry invested over \$27 million in the 1987 advertising campaign. That's six times what the beef industry spent on advertising the previous year. It put us on national television and radio, and in some of the country's leading magazines. And research shows that our advertising is making a difference in the marketplace!

Just one little bite can create the need for one million more head of cattle! Research shows that people who eat little or no beef at all now comprise nearly half of the population. If checkoff programs can convince each of those consumers to eat just one more bite of beef per day (just 1/10 of an ounce), this additional consumption translates into one million head of cattle.

Did you know...
1 MILLION
27 MILLION

5.8%
64%
27 MILLION

After just 6 months of our national marketing program, the number of Americans who believe beef fits into their lifestyle increased from 59% to 64%. And those who say beef is an important part of a well-balanced diet rose from 51% to 56%. Beef is starting to come back—research proves it!

Dairy producers' promotion programs resulted in a 5.8% increase in American cheese sales in 1986 alone. Total milk sales were up 2.7% from 1985. In fact, their promotion programs for milk, cheese, butter and ice cream have all shown impressive results. To support their industry, dairy producers invest \$1/head every 8 to 12 days on dairy promotion and research programs.

FOLKS SAY THE DARNDDEST THINGS...

"At the close of the tv beef commercials, we see a dinner table, then a plate of beef framed by vegetables, and the message is unmistakable: 'Welcome back, America, to real food.'"

San Francisco Chronicle
July 5, 1987

"[Fish] items have been replaced by the sirloin, the filet mignon and the prime rib. 'The restaurant went from doing 300 tables a week to 1000 after the menu change,' according to Mr. Rosen (owner of the restaurant One Fifth in Greenwich Village)."

New York Times
March 28, 1987

"You can salivate just thinking about a steak. This rarely happens when you think of poached blowfish."

New York Times
March 29, 1987

"Listen, even the yuppies who are out grazing like to sink their teeth into a real piece of meat once in a while."

John Mariani
USA Today

"I'm writing to complement you about the wonderful booklet, 'A Food Guide for the First Five Years.' It's the most useful teaching tool I've found."

Mary Doidge
Polk County Care Resource Center

If you'd like to know more about the beef checkoff programs, contact your state beef council, Beef Board representative, or call the Beef Industry Council.

THE BEEF PRODUCER'S INVESTMENT IN BEEF PRODUCER PROFITS.

CHECK THESE FACTS ABOUT THE BEEF CHECKOFF:

It's controlled by producers, like you, who invest in the program. 108 producers and 5 importers make up The Beef Board, which oversees the checkoff. A 20-producer Operating Committee develops checkoff programs.

Your own state councils decide how to invest 50¢ of every dollar. Producer-members of state beef councils can keep up to 50¢ of every dollar to invest in state-run promotion and research programs, or choose to send additional funds to support national programs. The remaining 50¢ goes to The Beef Board to fund the national program.

Importers and all producers, large and small, invest \$1 per head. Everyone who stands to profit from a better beef market invests equally.

The law sets a 5% cap on the use of checkoff funds for administration. Checkoff dollars are invested in programs of beef promotion, research and information.

Beef is starting to come back because of the way producers are investing in checkoff funded programs. Through the efforts of checkoff programs, there is evidence that consumer attitudes about beef are beginning to change.



THE BEEF
CHECKOFF

CHECK ON HOW YOUR INVESTMENT IS USED.

Consumer information programs talk to influential thought leaders. In addition to talking directly to consumers, checkoff dollars work to tell consumers all the positives of beef through the news media, health care professionals and educators.

A good proportion of checkoff funds go to informing physicians, dietitians and pediatricians of beef's role in a well-balanced diet. These programs include nationwide dietitians seminars, informational advertising aimed at health care professionals, the "Food Guide for the First Five Years" pamphlet, and the dietitian's teaching kit, "A Change of Plate: How to reduce fat and calories when choosing and using meat." Beef producers have a good story to tell, and people are beginning to listen!

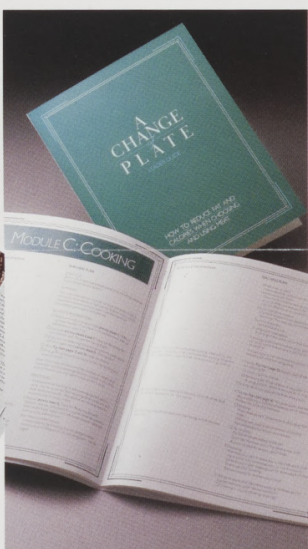
Promotion programs carry beef's message directly to consumers. Checkoff dollars are working to increase the demand for beef and veal by telling people about their great taste, convenience, versatility and nutrition. Promotion programs include advertising in the national media; tv, radio and magazines. Beef is promoted in supermarkets with point of purchase materials, Meat Nutri-Facts and the "Meat Features" videotapes. Plus sales promotions like the recent "Build a Perfect Cheeseburger" campaign and the "Share in the Gold" Olympic sweepstakes. And consumers see beef promotions in restaurants across the country with "Barbecue Americana," "American Favorites" and others. Beef producers are breaking through!

Research programs discover new information about beef. From studying beef's value to health and nutrition, to developing new products and technologies, to creating new uses for beef and veal, checkoff funded research programs lead the way to a better future for the industry. In fact, research studies have helped to prove that beef is leaner, lower in calories and cholesterol than many consumers believed.

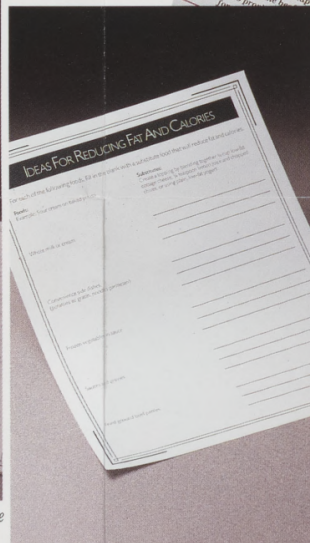
Industry information programs lead to new markets and marketing ideas. To build a more profitable future, beef producers need to know just what it is consumers expect from their product in terms of wholesomeness, nutrition, price and value. Industry information programs work in two ways. First, they gather market information and report it back to cattlemen through programs like the "Retail Price Survey Analysis." And they also provide information about the beef industry to consumer thought leaders through programs like "The Story of Modern Beef."

Industry feedback programs keep producers informed of how the checkoff is working. Checkoff dollars are helping thousands of beef, dairy and veal producers work together to promote their industry through feedback programs like newsletters, announcements to farm publications, state and national producer meetings, and more. Together, beef producers are making a difference!

Independent restaurants are getting in on the "Barbecue Americana" promotion, reinforcing the traditional appeal of beef. And that's important—because nearly half of beef consumption is through foodservice establishments.



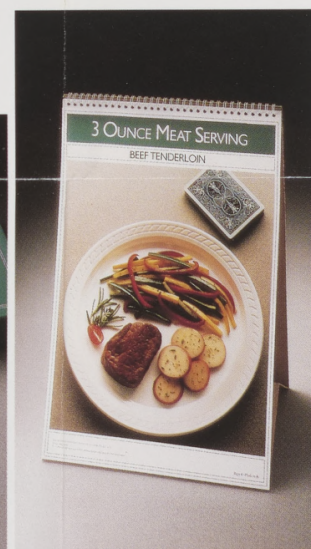
Leader Guide



Activity Sheets

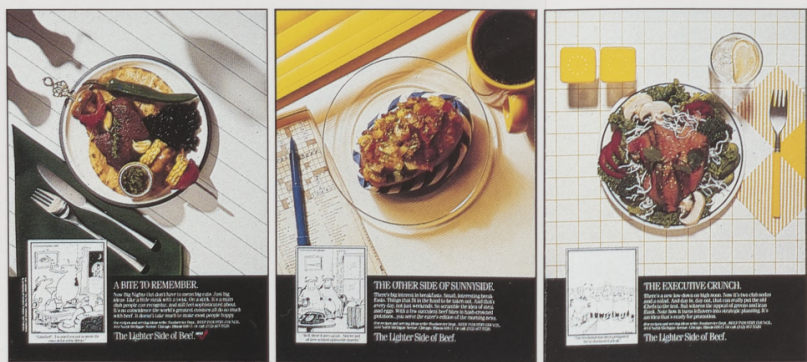


Kit Box, Plate & Meat Models



Flip Chart

Five thousand dietitians, nutritionists and nurses across the nation will receive this comprehensive teaching kit, "A Change of Plate: How to reduce fat and calories when choosing and using meat." Using information gained through checkoff funded nutrition research, the kit teaches consumers the benefits of beef and veal in a well-balanced diet.



Drawing the attention of restaurant operators with amusing "The Far Side" cartoons, foodservice ads focus on light, trendy and creative ways to menu beef. And foodservice operators are responding—asking for a new beef recipe booklet, and putting more beef on the menu!



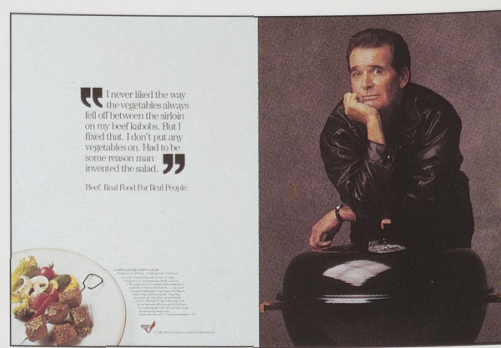
Beef producers have shown supermarket retailers that displaying "Beef. Real Food for Real People" point-of-purchase materials can build beef sales. In one sales period, supermarkets which actively promoted beef reported average sales increases of 28%... one store increased beef sales by 54%!



The beef industry is a proud sponsor of the ABC telecast of the 1988 Winter Olympics. And during the Olympics checkoff programs will be promoting beef in supermarkets through the "Share in the Gold" sweepstakes.



30.2 million households across the country had a chance to see the video news story featuring baseball pitcher Nolan Ryan, promoting beef's role in active lifestyles. Along with this program, 250-thousand booklets for "The Weekend Athlete" were distributed.



Advertising is improving attitudes about beef among light users—showing them that beef is low in calories, versatile, great tasting and fashionable—with highly visible television, radio and print ads. Beef magazine ads address complex nutrition topics like iron and cholesterol, and tell consumers the real facts about beef.



Advertising tells restaurant operators the many ways they can use veal on the menu with trade advertisements in key foodservice journals. That ad message is backed up with a veal foodservice training program. All to build confidence in veal preparation and serving.



Through research focused on the diet/health area, checkoff programs are uncovering new facts about beef's contribution to nutrition, and using those facts to overcome misconceptions about our product. Physicians and dietitians are reached through advertising in key health care journals.

