



# Retail Beef Blast

Funded by The Beef Checkoff

March 2010

## Retailer Spotlight

**Harris Teeter Wins Beef Backer® Award**

## Quick Links

**Beef Retail Feature Activity Increased Significantly in January**

**Visit Us at AMC March 7-9**

**New Veal Campaign Includes Recipe Contest and TV Spot on Rachel Ray Show**

**Nutrition Labeling Rule Comment Period Extended to March 18**

**Save the Date: Innovative Beef Symposium August 25-26**

## Contact Us

**Marketing Team  
State Beef Councils**

## New Product Ideas Meet Demand for Convenience

As lifestyles change and people spend more time on the go, they have less time to plan and prepare meals. The beef industry has launched several new products to allow you to meet your customers' needs. Read on to learn about specific products you will be able to offer customers soon!



[Offer More Convenient Beef Products...](#)

## Encourage Customers to Honor Dad with Beef on Father's Day

As your customers prepare to celebrate Father's Day on June 20, stock your meat case with steaks. Show your customers they can give Dad a special treat with a steak dinner. Learn merchandising ideas for Father's Day and how you can tie into existing promotions to give customers savings.

[Show Dad Love with Steaks...](#)

## Additional Resources



- [Top 10 Steaks \(Q2 09\)](#)
- [Summer Grilling POS Orders Due March 18](#)
- [Customer Handout: Father's Day 2010 Promotional Calendar Now Available](#)
- [Beef Fast Facts: Cross Merchandising](#)



For further information:  
Contact the National Cattlemen's Beef Association

Email: [jhenger@beef.org](mailto:jhenger@beef.org)  
Web: <http://www.beefretail.org>