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**“Beef. It’s What’s For Dinner” Advertising Campaign  
Invites Consumers to Discover the Power of Protein**  
*New Campaign Boldly Depicts Passion, Protein and Strength*

**Centennial, Colo. (January 7, 2008)** – The Beef Checkoff Program is strengthening its award-winning advertising campaign by building on the core equities consumers recognize and love about beef. *Powerful Beefscapes* is a fresh iteration of the successful “Beef. It’s What’s For Dinner” campaign, which is one of the most recognizable taglines in advertising history. In fact, approximately 88 percent of Americans instantly recognize the slogan.

This bold and visually stunning campaign meets the challenge of staying relevant to today’s consumer while remaining true to the brand. “Consumers have a unique passion for beef, and they should feel good about loving this protein.” said Kim Essex, vice president of brand strategy and communication, National Cattlemen’s Beef Association (NCBA). “With *Powerful Beefscapes*, we hope to reinforce consumers’ passion for beef and the protein body benefits it provides.”

Previously, the Beef Checkoff Program had split its resources between two separate campaigns, one focusing on beef’s nutritional profile and the other on consumers’ passion for beef. However, consumers are looking for foods that satisfy their cravings and deliver good nutrition. Research with consumers indicated that a single campaign could live at the intersection of what drives consumers’ protein selection: the eating experience and how protein fuels the body.

“Consumers can feel good about choosing lean beef as a part of a healthy lifestyle because beef is an excellent or good source of nine essential vitamins and minerals, including protein, an essential nutrient that helps fuel strength and energy for the body” said Mary K. Young, M.S., R.D., vice president of nutrition, NCBA.

With a budget of roughly \$15 million, the campaign encourages Americans to “Discover the Power of Protein in the Land of Lean Beef” and will reach 86 percent of the consumer target via radio, billboards and 39 national consumer magazines in 2008. “By leveraging checkoff dollars, we were able to create a campaign to remind consumers that they can, indeed, reclaim the dinner they love,” said John Dudley, beef producer from Comanche, Texas and former chair of the Beef Checkoff’s Advertising Committee.

The first print advertisement will hit the pages of *Fitness* magazine’s February issue (on stands in early January), and additional consumer magazines, such as *Cooking Light*, *People* and *Parents* soon thereafter.

New radio creative will begin airing on national radio beginning January 21<sup>st</sup>. The campaign change will be signaled by a new and distinct campaign voice that embodies the qualities unique to beef: passion, protein and strength. The famed “Beef. It’s What’s for Dinner” tagline and Aaron Copland’s familiar “Rodeo” music will remain a part of the campaign.

Visit [www.BeefItsWhatsForDinner.com](http://www.BeefItsWhatsForDinner.com) to discover the power of protein in the land of lean beef, view each of the print ads, new corresponding recipes and hear the new radio advertising.

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The Beef Checkoff Program was established as part of the 1985 Farm Bill. The checkoff assesses \$1 per head on the sale of live domestic and imported cattle, in addition to a comparable assessment on imported beef and beef products. States retain up to 50 cents on the dollar and forward the other 50 cents per head to the Cattlemen's Beef Promotion and Research Board, which administers the national checkoff program, subject to USDA approval.

Consumer-focused and producer-directed, the National Cattlemen’s Beef Association and its state beef council partners are the marketing organization for the largest segment of the food and fiber industry.