

29 LEAN CUTS. ONE POWERFUL PROTEIN.



AD PHOTOS AND RECIPES AVAILABLE UPON REQUEST

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New "Beef. It's What's For Dinner." Advertising Features Popular Lean Beef Cuts Campaign Builds on One of Most Recognizable Taglines in Advertising History

Centennial, CO, May 6, 2010 – The new "Beef It's What's For Dinner." consumer advertising campaign is premiering this month with an emphasis on helping Americans become more familiar with the 29 lean cuts of beef. With a "29 Lean Cuts. One Powerful Protein." tagline, the new campaign will feature the nutritional benefits and versatility of six lean beef favorites: T-Bone steak, Filet, Top Sirloin, Strip steak, Top Round and 95 percent Lean Ground Beef.

It may surprise Americans to know that 63 percent of all beef muscle cuts available at grocery stores are lean¹. In fact, 15 of the top 20 (most popular beef cuts at the grocery store are lean¹. To learn about all 29 cuts, go to BeefItsWhatsForDinner.com.

"This campaign reinforces consumers' passion for the great flavor beef provides, while helping consumers identify the variety of lean options beef offers," said Weldon Wynn, rancher from Star City, Arkansas, and vice chair of the industry's Joint Advertising Committee. Beef farmers and ranchers from across the country direct the Beef Checkoff-funded "Beef. It's What's For Dinner." campaign. "I'm proud to be part of this exciting venture in helping Americans get to know the many great tasting lean beef cuts available," said Wynn.

Getting to Know Beef's Different Personalities

The new print advertisements feature plated shots of beef with an homage to each cut's personality. For example, the T-Bone advertisement zeroes in on a beauty shot of the steak and points out: "When all the steaks get together, they call this one boss." The ad for the Filet Mignon, also known as the Tenderloin, reassures you that "'mignon' is just fancy talk for mouthwatering."

The print advertisements will appear in monthly national magazines with an emphasis on food, health/fitness, parenting, lifestyle and men's sports. Radio spots on nationally syndicated radio shows and satellite radio, combined with an outdoor advertising campaign in select markets, will follow shortly after the print ads launch. Public relations, health professional outreach, social media and retail promotional efforts round out this integrated effort.

Lean Beef Offers the Power of Protein

It is clear that lean beef is important to Americans when you consider that 69 percent of consumers say buying lean cuts of meat is the most important thing to consider when shopping for food².

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¹Freshlook Marketing Group, the leading U.S. source of grocery scanner data for meat and produce purchasing, 52 weeks ending 3/26/10.

²IPSOS Public Affairs for The Beef Checkoff, December 2009.

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Lean beef is an excellent source of protein, with a 3-ounce serving providing 51 percent of the recommended daily value in less than 180 calories. Choosing lean beef as a source of protein can actually be a calorie-saver. A 3-ounce serving of lean beef provides the same amount of protein as 1½ cups of beans, but with half the calories³. Most Americans are not over-consuming protein⁴. The average American is consuming only 2.3 ounces of red meat each day – much less than the 5.5 ounces from the meat and beans group recommended by the 2005 Dietary Guidelines⁵.

“Most Americans are surprised to learn there are 29 cuts of beef that qualify as lean. In fact 70 percent of consumers are not aware one of their favorite steaks, the T-Bone, is lean,” said Kim Essex, senior vice president for the National Cattlemen’s Beef Association, which contracts to manage advertising programs for the Beef Checkoff. “This campaign sheds light on the variety of lean beef choices out there, as well as how they can be a part of a delicious family meal.”

For more information, triple-tested beef recipes and preparation tips, please visit BeefItsWhatsForDinner.com or type in “Beef For Dinner” on your mobile device.

About the Beef Checkoff

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.

About the National Cattlemen’s Beef Association

The National Cattlemen's Beef Association is a contractor to the national Beef Checkoff Program, which is administered by the Cattlemen's Beef Board. Consumer-focused and producer-directed, NCBA and its state beef council partners work together as a marketing organization on behalf of the largest segment of the food and fiber industry.

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³ USDA National Nutrient Database for Standard Reference, Release 22, 2009.

⁴ Fulgoni VL, 3rd. Current protein intake in America: analysis of the National Health and Nutrition Examination Survey, 2003-2004. *Am J Clin Nutr* 2008;87:1554S-7S.

⁵ CSFII 1999