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NEW TOOLKIT HELPS GROCERY RETAILERS PROMOTE THEIR MOST PROFITABLE PROTEIN

“Go Tasty, Go Lean” toolkit proven to generate bottom-line results for stores

DENVER (Sept. 11, 2014) – The Beef Checkoff is offering a new toolkit to help supermarket retailers and their on-staff registered dietitians make their store a health and wellness destination for consumers. The [“Go Tasty, Go Lean” toolkit](#) contains turnkey materials proven to drive beef sales and purchase intent.

This new resource is the result of a multi-phase research project the Beef Checkoff conducted with the assistance of supermarket registered dietitians, to evaluate the impact of highlighting fresh beef as part of in-store wellness efforts led by supermarket registered dietitians. The result was a significant sales lift for the beef cuts featured and strong purchase intent reported by shoppers.

“Because consumers rank supermarkets as one of their most-used sources of information on health and wellness, we wanted to bring a solution to retailers that empowers registered dietitians and store staff to communicate beef’s nutrient benefits while also generating bottom-line benefits for their store,” said Clay Burtrum, a stocker and cow-calf operator from Stillwater, Okla., chairman of the Oklahoma Beef Council, a member of the Beef Promotion Operating Committee and chair of the Checkoff’s nutrition & health subcommittee. “We found that promoting beef’s positive attributes to shoppers – nutrition, taste and ease of preparation – does result in higher sales and enables supermarket RDs to be able to talk knowledgeably and confidently about beef.”

The toolkit includes resources for in-store promotional efforts and educational materials on beef’s nutrition, all of which are [proven](#) to lift beef sales and improve beef perceptions. Though the toolkit was developed in partnership with registered dietitians, it can be used by any retail employee who communicates with shoppers.

Now through Sept. 18, retailers and their on-staff registered dietitians can request free copies of the toolkit to promote Top Sirloin and lean Ground Beef to shoppers [here](#).

For more information, visit www.BeefRetail.com/RD or download this guide to getting started.

About the Beef Checkoff

The Beef Checkoff Program (www.MyBeefCheckoff.com) 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. In states with qualified beef councils, states retain up to 50 cents of 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.

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