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FOUR RETAILERS ANNOUNCED AS WINNERS OF THIRD NATIONAL RETAIL BEEF BACKER® AWARDS

San Antonio, Texas (January 28, 2010) – The beef checkoff-funded Retail Beef Backer Awards recognizes four retailers for their commitment to outstanding beef marketing and merchandising programs. Sendik's Food Markets, Southern Family Markets, Harris Teeter Supermarkets and Supervalu, Inc., are the winners of the 2009 Retail Beef Backer Awards. Presentations are being made at the 2010 Cattle Industry Annual Convention & Trade Show in San Antonio, Texas, on January 28, 2010.

"The Retail Beef Backer Awards highlight the exceptional work retailers do throughout the year to increase beef demand. This program is one way beef producers show their appreciation to retailers for their efforts to support our industry," said Jim Henger, executive director of marketing for the National Cattlemen's Beef Association (NCBA), which contracts to manage retail programs for the beef checkoff.

The 2009 award winners are:

- Large Chain Retailer: Harris Teeter Supermarkets (194 stores), based in Matthews, North Carolina
- Mid-Size Retailer: Southern Family Markets (66 stores), based in Birmingham, Alabama
- Independent Retailer: Sendik's Food Markets (8 stores), based in Whitefish Bay, Wisconsin.
- Innovator of the Year: Supervalu, Inc. (2,500 stores), based in Eden Prairie, Minnesota, for their launch of their Stockman & Dakota™ branded beef line.

Retail Beef Backer Award winners are selected based on their excellent merchandising of beef at the meat case. A third-party judging panel also took into consideration the retailers' tie-ins with beef checkoff-funded initiatives such as Middle Meat Mania, Beef Alternative Merchandising (BAM), Hispanic Marketing, Easy Fresh Cooking®, Beef Training Camp and Summer Grilling promotions. Applicants are also judged on non-beef checkoff-funded beef promotions that focus on increasing beef demand among their customers. Such programs include outstanding beef promotions, co-marketing promotions and customer education programs.

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.

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Funded by The Beef Checkoff