



Beef Association Touts Middle Meat Cuts

Jun 23, 2009 6:00 AM

DENVER - The National Cattlemen's Beef Association, in a program dubbed Middle Meat Mania, is encouraging retailers to take advantage of lower-than-average wholesale prices to promote beef middle meat cuts for this summer's grilling season.

Beef middle meat cuts from the rib, loin and sirloin are lower in price than average due to an increase in supply. According to Cattle-Fax, wholesale prices for beef middle meat cuts have declined to 2005-2006 levels.

Since steaks usually are the top choice when consumers are firing up their grills, the middle meat wholesale prices are a boon to retailers, NCBA officials said.

"Retailers have a great opportunity to help their customers create restaurant-quality meals at home by grilling steaks from the loin and rib this summer," said Jim Henger, executive director of channel marketing, for the National Cattlemen's Beef Association, which manages retail programs for the Beef Checkoff program.

Find this article at:

http://www.supermarketnews.com/news/middle_meat_0623/index.html