

NEWS RELEASE



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Fifth Annual National Retail Beef Backer Awards Announced

Four Grocers Recognized for their Impressive Initiatives to Market and Merchandise Beef

NASHVILLE, TENN. (February 2, 2012) – Broulim’s Fresh Foods, Haggen Food & Pharmacy/TOP Foods, Harris Teeter Inc., and Safeway were awarded the National Retail Beef Backer awards today at the at the 2012 Cattle Industry Annual Convention & NCBA Trade Show in Nashville. Funded by the Beef Checkoff Program, this effort recognizes grocery establishments that are doing an outstanding job of marketing and merchandising beef in the meat case.

“The majority of beef sales in the United States depend on the commitment and dedication of supermarkets of all sizes,” says Margie Hande, cow-calf operator in Amidon, N.D., and chair of the checkoff’s Retail Committee. “For the fifth year we are able to say thank you to retailers that are blazing new trails in the meat case and making beef more accessible to their consumers both through checkoff-funded programs and their own innovative marketing and merchandising efforts.”

The 2011 award winning Beef Backer programs

- **Independent Retailer** – Broulim’s Fresh Foods (7 stores): Recognized winner for the second year in a row, this progressive grocer based in Eastern Idaho is known for their high-quality beef selection and retail experience. Customers shopping at Broulim’s can count on employees to have knowledgeable information on new beef cuts, recipes, safety, labeling and even the production process that goes into delivering a quality product. Their strong partnership with the Idaho Beef Council is demonstrated through use of checkoff-funded initiatives such as Summer Grilling Campaigns, Holiday Roast Campaigns, Beef Alternative Merchandising (BAM) and advertisements have positively changed the way their customers interact with beef to dramatically increase beef sales.

- **Mid-Size Retailer** – Haggen (28 Stores): Based in Washington, this regional chain has built its brand on providing local products that represent the quality and integrity of the Pacific Northwest and marketing Northwest beef to customers, supporting local ranchers. In 2011, its team highlighted its commitment and focus on beef with the launch of its branded beef program, focused on the selling aspects of what drives beef usage and innovation at the case with new cuts and recipes. Through a partnership with the Beef Checkoff Program, the Washington State Beef Commission and their employees, Haggen has raised awareness of their high quality beef offerings and educated their consumers to its many nutritional benefits and extreme protein value through summer grilling and holiday roast campaigns.
- **Large Chain Retailer** – Harris Teeter (206 Stores): For the fourth time, Harris Teeter is a nationally recognized beef backer known for the highest quality meat products with a commitment to superior service, value, innovation and safety. Through deep consumer research, Harris Teeter truly understands their customer's desires when considering beef purchases enabling them to blaze new trails in product labeling and point-of-sale merchandising. Year after year, Harris Teeter puts beef as a top priority in their advertising and marketing efforts. Fun promotions such as the "Friday Night Steak" initiative increased daily beef sales more than 80 percent.
- **Innovator of the Year** – Safeway (1,694 Stores): This national retailer has built the largest beef brand in the marketplace, Ranchers Reserve. Utilizing market insights, sales trends and checkoff-funded advertising, training and promotions, it consistently delivers to the consumers' expectations with proven sales results. Safeway is recognized as a pioneer beef retailer that is committed to driving innovative marketing tactics, including new beef items like Beef Alternative Merchandising, Slice 'N Save, and marinated meats as well as seasonal promotions like the Mobile Grill.

An independent judging committee of retail industry professionals selected the winners based on submission criteria in variety of promotional partnerships, beef merchandising and education programs. The judges also took into consideration the retailers' support of beef checkoff-funded initiatives such as Beef Alternative Merchandising, Hispanic Marketing, Easy Fresh Cooking®, Beef Training Camp, Summer Grilling and Holiday Roast promotions, in addition to store specific campaigns.

About the National Retail Beef Backer Awards

Started in 2006, the National Retail Beef Backer Awards program was developed to recognize the partnership between America's beef producing families and its grocery partners, and encourage other retailers to become more involved in the

marketing and promotion of beef. For more information please visit BeefRetail.org.

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.

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