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FOURTH ANNUAL NATIONAL RETAIL BEEF BACKER AWARD WINNERS ANNOUNCED

Four grocers honored for outstanding beef marketing and merchandising efforts

DENVER (Feb. 3, 2011) – While the four winners of this year’s Retail Beef Backer Awards cover the span of the nation, there’s one thing they all have in common: their love for beef. The 2010 Retail Beef Backer Award winners; Broulim’s, Sentry Foods, Harris Teeter and HAC Inc., were honored today at the 2011 Cattle Industry Annual Convention & NCBA Trade Show.

“I’m continuously amazed and impressed with the initiatives these innovative, industry-leading retailers take in their stores to increase beef demand and sales,” says Margie Hande, a cow-calf operator in Amidon, ND and chair of the checkoff’s Retail Committee. “With more than 50% of all domestic beef volume in the United States sold through the retail channel, we encourage grocers to use tactics that leverage checkoff investments and expand the placement, overall use and visibility of beef for their customers.”

Winners were selected for their excellence in a variety of promotional partnerships, beef merchandising and education programs. A third-party judging panel 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.

The 2010 award winners are:

- **Independent Retailer - Broulim’s Fresh Foods:** Based in Eastern Idaho, this grocer has built a successful beef program known for the highest quality meat products with a commitment to superior service, value, innovation and safety.
- **Mid-Size Retailer – Sentry:** This Wisconsin operation of 26 independently owned and operated stores is focused on delivery strong customer service and quality perishables, earning them the title of “Best Meat in Town!”
- **Large Chain Retailer - Harris Teeter Inc.:** This two-time category winner continues to blaze new trails to break down the barriers between consumers and the meat case.
- **Innovator of the Year - HAC Inc.:** The operator of Homeland Stores, United Stores and Country Mart in Oklahoma and Kansas, won the judges over with its aggressive campaign to launch the Red River Ranch Angus Beef brand and explore new opportunities in beef merchandising.

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. Retailers interested in entering the 2011 contest should contact their state beef council or visit BeefRetail.org.

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About The Beef Checkoff Program

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. 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.