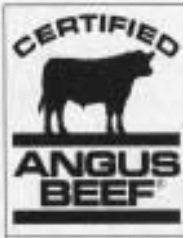


Certified Angus Beef



CAB Program Employs New Marketing Strategies

Retail Face-lift



“A sea of red.” That’s how consumers perceive today’s fresh, red meat case. For most consumers, the meat department presents more of a challenge than a captivating enticement.

Seventy-five percent of consumers’ meat purchases are impulse buys. The factors driving their decisions include convenience, nutrition, price and perceived taste.

In addition, consumers are searching for guaranteed preparation success. They want to feel confident that the beef cut they choose to purchase will meet their expectations with little or no culinary expertise.

The alarming challenge for the Certified Angus Beef Program’s retail division is that all of these considerations will be weighed and a product will be selected in less than a few seconds. To ensure that consumers select CAB products over other protein choices, point-of-sale merchandising is critical.

Recognizing the power of in-store merchandising, the retail division has developed eye-catching and informative merchandising resources. Pat Hamby, director of the CAB Program’s retail division, is optimistic the resources will produce results. “These new point-of-sale materials will bring the Certified Angus Beef product displays alive and help to further increase our momentum of growth in the retail segment.”

Realizing that consumers purchase beef with a total meal in mind, the new point-of-sale materials feature menu ideas rather than individual beef cuts. “Southwestern Marinated Steak,” utilizing the eye of round, and “Steak Teriyaki,” featuring sirloin,

are two examples of suggested meal starting points. The display material will also provide side dish alternatives to form the total menu concept.

The display consists of a 5-foot long header board divided into two sections. One section presents interchangeable, four-color meal ideas highlighting preparation time. Corresponding recipe cards will be positioned next to the CAR product in the case.

The second header section is a neon chalkboard that offers retailers a place to feature the beef cut and price. This will not only stimulate interest for the meal idea but also encourage an impulse buy as it portrays a bargain for the consumer.

Coordinated case dividers will also attract consumers’ attention as they scan the meat case.

The most exciting aspect of the new merchandising efforts is the development of a black package sleeve featuring the Certified Angus Beef trademark. The black sleeve breaks the monotony of the “red sea,” provides recognition and is designed so the consumer sees a majority of the cut. Most importantly, the sleeve offers space on the back to highlight benefits of the CAB products, as well as general preparation tips.

Hamby predicts the potential success of the sleeve will be enhanced as future nutrition labeling for meat and poultry is defined. “The new sleeve guarantees the consumer will take Certified Angus Beef product information home; it’s a proactive step in positive consumer education.”

Licensed CAB retailers will be rolling out the new merchandising displays over the next few months. Be sure to visit your nearest CAB retailer to see the face-lift.

-Jenny Plocher

1992 CAB Feedlot Gain & Carcass Contest Off to Running Start

A total of 516 feeder steers were delivered to Decatur County Feed Yard in Oberlin, Kan., in early December to participate in the 1992 Certified Angus Beef Feedlot Gain & Carcass Contest.

Seventy-one producers, representing 19 states, placed their entries in the contest to increase awareness of their cattle's performance capabilities and experience retained ownership of a small number of cattle in a commercial feeding environment.

Although cattle were processed December 6, the official weigh-in for scoring of feedlot performance and carcass merit per day on test will be January 3 to compensate for shrinkage of cattle which traveled long distances to the feedyard. Monthly progress reports will be provided to contest participants.

Angus breeders and other interested producers are invited to attend an open house at Decatur County Feed Yard, tentatively scheduled for Saturday, April 11, to view the cattle firsthand.

For more information on the Certified Angus Beef Feedlot Gain & Carcass Contest, contact the Certified Angus Beef Supply Development Division, 12191 Ralston Rd., Ste. 304, Arvada, CO 80004; (303) 420-0936.