

Setting the PACE

by Susan Waters, director of communications and public relations



It's time to beef up for BEEF MONTH

The grass is getting greener, the birds are singing, and temperatures are on the rise, which can only mean one thing ... it's almost Beef Month!

Every year during the month of May, beef comes to the forefront of the food business. Not only for those of us in agriculture, but for consumers, too. Next month beef will be featured in the food sections of magazines and newspapers and in supermarket displays and product samplings across the country.

The timing of this beef blitz couldn't be more perfect. Memorial

Day weekend also kicks off the summer grilling season, a boom time for beef sales.

I know, May seems ... well ... a month away, but now is the time to begin planning your promotional efforts. Now is the time to contact local civic organizations, offering to speak at their May meetings, or to call your local school, offering to host an on-the-farm field trip for students. Beef Month is the perfect opportunity for beef producers to toot their horn, so start warming up now. You don't want to miss this opportunity to set the PACE.

Rounding up your RESOURCES

Before you go out to meet and greet the public, you may want to stock up on the latest educational materials available. Here are some organizations you can contact, in addition to your state Farm Bureau office and beef council:

National Cattlemen's Beef Association

5420 S. Quebec St.
Greenwood Village, CO 80111-1905
(303) 694-0305

American Angus Association

3201 Frederick Ave.
Saint Joseph, MO 64506-2997
(816) 383-5100

Certified Angus Beef LLC

206 Riffel Rd.
Wooster, OH 44691-8588
(330) 345-2333

Beef information ONLINE

The American Angus Association's Web site can be found at www.angus.org. It is a great place to find more information about the Angus breed or how to reach an Association staff member who can answer industry questions.

The world's largest Angus publication is now online at www.angusjournal.com. You can access current and past editorial, breeder Web sites, sale books, and much, much more.

The Certified Angus Beef (CAB) Program's Web site is at www.cabprogram.com.

Go there to find out why

the CAB Program has grown to be the world's largest branded beef program.

The CAB Program also offers an online consumer-tip center at www.2eatcab.com. Go there for tips on how to prepare *Certified Angus Beef*[™] product, recipes and other information.

The official Web site of the National Cattlemen's Beef Association (NCBA) is www.beef.org. Go there for general beef information and lots of resources.

NCBA hosts www.beefnutrition.org, which offers nutritional information and resources for health and nutrition professionals. Go there for more in-depth information about the health and nutritional aspects of beef.

NCBA also hosts www.teachfree.com. At this site you'll find nutrition resources and classroom kits for preschool through 12th grade. It is a perfect place to begin your research for a presentation to the younger generation.

The Texas Beef Council has a new site at www.txbeef.org. It features the industry's first fully searchable beef-recipe database, as well as a cooking school, a chef's section, nutrition information and more.

The official Web site of the U.S. Meat Export Federation (USMEF) is located at www.usmef.org. Learn about the global issues facing the U.S. meat industry.

The American Farm Bureau Federation (AFBF) has posted its official site at

www.fb.org. It is a great resource for news and issues affecting agriculture.

Fast & furious FACTS

- The largest single segment of the U.S. agricultural economy is beef production, with cattle representing about 18% of total farm sales.
- Agriculture is responsible for more than 22 million jobs — everything from growing the food to selling it in the supermarket, according to AFBF. Beef production itself is a major employer, with more than 186,000 full-time jobs on farms and ranches creating more than 1 million more jobs throughout the economy.
- Beef is consumed 77.8 million times each day across America.
- Seventy percent of all beef (by volume) is sold from the retail meat case.
- By dollar value, fresh beef has a larger percentage of total supermarket sales than fresh poultry, pork and seafood combined. Beef sales represent 5.41% of an average supermarket's sales, while poultry represents 3.05%; seafood, 1.08%; and pork, 0.93%.
- There were 7 billion beef servings in commercial restaurants in 1997 — up 1.4% from 1995. And 97% of all restaurants have some kind of beef on the menu.

Don't DELAY

Beef Month will be here before we know it, so begin planning your educational and promotional efforts now. The month of May is a perfect time for you to be out and about "Setting the PACE."

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The Last WORD ...

Don't point a finger; lend a hand.
— Anonymous