

General Session III

Promoting and Protecting Our Food Supply

Dr. Thomas Fuhrmann, *Presiding*

As food animal practitioners we are commonly called upon for our expertise in animal nutrition, yet how much do we know about our own nutritional needs? As community leaders we are in an excellent position to promote the nutritional value of our

client's meat and milk products and dispel erroneous and misleading information concerning these foods. The second portion of the session will deal with the veterinarian's role in protecting food products.

Promoting The Nutritional Value of Beef

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1. Red Check (on screen for introduction)
Good morning! I'm pleased to have the opportunity to share with you a quick overview of programs developed as a result of the \$1.00 checkoff.
2. Consumer demand
But first, it is important to recognize the primary focus of the marketing programs: consumer demand, an increase that is, in producers' opportunities to make a profit.
3. Influence attitudes
To increase demand, the \$1.00 checkoff is invested in ways designed to influence consumer's attitudes, or the willingness to buy, enjoy, eat more or better yet, eat beef more often.
4. Eyes and ears
In order to reach consumers, we need to first be all eyes and ears — we take our lead from current and potential consumers. Successful marketing however, dictates that we think with a consumer-driven orientation.
5. Impact demand:
by cuts
For example, we don't just sell beef, we market steaks, roasts and ground beef. We therefore must impact demand, piece by piece, cut by cut.
6. Impact demand:
by issue
For some consumers, demand is influenced most by health issues. But not all consumers are health driven. In fact, for many, demand is driven by eating satisfaction of beef. Others still have special needs for convenience in foods.
7. Impact demand:
by target audience
The challenge lies in matching the correct combination of cuts and issues with the appropriate target audience.
8. Targets supered
Lifestyles, in my opinion, best characterize target audience. One of the beef industry's primary targets is made up of active lifestyle and health-oriented consumers, light users with appetites and purchasing power that can support beef demand.
9. Research check
We understand target audiences through research. Checkoff dollars have supported research for more than 65 years. The new \$1.00 checkoff has enabled the industry to more aggressively build on existing foundations of research.

10. Building block
Think of research as a brick wall. The bottom layer supports future layers. Research works the same way. New research builds on information learned in the past, discovers new information, but invariably raises new questions for the future. Research must therefore be ongoing; the layers of knowledge must continue to grow for the beef industry to succeed.
11. Diet/Health
One of the areas of research priority is diet/health — learning as much as we can about the role beef plays in the human diet, providing facts to battle misperceptions on the part of consumers and health professionals.
12. Diet/Health building block
Key areas of producer-funded research include minerals, especially iron, and the role of fat, particularly the influence of various saturated fatty acids on serum, (or blood) cholesterol. Science needs to provide the answers.
13. Product development
Product development works to enhance the value of beef — cut by cut.
14. Product development building block
Some of the key areas of product development include surimi — a protein made traditionally from fish, but now made from lesser demanded parts of the beef carcass and variety meats; the application of new cutability data to strengthen the demand for beef produced with less trimmable fat; and in new product concept testing — that is, discovery of the kinds of beef products consumers will demand in the future.
15. Market research
I stated earlier that research helps the beef industry understand its target audiences. Market research seeks to either understand who the segments are, and where they are headed, or techniques to better reach specific consumer segments.
16. Market research building block
For example, one market research effort is a meat case merchandising project, researching different meat case layouts and supporting materials, including recipes and videos that can best trigger specific consumer segments. Other market research is identifying protein with new targets, including hispanics and the mature, or elderly market.
17. Industry information
A program area with similarities to research is industry information. But in this program area, the industry is working to increase consumer perceptions of the beef industry and beef production practices.
18. Producer/Influencer
Industry information programs are directed primarily at increasing the confidence of influencer groups — thought leaders who can reach consumers.
19. Cover of Modern Story of Beef
The Story of Modern Beef is a collection of facts about beef that tells the story of how the production segment has responded to changing consumer demands.
20. NCA — Tour
This program includes bringing influencer groups to the production end of the beef industry, as well as . . .
21. NCA-Washington, D.C.
. . . the background information on today's beef industry to the influencer groups, such as this seminar in Washington, D.C.
22. Consumer information
When it comes to increasing thought leader understanding of beef and beef products, consumer information targets four primary targets.
23. Consumer information targets
Food editors, news media, dietitians and doctors. The basic thrust of consumer information is to . . .
24. Reduce misinformation
. . . reduce misinformation about beef in the minds of consumer thought leaders, health professionals included.
25. Meat Nutri-Facts
Meat Nutri-Facts, for example, is a very popular consumer information program with retailers, containing the latest information on beef's nutrient profile.

- 26. Change of Plate But the "Change of Plate" program takes Meat Nutri-Facts a step further in a hands-on teaching kit for practicing dietitians. The \$1.00 checkoff made this happen.
- 27. Dietitian Seminars Speaking of dietitians, seminars have been conducted in these states, in cooperation with state and local dietitian associations. It's the industry's opportunity to bring current nutrition information to practicing dietitians.
- 28. AHA ad A number of states have developed very positive working relationships with the state affiliate of the American Heart Association. Nationally, the move to demonstrate how beef can fit virtually any diet, continues.
- 29. Iron ad Checkoff dollars help reach doctors and dietitians by sponsoring ads like this. We sell beef's excellent iron story in magazines like the *Journal of the American Medical Association*.
- 30. Sports Health Program — booklet Doctors assisted in the development of a program geared to help active consumers understand the importance of exercise and diet, beef included, of course. The Weekend Athlete continues a popular news story.
- 31. Nolan Ryan Nolan Ryan knows the importance of a balanced diet and exercise. In fact, Ryan credits this combination for much of his success as a fastball pitcher. Nolan is anxious to be a part of the industry's marketing program; in addition to baseball, he enjoys a role as a Texas beef producer!
- 32. Two Cook-Off Winners The taste appeal of beef is furthered through the National Beef Cook-Off, sponsored by the American National CattleWomen. An outdoor barbecue category was added this year, with winning honors taken by the sirloin steak you see on top. The indoor category was won by a great-tasting beef salad — I see more beef than lettuce . . . a great salad!
- 33. Beef Is Back Seminars Map The Sun Valley, Idaho Cook-Off was also the site for a Beef Is Back Seminar, where 85 consumer professionals — industry magazine editors, major newspaper feature and food writers, and supermarket consumer affairs specialists — heard the facts about beef. A similar message was given at five regional seminars during the summer; the southern tier of the U.S. will be covered in January.
- 34. Trend to Lighten Up This is just one example of the kind of message these magazine and newspaper writers take away from the seminars.
- 35. Claim your Steak The message that beef has changed is getting through.
- 36. Beef Fights Back That with an improved product, we're fighting back.
- 37. *Sunset* cover But perhaps the new respect for beef is best illustrated here — the cover of *Sunset* magazine. Not just any cover, but the November (usually-reserved-for-turkey) issue. An excellent story of red meat's return accompanies that great cover.
- 38. Promotion check Promotion is the area where the greatest share of the \$1.00 is invested. It is the salesman of the marketing program.
- 39. Menu Traditions One key target for promotion programs is foodservice where beef enjoys great popularity as steaks, prime ribs and burgers. The strategy for foodservice promotion is to *add* to, or extend that popularity.
- 40. Extended Menu With items like salads, stir fry, beef in ethnic dishes and more . . . new and exciting beef presentations targeted at consumers who want to enjoy beef, but are looking for smaller portions.

41. Beef salad — adv. close-up
 That's why we are excited to share menu ideas like this beef salad. Our goal is for this to not only be enjoyed, but enjoyed more often!
42. Barbecue Americana
 Checkoff dollars have enabled the industry to equip foodservice distributors with sales tools like this, featuring beef as a part of barbecue promotions.
43. Marriott
 In addition, cooperative promotion with companies like Marriott have resulted in immediate sales increases of 10-15 percent in menu features like American favorites.
44. Short term sales increases
 Retail sales promotions also focuses on short term increases in beef sales. Cooperative promotions like the Cheeseburger Campaign with the American Dairy Association and the recent effort with Sara Lee are two examples. Sara Lee sponsored a cents off coupon for beef, and is also using photography like this on 10 million boxes of their popular frozen croissants.
45. Cheeseburger P.O.P.
 46. Sara Lee P.O.P.
 Another form of retail sales promotion is Meat Features cut-specific videotapes shown right at the meat case, with reported increases in sales of 15-400 percent . . . (Note: 15% on high volume items like ground beef, 400% on specialty items like beef stir fry.) . . . without lowering the retail price!
47. Meat Features
 We seek documentation of sales increases in most retailer promotions. In last winter's promotion, over 7,500 retailers participated, reporting an average sales increase of 28% over the same time period a year earlier.
48. Retailer contest
 One criteria for participating in the retail contest was use of our promotion themeline "Beef. Real Food for Real People." It's the attention-getting aspect of our advertising program. We rely on ads like this to tell our industry's message, geared to influence consumers' attitudes about beef.
49. Beef. Real Food for Real People
 50. Good News ad
 51. James/Cybill
 Celebrities continue a very effective way to increase the attention-getting value of the beef industry's advertising message — James Garner with his real-people image, and Cybill Shepherd's surprise value as a committed beef eater.
52. Television show
 Because the industry was able to participate in the upfront purchase of prime time television, the mix of shows is certain to give us a tremendous opportunity to reach the light user target audience. Our ads will be seen on shows like Cosby, Dolly Parton and weekend sports like baseball and football playoffs. We are also excited to be a television sponsor of the 1988 Winter Olympics.
53. Olympics P.O.P.
 Our Olympics effort won't be confined to the television ads. The beef industry is building its retail sales promotion efforts around the Olympics in a "Share in the Gold" consumer contest. This has created tremendous excitement with retailers who promise great support and tie-ins.
54. Paul Harvey
 There is one more new addition to our advertising program in 1988 — Paul Harvey, who reaches more consumers than any other radio show. Paul will carry the beef industry's message twice a week beginning in January.
55. Influence Attitudes
 I stated earlier that one of our primary objectives was to influence attitudes, enhance the strong ones and turn the negative attitudes around.
56. Are we improving attitudes?
 Are we making any progress? The industry has hired the services of an outside independent research firm for a number of years. In order to monitor consumer awareness of our programs and their attitudes toward beef, Walker Research, Inc. checked awareness and attitudes before the expanded program began in mid-January, and then again in mid-June to evaluate any changes with consumers.

57. Good Tasting
 You can tell immediately from this slide that consumers overwhelmingly agree that beef is good tasting. The difference in attitudes between consumers aware of the advertising campaign and those unaware is shown on the right. That is, the benchmark in attitudes was taken in January, before the expanded campaign was launched. The attitudes in June were segregated into those aware of the advertising campaign and those who were unaware. As you can see, consumers aware of the advertising campaign had significantly better attitudes than those unaware of the advertising program.
58. Good Source of Nutrients
 It's interesting to note that beef continues to be recognized as a good source of nutrients, especially among consumers aware of the advertising campaign.
59. Can Be Prepared Quickly
 After a significant decline in January 1987, it was great to see a significant increase in the number of consumers who believe beef can be prepared quickly, especially if we are to overcome the convenience concerns among the light user target audience.
60. Well-Balanced Diet
 While there is a significant number of consumers who believe beef to be a good source of nutrients, the magnitude of agreement is not nearly as high when it comes to beef as an important part of a well-balanced diet. However, we need to be very much encouraged that for the first time since we've tracked attitudes, the number went up, and significantly at that!
61. Leaner Than It Used To Be
 If there's a good news/bad news attitude, it's this one. On the one hand it's encouraging to see the continuation of the number of consumers who agree that beef is leaner than it used to be. On the other hand, the magnitude of that agreement represents little more than a third of consumers. Much work remains to be done.
62. Consumption/January
 The Walker research also posed a question relative to consumers perceptions of beef consumption. This was the response in January.
63. Consumption/June
 We need to keep in mind that these figures represent perceptions, but at the same time take as a positive sign that there has been a significant increase in the number of consumers who believe they are eating more than a year ago, and similarly, a significant decrease in the number of consumers who report they are eating less.
64. Red Check
 But also keep in mind that this data reflects consumer attitudes. In many instances, attitude changes are precursors to behavior change, that is, a change in consumption. The red check is a symbol for programs funded by the one dollar checkoff, which has one primary purpose.
65. Profitability
 . . . to enhance the opportunity for producers to make money, that is producers defined as cattlemen, dairy producers, veal producers and importers.
66. Producer Funded
 And that only makes sense, because they are the ones who make the program possible.
67. Producer Controlled
 While producer funds make the consumer marketing program possible, it is producer control, in the hands of people just like you, that will make it successful.