



# The Beef Bulletin

## Consumer Buying Trends Report Shows Opportunities!

According to the Food Marketing Institute's U.S. Grocery Shopper Report for 2008, higher food and fuel costs are having a direct influence on how consumers shop, cook and dine. Economic concerns are causing more Americans to cook and eat at home more often, which is good news for the meat department. The number of families eating their main meal in a restaurant is down to 1.2 times per week from 1.3 times in 2007 and 1.5 in 2006.

Consumers are also shopping less often and they're buying fewer luxury food items and more store brand items. When deciding *where* to shop, 37% cite "low prices" as the ruling factor in their decision, up from 31% in 2007. The second most cited factor? Convenient location, with 13%.

Consumers also associate eating at home with eating healthier. As many as 91% say they eat healthier when they cook their own meals. Plus, these consumers are saving money, since a restaurant meal costs more than twice as much per person.

How can you capitalize on the change in consumer shopping habits to increase beef sales for your meat department?

- Promote the 29 lean cuts and their health benefits for consumers. Beef is designated as "lean" when it contains less than 10 grams of fat, 95 mg. of cholesterol and 4.5 grams or less of saturated fat.
- Create family packs of meat, using one of the lean cuts or value cuts to add value to the customer's purchase. Since customers aren't shopping as often, they may prefer to buy in bulk, purchasing more pounds of meat at one time to have on hand for dinner.
- Merchandise whole-meal solutions, so a customer isn't searching through the store for dinner items. Choose a beef cut, a side dish, vegetable and dessert, and merchandise them all in one place in your meat department.
- Help your customers get more bang for their buck by recommending cuts that make great leftover lunches, too! Suggest recipes like "Cajun Beef and Bean Burritos", that can use a variety of cuts and turn leftovers into a tasty lunch. You'll find the recipe on the back of this newsletter. Feel free to copy it or download it at <http://www.beefretail.org/markbeefvealadplanner.aspx>.

Portions of the Grocery Shopper Trends report can be viewed at <http://fmi.org/research>. Click on "Featured Publications".

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Cajun Beef and Bean Burrito

## Country of Origin Labeling on Meat Products

The **Mandatory Country of Origin Labeling (MCOOL)** Rule became law on May 22, 2008 and went in to effect on September 30, 2008. During the 6-month period following the effective date of the regulation, USDA's Agricultural Marketing Service (AMS) will conduct an **industry education and outreach program** concerning the provisions and requirements of this rule. Here are excerpts from "Meat Matters" from the Food Marketing Institute and the American Meat Institute.

**Processed Food Item**—labels are not required on meat products that are processed. Some examples are meatloaf, meatballs, fabricated steak, breaded veal cutlet, sausage, and corned beef.

### **Muscle Cut Labels:**

**U.S. Origin**—only meat from livestock that are born, raised and processed in the U.S. may say "Product of the U.S."

**Multiple Countries of Origin**—livestock may be born in one country, but sent at an early age to another country to be raised and processed. In other cases, livestock may be born and raised in one country but exported for processing to another country. Under this broad category, labels may read, "Product of the U.S, Canada and Mexico" or "Product of the U.S. and Canada" or "Product of the U.S. and Mexico".

**Imported for Direct Processing**—If livestock are brought directly to the U.S. for processing and the livestock spend less than 14 days in this country, meat from these livestock may be

labeled, "Product of Canada and the U.S.". When livestock are imported into the U.S. for direct processing, the exporting country will be listed first on the label.

**Imported, Finished Product**—Some meat is imported into the U.S. processed and ready for sale to the consumer. Examples include Danish hams, Italian salamis and lamb from New Zealand. These products must say "Product of Denmark" or "Product of New Zealand".

**Ground Meat**—Country-of-Origin labels on ground beef may list all countries from which a plant might typically buy beef over a couple months. For example, a label might say, "Product of U.S., Canada, New Zealand and Australia" if the company sources its raw material from those countries regularly. The actual blend can and does vary from day to day.

**Imported Meats**—In order for meat to be exported to the U.S., the exporting nation must have meat inspection rules and procedures that are equivalent to those in the U.S. Facilities that produce meat that is exported to the U.S. also must be certified by the U.S. Department of Agriculture to ensure that they are sanitary and in compliance with U.S. rules. At the border, meat is subject to re-inspection before it is allowed into the U.S. All of these steps ensure safe and abundant choices in the U.S. marketplace.

For more information, please visit [www.ams.usda.gov](http://www.ams.usda.gov) or the Retail page on the Wyoming Beef Council website, [www.wybeef.com](http://www.wybeef.com).

## "Beef Training Camp" Now Available On-line

Beef Training Camp has always been an invaluable training resource for retailers. FoodMaxx and Kroger are two major retailers who participated in Beef Training Camp sessions and found that their customers benefitted tremendously from their associates' increased knowledge. Now, Beef Training Camp has been updated to include new sections, new images and a new format.

Beef Training Camp has been reformatted and will be available exclusively on-line. Each module can be accessed as a PowerPoint® presentation with detailed notes or as a fact sheet for quick overview. Videos are available to download, the new cuts from the chuck roll are included and there are new modules on customer service and an Hispanic section.

Go to [www.beefretail.org](http://www.beefretail.org) and click on product information!

[www.beefretail.org](http://www.beefretail.org) also has handouts you can download for your customers! Perfect Pot Roast, How to Handle Raw Meat (in a bilingual format) and a Holiday Roast FAQ brochure are the newest additions to the site.

[www.wybeef.com](http://www.wybeef.com) has a "Retailers" page where you can find more information, including the order form for FREE Holiday Roast point of sale items.

## Holiday Roast Point of Sale Offer!!

It's that time of year again! Get set to decorate your meat case with fresh, new Holiday Roast posters and recipe brochures, FREE from the Wyoming Beef Council.

The brochure is designed to create excitement at the meat case, with four mouth-watering recipes, photos and a helpful roasting timetable with tips for creating the perfect roast. The poster matches the brochure for a cohesive look. Brochures and posters are appropriate for display from Thanksgiving through New Year's Day.

**To receive "Create a Holiday Roast Tradition" brochures, a brochure holder**

**and a poster, simply return the enclosed order form by mail or fax. Order deadline is November 12<sup>th</sup>.**

Items will be available for shipment in late November.



Herb-Seasoned Rib Roast with Red Wine Pan Sauce. Featured in this year's "Create a Holiday Roast Tradition" brochure.

### Top Ten Selling Oven Roasts

Keep your meat case stocked with the following popular roasts as the holidays approach. **Bolded** cuts can be merchandised as "lean"!

- 1. Beef Bottom Round Roast**
2. Beef Ribeye Roast Bone-In
3. Beef Rib Roast Bone-In
4. Beef Bottom Round Rump Roast
- 5. Beef Round Tip Roast**
- 6. Beef Eye Round Roast**
- 7. Beef Top Round Roast**
- 8. Beef Loin Tenderloin Roast**
9. Beef Ribeye Roast Boneless
- 10. Beef Loin Tri-Tip Roast**

## Wyoming Beef Council Would like Your Feedback

Welcome to the first edition of the Wyoming Beef Council's Beef Bulletin publication. Much of the information in this newsletter is courtesy of the National Cattlemen's Beef Association and is funded by Wyoming beef producers through the beef checkoff program.

Additional information is available to retailers at [www.beefretail.org](http://www.beefretail.org). There, you can find on-line newsletters such as Beef Fast Facts and Retail Beef Blast. The Wyoming Beef Council's website at

[www.wybeef.com](http://www.wybeef.com) also has a page just for retailers with additional information.

We welcome your questions, comments and suggestions. Please contact Ann Wittmann, executive director or Mary Neese, executive assistant at the Wyoming Beef Council, 307-777-7396 or e-mail [wybc@qwest.net](mailto:wybc@qwest.net). If you wish to receive future copies of this newsletter by e-mail, please e-mail [wybc@qwest.net](mailto:wybc@qwest.net).

IT'S WHAT'S FOR DINNER.®

The Beef Checkoff: Beef Promotion,  
Education and Research

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We're on the web!  
[www.wybeef.com](http://www.wybeef.com)

## Cajun Beef and Bean Burritos

*Total preparation and cooking time: 25 to 40 minutes. Marinating time: 30 minutes to 2 hours*

**1 pound boneless beef top sirloin *or* top round steak, cut 3/4 inch thick *or* flank steak**

**1/2 cup prepared tomatillo *or* regular prepared salsa**

**1 package (5 to 6.5 ounces) Cajun rice and bean mix**

**2 teaspoons vegetable oil**

**1/2 teaspoon salt**

**1/4 cup prepared tomatillo *or* regular salsa**

**4 medium flour tortillas (10-inch diameter), warmed**

**Tomatillo *or* regular prepared salsa**

1. Cut beef steak lengthwise in half, then crosswise into 1/8 to 1/4-inch thick strips. Place beef and 1/2 cup salsa in medium bowl; toss to coat. Cover and marinate in refrigerator 30 minutes to 2 hours.
2. Prepare rice and bean mix according to package directions, using 1/4 cup less water and omitting oil or margarine; keep warm.
3. Remove beef from marinade; discard marinade. Heat 1 tsp. oil in large nonstick skillet over medium-high heat until hot. Add 1/2 of beef; stir-fry 1 to 2 minutes or until outside surface of beef is no longer pink. Do not overcook. Remove from skillet. Repeat with remaining 1 teaspoon oil and beef. Season with salt.
4. Return beef with juices to skillet. Add rice and 1/4 cup salsa; cook and stir 1 to 2 minutes or until heated through.
5. Spoon 1 cup beef mixture evenly down center of each tortilla, leaving 1-1/2-inch border around edge. Fold bottom edge up over filling. Fold right and left sides to center, overlapping edges. Serve with additional salsa, as desired.

***Makes 4 servings.***

**This recipe is an excellent source of fiber, protein, niacin, vitamin B6, vitamin B12, iron, selenium and zinc.**

***Nutrition information per serving using top sirloin: 543 calories; 13 g fat (3 g saturated fat; 6 g monounsaturated fat); 50 mg cholesterol; 1212 mg sodium; 66 g carbohydrate; 5.7 g fiber; 37 g protein; 10.2 mg niacin; 0.6 mg vitamin B6; 1.4 mcg vitamin B12; 5.4 mg iron; 47.5 mcg selenium; 5.3 mg zinc.***

**Source: This recipe was developed with beef checkoff dollars. Find more beef recipes at [www.beefitswhatsfordinner.com](http://www.beefitswhatsfordinner.com).**