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Flat-Iron Steak Promo Helps Products Gain Momentum

News release by the Cattlemen's Beef Promotion and Research Board

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DENVER, CO (Feb. 3, 2006) — The flat-iron steak — one of the beef industry's most popular new products — is gaining momentum in the retail meatcase.

That momentum is demonstrated by a checkoff-funded promotion and product launch with Kroger last summer. The launch has added more energy to the campaign to put more beef value cuts into supermarkets nationwide. A report of the promotion was presented at the 2006 Cattle Industry Annual Convention & Trade Show in Denver.

Checkoff-funded carcass and new product research helped identify beef value cuts in the late 1990s. Those cuts, which include the flat-iron steak, produce steak from tender cuts traditionally undervalued.

Kroger is one of the nation's largest supermarket chains. It debuted the flat-iron steak in 116 Houston-area stores in late July 2005, producing a tremendous response from customers. Among the features of this promotion were 25 metro billboards displayed over eight weeks, as well as 265 two-day product demonstrations at 88 Kroger stores. More than 50,000

product samples were distributed during the demonstrations.

In addition, Hispanic outreach and an extensive public relations campaign were conducted. The national Beef Checkoff Program, Texas Beef Council and Tyson Foods partnered with Kroger for this effort.

"Retail visibility of the flat-iron steak is a critical element of its success," said Cattlemen's Beef Promotion and Research Board member Virginia Coelho (CBB), a beef producer from Fremont, Calif. and chairman of the Joint Retail Committee. "Its rollout in one of the nation's largest supermarket chains will mean a lot to how quickly the product catches on at retail. We're excited about having a chance like this to showcase this value-enhancing beef product to more American consumers."

The Joint Retail Committee reviewed checkoff-funded efforts during its meeting at the Cattle Industry Annual Convention. The CBB and Federation of State Beef Councils also met in general sessions on Saturday, Feb. 4, to review all checkoff-funded research, information and promotion programs.



Editor's Note: This release is adapted from a press release distributed by the Cattlemen's Beef Promotion and Research Board. For the original release or for more information about the organization, click the "Press Releases" link at www.beefboard.org.