



Quality TimeTM

Quality news and features for farm broadcasters from Certified Angus Beef LLC
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Tuesday March 25, 2008

Vol. 3, No. 4

Retail survey shows beef trends

30-second story

Consumers want more information and more choices – those are just two retail beef trends identified in the 2007 National Meat Case study.

That American Meat Conference survey compares to a similar report from 2004, showing a 50% increase in the number of whole-muscle beef packages that carry nutrition labels.

The study also notes that ready-to-eat and other value-added categories continue to grow in popularity at retail.

During the three years between surveys, the average number of ground beef stock-keeping units, or SKUs (“SKEWS”) rose from 12.1 to 13.2. Retailers say these numbers reflect the addition of pre-pattied burgers, including ingredient-added options like mushrooms and cheese.

60-second story

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John Cremens, of the Massachusetts-based Foodmaster Supermarkets, says that’s because consumers are asking for more details.

Actuality, Cremens :17: “I think retailers are doing a better job as far as getting more information on the package. For example, at Foodmaster we use those easy, fresh labels, which give cooking instructions and preparation instructions.”

(LINK: http://www.cabpartners.com/news/radio/cremens_retail_qt3_4_1.mp3)

Q: ...and preparation instructions.”

The meat director also notes that ready-to-eat and other value-added categories continue to grow in popularity.

During the three years between surveys, the average number of ground beef stock-keeping units, or SKU’s (“SKEWS”) rose from 12.1 to 13.2

Actuality, Cremens:9: “I do see those SKU’s increasing, based on more innovative ways of taking care of that next step that the consumer doesn’t have to do.”

(LINK: http://www.cabpartners.com/news/radio/cremens_retail_qt3_4_2.mp3)

Q: ...have to do.”

Cremens says those numbers reflect added choices, including pre-pattied and ingredient-added hamburgers.

239-word story

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The meat director says that's important for today's consumers who have both less time and knowledge to prepare traditional beef cuts than earlier generations.

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Cremens says those numbers reflect the addition of pre-pattied burgers, including ingredient-added options like mushrooms and cheese.

Despite its new offerings, the beef industry is not gaining additional retail space. The survey says a steady 27% of the entire self-serve meat case is made up of beef products, with 8% being ground beef.

END