



Quality TimeTM

Quality news and features for farm broadcasters from Certified Angus Beef LLC
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A grocer's take on beef in today's marketplace

30-second story

Economic conditions affect everyone in the beef business, including grocers.

Ed Steinmetz (STINE-mets) of the Northeastern Giant Eagle chain says consumers expect more for their money right now.

Actuality, Steinmetz :16: "I think what's important—is still important even in today's economy—is to differentiate yourself. One of those ways to do that is by having quality. It's an assurance that the experience the consumer gets is a good one."

(LINK: http://www.cabpartners.com/news/radio/steinmetz_reatil_qt4_2_1.mp3)

Q...a good one."

Beef makes up about half of their total meat sales where variety and consistency are the rule.

60-second story

Economic conditions affect everyone in the beef business. Grocers see firsthand how purchasing decisions change in tough times.

Ed Steinmetz (STINE-mets) of the Northeastern Giant Eagle chain says they have to pay extra attention to their protein offerings. The company's vice president of meat and seafood says consumers expect more for their money right now.

Actuality, Steinmetz :13: "You know, the value message was always important for us. In today's economy that becomes even more paramount to make sure that we're delivering the value that consumers need and want."

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Steinmetz says beef makes up about half of the total meat department sales, and providing variety and consistency has always been their marketing strategy.

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One unwavering fact? Consumers love beef for its taste, he says.

286-word story

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Steinmetz says consumers love beef for its taste, and that fact is unwavering, regardless of what is going on around the country. It commands attention at the grocer's executive level because meat revenue is directly tied to the success of a store.

Actuality, Steinmetz: 27: "So meat for us, and for most other retailers, is going to always play a prominent role, I think, in the weekly promotional activities for helping to drive people into the store. And we know that when we position meat items appropriately and tie in other grocery items, we can get lifts on other items throughout the store just by virtue of having the right items surrounding the meat item, as an example."

(LINK: http://www.cabpartners.com/news/radio/steinmetz_reatil_qt4_2_3.mp3)

Q:...for example."

Cattlemen can take heart that their final end-product is getting plenty of promotion from the other side of the beef chain.

END