

A good time to invest in veal estate

Location, location, location

In retail grocery stores, as in real estate, a good location is difference between a sale



and a lost customer. That's why our

marketing campaign includes elements designed to motivate retail chains to

feature veal in their circulars and in their meat cases. We're also committed to building relationships with consumers. Our 2011 marketing program will continue to raise awareness and encourage home cooks to choose veal more often.

Gaining ground with promotions

It was a great year for veal in 2010, which featured a reprise of the Q1 healthy eating initiative and the introduction of a new promotion period, Columbus Day, which was a huge success. Consumers and retailers alike embraced the program, and Veal Parmigiana was voted the official dish of Columbus Day. In 2010 veal enjoyed a 252% increase in retail support over 2009 and a 24% increase in unique visitors to the Veal Made Easy website.



2010 Highlights

Veal was everywhere in 2010 with our Retail Marketing effort revisiting the successful channels and promotions of the previous year while finding new

ways to get the delicious, nutritious veal message out to consumers. Our strategy focused on three key times of the year:

Healthy Eating - Emphasized that veal is a great choice for individuals and families who have resolved to eat better, healthier food in the New Year.

Summer Grilling - Reinforced how versatile veal is for the barbecue, providing grillers with an opportunity to break away from the usual backyard fare.

Columbus Day/Italian Festival - Columbus was Italian so what better opportunity to elevate veal in consumers' minds by promoting veal as the Official Dish of Columbus Day.



2011 - Building on a strong foundation

Veal is well-positioned to see huge growth in the retail space in 2011. Veal is now increasingly top-of-mind with consumers and plans for the New Year will leverage the two-pronged strategy of the past two years:

1. Create exciting promotional opportunities for retailers that break through the clutter in the meat case and demonstrate the versatility of veal.
2. Give home cooks more incentive to prepare veal at home with new recipes and messages regarding the protein's positive attributes.

Integrated Marketing Events

Q1 New Year Healthy Eating with Veal Sweepstakes, TV spots in key markets, new recipe labels, refreshed website and E-blasts.

Q2 Spring - New recipes, Veal Made Easy website refresh and a wide-reaching E-blast.

Q3 Summer - Grilling focused, new recipe labels provided to key retailers, website refreshes and an E-Blast.

Q4 Columbus Day - Sweepstakes or contest, TV spots in top markets, recipe labels, co-sponsorship with marketing partners and online activities.

Supporting Events and Activities

- Account-specific marketing programs with numerous potential complementary product partners
- Super Bowl E-Blast introducing veal sliders.
- Easter veal and lamb promotions.
- Cinco de Mayo introducing veal tacos and fajitas.



- Updates to VealMadeEasy.com including new recipes and cooking videos, more educational content, and a newsletter sign-up promotion.
- Trade communications leveraging earned media with various trade publications and sell-in materials encouraging retailers to adopt

new, innovative merchandising techniques.

On-Pack Labels

Help Sell More Veal

A Protein Labeling Study was conducted to gain



insight into the value of on-pack protein labeling for consumers. Strong dollar sales gains were achieved across the entire meat case, with veal cuts showing the most significant growth.



© Yerecic Label, National Pork Board and The Beef Checkoff



Average gain across category

Retailer Research

100% of responding retailers agreed that Columbus Day is a good time to promote veal, and 80%+ would support if TV and recipe labels are offered.

- 9387+ individual stores participated
- 642,500+ consumer entries into sweepstakes
- 47,000,000+ TV/Web advertising impressions
- 70,872 visits and 222,496 page views on VealMadeEasy.com
- 41,181 E-Blasts sent to consumers
- 4,776,000 veal recipe labels distributed
- 3 product partnerships



Funded by The Beef Checkoff

