

Take a new bite out of beef



Consumer beef spending during the second quarter of 2000 reached \$13.4 billion—an all-time high. In addition, sales of prepared beef items at supermarkets have grown 67% between July 1998 and June 2000, according to the National Cattlemen's Beef Association (NCBA), Chicago, Ill. New products and renewed advertising focusing on beef's nutrient content have played a vital role in the upswing, says Carl Blackwell, executive director of new product initiatives, NCBA, who notes that easy-to-prepare products are a key part of NCBA's growth strategy. Among the new

items helping to boost sales are the winners of this year's NCBA Best New Beef Products Award 2000:

- The grand champion and best new retail product: RMH Foods Inc., Morton, Ill., for its Quick-N-Easy Top Sirloin Steaks in Bourbon Sauce.
- The best new foodservice beef product: King's Command Foods, Kent, Wash., for its Fully Cooked Old Fashioned Style Beef Patties.
- The best new beef product marketed by a small company: Eaves Foods Inc., Elberton, Ga., for its CAB BUBBA burger.
- The most innovative, commercially promising new beef product: Harris Ranch Beef Co., Selma, Calif., for its Fully Cooked Western Style Beef Stew.

