

## **3-3 news: Cargill, grocers partner for ground beef meal plan**

March 3, 2009

Cargill has partnered with its retail grocery customers to launch the “Feed the Whole Family for \$10” campaign. Cargill is providing point-of-purchase signage, on-pack stickers, four full-color recipe cards – each with a hearty ground beef recipe – and a Web site ([www.groundbeefvalues.com](http://www.groundbeefvalues.com)) with more \$10 recipes and resources. Recipes featured in stores include Baked Spaghetti, Texas Stew, Shepherd’s Pie and Bierocks.

“This program helps retailers address the economic pressures their customers are facing by providing cost-effective meal solutions as well as all of the recipes and preparation tips they need,” said Elizabeth Gutschenritter, Cargill brand manager. “Our research shows that 30 percent of consumers are purchasing more ground beef than a year ago. Our goal in collaborating with retailers on this promotion is to ensure that consumers have a positive experience with the product by arming them with easy-to-prepare, great-tasting recipes that may provide a new experience with ground beef and spur repeat purchase.”

The promotion runs through April 13 and is being delivered at nearly 1,100 grocery locations across the country. Along with the promotion, there is an instant-win game that gives consumers a chance to win free ground beef for a year. The on-pack stickers will include a game code for entry online. There will be 14 winners, each of whom will receive coupons redeemable for about 150 pounds of free ground beef.

Source: Cargill Meat Solutions