

Cargill assists in stretching food dollars

05 Mar 2009

65% of households consisting of more than four people are changing their grocery shopping habits, according to research.

This is because of economic pressures in the midst of the recession, and 71% of consumers are doing more home cooking and eating out less.

Food dollars stretched

Because of this, many families are looking for ways and resources to assist in stretching their food dollars even more. In response to this, Cargill announced that it is lending a helping hand to its retail customers with value-focused meal options that are in demand.

New Cargill programme

“Feed the Whole Family for \$10”, is a new promotional programme from Cargill that consists of point-of-purchase signage, on-pack stickers, four full-colour recipe cards - each with a hearty ground beef recipe - and a website (www.groundbeefvalues.com) promoting \$10 recipes.

Reports have stated that the promotion began in late February and will continue through April 13 at approximately 1,100 retail grocery locations throughout the country.

Addressing economic pressures

This programme assist retailers address the economic pressures their customers are currently dealing with, by providing cost-effective meal solutions as well as all of the recipes and preparation tips they need, stated Elizabeth Gutschenritter, Cargill brand manager.

“Our research shows that 30% 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. With current economic conditions as they are, for consumers, it’s all about value and how they can get more ‘bang for their buck,’” Gutschenritter further stated.