

Industry continues to innovate despite economy, food safety challenges

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Recognizing that consumers still want great taste in an affordable meal, Cargill has teamed up with Kraft Foods and its A.1. Steak Sauce to jointly market ground beef and A.1. The campaign lasts through Aug. 23 and is being offered at more than 1,900 retail grocery locations across the country. A coupon for \$1 off A.1. Steak Sauce is located on Cargill products; the campaign tells consumers how A.1. can make burgers even more flavorful.

Cargill brand manager Elizabeth Gutschenritter told The Shelby Report that Cargill's internal research has shown that 30 percent of consumers are purchasing more ground beef than last year.

"The 2009 Meat Operations Review confirms this trend, noting that sales of less expensive meat items such as ground beef are up," she said. "Cargill will continue to work with our retail partners to ensure consumers have solutions that allow them to keep beef on their menus."

Promotions like Cargill's with A.1. increase product awareness and help grocery stores' opportunities for business with cost-effective meal solutions.

"Not only do these partnerships create a more high-profile, in-store offering grocers can use to deliver additional value to consumers, but with resources such as recipes and menu planning tips, they also allow the retailers to add tangible value to consumers," said Gutschenritter.