



## Call for Entries: 2009 Retail Beef Backer Awards

This prestigious award funded by The Beef Checkoff Program honors supermarket retailers who have gone the extra mile to market and merchandise beef through execution of outstanding beef promotions, successful beef programs, activities and training. We look forward to giving your operation some well-deserved recognition.

**National Retail Beef Backer Award recipients will receive:**

Invitation (expenses paid) to the 2010 Cattle Industry Annual Convention & Trade Show - January 2010, San Antonio, TX

Publicity in national retail trade and local media

Industry recognition and prestige

Award plaque recognizing your achievement

Use of the official Beef Backer Award logo throughout the 2010 calendar year



# Here's how to enter...

## Who May Enter

The 2009 contest welcomes applications from all retailers who have executed outstanding beef initiatives **started and completed** between October 1, 2008 and September 30, 2009. Each retailer is invited to participate by sharing their beef story, describing how beef sales and demand have grown through your efforts in one or more of the following three areas.

- **Promotions-** Promotions include shorter lived merchandising efforts (i.e. summer grilling or holiday promotions, advertising campaigns). Be sure to highlight any participation in beef checkoff funded promotions.
- **Programs-** Programs refer to the adoption or maintenance of longer lived initiatives (i.e. launching a new product(s), adoption of a new program such as nutrition labeling, Easy Fresh Cooking®, Hispanic, employee training programs). Be sure to include any beef checkoff programs that are utilized in your operation.
- **Activities-** Activities include marketing, public relations or industry events, participation in beef checkoff funded pilot tests, surveys or any other activity that adds value to your beef program.

## Submissions Process

Mail the completed and signed entry form, **postmarked on or before October 30, 2009**, to Retail Marketing Department, NCBA  
C/O Retail Beef Backer Awards  
9110 E. Nichols Avenue, Suite 300  
Centennial, CO 80112

## Awards Presentation

National Retail Beef Backer Award winners will be selected by an independent judging committee of retail industry professionals and awards will be presented in January 2010 at the Cattle Industry Annual Convention & Trade Show in San Antonio, Texas. There will be one winner in each of the following four categories:

- **Independent Retailer** - fewer than 11 retail stores
- **Mid-Size Chain Retailer** - 11-99 retail stores
- **Large Chain Retailer** - 100 or more retail stores
- **Innovator of the Year** - The winner of this category can be a chain or independent retailer. This special honoree will be chosen at the judges' discretion based on all selection criteria with special consideration given to those who demonstrate innovative marketing, promotion and merchandising of beef.

Decision of the judges/selection committee is final.



National Retail Beef Backer Award winners will be invited (expenses-paid) to the 2010 Cattle Industry Annual Convention & Trade Show. National Retail Beef Backer Award winners will also enjoy having their achievements announced to their peers through recognition at the 2010 Annual Meat Conference Product Tasting Reception, use of the official Beef Backer Award logo in advertisements, point-of-

sale materials and other promotional materials and the benefit of significant positive press in local, regional and national media publications, including exposure in major trade publications for the calendar year of 2010. *All applicants should be willing to participate in public relations activities in support of the Beef Backer Award program if selected as a winner.*

## Entry Procedure

To ensure that your entry is given full consideration, please follow these instructions:

- Fully complete the application form- you may attach additional pages.
- Beef it up! Tell the judges your beef story. You may also provide any relevant beef merchandising materials which demonstrate your complete beef program including promotions, programs, activities and anything that helps the judges get to know you and learn about the great efforts your operation is taking to support beef. This could include, but is not limited to, point-of-sale materials, staff and/or customer educational materials, videos, photos of beef displays or events, beef-related advertising and publicity efforts, community outreach programs or any additional information to document your sales efforts (expressed as percentage increases, not actual sales dollars). *All information is kept confidential and will not be shared with outside parties.* Please note: materials will not be returned.
- Customer or vendor feedback is also a great addition to any application. Vendor feedback must be on the vendor's letterhead and a template for customer feedback is available at <http://www.beefretail.org/commBeefBacker.aspx>
- Don't forget to include any participation in beef checkoff funded programs, promotions or activities.
- For more information please visit [www.beefretail.org](http://www.beefretail.org) or contact the Retail Marketing Department of the National Cattlemen's Beef Association at (303)694-0305.

