



YERECIC LABEL
On-Pack Results™

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PROTEIN LABELING STUDY SPOTLIGHTS CONSUMER NEEDS ON MEAT PACKAGES ***Study to be Released at 2010 Annual Meat Conference***

New Kensington, Pa. (March 2, 2010) – Yerecic Label, the National Pork Board and the Beef Checkoff Program, will be releasing first phase results of their second Protein Labeling Study (PLS II) at the 2010 Annual Meat Conference (AMC) during the Hot Topics Session on Tuesday, March 9 at 8:00 am. An executive summary of the research study, as well as examples of on-pack labels will also be available at the Yerecic Label booth (#613) at the Technology Fair.

PLS II identifies current consumer information needs while shopping the meat case, explores consumer recipe use, and tests a variety of on-pack labels for general appeal and functionality. Results also show consumer feedback regarding the effectiveness of new labeling programs offering merchandising and technology applications.

“As consumer shopping habits evolve, our goal is to better understand the information consumers need when purchasing fresh meat and poultry,” said Art Yerecic, president of Yerecic Label. “Providing on-pack information that helps consumers purchase and prepare fresh meats will lead to increased demand at retail.”

The research provides consumer insight into information that is most helpful to consumers while shopping the meat case, including:

- Recipes, basic cooking directions and a cooking chart to assist in preparing various cuts of meat and poultry
- New ways of preparing familiar cuts of fresh meat and poultry.
- Serving suggestions for various cuts to make a complete meal
- A photo of the finished dish
- Various meal options to fit different personal preferences

Additionally, consumers shared their thoughts on several on-pack labeling programs.

- Easy Fresh Cooking® labels deliver what consumers want/need to make their fresh meat shopping, preparation and cooking experiences easier.
- Flavors of the World, a label program that encourages consumers to try different ethnic tastes from around the globe, also appeals to consumers. Consumers say these labels provide variety while introducing new flavors and recipes.
- AdImpact™ labels highlight cross merchandising information and coupons for complementary items. Consumers look everywhere for bargains today, and they react positively to these labels when the savings are instant and for products they regularly use.

For more information about Yerecic Label and PLS II, visit YerecicLabel.com.

For more than 40 years, Yerecic Label has brought innovative designs and a lean manufacturing process to clients' projects, guaranteeing a final product that exceeds expectations. Yerecic Labels leads the way in the on-pack labeling industry and constantly works to improve the way messages are delivered to consumers and to provide proven merchandising results for clients.

The Beef Checkoff Program was established as part of the 1985 Farm Bill. The Checkoff assesses \$1 per head on the sale of live domestic and imported cattle, in addition to a comparable assessment on imported beef and beef products. States retain up to 50 cents on the dollar and forward the other 50 cents per head to the Cattlemen's Beef Promotion and Research Board, which administers the national Checkoff program, subject to USDA approval. Consumer-focused and producer-directed, the National

Cattlemen's Beef Association and its state beef council partners are the marketing organization for the largest segment of the food and fiber industry.

The National Pork Board has responsibility for Checkoff-funded research, promotion and consumer information projects and for communicating with pork producers and the public. Through a legislative national Pork Checkoff, pork producers invest \$0.40 for each \$100 value of hogs sold. The Pork Checkoff funds national and state programs in advertising, consumer information, retail and foodservice marketing, export market promotion, production improvement, technology, swine health, pork safety and environmental management. For information on Checkoff-funded programs, call the Pork Checkoff Service Center at 800-456-7675 or check the Internet at www.pork.org.

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