



News update



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Contact: John Hagerla
PM Beef Group
2850 Hwy. 60
Windom, MN 56101
Telephone: (830) 377-0500
E-mail: jhagerla@yahoo.com



PM Beef's Wellness & Nutrition Council™ helps retail partners differentiate

WINDOM, MINN., May 5, 2009 — As today's consumers seek ways to maintain a healthy lifestyle, PM Beef is introducing their newly established Wellness & Nutrition Council™. The Wellness & Nutrition Council and its resource center help PM Beef's retail partners build customer loyalty by providing fact-based, consistent messaging and tools to help inform consumers about food safety, diet and beef nutrition and preparation.

Council members include a select group of professionals representing leading authorities in their areas of expertise who have a unique blend of beef product knowledge from gate to plate. Melissa Southern, PhD, is a dietitian who delivers relevant consumer health and diet information, and works with culinary professionals in the development of new and healthy beef recipes and cooking methods. Simon Timmermans, DVM, is a veterinarian who provides expertise about farm-level production practices and how they relate to a consistent, high-quality, safe beef-eating experience for consumers. The council provides access to other experts as well, including food scientists, chefs and medical professionals.

John Hagerla, PM Beef's vice president of global marketing and sales, said, "We saw an opportunity to provide retailers unbiased, science-based information and consumer-friendly messages about beef-related topics and issues. Our retail partners have the opportunity to utilize the Wellness and Nutrition Council within existing health-focused marketing campaigns or as the platform for a whole new campaign leveraging consumers' demand to know more about where their food comes from and how it's produced."

PM Beef retail partners can work with Wellness & Nutrition Council experts to develop targeted materials for their customers. The council provides a variety of resources that may be customized for each retailer, including fact sheets, newsletters, timely e-news alerts, recipes and a variety of point-of-purchase materials.

"The Wellness & Nutrition Council is just one more way that PM Beef is demonstrating our commitment to truly partnering with our retail partners. It's not just words — we're delivering unique marketing tools that can help them differentiate themselves within their respective markets," adds Hagerla. For more information about the Wellness & Nutrition Council, go to www.pmbef.com/wellness-nutrition-council.

PM Beef is a leading domestic and international supplier of top-quality, Midwestern, corn-fed beef. PM Beef is located in Southern Minnesota, the heart of the corn- and cattle-raising area. Its producer partners are family farmers who are committed to producing top-quality beef raised in accordance with the most humane standards and following strict product specifications. PM Beef provides its customers a wide variety of beef product lines, including PM Angus Beef, PM Natural Angus Beef, PM Retail Ready™ No Trim Beef and a variety of customized solutions for its retail, foodservice and export partners.