



For Immediate Release
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**Beef Checkoff and Mushroom Council Blend at Retail
for 4th Annual Veal Summer Grilling Promotion**

*On-pack sweepstakes encourages mushroom + meat blend,
continues successful co-marketing campaign*

Redwood Shores, CA & Centennial, CO (June 25, 2018) – Summer and grilling make a perfect blend. So, too, do the Beef Checkoff and the Mushroom Council, which are partnering for the 4th year at retail for summer long veal grilling promotion encouraging individuals to adopt “The Blend” culinary technique while entering to win prizes.

Through Sept. 4, specially marked packs of veal at participating grocers will feature an all new “Veal and Mushroom Burger with Balsamic Onions” recipe. Participating customers can also enter a sweepstakes to win \$500 in free groceries.

The Beef Checkoff and Mushroom Council’s annual veal + mushrooms blend promotion encourages home cooks to combine two delectable core ingredients (veal + mushrooms) to create an entirely new flavor experience. It continues a successful collaboration between the organizations. Since its inception, the promotion has earned more than 600,000 sweepstakes entries, including more than 200,000 in 2017.

“As a culinary approach, The Blend works in the kitchen and on the plate – and it’s also the answer at the grocer, offering retailers a creative cross promotion between the meat and produce departments,” said Bart Minor, president of the Mushroom Council. “We look forward to another successful summer with the Beef Checkoff, and can’t wait to see, smell and taste these delicious burgers!”



This year's promotion will have an active consumer component through the Mushroom Council's consumer blog posts, e-blast to mushroom consumers, sharing through Pinterest boards and online YouTube cooking demonstrations. Support from the digital and social media campaign will drive consumer awareness and sweepstakes entry at VealMadeEasy.com.

For more information on The Blend, retailers can visit www.MushroomCouncil.com; for more information and terms of participation for the promotion, retailers can visit www.VealMadeEasy.com.

About the Mushroom Council:

The Mushroom Council is composed of fresh market producers or importers who average more than 500,000 pounds of mushrooms produced or imported annually. The mushroom program is authorized by the Mushroom Promotion, Research and Consumer Information Act of 1990 and is administered by the Mushroom Council under the supervision of the Agricultural Marketing Service. Research and promotion programs help to expand, maintain and develop markets for individual agricultural commodities in the United States and abroad. These industry self-help programs are requested and funded by the industry groups that they serve. For more information, visit mushroomcouncil.com.

About The Beef Checkoff:

The Beef Checkoff Program (www.MyBeefCheckoff.com) 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. In states with qualified beef councils, states may retain up to 50 cents of 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.

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