

To: The Bison Council LLC (trademark@millernash.com)

Subject: U.S. TRADEMARK APPLICATION NO. 86026521 - MEET THE BETTER MEAT - 235970-2100

Sent: 12/15/2014 11:29:59 AM

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**UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)
OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION**

U.S. APPLICATION SERIAL NO. 86026521 MARK: MEET THE BETTER MEAT	 *86026521*
CORRESPONDENT ADDRESS: ERICH W. MERRILL, JR. MILLER NASH LLP 111 SW 5TH AVE STE 3400 PORTLAND, OR 97204-3614	CLICK HERE TO RESPOND TO THIS LETTER: http://www.uspto.gov/trademarks/teas/response_forms.jsp VIEW YOUR APPLICATION FILE
APPLICANT: The Bison Council LLC	
CORRESPONDENT'S REFERENCE/DOCKET NO : 235970-2100 CORRESPONDENT E-MAIL ADDRESS: trademark@millernash.com	

OFFICE ACTION

STRICT DEADLINE TO RESPOND TO THIS LETTER

TO AVOID ABANDONMENT OF APPLICANT'S TRADEMARK APPLICATION, THE USPTO MUST RECEIVE APPLICANT'S COMPLETE RESPONSE TO THIS LETTER **WITHIN 6 MONTHS** OF THE ISSUE/MAILING DATE BELOW.

ISSUE/MAILING DATE: 12/15/2014

On April 22, 2014, action on this application was suspended pending the disposition of Application Serial No. 85919179. The referenced application has matured into a registration. Therefore, registration is refused as follows.

LIKELIHOOD OF CONFUSION

Registration of the applied-for mark is refused because of a likelihood of confusion with the mark in U.S. Registration No. 4523284. Trademark Act Section 2(d), 15 U.S.C. §1052(d); *see* TMEP §§1207.01 *et seq.* See the enclosed registration.

For the reasons discussed below, the examining attorney concludes that confusion as to the source of goods is likely between the applicant's mark MEET THE BETTER MEAT for "educational services, namely, conducting and presenting on-line exhibitions and displays and interactive exhibits in the field of bison meat" and the registrant's mark MEET THE REAL MEAT for "Meat, fish, poultry and game."

Trademark Act Section 2(d) bars registration of an applied-for mark that so resembles a registered mark that it is likely a potential consumer would be confused, mistaken, or deceived as to the source of the goods and/or services of the applicant and registrant. *See* 15 U.S.C. §1052(d). A determination of likelihood of confusion under Section 2(d) is made on a case-by case basis and the factors set forth in *In re E. I. du Pont de Nemours & Co.*, 476 F.2d 1357, 177 USPQ 563 (C.C.P.A. 1973) aid in this determination. *Citigroup Inc. v. Capital City Bank Grp., Inc.*, 637 F.3d 1344, 1349, 98 USPQ2d 1253, 1256 (Fed. Cir. 2011) (citing *On-Line Careline, Inc. v. Am. Online, Inc.*, 229 F.3d 1080, 1085, 56 USPQ2d 1471, 1474 (Fed. Cir. 2000)). Not all the *du Pont* factors, however, are necessarily relevant or of equal weight, and any one of the factors may control in a given case, depending upon the evidence of record. *Citigroup Inc. v. Capital City Bank Grp., Inc.*, 637 F.3d at 1355, 98 USPQ2d at 1260; *In re Majestic Distilling Co.*, 315 F.3d 1311, 1315, 65 USPQ2d 1201, 1204 (Fed. Cir. 2003); *see In re E. I. du Pont de Nemours & Co.*, 476 F.2d at 1361-62, 177 USPQ at 567.

In this case, the following factors are the most relevant: similarity of the marks, similarity and nature of the goods and/or services, and similarity of the trade channels of the goods and/or services. *See In re Vittera Inc.*, 671 F.3d 1358, 1361-62, 101 USPQ2d 1905, 1908 (Fed. Cir. 2012); *In re Dakin's Miniatures Inc.*, 59 USPQ2d 1593, 1595-96 (TTAB 1999); TMEP §§1207.01 *et seq.*

In any likelihood of confusion determination, two key considerations are similarity of the marks and similarity or relatedness of the goods and/or services. *Syndicat Des Proprietaires Viticulteurs De Chateaufort-Du-Pape v. Pasquier DesVignes*, 107 USPQ2d 1930, 1938 (TTAB 2013) (citing *Federated Foods, Inc. v. Fort Howard Paper Co.*, 544 F.2d 1098, 1103, 192 USPQ 24, 29 (C.C.P.A. 1976)); *In re Iolo Techs., LLC*, 95 USPQ2d 1498, 1499 (TTAB 2010); *see* TMEP §1207.01. That is, the marks are compared in their entireties for similarities in appearance, sound, connotation, and commercial impression. *In re Vittera Inc.*, 671 F.3d 1358, 1362, 101 USPQ2d 1905, 1908 (Fed. Cir. 2012) (quoting *In re E. I. du Pont de Nemours & Co.*, 476 F.2d 1357, 1361, 177 USPQ 563, 567 (C.C.P.A. 1973)); TMEP §1207.01(b)-(b)(v). Additionally, the goods and/or services are compared to determine whether they are similar or commercially related or travel in the same trade channels. *See Coach Servs., Inc. v. Triumph Learning LLC*, 668 F.3d 1356, 1369-71, 101 USPQ2d 1713, 1722-23 (Fed. Cir. 2012); *Herbko Int'l, Inc. v. Kappa Books, Inc.*, 308 F.3d 1156, 1165, 64 USPQ2d 1375, 1381 (Fed. Cir. 2002); TMEP §1207.01, (a)(vi).

Marks are compared in their entireties for similarities in appearance, sound, connotation, and commercial impression. *Stone Lion Capital Partners, LP v. Lion Capital LLP*, 746 F.3d 1317, 1321, 110 USPQ2d 1157, 1160 (Fed. Cir. 2014) (quoting *Palm Bay Imps., Inc. v. Veuve Clicquot Ponsardin Maison Fondée En 1772*, 396 F. 3d 1369, 1371, 73 USPQ2d 1689, 1691 (Fed. Cir. 2005)); TMEP §1207.01(b)-(b)(v). "Similarity in any one of these elements may be sufficient to find the marks confusingly similar." *In re Davia*, 110 USPQ2d 1810, 1812 (TTAB 2014) (citing *In re White Swan Ltd.*, 8 USPQ2d 1534, 1535 (TTAB 1988); *In re 1st USA Realty Prof'ls, Inc.*, 84 USPQ2d 1581, 1586 (TTAB 2007)); TMEP §1207.01(b).

The marks are highly similar, namely, MEET THE BETTER MEAT and MEET THE REAL MEAT. The only difference between the marks is the substitution of the wording BETTER in the applicant's mark for the term REAL in the registrant's mark.

Consumers are generally more inclined to focus on the first word, prefix, or syllable in any trademark or service mark. *See Palm Bay Imps., Inc. v. Veuve Clicquot Ponsardin Maison Fondée En 1772*, 396 F. 3d 1369, 1372, 73 USPQ2d 1689, 1692 (Fed. Cir. 2005); *Presto Prods., Inc. v. Nice-Pak Prods., Inc.*, 9 USPQ2d 1895, 1897 (TTAB 1988) ("it is often the first part of a mark which is most likely to be impressed upon the mind of a purchaser and remembered" when making purchasing decisions). The first two words are identical and the fourth term is identical. The only difference is in the third term of each of the marks. The use of the term BETTER in the applicant's mark instead of the term REAL is not sufficient to obviate the likelihood of confusion. The marks are highly similar and create the same commercial impression.

The goods and/or services of the parties need not be identical or even competitive to find a likelihood of confusion. *See On-line Careline Inc. v. Am. Online Inc.*, 229 F.3d 1080, 1086, 56 USPQ2d 1471, 1475 (Fed. Cir. 2000); *Recot, Inc. v. Becton*, 214 F.3d 1322, 1329, 54 USPQ2d 1894, 1898 (Fed. Cir. 2000) ("[E]ven if the goods in question are different from, and thus not related to, one another in kind, the same goods can be related in the mind of the consuming public as to the origin of the goods."); TMEP §1207.01(a)(i).

The respective goods and/or services need only be “related in some manner and/or if the circumstances surrounding their marketing [be] such that they could give rise to the mistaken belief that [the goods and/or services] emanate from the same source.” *Coach Servs., Inc. v. Triumph Learning LLC*, 668 F.3d 1356, 1369, 101 USPQ2d 1713, 1722 (Fed. Cir. 2012) (quoting *7-Eleven Inc. v. Wechsler*, 83 USPQ2d 1715, 1724 (TTAB 2007)); TMEP §1207.01(a)(i).

The goods and services of the parties are related and are likely to be marketed within the same trade channels. The goods and services of both parties are likely to be displayed in close proximity in various stores and retail establishments. Specifically, the registrant’s goods are meat and the applicant’s services relate to a specific type of meat, namely, bison meat. Consumers are accustomed to encountering educational services that promote the purchase and consumption of meat and other food products. As demonstrated by the attached evidence, advertising and educational campaigns such as The Other White Meat, Beef. It’s What’s for Dinner, and Got Milk? are just a couple food ad campaigns that are widely recognized for promoting food. Consumers encountering the applicant’s mark are likely to be confused and assume that the marks are emanating from a single source.

The marks are virtually identical. The goods and services are very highly related. The similarities among the marks and the goods and services are so great as to create a likelihood of confusion among consumers. The overriding concern is not only to prevent buyer confusion as to the source of the goods and/or services, but to protect the registrant from adverse commercial impact due to use of a similar mark by a newcomer. *See In re Shell Oil Co.*, 992 F.2d 1204, 1208, 26 USPQ2d 1687, 1690 (Fed. Cir. 1993). Therefore, any doubt regarding a likelihood of confusion determination is resolved in favor of the registrant. TMEP §1207.01(d)(i); *see Hewlett-Packard Co. v. Packard Press, Inc.*, 281 F.3d 1261, 1265, 62 USPQ2d 1001, 1003 (Fed. Cir. 2002); *In re Hyper Shoppes (Ohio), Inc.*, 837 F.2d 463, 464-65, 6 USPQ2d 1025, 1026 (Fed. Cir. 1988).

Although applicant’s mark has been refused registration, applicant may respond to the refusal(s) by submitting evidence and arguments in support of registration.

If applicant has questions regarding this Office action, please telephone or e-mail the assigned trademark examining attorney. All relevant e-mail communications will be placed in the official application record; however, an e-mail communication will not be accepted as a response to this Office action and will not extend the deadline for filing a proper response. *See* 37 C.F.R. §2.191; TMEP §§304.01-.02, 709.04-.05. Further, although the trademark examining attorney may provide additional explanation pertaining to the refusal(s) and/or requirement(s) in this Office action, the trademark examining attorney may not provide legal advice or statements about applicant’s rights. *See* TMEP §§705.02, 709.06.

/Sharon A. Meier/

Trademark Attorney, LO112
571-272-9195 phone
571-273-9112 fax
sharon.meier1@uspto.gov

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All informal e-mail communications relevant to this application will be placed in the official application record.

WHO MUST SIGN THE RESPONSE: It must be personally signed by an individual applicant or someone with legal authority to bind an applicant (i.e., a corporate officer, a general partner, all joint applicants). If an applicant is represented by an attorney, the attorney must sign the response.

PERIODICALLY CHECK THE STATUS OF THE APPLICATION: To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using the Trademark Status and Document Retrieval (TSDR) system at <http://tsdr.uspto.gov/>. Please keep a copy of the TSDR status screen. If the status shows no change for more than six months, contact the Trademark Assistance Center by e-mail at TrademarkAssistanceCenter@uspto.gov or call 1-800-786-9199. For more information on checking status, see <http://www.uspto.gov/trademarks/process/status/>.

TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS: Use the TEAS form at <http://www.uspto.gov/trademarks/teas/correspondence.jsp>.

Print: Dec 15, 2014

85919179

DESIGN MARK

Serial Number

85919179

Status

REGISTERED

Word Mark

MEET THE REAL MEAT

Standard Character Mark

Yes

Registration Number

4523284

Date Registered

2014/04/29

Type of Mark

TRADEMARK

Register

PRINCIPAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

Beck, Glen A INDIVIDUAL UNITED STATES 16845 North 29th Avenue, 647
Phoenix ARIZONA 85053

Goods/Services

Class Status -- ACTIVE. IC 029. US 046. G & S: Meat, fish, poultry
and game. First Use: 2013/11/29. First Use In Commerce: 2013/11/29.

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "MEAT" APART FROM THE
MARK AS SHOWN.

Filing Date

2013/04/30

Examining Attorney

FOSDICK, GEOFFREY

Meet the real meat

DESIGN MARK

Serial Number

86026521

Status

SUSPENSION LETTER - MAILED

Word Mark

MEET THE BETTER MEAT

Standard Character Mark

Yes

Type of Mark

TRADEMARK; SERVICE MARK

Register

PRINCIPAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

The Bison Council LLC LIMITED LIABILITY COMPANY DELAWARE #200-360 9249
S. Broadway Highlands Ranch COLORADO 80129

Goods/Services

Class Status -- ACTIVE. IC 029. US 046. G & S: bison meat.

Goods/Services

Class Status -- ACTIVE. IC 041. US 100 101 107. G & S: educational services, namely, conducting and presenting on-line exhibitions and displays and interactive exhibits in the field of bison meat.

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "MEAT" APART FROM THE MARK AS SHOWN.

Filing Date

2013/08/01

Examining Attorney

MEIER, SHARON

Attorney of Record

Erich W. Merrill, Jr.

MEET THE BETTER MEAT



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Pork. The Other White Meat

From Wikipedia, the free encyclopedia

"Pork. The Other White Meat." was an [advertising slogan](#) developed by advertising agency [Bozell, Jacobs, Kenyon & Eckhardt](#) in 1987 for the [National Pork Board](#). The campaign was paid for using a [checkoff](#) fee (tax) collected from the initial sale of all pigs and pork products, including imports.^[*citation needed*] Despite this commercial branding, pork is [not a white meat](#) according to the [United States Department of Agriculture](#).

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Advertisements [edit]

The program's television ad campaign began on March 2, 1987, with a series of advertisements that pitched pork as a [white meat](#) alternative to chicken or turkey, offering entrees such as [cordon bleu](#), [kabobs](#) and pork à l'orange. The \$7 million budget contrasted to the \$30 million spent primarily on network television ads for the "[Beef. It's What's for Dinner](#)" campaign from the [National Cattlemen's Beef Association](#), and the \$112 million spent on ads for branded chickens.^[1]

Print ads have encouraged consumers to rethink the way they prepare meals, including an ad written in the style of an obituary that depicts a woman who is mourning "the passing of her long-lived tuna chow mein casserole recipe", which will be replaced "by a new recipe for Orange Glazed Pork Tenderloin".^[2]

During [Super Bowl XXIX](#), Pork unveiled the "Taste What's Next" campaign, set around a lot of restaurants serving pork by people including [Emeril Lagasse](#).

In the fall of 1998, Pork promoted "The Other White Sale".

The last campaign using the slogan, which was first used in 2008, was "The Other White Meat. Don't be blah."

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Results [edit]

With a program promoting pork using the slogan as a lean meat to health-conscious consumers, pork sales in the United States rose 20%, reaching \$30 billion annually by 1991.^[3]

Data collected by the USDA's [Economic Research Service](#) showed that pork consumption following the introduction of the Board's promotion programs had risen from 45.6 pounds (20.7 kg) per capita in 1987 and reaching a peak of 49.3 pounds (22.4 kg) per person in 1999, dropping to 48.5 pounds (22.0 kg) in 2003. By contrast, beef consumption had declined from 69.5 pounds (31.5 kg) per American in 1987 to 62 pounds (28 kg) in 2003.^[2]

Replacement [edit]

On March 4, 2011, the National Pork Board replaced the slogan with the slogan "Pork. Be inspired."^{[4][5]}

References [edit]

- ↑ Dougherty, Philip H. "ADVERTISING; Dressing Pork for Success" ↗, *The New York Times*, January 15, 1987. Accessed April 22, 2009.
- ↑ ^ ^ ^ Levere, Jane L. "The Pork Industry's 'Other White Meat' Campaign Is Taken in New Directions" ↗, *The New York Times*, March 4, 2005. Accessed April 22, 2009.
- ↑ Hall, Trish. "And This Little Piggy Is Now on the Menu"↗, *The New York Times*, November 13, 1991. Accessed April 22, 2009.
- ↑ "Pork board swaps 'White Meat' for 'Be Inspired'" ↗. *Associated Press*. March 4, 2011. Retrieved March 8, 2011.
- ↑ "New brand introduction" ↗. *porkbeinspired.com* (National Pork Board). Retrieved March 8, 2011.

External links [edit]

- Campaign website heritage page↗

Categories: [Advertising slogans](#)

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National Cattlemen's Beef Association

From Wikipedia, the free encyclopedia

National Cattlemen's Beef Association or **NCBA**, an advocacy group for beef producers in the United States, reports that it works "to increase profit opportunities for cattle and beef producers by enhancing the business climate and building consumer demand."

The NCBA operates the Cattle Industry Annual Convention & Trade Show and Cattle Industry Summer Conference.

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Advertising campaign [[edit](#)]

The NCBA is the group responsible for the ad campaign run in the U.S. using the slogan "**Beef. It's What's for Dinner**" Music from the ballet *Rodeo* by [Aaron Copland](#) is used in the radio and television commercials. On January 21, 2008, [Matthew McConaughey](#) became the current spokesman of the organization, having taken over from [Sam Elliott](#) and the late [Jim Davis](#) and [Robert Mitchum](#).

Legislation [[edit](#)]

The NCBA supported the [Farmers Undertake Environmental Land Stewardship Act](#) (H.R. 311; 113th Congress), a bill that would require the [Environmental Protection Agency](#) (EPA) to modify the Spill Prevention, Control, and Countermeasure (SPCC) rule, which regulates oil discharges into navigable waters and adjoining shorelines.^[1] The rule requires certain farmers to develop an [oil spill](#) prevention plan that is certified by a professional [engineer](#) and may require them to make [infrastructure](#) changes.^[1] According to supporters, this bill would "ease the burden placed on farmers and ranchers" by making it easier for smaller farms to self-certify and raising the level of storage capacity under which farms are exempted.^[2] The NCBA's president said that they were "pleased" that the "bill will keep many of our producers from having to undertake excess costs as a result of the EPA's overregulation."^[2]

The NCBA supported the [Water Rights Protection Act \(H.R. 3189; 113th Congress\)](#), a bill that would prevent federal agencies from requiring certain entities to relinquish their water rights to the United States in order to use [public lands](#).^{[3][4]}

Financial background [edit]

The National Cattlemen's Beef Association is funded partially by membership dues and partially through the [Beef Checkoff](#) which imposes a mandatory assessment each time a head of cattle is sold^[5] This tax, which was authorized by Congress in the [Beef Promotion and Research Act of 1985](#), brings in around \$85 million a year, of which the NCBA receives roughly \$55 million.^[6] The constitutionality of the mandatory assessment was called into question with the hearing of the [Supreme Court of the United States](#) case [Johanns v. Livestock Marketing Assn.](#),^[7] in which the justices ruled in favor of the tax in a 6-3 decision.

See also [edit]

- Got Milk?
- Wise Use Movement

References [edit]

- ↑ "H.R. 311 - CBO". Congressional Budget Office. Retrieved 10 March 2014.
- ↑ "Committee passes legislation to ease burden of SPCC program". *High Plains Journal*. 23 December 2013. Retrieved 11 March 2014.
- ↑ "H.R. 3189 - CBO". Congressional Budget Office. Retrieved 11 March 2014.
- ↑ "Urge Congress to Support of the Water Rights Protection Act". National Cattlemen's Beef Association. Retrieved 12 March 2014.
- ↑ "1 All About The Beef Checkoff". Web.archive.org. 2007-09-28. Archived from the original on 2007-09-28. Retrieved 2010-12-14.
- ↑ "A Serious Beef with the National Cattlemen's Beef Association". Multinationalmonitor.org. Retrieved 2010-12-14.
- ↑ "Johanns v. Livestock Marketing Association". Oyez.org. Retrieved 2010-12-14.

External links [edit]

- Official site

Categories: [American cattlemen](#)

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Monthly**View Archives**[All](#)[2014](#)[2013](#)[2012](#)[2011](#)**Date: 4/23/2013****Title: New "Beef. It's What's For Dinner." Advertising Asks "What's Your Dinner Made Of?"****Thought Provoking Campaign Sizzles with New Voice**

Centennial, Colo., April 23, 2013 – The new "Beef. It's What's For Dinner." consumer advertising campaign is premiering this month, bringing the recognizable tagline to older millennials and Gen-Xers. The new campaign, funded by the beef checkoff, will feature sizzling beef recipes, juicy details about essential nutrients and the voice of one of Hollywood's most promising new talents.

"This campaign builds upon the core benefits that only beef offers -- its great taste and 10 essential nutrients. While most folks just look at beef for its sizzle or great flavor, it's made up of more than that. Its nutrients are what make it the most powerful protein and what makes beef above all else," said Michele Murray, consumer marketing executive director, for the National Cattlemen's Beef Association, which contracts to manage advertising for the beef checkoff. "It doesn't hurt that the voice delivering the message on the other side of the radio epitomizes health and sizzle too."

New Voice for a New Target

The new "Above All Else" campaign aims to reach the next generation of beef eaters – the older millennial and Gen-Xer, aged 25 to 44 –who care about food and nutrition.

While keeping many brand mainstays, such as Aaron Copeland's "Rodeo" music, the new beef campaign will switch up the voice behind the famous words, "Beef. It's What's For Dinner." Sparking a new interest for the older millennial and Gen X target, Garrett Hedlund's voice will take a starring role in the campaign's radio

older millennial and Gen X target, Garrett Hedlund's voice will take a starring role in the campaign's radio spots. Garrett personally represents healthful living, and his strong, warm voice is perfect for provoking new understanding about beef. "I'm proud to represent America's farmers and ranchers," noted Hedlund. "I grew up on my father's cattle operation, so I'm right at home as the new voice of beef."

Born in Roseau, Minn., Garrett spent his early years on a cattle operation. He was just 18 when he landed a role in the epic film *Troy* (2004) playing opposite Brad Pitt. Following his debut in *Troy*, Garrett went on to *Friday Night Lights* (2004) and *Tron Legacy* (2010). His latest roles include *Country Strong* (2011), in which he plays a rising young country star opposite Gwyneth Paltrow, as well as *On the Road*, in theaters now.

What's Your Dinner Made Of?

That's the question each "Beef. It's What's For Dinner" print advertisements asks. It's answered with bold copy highlighting the nutritional benefits of beef along with tantalizing food photography reminding the consumer that delicious can, and does go right alongside nutritious. Each advertisement calls out an individual essential nutrient, like protein: "The Strip steak has lots of protein...and your appetite's attention." Another ad reminds you that a dinner with beef "has iron. The most lean, delicious and tender iron known to man."

The print advertisements will appear in monthly national magazines with an emphasis on food, health/fitness, parenting, lifestyle and men's sports. In addition to traditional print placements, the campaign will appear across a wide range of digital platforms, such as tablets, online radio stations (e.g., Pandora), video websites (e.g., Hulu), social networking sites (e.g., Facebook) and popular recipe websites (e.g., AllRecipes.com). State Beef Councils will extend the campaign through print, radio, digital, in-person promotions, sporting events, outdoor advertising and more. Public relations, health professional outreach, social media and other promotional efforts round out this integrated effort.

For delicious triple-tested beef recipes, nutrition information and to learn more about the "Beef. It's What's For Dinner." advertising campaign, please visit BeefItsWhatsForDinner.com.

#

The Beef Checkoff Program (www.MyBeefCheckoff.com) was established as part of the 1985 Farm Bill.

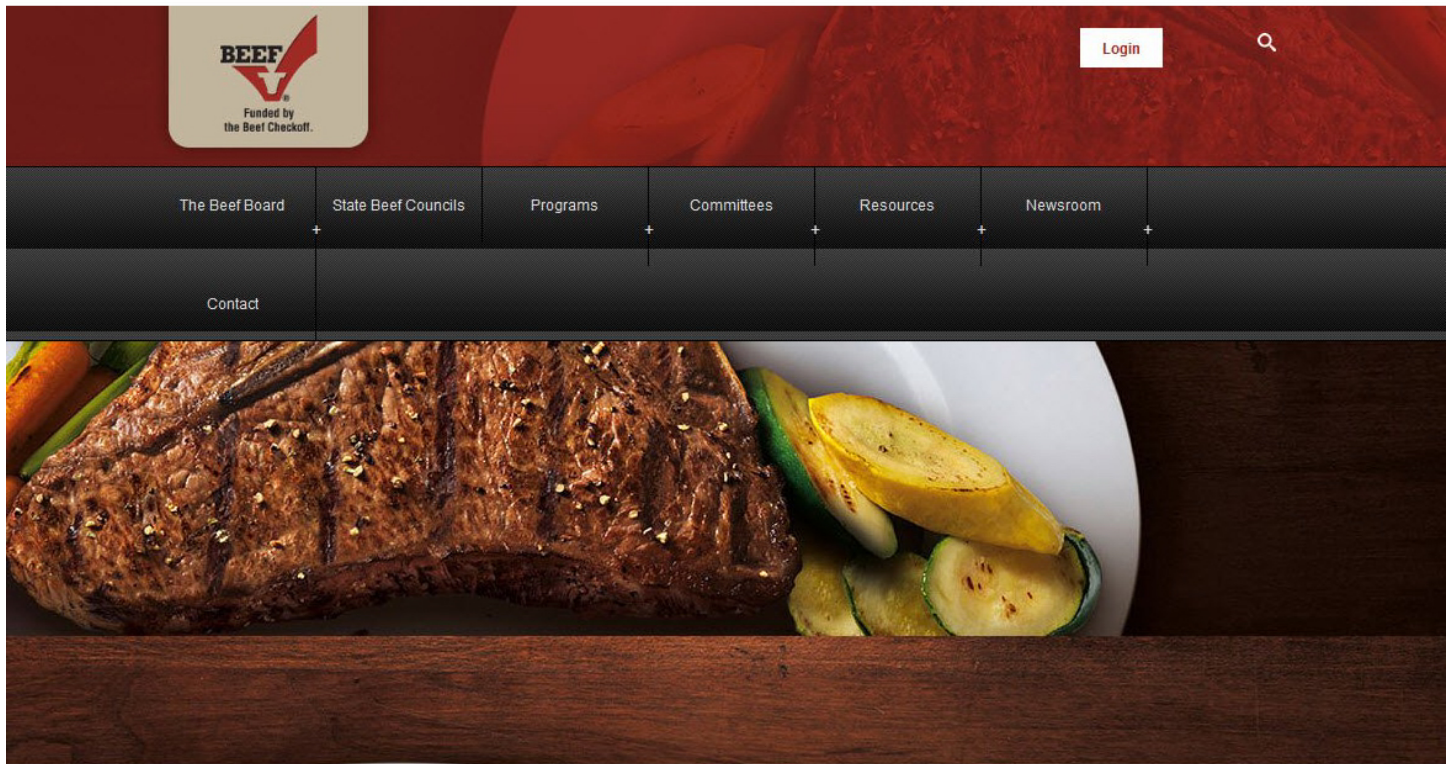
The checkoff assesses \$1 per head on the sale of live domestic and imported cattle, in addition to a comparable assessment on imported beef and beef products. States retain up to 50 cents on the dollar and forward the other 50 cents per head to the Cattlemen's Beef Promotion and Research Board, which administers the national checkoff program, subject to USDA approval.



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Contemporary Beef Marketing Campaign Builds on Popular, Successful Tagline

Newsletter

Contact: **Melissa Sandfort**, 308-697-3486; msandfort@beefboard.org

Date: Monday, June 23, 2014

Every afternoon in homes across the country, the same refrain can be

30 MEALS IN 30 MINUTES



heard: "Hey! What's for dinner?" And in the minds of the many consumers hearing that question, a dominant answer has been planted: **Beef. It's what's for dinner.**

Not just planted, in fact. Watered, nourished and cared for over the past two decades, the beef checkoff-developed phrase is an example of highly successful promotion that is the envy of most major companies.

Can its true benefit to producers be quantified? And maybe more important, is it still relevant in this digital age?

"It's invaluable," according to Jim Boudreau, who was account director in charge of the "Beef. It's What's For Dinner." effort for the campaign-creating Leo Burnett agency from 1998-2002. "In the food category, it's one of the most successful taglines ever."

The reason for the success is simple, Boudreau says, but hard to duplicate. The beef tagline is "declarative, American," he says. "It resonates with everyone, whether they're in their 20s or in their 70s."

"We wanted to own that meal," he says. "The tagline, combined with the other campaign elements, helped accomplish that."

It wasn't just an advertising campaign, says Mary Adolf, who was vice president of promotion at the National Live Stock and Meat Board at the time. It was integrated across just about every facet of the industry's marketing program. "That really helped propel it forward very quickly," Adolf says.



The campaign had followed another successful campaign, "Beef. Real Food for Real People.", which used celebrities to gain attention and had been created by a different agency. In the early 1990s, though, the industry was going through a huge transformation, modernizing meat cases, creating convenient recipes and identifying new cuts and products that more closely met consumer needs.

The new "Beef. It's What's For Dinner." campaign would refocus on the beef product. The campaign hit the streets in May of 1992 with a 17-month, \$42 million campaign that covered a broad range of marketing elements.

"It clicked almost immediately," says Adolf. "The whole industry got behind it, and saw its potential. We worked hard to find a tagline that would endure and could be owned by the beef industry – something that could resonate with consumers and communicate what we were trying to convey."

Don Sonnier, a beef producer from Bossier City, La., was the chairman of the Beef Industry Council Advertising Committee when the campaign was first introduced. He says there was almost unanimous consensus among producer volunteer committee members that this tagline would be a success. "I can't remember any arguing about it," Sonnier says. "The committee suggested only very minor changes. It looked like it was going to be a home run, and it was."

Epic Staying Power

Just how large of a home run certainly can be quantified. Research shows that almost every year, more than eight of 10 consumers have at some point seen or heard the tagline. About half of consumers can recite the beef industry tagline unaided – despite the fact that television advertising hasn't been

30 MEALS IN 30 MINUTES.



BEEF. IT'S WHAT'S FOR DINNER.

recite the beef industry tagline unaided – despite the fact that television advertising hasn't been conducted for a decade. It's an enviable measure by any standard.

"Most companies would love to have that kind of success," says Adolf, who is now executive director of the International Pizza Hut Franchise Holders Association. According to Adolf, Pizza Hut has had about a half dozen campaigns over the last decade, searching for the kind of mental imagery and staying power that the beef industry has enjoyed. She also points to companies like United Airlines, which has returned to its "Fly the Friendly Skies" tagline after discarding it in 2010 following more than 30 years of success.

"The 'Beef. It's What's For Dinner.' theme has stood the test of time," says Adolf. "That's a rare thing – to find a slogan that can do that. It's almost unheard of today."

Jennifer Houston, a beef producer from Sweetwater, Tenn., who has served on advertising and numerous other checkoff committees since the 1980s, agrees. "There are not too many brands that have had this kind of sticking power – and relevance," she says. "At the time the first 'Beef. It's What's For Dinner.' campaign got started, I don't think anybody thought it (the beef tagline) would have lasted as long as it has. We were so proud of what it became."

What it became, in fact, was something much larger than a tagline.

"'Beef. It's What's For Dinner.' is worked into everything we do," according to Martin Roth, manager of the marketing, advertising and new media program for the beef checkoff. "It's not just a tagline – it's the brand. It's the authority for all things beef."

Roth says the credibility of the beef industry's message has been enhanced significantly because of the beef industry's efforts to develop an identity over the last two decades. "It's established in the consumer mindset from all of the years of producer investment (through the checkoff) in it," he says. "Consumers and others look to 'Beef. It's What's For Dinner.' and have confidence in it. It's who we are. And it's really paying off for farmers and ranchers."



Digital Communications

Houston says because of the investment producers made through their Beef Checkoff Program at the beginning of the first campaign, a foundation has been established. "We don't always have to come up with something new," she says. "We already have something that we know works."

She says all of those putting checkoff dollars to work can use the tagline as a "springboard for what they want to get across" – including state beef councils, which leverage the message for numerous efforts that reach consumers on state and regional bases.

According to Houston, the efforts only work, though, if the right message reaches the intended target. Today, the method of conveying the message has changed significantly.

The 1992 campaign included an initial \$20.5 million advertising budget, using mostly television, magazine and radio. Today, the strategy is to reach millennials through a targeted digital approach that shows up on their laptops, tablets, handheld mobile devices and computers with information they need, when they need it.

"Digital is the lifeblood of today's millennial," Roth said. "It's the first thing they look at in the morning, and it's the last thing they look at before they go to bed. A screen is always in front of them."

Fortunately, he added, the "Beef. It's What's For Dinner." theme is just as effective with today's consumer

Fortunately, he added, the “Beef. It’s What’s For Dinner” theme is just as effective with today’s consumer as it was when it was introduced in 1992. “Millennials have the same concerns as other generations have had – marriage, kids, finding and preparing meals that the whole family will enjoy,” he says. “But what has changed is the way they get their information. Digital is the way to reach this audience.”

Right Audience, Right Time

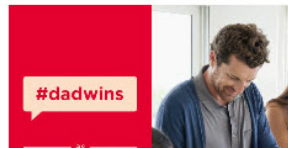
Roth says the payoff for the beef industry comes when a campaign moves people to purchase more beef more often. The “Beef. It’s What’s For Dinner.” digital marketing campaign is key to accomplishing that goal for today’s generation.

“The ‘Beef. It’s What’s For Dinner.’ digital campaign is the solution,” he says. “It targets the right people at the right time.”

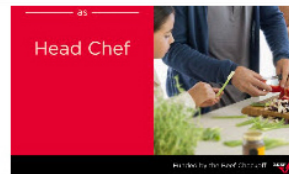
Unlike mass media, which reaches some people who have no interest in the product, Roth describes digital media as an “under-the-radar” approach that is “a different delivery system that is laser-focused on the person needing beef information or who would benefit from specific beef information. While it’s one-on-one communication through a consumer’s computer, it’s also across millions of people.”

The campaign aims to direct consumers to its flagship website – BeefItsWhatsForDinner.com. The site houses recipes, tips, nutrition, safety and other information that consumers want and need. Various digital elements drive consumers to that site, including:

- **Banner Ads** on sites like AllRecipes.com and MensFitness.com, which inspire consumers to think about their dinner tonight with beef photos, recipes and bits of information. The ads and sites are targeted toward consumers who have health and recipes on their minds.
- **Search Advertising** on engines such as Bing and Google, for people proactively searching for information on recipes and food information, but who may not have beef on their minds.
- A “**Beef. It’s What’s For Dinner.**” **Facebook page**, with more than 830,000 fans who receive recipe posts with photos on a regular basis, and who are encouraged to visit the flagship website.
- **Collaboration with other established recipe and nutrition-related websites**, such as Martha Stewart.com, which will imbed beef recipes and tips directly on their sites.
- **Videos** that run before online television shows, using both recipe and non-recipe approaches.
- Other “**cutting edge**” elements in digital marketing that allow the industry to target millennial consumers who might be in the market to purchase beef.



All of these types of information streams are important, says Roth. “There are thousands and thousands of products out there, and they’re all on the Internet,” says Roth. “But they remain hidden on the Internet unless they’re promoted. We need to be targeting the right people, and targeting them when they’re in the right frame of mind.”



According to Roth, using a digital approach to marketing is very cost effective and efficient, since its aim is to focus on those who are in a position to purchase the product, not those who aren't. "Digital provides a new, more surgical approach to the industry's opportunities," he says.

A Great Run

Though they couldn't have predicted how it would eventually be used, beef producers who sent the "Beef. It's What's For Dinner." theme on its mission can take satisfaction today in what it has created. "We didn't have any inkling that it would become what it has," says Houston, who now serves as Federation of State Beef Councils vice chair.

According to Boudreau, the success so far has been tremendous, though changes in implementation were inevitable. "A tagline needs to be continually nurtured," he says. "It needs to evolve."

But the value to beef farmers and ranchers? No question, says Houston. "It's been priceless. It has really built tons of brand equity."


###

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.

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Got Milk?

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This article **needs additional citations for verification**. Please help [improve this article](#) by [adding citations to reliable sources](#). Unsourced material may be challenged and removed. *(July 2010)*

Got Milk? (stylized as **got milk?**) was an American [advertising campaign](#) encouraging the consumption of [cow's milk](#), which was created by the advertising agency [Goodby Silverstein & Partners](#) for the [California Milk Processor Board](#) in 1993 and later licensed for use by milk processors and dairy farmers. It ran from October 24, 1993 to February 24, 2014. The campaign has been credited with greatly increasing milk sales in California^[1] though not necessarily nationwide.^[2]

Got Milk? is one of the most famous [commodity brand](#) and influential campaigns in the United States.



The logo of the "Got Milk?" campaign.

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History [\[edit\]](#)

The phrase was created by the [advertising agency](#) [Goodby Silverstein & Partners](#). In an interview in *Art & Copy*, a 2009 documentary that focused on the origins of famous advertising slogans, Jeff Goodby and Rich Silverstein said that the phrase almost didn't turn into an advertising campaign. According to a *New York Times* piece, people at Goodby, Silverstein "thought it was lazy, not to mention grammatically incorrect."^[3]

The advertisements would typically feature people in various situations involving dry or sticky foods and treats such as [cookies](#). The person then would find himself in an uncomfortable situation due to a full mouth and no milk to wash it down. At the end of the commercial the character would look sadly to the camera and boldly displayed would be the words, "Got Milk?"

The [first Got Milk? advert](#) ran on October 29, 1993, and featured a hapless history buff (played by [Sean Whalen](#)) receiving a call to answer a radio station's \$10,000 trivia question (voiced by [Rob Paulsen](#)), "Who shot Alexander

Hamilton in that famous duel?" (referring to the [Burr–Hamilton duel](#)). The man's apartment is shown to be a private museum to the duel, packed with artifacts. He answers the question correctly, saying "[Aaron Burr](#)", but because his mouth is full of peanut butter and he has no milk to wash it down, his answer is unintelligible. The ad, directed by Hollywood director [Michael Bay](#), was at the top of the advertising industry's award circuit in 1994.^[4] From 1994 to 1995, fluid milk sales in the 12 regions totaled 23.3 billion pounds, and increased advertising expenditures amounted to \$37.9 million. In 2002, the ad was named one of the ten best commercials of all time by a [USA Today](#) poll, and was run again nationwide that same year. It has since been featured in books on advertising and used in case studies.^[citation needed]

The slogan "Got Milk?" was licensed to the National Milk Processor Education Program (MilkPEP) in 1995 to use on their celebrity print ads, which, since then, have included celebrities from the fields of sports, media and entertainment, as well as fictional characters from TV, video games, and film such as [The Simpsons](#), [Batman](#), [Mario](#), [The Powerpuff Girls](#) posing in print advertisements sporting a "milk mustache," employing the slogan, "Where's *your* mustache?" The milk mustache campaign promoting the Super Bowl has also been featured in [USA Today](#), the Friday edition featured one player from each Super Bowl team to the player from the winning team in Monday's edition. It was not featured in 2014 as the advertising focus that year was on the "Protein Fight Club" campaign which promoted the importance of eating breakfast with milk and the "Refuel: Got Chocolate Milk" campaign.

Former California Gov. [Gray Davis](#) expressed his dislike for one commercial and asked if there was a way to remove it from the air. It featured two children who refused to drink milk because their elderly next-door neighbor is energetic despite not drinking it. He is going to use his wheelbarrow when suddenly his arms snap off because, without his consumption of milk, his bones are weak and frail. The now-frightened children scream in terror and then start imbibing the fluid.^[5]

In 2006, the campaign went after a new demographic with a series of Spanish-language "Toma Leche?" or "Do you take/drink milk?" ads in which milk is touted as a "wonder tonic" with muscle and hair building qualities.^[6]

According to the Got Milk? website, the campaign has over 90% awareness in the US and the tag line has been licensed to dairy boards across the US since 1995. Got Milk? is a powerful property and has been licensed on a range of consumer goods including [Barbie](#) dolls, [Hot Wheels](#), baby and teen apparel, and kitchenware. The trademarked line has been widely parodied by groups championing a variety of causes. Many of these parodies use a lookalike rather than the actual persons used in the original Got Milk? adverts. In 2005, the California Milk Processor Board created a "Got Ripped Off?" poster showcasing their top 100 favorite parodies of the slogan.^[7]

In 2008, the campaign capitalized on the poor economic condition of Americans and used financial adviser and talk show host, [Suze Orman](#), in an effort to advertise milk as a smart and nutritious commodity to purchase.^[8]

The voice saying "Got Milk?" in the television commercials is that of veteran voiceover actor [Denny Delk](#), however other anonymous narrators have said the question on occasion.

Some Got Milk? ads varied the slogan to say, "Got Chocolate Milk?"^{[9][10]}

On February 24, 2014, the Milk Processor Education Program announced it would be discontinuing the 20-year old slogan in favor of a new tagline: "Milk Life".

Related advertising edit

Related advertising [edit]

Beginning in 2011, an advertising campaign was launched primarily attacking the [soy milk](#) industry. The themes of these ads are comparable to the Got Milk? ads, but with such messages as "real milk isn't made from beans and nuts" or "real milk requires no shaking".

Parodies and references [edit]

The slogan is a [snowclone](#), having appeared in numerous alternative versions on t-shirts, advertisements, and real advertisements. For the most part the California Milk Processor Board has ignored the alternative uses, although in 2007 it threatened lawsuit against [PETA](#) for its anti-dairy campaign, "Got Pus?", which began in 2002. By 2007, the slogan had become an international icon and the phrase has been parodied more than any other ad slogan.^[1]

To promote *Dracula: Dead and Loving It* release in 1995, [Castle Rock Entertainment](#) launched a "Got Blood?" advertisement parody.

In a 1997 episode of *Johnny Bravo*, the little character said this phrase after Little Susie gave him [Girl Scout Cookies](#) chasing him in the form of a *Green Eggs and Ham* spoof.

In 1999, the *Futurama* episode "[Fear of a Bot Planet](#)" featured a planet inhabited by robots spending their time looking for humans to slaughter them. In their main city, an ad was displayed saying "Got Milk? Then you are a human and must be killed."

In 2004, the slogan was imitated by artist [David Rosen](#), with the popular political design "Got Democracy?", in reaction to the [Iraq War](#).^{[12][13]}

In the live-action *Garfield the Movie*, Garfield drinks from a milk bottle before burping, then apparently breaking the [fourth wall](#) by asking "Got Milk?"

In 2002, a [Washington](#) resident applied for a [vanity plate](#) reading "GOTMILF." This plate was approved, but was later canceled after complaints were filed against it.^[14]

In August 2012, the YouTube sensation [GloZell](#) made a video called "GloZell's Cereal Challenge." In the video, she uses the sentence, "Got milk?"^[15]

In the *Season 2 Family Guy* episode "Holy Crap," "Got milk?" is displayed on the Griffins' TV.

In issue 21 of *Tales of the Teenage Mutant Ninja Turtles*, [Michelangelo](#) comments how he hates "Got Milk?" ads, because they're unfair to low income families who cannot afford milk.

In episode 15 of season 9 of *Friends* Ross claims that he had come up with the idea of "Got Milk?" and he wished he had written it down.

In episode 25 of season 3 of *Friends* there's a "got milk?" ad on the fridge at Phoebe's house.

In the season 2 finale of *2 Broke Girls* in Max's and Caroline's fight scene there is a use of several famous advertising slogans, including "Got Milk?".

In episode 4 of season 1 of *Rick and Morty* Jerry appropriates 'Got Milk?' into a new advertising campaign for apples: 'Hungry for Apples?'. Though the advertising works in an alien simulation working at minimum capacity, he is subsequently fired when he pitches it to an apple company in the real world.

In episode 207 of *Pokémon* the episode's title "Got Miltank?" is a reference to both the slogan and the pokémon, *Miltank*.

In episode DP062 "Tanks for the Memories!" of *Pokémon* Jessie says the phrase while blasting off.

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- Toma Leche?
- "Milky Way illuminates Labatt Park" by James Reaney of *The London Free Press*, October 2005
- Got Milk? case history
- Got Milk? Ad Campaigns From Around the World by Amy Gifford of InventorSpot.com, 2007

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The marketing of meat: Why beef and pork producers are so focused on millennials

Millennials are poised to outspend baby boomers in just 5 years. The meat industry wants that money spent on beef and pork, and it's invested more than a decade's worth of marketing dollars in the effort.

By: Laura Moss

Mon, May 12, 2014 at 04:05 PM



Photo: Daniel Acker/Getty Images

Beef. It's What's For Dinner.

If that slogan sounds familiar to you, you're not alone. Eighty-eight percent of Americans instantly recognize it, making it one of the most iconic taglines in advertising history.

OUR FAVORITE STORIES



Language & your brain

The languages you speak have a lasting effect on how your brain processes information.

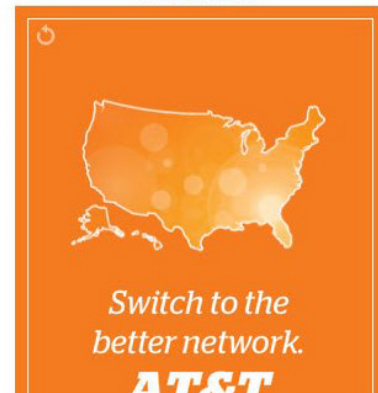


Why countries with the nicest people are also the greenest



10 foods you should never, ever eat

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recognize it, making it one of the most iconic taglines in [advertising](#) history.

If you know that tagline and you were born between the early 1980s and the early 2000s, then the beef industry's marketing team is doing its job because you are the target market.

In fact, these marketers have been trying to persuade you to eat burgers and rib eyes since before you could drive.

Checkoff programs

The "Beef. It's What's For Dinner" campaign is funded by the Beef Checkoff program, which dictates that all producers selling cattle for any reason must pay \$1 per head to support beef and veal promotion.

According to the program's [website](#), "The Beef Checkoff was designed to increase consumer demand for beef and to create opportunities to enhance producer profitability."

Similar checkoff programs exist for other products, and the marketing money behind them has funded several other iconic taglines, including "Got Milk?," "Pork. The Other White Meat," and "The Incredible, Edible Egg."



Ranchers who want to opt out of Beef Checkoff, which was incorporated into the 1985 Farm Bill under the Beef Promotion and Research Act, have taken their case all the way to the Supreme Court.

But in 2005, the court ruled that marketing campaigns like "What's For Dinner" don't violate the ranchers' right to free speech.

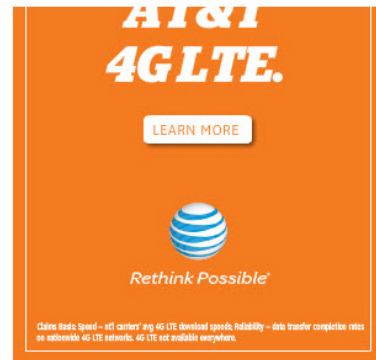
In 2012, Beef Checkoff spent more than 40 percent of its budget — more than \$18 million — on [beef promotion](#).

Where's the beef?

The meat and poultry industry is the largest segment of U.S. agriculture, but studies show that Americans' meat consumption has been falling, and that makes [millennials](#) — a group that encompasses 80 million people — important.

"Beef consumption has been in decline for about 20 years," New York Times food columnist [Mark Bittman](#) wrote in 2012. "The drop in chicken is even more dramatic over the last five years or so; pork also has been steadily slipping for about five years."

The decline has been blamed on everything from the recession to rising meat costs, but people are also choosing to eat less meat for environmental and health reasons, as well as concerns about animal welfare.



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The Vegetarian Resource group found that 42 percent of U.S. vegetarians are between the ages of 18 and 34, and Beef Magazine reports that 45 percent of millennials want to know how cattle are raised.

"Like no other generation before, millennials want to know about food production and latch on to causes and campaigns more quickly and loyally," reads an article in [Beef Issues Quarterly](#). "As millennials embark on parenthood, their decisions will influence our industry's future consumers."

'Real' girls eat burgers

Meat — and not just beef — has been specifically marketed to millennials for more than a decade.

In 2003, the National Cattlemen's Beef Association (NCBA) launched its "Cool 2B Real" campaign, funded by Beef Checkoff.



The campaign's website, Cool2BReal.com, looked "like a cross between a Barbie fan page and a Taco Bell ad," according to [Time magazine](#), and it was promoted in teen magazines like *ElleGirl* and on Radio Disney.

It featured beef-centric recipes and fitness tips, as well as games like Burger Boggle and polls with questions like, "What type of beef do you most like to eat with your friends?"

"We hope the 'Cool 2B Real' campaign helps girls make healthy decisions about food and exercise," Mary Young, the NCBA's executive director of nutrition, told *Time*. She said the organization was concerned about the rise in vegetarianism, which she referred to as one of teenage girls' "wacky eating behaviors."

The campaign targeted 8- to 12-year-old girls, or "tweens," a segment the NCBA considered a "solid investment."

"By presenting the facts about beef, we can influence girls' and their families' food choices now," Barbara Selover, the NCBA's executive director of education, told [AgriMarketing magazine](#). "We know that what these girls eat as tweens is what they will serve as mothers."

Cool2BReal.com has since transitioned to [Zip4Tweens.com](#). ZIP, which stands for zinc, iron and protein, communicates in a "still cool" format why these nutrients are important for tween girls' health.

But the beef industry isn't the only group striving for a market share of meat-eating millennials.

The Pork Checkoff program has



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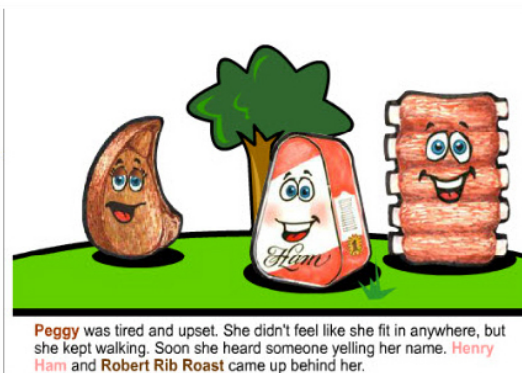
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its own tween-targeted website, Pork4Kids.com.

The website, which encourages visitors to "have a party for pork!," features recipes like pork tenderloin lollipops, pig costume instructions and a cartoon starring Peggy Porkchop, a character who is searching for her place in the food pyramid.



Millennial marketing

With millennials poised to bypass baby boomers in buying power, the meat industry is working hard to convince millennials that meat isn't only nutritious, but also sustainable and that the industry is concerned about animal welfare.

The American Meat Institute (AMI) produces a series of "Meat MythCrusher" videos that address such "myths" as "Livestock are aware and afraid they are going to be slaughtered" and "Going meatless one day a week can have a significant environmental impact."

Last year, Pork Checkoff launched the "Pork. Be Inspired." campaign in an attempt to bolster consumer demand for the other white meat by rebranding pork cuts with more accessible terms like "New York pork chop."

Meanwhile, Beef Checkoff initiatives are targeting millennials who face the "4:30 p.m. dilemma," as research shows that only 50 percent know what they're having for dinner by that time.

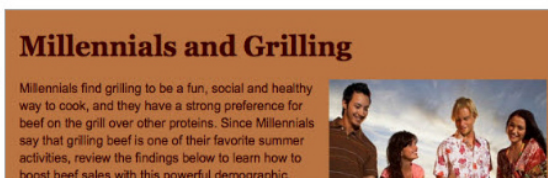
"The 4:30-crunch is a major issue," said Michelle Peterson Murray, the NCBA's consumer influence leader. "We want them to feel like a hero for their families when choosing beef."

To help millennials pick beef, the NCBA's new marketing campaign includes posting beef preparation and recipes ads on Facebook and other social media sites.

"Through Beef Checkoff-funded programs, NCBA is spreading beef's message via smartphones, tablets, laptops and other cyber devices," [Beef Magazine](#) reads. "Murray says those are essentials to millennials, and even toddlers, most of whom develop a 'digital shadow' as early as two years of age."

There's even an entire section of Beef Checkoff's website dedicated to [marketing beef to millennials](#).

How much business is there



How much business is there in promoting meat to U.S. consumers? Enough for a marketing firm to specialize in its promotion.

boost beef sales with this powerful demographic.

Why are Millennials Grilling?
When are Millennials Grilling?
What are Millennials Grilling?
Which Millennials are Grilling?



Midan Marketing, which has offices in Chicago and Statesville, North Carolina, focuses solely on the meat industry, and its clients include the NCBA, the National Pork Board, the American Lamb Board and Tyson Fresh Meats.

"We eat, we sleep, we think about meat all the time," said Damette Amstein, Midan's managing principal, in a [video](#). "We're always trying to figure out how to help consumers get more interested in more meat in their diets and in their lifestyles."

The threat of Meatless Monday

While the meat industry pushes for U.S. consumers to eat more meat, the [Meatless Monday](#) campaign — which has been endorsed by doctors and environmentalists, as well celebrities like [Paul McCartney](#) — aims to reduce global meat consumption.

Campaign participants include companies, restaurants and [schools](#), and the meat industry has been quick to criticize them.

When the Baltimore public school system adopted a Meatless Monday program in 2009, Janet Riley, the AMI's vice president of public affairs, appeared on Lou Dobb's show on CNN to chastise the school system for depriving students of protein.

AMI's CEO followed up with a public letter to Baltimore's City Schools CEO stating he was "disturbed" by the initiative.



So concerned was the industry about Meatless Monday that in 2013, the Animal Agricultural Alliance (AAA), a "coalition whose mission is to monitor activist groups and other detractor organizations," surveyed every participating school, restaurant and corporation listed on the Meatless Monday website to determine why they partake in the program.

"With the rise of the millennial generation, who at 80 million strong have become the fastest growing and most influential generation in the United States today, we all need to be reminded that communication on such important issues is key," [writes](#) Emily Meredith, the AAA's communications director, in regard to Meatless Monday.

And female millennials are the golden ticket because marketers have pegged them as the ones most

And female millennials are the golden ticket because marketers have pegged them as the ones most influential in making family meal choices — hence the message of the "Cool 2B Real" campaign.

"Real Girls' are busy and need lots of energy. You can get that extra energy and build muscle — which helps your metabolism — by eating regularly," the website read. "Enjoy a beef wrap for lunch or spaghetti and meatballs for dinner."

Related on MNN:

- [Animal or vegetable? The truth about protein](#)
- [5 ways to reimagine the burger, minus the meat](#)
- [Vegan grocery list: Top 50 staples for a meat-free diet](#)

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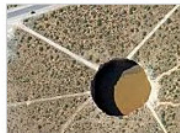
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DESIGN MARK

Serial Number

74727851

Status

REGISTERED AND RENEWED

Word Mark

IFH

Standard Character Mark

No

Registration Number

2092513

Date Registered

1997/09/02

Type of Mark

TRADEMARK; SERVICE MARK

Register

PRINCIPAL

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS AND/OR NUMBERS

Owner

PERFORMANCE FOOD GROUP, INC. CORPORATION COLORADO 12500 WEST CREEK
PARKWAY RICHMOND VIRGINIA 23238

Goods/Services

Class Status -- ACTIVE. IC 029. US 046. G & S: meats and processed foods, namely, beef patties, pepper steak, cubed steak, veal, salisbury steak, chuckwagon steak, beef cubes, delicatessen meats, fresh, processed, frozen, and canned lamb, hotdogs and hamburgers; cheese, cottage cheese, sour cream, half-and-half creamer; bacon bits; seafood products, namely, frozen fish, flounder, perch, lobster, clams and shrimp; and prepared salad products, namely, seafood salad, potato salad and garden salad; agricultural products, namely frozen and canned beans, frozen and canned fruits, frozen and canned vegetables. First Use: 1987/03/00. First Use In Commerce: 1987/03/00.

Goods/Services

Class Status -- ACTIVE. IC 016. US 002 005 022 023 029 037 038 050. G & S: paper goods and printed matter, namely, stationery, calendars, catalogs in the field of food services, pens, newsletters in the field of food services, and business forms in the field of food services, restaurant cards, clipboards and brochures in the field of food

service. First Use: 1990/00/00. First Use In Commerce: 1990/00/00.

Goods/Services

Class Status -- SECTION 8 - CANCELLED. IC 003. US 001 004 006 050 051 052. G & S: [dishwashing liquid and powder detergent, laundry detergent, and oven and grill cleaning preparations]. First Use: 1992/08/07. First Use In Commerce: 1992/08/07.

Goods/Services

Class Status -- ACTIVE. IC 021. US 002 013 023 029 030 033 040 050. G & S: coffee mugs. First Use: 1991/00/00. First Use In Commerce: 1991/00/00.

Goods/Services

Class Status -- ACTIVE. IC 025. US 022 039. G & S: hats, shirts, jackets, T-shirts, sweatshirts, uniforms and visors. First Use: 1988/00/00. First Use In Commerce: 1988/00/00.

Goods/Services

Class Status -- ACTIVE. IC 030. US 046. G & S: flour, biscuits, sugar, rice, marinade; baking products, namely, extract used as a food flavoring, food flavoring, food coloring, spices and chile powder; corn starch, breadening mix used in preparing meat and fish, baking powder, baking soda, salt, pepper, meat tenderizer and bread. First Use: 1990/04/00. First Use In Commerce: 1990/04/00.

Goods/Services

Class Status -- ACTIVE. IC 031. US 001 046. G & S: natural agricultural products, namely, fresh, raw and unprocessed beans, fresh, raw and unprocessed fruits, fresh, raw and unprocessed vegetable, animal foodstuffs. First Use: 1988/00/00. First Use In Commerce: 1988/00/00.

Goods/Services

Class Status -- ACTIVE. IC 035. US 100 101 102. G & S: product merchandising services in the field of food products beverages, household items, and general merchandise marketed through grocery stores, convenience stores, restaurants, clubs, hospitals, healthcare facilities, schools, colleges and daycare centers, public institutions, industrial cafeterias, vending locations, free-standing and supermarket delis/bakeries, and national chains; computerized inventory control services; conducting trade shows in the field of food products; placing and preparing advertisements for others, business consultation services in the field of customer relations. First Use: 1988/00/00. First Use In Commerce: 1988/00/00.

Goods/Services

Class Status -- ACTIVE. IC 039. US 100 105. G & S: transportation of goods by truck, food and related food supplies and delivery services. First Use: 1988/00/00. First Use In Commerce: 1988/00/00.

Goods/Services

Class Status -- ACTIVE. IC 041. US 100 101 107. G & S: educational services, namely, conducting classes, seminars, workshops on nutrition, menu planning in the field of cook-chill operations; development and dissemination for others of educational materials in the field of cook-chill operations, conducting entertainment exhibitions in the field of food products.. First Use: 1988/00/00. First Use In Commerce: 1988/00/00.

Goods/Services

Class Status -- ACTIVE. IC 042. US 100 101. G & S: distributorship services in the field of food products, beverages, household items, janitoriasl and sanitizing equipment and general merchandise marketed through grocery stores, convenience stores, restaurants, clubs, hospitals, healthcare facilities, schools, colleges and daycare centers, public institutions, industrial cafeterias, vending locations, freestanding and supermarket delis/bakeries, and national chains; computerized on-line ordering services in the field of food products, beverages, household items, janitorial and sanitizing equipment and general merchandise; retail stores and distributorship services for restaurant equipment and supplies; menu planning services; and catering services. First Use: 1966/01/02. First Use In Commerce: 1966/01/02.

Goods/Services

Class Status -- ACTIVE. IC 001. US 001 005 006 010 026 046. G & S: artificial sweetener. First Use: 1992/08/07. First Use In Commerce: 1992/08/07.

Filing Date

1995/09/12

Examining Attorney

SMITH, JEFFREY

Attorney of Record

Noelle T. Valentine



DESIGN MARK

Serial Number

76181665

Status

REGISTERED AND RENEWED

Word Mark

PORKOPOLIS

Standard Character Mark

No

Registration Number

2620069

Date Registered

2002/09/17

Type of Mark

TRADEMARK; SERVICE MARK

Register

PRINCIPAL

Mark Drawing Code

(1) TYPED DRAWING

Owner

POULOS BUSINESS TRUST TRUST 4831 RAE BURN LANE CINCINNATI OHIO 45223

Goods/Services

Class Status -- ACTIVE. IC 041. US 100 101 107. G & S: Organizing community festivals and street fairs featuring a variety of activities, namely, refreshments, cooking and tastings, contests, crafts, art exhibits, and booths disseminating community information. First Use: 1988/06/26. First Use In Commerce: 1988/06/26.

Goods/Services

Class Status -- ACTIVE. IC 035. US 100 101 102. G & S: Outdoor street vending services featuring food and beverages. First Use: 1988/06/26. First Use In Commerce: 1988/06/26.

Goods/Services

Class Status -- ACTIVE. IC 025. US 022 039. G & S: clothing, namely shirts and aprons. First Use: 1988/06/26. First Use In Commerce: 1988/06/26.

Goods/Services

Class Status -- ACTIVE. IC 029. US 046. G & S: meat products,

Print: Apr 22, 2014

76181665

namely pork. First Use: 1986/05/02. First Use In Commerce:
1986/05/02.

Filing Date

2000/12/15

Examining Attorney

HERMAN RUSS

PORKOPOLIS

DESIGN MARK

Serial Number

77219173

Status

REGISTERED

Word Mark

GIADA

Standard Character Mark

Yes

Registration Number

4084151

Date Registered

2012/01/10

Type of Mark

TRADEMARK; SERVICE MARK

Register

PRINCIPAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

De Laurentiis, Giada INDIVIDUAL UNITED STATES c/o Myman Abell Fineman
Fox Greenspan 11601 Wilshire Blvd., Suite 2200 Los Angeles CALIFORNIA
90025

Goods/Services

Class Status -- ACTIVE. IC 025. US 022 039. G & S: Aprons. First
Use: 2010/01/00. First Use In Commerce: 2010/01/00.

Goods/Services

Class Status -- ACTIVE. IC 030. US 046. G & S: Frozen, prepared,
and packaged entrees consisting primarily of pasta or rice; sauces;
salad dressings. First Use: 2009/11/00. First Use In Commerce:
2009/11/00.

Goods/Services

Class Status -- ACTIVE. IC 021. US 002 013 023 029 030 033 040 050.
G & S: Household or kitchen utensils and containers, namely, mugs,
cooking pots, cooking pans; kitchen utensils, namely, spatulas,
turners, whisks, serving ladles and dippers; saucepans, baking pans,
frying pans. First Use: 2009/12/00. First Use In Commerce:
2009/12/00.

Goods/Services

Class Status -- ACTIVE. IC 029. US 046. G & S: Frozen, prepared and packaged entrees consisting primarily of meat, fish, poultry or vegetables. First Use: 2011/03/20. First Use In Commerce: 2011/03/20.

Goods/Services

Class Status -- ACTIVE. IC 041. US 100 101 107. G & S: Conducting entertainment exhibitions in the nature of a cooking show; entertainment services, namely, an ongoing television program in the nature of a cooking show. First Use: 2004/02/00. First Use In Commerce: 2004/02/00.

Name/Portrait Statement

The name(s), portrait(s), and/or signature(s) shown in the mark identifies the living individual "Giada" de Laurentiis, whose consent(s) to register is submitted.

Filing Date

2007/06/29

Examining Attorney

MCDOWELL, MATTHEW

GIADA

DESIGN MARK

Serial Number

77331538

Status

REGISTERED

Word Mark

COLEMAN ORGANIC SINCE 1875

Standard Character Mark

No

Registration Number

3614523

Date Registered

2009/05/05

Type of Mark

TRADEMARK

Register

PRINCIPAL

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS AND/OR NUMBERS

Owner

COLEMAN NATURAL FOODS, LLC LIMITED LIABILITY COMPANY DELAWARE 31149
OLD OCEAN CITY ROAD SALISBURY MARYLAND 21804

Goods/Services

Class Status -- ACTIVE. IC 029. US 046. G & S: Organic fresh, processed, cooked and frozen poultry, beef, pork, lamb and bison; organic prepackaged cooked and uncooked meals consisting of poultry, beef, pork, lamb and bison products. First Use: 2006/02/28. First Use In Commerce: 2006/02/28.

Prior Registration(s)

1484448;1725986;1740025;3318190;AND OTHERS

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ORGANIC" AND "SINCE 1875" APART FROM THE MARK AS SHOWN.

Description of Mark

The mark consists of a rectangular shape containing an inner rectangle and a partial rectangular box with horizontal lines inside the box and the word "COLEMAN" superimposed over the lines. A mountain scene with

Print: Apr 22, 2014

77331538

a sun emanating rays appears under an arch in the rectangular shape that is positioned under the word "COLEMAN". The word "ORGANIC" appears below the mountain scene inside the inner rectangle. Under the word "ORGANIC" a curved rectangle is displayed and contains the wording "Since 1875".

Colors Claimed

Color is not claimed as a feature of the mark.

Filing Date

2007/11/16

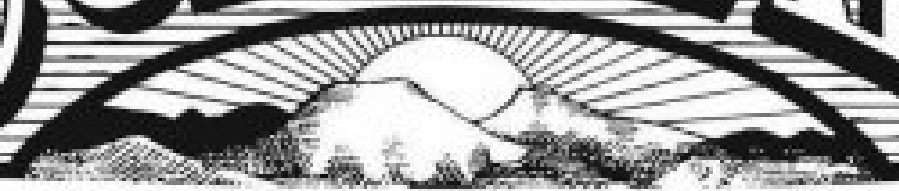
Examining Attorney

SERVANCE, RENEE

Attorney of Record

Jacqueline L. Patt

COLEMAN



ORGANIC

Since 1875

DESIGN MARK

Serial Number

77519960

Status

REGISTERED

Word Mark

YOU CAN DO IT!

Standard Character Mark

Yes

Registration Number

3671757

Date Registered

2009/08/25

Type of Mark

TRADEMARK; SERVICE MARK

Register

PRINCIPAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

POSITIVE LIFESTYLE INTERNATIONAL, LLC LIMITED LIABILITY COMPANY
FLORIDA 1511 N. WESTSHORE BLVD. SUITE 700 TAMPA FLORIDA 33607

Goods/Services

Class Status -- ACTIVE. IC 016. US 002 005 022 023 029 037 038 050.
G & S: Greeting cards. First Use: 2007/09/26. First Use In
Commerce: 2007/09/26.

Goods/Services

Class Status -- ACTIVE. IC 029. US 046. G & S: Bison and buffalo
meat; meat, fish, poultry and game. First Use: 2008/04/06. First Use
In Commerce: 2008/04/06.

Goods/Services

Class Status -- ACTIVE. IC 025. US 022 039. G & S: Adult apparel,
namely, shirts, t-shirts, pants and jackets; children's apparel,
namely, shirts, t-shirts, pants and jackets. First Use: 2007/09/13.
First Use In Commerce: 2007/09/13.

Goods/Services

Class Status -- ACTIVE. IC 032. US 045 046 048. G & S: High energy

beverages, fruit and vegetable juices, frozen fruit based beverages, fruit and vegetable juice-based drinks, smoothies, bottled water, and mineral and tonic water; powdered drink mixes for non-carbonated beverages; prepared beverages containing fruit, vegetables and other natural ingredients. First Use: 2006/12/14. First Use In Commerce: 2006/12/14.

Goods/Services

Class Status -- ACTIVE. IC 041. US 100 101 107. G & S: Educational services, namely, providing motivational instruction and training in the field of physical fitness, nutrition, and personal improvement. First Use: 1995/01/01. First Use In Commerce: 1995/01/01.

Prior Registration(s)

3352142

Filing Date

2008/07/11

Examining Attorney

ALVAREZ, COURTNEY

Attorney of Record

Monica B. Mason, Esq.

YOU CAN DO IT!

Print: Apr 22, 2014

77965953

DESIGN MARK

Serial Number

77965953

Status

REGISTERED

Word Mark

EAT TO GROW

Standard Character Mark

Yes

Registration Number

3869874

Date Registered

2010/11/02

Type of Mark

TRADEMARK

Register

PRINCIPAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

Eat To Grow LLC LIMITED LIABILITY COMPANY VIRGINIA 1573 Commerce Street, Suite A Winchester VIRGINIA 22601

Goods/Services

Class Status -- ACTIVE. IC 029. US 046. G & S: Frozen steak, chicken, seafood, turkey and bison meat. First Use: 2009/11/01. First Use In Commerce: 2009/11/01.

Filing Date

2010/03/23

Examining Attorney

GLASSER, CARYN

EAT TO GROW

TYPED DRAWING

Serial Number

78220585

Status

REGISTERED AND RENEWED

Word Mark

ZEMZEM

Standard Character Mark

No

Registration Number

2802552

Date Registered

2004/01/06

Type of Mark

TRADEMARK

Register

PRINCIPAL

Mark Drawing Code

(1) TYPED DRAWING

Owner

Dakota Halal, Inc. DBA Zemzem CORPORATION NORTH DAKOTA 426 7th Ave.
South New Rockford NORTH DAKOTA 583562112

Goods/Services

Class Status -- ACTIVE. IC 029. US 046. G & S: Meat, processed meat, processed seafood, poultry, processed poultry, luncheon meats and meat pastries primarily consisting of beef, bison, lamb, mutton, goat, elk, veal, and poultry, canned soups, canned meat, canned poultry, dry and processed lentils, dry and processed peas, and dry and processed beans, milk and milk products, excluding ice cream, ice milk and frozen yogurt. First Use: 2002/03/01. First Use In Commerce: 2002/03/01.

Translation Statement

The English translation of "ZEMZEM" is "gather".

Filing Date

2003/03/01

Examining Attorney

DONNELL, RICHARD

DESIGN MARK

Serial Number

78563076

Status

SECTION 8 & 15-ACCEPTED AND ACKNOWLEDGED

Word Mark

TAILGATER MEAT!

Standard Character Mark

No

Registration Number

3178170

Date Registered

2006/11/28

Type of Mark

TRADEMARK

Register

PRINCIPAL

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS AND/OR NUMBERS

Owner

TGTOBY, LLC LIMITED LIABILITY COMPANY TEXAS 3321 BELL ST., STE. C.
AMARILLO TEXAS 79106

Goods/Services

Class Status -- ACTIVE. IC 029. US 046. G & S: Food package combinations comprised primarily of fresh and frozen pork, further processed pork, cooked pork, processed cooked pork and luncheon meats, hot dogs, sausage dogs containing pork; fresh and frozen beef, further processed beef, cooked beef, processed cooked beef and luncheon meats, hot dogs containing beef; fresh and frozen poultry, further processed poultry, cooked poultry, processed cooked poultry; cheese, cheese spreads, cheese balls and logs, snack dips, soups, sausage, hams, turkey, sauerkraut, pickles; fresh and frozen bison, further processed bison, cooked bison, processed cooked bison; fresh and frozen lamb, further processed lamb, cooked lamb, processed cooked lamb, fresh seafood, fish, further cooked seafood; dairy products excluding ice cream, ice milk and frozen yogurt; dried, canned or frozen fruits and vegetables. First Use: 2005/07/31. First Use In Commerce: 2005/07/31.

Disclaimer Statement

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78563076

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "meat" APART FROM THE MARK AS SHOWN.

Colors Claimed

Color is not claimed as a feature of the mark.

Filing Date

2005/02/08

Examining Attorney

BUSH, KAREN K.

Attorney of Record

Christian D. Stewart

**TAILGATER
MEAT!**



DESIGN MARK

Serial Number

78702003

Status

SECTION 8 & 15-ACCEPTED AND ACKNOWLEDGED

Word Mark

ABELES & HEYMANN

Standard Character Mark

Yes

Registration Number

3207696

Date Registered

2007/02/13

Type of Mark

TRADEMARK

Register

PRINCIPAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

ABELES & HEYMANN, LLC LIMITED LIABILITY COMPANY DELAWARE 739 RAMSEY AVENUE HILLSIDE NEW JERSEY 07205

Goods/Services

Class Status -- ACTIVE. IC 029. US 046. G & S: Meat, [fish,] poultry; meat extracts; processed meat and meat products, namely, beef fry, bologna, cervelat (a variety of smoked sausage), corned beef, frankfurter, knockwurst, liverwurst, pastrami, salami, smoked meat, bison, [jellies, jams, eggs, edible oils and fats]. First Use: 1955/01/01. First Use In Commerce: 1955/01/01.

Name/Portrait Statement

The names shown in the mark does not identify a particular living individual.

Section 2f Statement

2(F) ENTIRE MARK

Filing Date

2005/08/28

Print: Apr 22, 2014

78702003

Examining Attorney
CROSS, TRACY

Attorney of Record
Seth Natter

Abeles & Heymann

DESIGN MARK

Serial Number

85007927

Status

REGISTERED

Word Mark

MONTANA RANCH BRAND

Standard Character Mark

Yes

Registration Number

3876835

Date Registered

2010/11/16

Type of Mark

TRADEMARK

Register

PRINCIPAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

GREAT PLAINS BEEF LLC LIMITED LIABILITY COMPANY NEBRASKA 120 W.
HARVEST DRIVE LINCOLN NEBRASKA 68521

Goods/Services

Class Status -- ACTIVE. IC 029. US 046. G & S: Meat, namely, beef,
pork, lamb and bison. First Use: 2005/04/01. First Use In Commerce:
2005/04/01.

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BRAND" APART FROM THE
MARK AS SHOWN.

Section 2f Statement

2(F) ENTIRE MARK

Filing Date

2010/04/06

Examining Attorney

WEBSTER, MICHAEL

Print: Apr 22, 2014

85007927

Attorney of Record

Troy S. Kirk

MONTANA RANCH BRAND

DESIGN MARK

Serial Number

85062722

Status

REGISTERED

Word Mark

FARMHOUSE DELIVERY

Standard Character Mark

Yes

Registration Number

4330073

Date Registered

2013/05/07

Type of Mark

TRADEMARK; SERVICE MARK

Register

PRINCIPAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

Farmhouse Delivery, Inc. CORPORATION TEXAS 914 Shady Lane Austin TEXAS 78702

Goods/Services

Class Status -- ACTIVE. IC 030. US 046. G & S: Breads, bagels, rolls, tortillas, pastries, pre-dough, freshly ground flour, all of the foregoing are locally sourced, sold and delivered by Farmhouse Delivery to its subscription members only. First Use: 2009/03/00. First Use In Commerce: 2009/03/00.

Goods/Services

Class Status -- ACTIVE. IC 039. US 100 105. G & S: Delivery of food, produce, meat, dairy, eggs, and artisanal products. First Use: 2009/03/00. First Use In Commerce: 2009/03/00.

Goods/Services

Class Status -- ACTIVE. IC 035. US 100 101 102. G & S: On-line ordering services featuring food, produce, meat, dairy, eggs, and artisanal products. First Use: 2009/03/00. First Use In Commerce: 2009/03/00.

Goods/Services

Class Status -- ACTIVE. IC 029. US 046. G & S: Organically grown meat, namely, beef, lamb, poultry, pork, sausage, cabrito, bison, salami, charcuterie, eggs, and artisanal products, namely, cheese, pickled preserved vegetables and meats, all of the foregoing are locally sourced, sold and delivered by Farmhouse Delivery to its subscription members only. First Use: 2009/03/00. First Use In Commerce: 2009/03/00.

Goods/Services

Class Status -- ACTIVE. IC 005. US 006 018 044 046 051 052. G & S: Baby food. First Use: 2009/03/00. First Use In Commerce: 2009/03/00.

Goods/Services

Class Status -- ACTIVE. IC 031. US 001 046. G & S: Fresh mushrooms locally sourced, sold and delivered by Farmhouse Delivery to its subscription members only. First Use: 2009/03/00. First Use In Commerce: 2009/03/00.

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "DELIVERY" APART FROM THE MARK AS SHOWN.

Section 2f Statement

2(F) ENTIRE MARK

Filing Date

2010/06/14

Examining Attorney

CHISOLM, KEVON

Attorney of Record

Daniel R. Scardino

Farmhouse Delivery

DESIGN MARK

Serial Number

85164798

Status

REGISTERED

Word Mark

FREYBE SINCE 1844

Standard Character Mark

No

Registration Number

4001637

Date Registered

2011/07/26

Type of Mark

TRADEMARK

Register

PRINCIPAL

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS AND/OR NUMBERS

Owner

Freybe Gourmet Foods Ltd. CORPORATION CANADA 27101 - 56th Avenue
Langley, BC CANADA V4W3Y4

Goods/Services

Class Status -- ACTIVE. IC 029. US 046. G & S: Meat; beef; poultry; pork; veal; bison meat; buffalo meat; lamb meat; game; fresh, refrigerated and processed meats; smoked meats; cured meats; deli meats; meat based snack foods; sliced meat; dried meat; marinated meat; preserved meat; canned meat; luncheon meats; packaged meat; cooked and prepared meats; bacon; sausage; sausage products of all types, namely, fresh, cooked, smoked, processed and dried sausage products, namely, ham sausage, beef sausage, chicken sausage, turkey sausage, mushroom sausage, summer sausage, tongue sausage, beer sausage, liver sausage; salami; patè; pepperoni; jerky made from meat; roast beef; ham. First Use: 2009/04/00. First Use In Commerce: 2009/04/00.

Foreign Country Name

CANADA

Foreign Priority

Print: Apr 22, 2014

85164798

FOREIGN PRIORITY CLAIMED

Foreign Application Number

1500972

Foreign Filing Date

2010/10/25

Prior Registration(s)

1618930;2232429

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "SINCE 1844" APART FROM THE MARK AS SHOWN.

Description of Mark

The mark consists of the words "FREYBE SINCE 1844" and a silhouette of an eagle or falcon's head beneath the silhouette of a crown.

Colors Claimed

Color is not claimed as a feature of the mark.

Filing Date

2010/10/29

Examining Attorney

RIRIE, VERNA BETH

Attorney of Record

Jere M. Webb



DESIGN MARK

Serial Number

85286834

Status

REGISTERED

Word Mark

DURHAM RANCH

Standard Character Mark

No

Registration Number

4172651

Date Registered

2012/07/10

Type of Mark

TRADEMARK

Register

PRINCIPAL

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS AND/OR NUMBERS

Owner

Armand Agra, Inc. CORPORATION NEVADA P.O. Box 12760 Reno NEVADA 89510

Goods/Services

Class Status -- ACTIVE. IC 029. US 046. G & S: Fresh, frozen and processed meat, namely, beef, bison, wild boar, venison, elk, antelope and sausages; cooked and smoked meat, namely, ham; Fresh, frozen and processed meat, namely, ostrich, rattlesnake, kangaroo, caribou, rabbit, goat, poultry, chicken, pork, lamb, veal; cooked and smoked meat, namely, bacon and game meat. First Use: 2011/02/00. First Use In Commerce: 2011/02/00.

Prior Registration(s)

2734937;2734938

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "RANCH" APART FROM THE MARK AS SHOWN.

Description of Mark

The mark consists of the word "DURHAM" in all capital stylized letters appearing above the word "RANCH" in all capital stylized letters, with

Print: Apr 22, 2014

85286834

a horizontal line between the word "DURHAM" and "RANCH".

Colors Claimed

Color is not claimed as a feature of the mark.

Filing Date

2011/04/05

Examining Attorney

LEE, JANET

Attorney of Record

Miriam D. Trudell

DURHAM

RANCH

DESIGN MARK

Serial Number

85696531

Status

REGISTERED

Word Mark

SIERRA MEAT & SEAFOOD

Standard Character Mark

Yes

Registration Number

4429749

Date Registered

2013/11/05

Type of Mark

TRADEMARK; SERVICE MARK

Register

PRINCIPAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

Armand Agra, Inc. CORPORATION NEVADA P.O. Box 12760 Reno NEVADA 89510

Goods/Services

Class Status -- ACTIVE. IC 035. US 100 101 102. G & S: Wholesale distributorship services featuring meat and seafood; wholesale food distributorship services; Online retail store services featuring meat, poultry, game and seafood. First Use: 2005/00/00. First Use In Commerce: 2005/00/00.

Goods/Services

Class Status -- ACTIVE. IC 029. US 046. G & S: Fresh, frozen and processed meat, namely, beef, bison, wild boar, venison, elk, antelope and sausages; cooked and smoked meat, namely, ham; fresh, frozen and processed meat, namely, ostrich, rattlesnake, kangaroo, caribou, rabbit, goat, poultry, game birds, chicken, pork lamb, veal; cooked and smoked meat, namely, bacon and game meat; fresh frozen and processed seafood. First Use: 2005/00/00. First Use In Commerce: 2005/00/00.

Prior Registration(s)

3751995;3752220

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "MEAT & SEAFOOD" APART FROM THE MARK AS SHOWN.

Filing Date

2012/08/06

Examining Attorney

LORENZO, GEORGE

Attorney of Record

Miriam D. Trudell

SIERRA MEAT & SEAFOOD

DESIGN MARK

Serial Number

85919179

Status

SU - REGISTRATION REVIEW COMPLETE

Word Mark

MEET THE REAL MEAT

Standard Character Mark

Yes

Type of Mark

TRADEMARK

Register

PRINCIPAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

Beck, Glen A INDIVIDUAL UNITED STATES 16845 North 29th Avenue, 647
Phoenix ARIZONA 85053

Goods/Services

Class Status -- ACTIVE. IC 029. US 046. G & S: Meat, fish, poultry
and game. First Use: 2013/11/29. First Use In Commerce: 2013/11/29.

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "MEAT" APART FROM THE
MARK AS SHOWN.

Filing Date

2013/04/30

Examining Attorney

FOSDICK, GEOFFREY

Meet the real meat

DESIGN MARK

Serial Number

86026521

Status

RESPONSE AFTER NON-FINAL ACTION - ENTERED

Word Mark

MEET THE BETTER MEAT

Standard Character Mark

Yes

Type of Mark

TRADEMARK; SERVICE MARK

Register

PRINCIPAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

The Bison Council LLC LIMITED LIABILITY COMPANY DELAWARE #200-360 9249
S. Broadway Highlands Ranch COLORADO 80129

Goods/Services

Class Status -- ACTIVE. IC 029. US 046. G & S: bison meat.

Goods/Services

Class Status -- ACTIVE. IC 041. US 100 101 107. G & S: educational services, namely, conducting and presenting on-line exhibitions and displays and interactive exhibits in the field of bison meat.

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "MEAT" APART FROM THE MARK AS SHOWN.

Filing Date

2013/08/01

Examining Attorney

MEIER, SHARON

Attorney of Record

Erich W. Merrill, Jr.

MEET THE BETTER MEAT

To: The Bison Council LLC (trademark@millernash.com)
Subject: U.S. TRADEMARK APPLICATION NO. 86026521 - MEET THE BETTER MEAT - 235970-2100
Sent: 12/15/2014 11:30:00 AM
Sent As: ECOM112@USPTO.GOV
Attachments:

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)

**IMPORTANT NOTICE REGARDING YOUR
U.S. TRADEMARK APPLICATION**

USPTO OFFICE ACTION (OFFICIAL LETTER) HAS ISSUED
ON **12/15/2014** FOR U.S. APPLICATION SERIAL NO. 86026521

Please follow the instructions below:

(1) TO READ THE LETTER: Click on this [link](#) or go to <http://tsdr.uspto.gov>, enter the U.S. application serial number, and click on "Documents."

The Office action may not be immediately viewable, to allow for necessary system updates of the application, but will be available within 24 hours of this e-mail notification.

(2) TIMELY RESPONSE IS REQUIRED: Please carefully review the Office action to determine (1) how to respond, and (2) the applicable response time period. Your response deadline will be calculated from **12/15/2014** (or sooner if specified in the Office action). For information regarding response time periods, see <http://www.uspto.gov/trademarks/process/status/responsetime.jsp>.

Do NOT hit "Reply" to this e-mail notification, or otherwise e-mail your response because the USPTO does NOT accept e-mails as responses to Office actions. Instead, the USPTO recommends that you respond online using the Trademark Electronic Application System (TEAS) response form located at http://www.uspto.gov/trademarks/teas/response_forms.jsp.

(3) QUESTIONS: For questions about the contents of the Office action itself, please contact the assigned trademark examining attorney. For technical assistance in accessing or viewing the Office action in the Trademark Status and Document Retrieval (TSDR) system, please e-mail TSDR@uspto.gov.

WARNING

Failure to file the required response by the applicable response deadline will result in the ABANDONMENT of your application. For more information regarding abandonment, see <http://www.uspto.gov/trademarks/basics/abandon.jsp>.

PRIVATE COMPANY SOLICITATIONS REGARDING YOUR APPLICATION: Private companies **not** associated with the USPTO are using information provided in trademark applications to mail or e-mail trademark-related solicitations. These companies often use names that closely resemble the USPTO and their solicitations may look like an official government document. Many solicitations require that you pay "fees."

Please carefully review all correspondence you receive regarding this application to make sure that you are responding to an official document from the USPTO rather than a private company solicitation. All official USPTO correspondence will be mailed only from the "United States Patent and Trademark Office" in Alexandria, VA; or sent by e-mail from the domain "@uspto.gov." For more information on how to handle private company solicitations, see http://www.uspto.gov/trademarks/solicitation_warnings.jsp.