

## **2005 Annual Meat Conference Presents New Research on Consumer Attitudes Insight on Meat and Deli Purchasing**

Original, focus group research will be presented regarding consumer attitudes about meat and deli purchasing on Sunday, March 6<sup>th</sup> at the 2005 Annual Meat Conference in Orlando, Fla. The conference will be held from 3-4:30pm at the Caribe Royale All Suites Resort and Hotel.

"Focus on Your Customer's Future" is one of three, general sessions that will be offered at the conference. The focus group information presented will give insight on labeling, promotion, packaging and food safety. Hear what consumer panels say about the meat case. What are their product and packaging likes and dislikes? What keeps them coming back? Translate these important findings into action.

Research has been compiled from previous data and from several focus groups conducted in various cities weeks preceding the conference. All paid attendees will receive a summary report of the findings.

The Annual Meat Conference is scheduled from March 6-8 and is co-sponsored by the American Meat Institute (AMI) and the Food Marketing Institute. This conference is the premier educational opportunity for retailers and meat and poultry companies seeking the latest information about trends and issues affecting meat and poultry sales, marketing, and profitability.

This year's conference highlights include:

- General session with keynote speaker Larry Winget, author of Wall Street Journal business best-seller *Shut Up, Stop Whining and Get a Life*;
- *Food, Wine and the Joys of Marketing Your Product* general session featuring leading gourmards discussing the hottest trends in meat, poultry, wine and cross-merchandising;
- Tours include a choice of three, retail stores, an irradiation facility or a 'behind-the-scenes' look at Disney food operations;
- Twelve, educational seminars offered in three concurrent sessions.

Register by Jan. 14 and receive a discounted rate. Discounts are also available for multiple, company registrations. For more information, visit [www.meatconference.com](http://www.meatconference.com)