



Brand News

► News and highlights from Certified Angus Beef LLC*

Satisfying demand for case-ready beef

Sales of case-ready ground beef patties are on the rise. According to the National Meat Case Study (NMCS) 2004, there was a 21% increase in the category from 2002 to 2004. Cargill Meat Solutions, Wichita, Kan., is adding to the trend by offering retailers case-ready *Certified Angus Beef*® (CAB®) patties.

Using its "REDiFresh" packaging system, Cargill's chuck, round and sirloin patties offer a 21-day shelf life for the inventory control and labor savings retailers want. The process offers increased convenience and shelf life compared to typical patties.

"Retailers have the opportunity to boost ground beef category performance while consumers enjoy the convenience of fresh, premium CAB patties when they want," says Clint Walenciak, Certified Angus Beef LLC (CAB) Packing Division director. "We welcome Cargill's new dimension to our case-ready and ground beef lines."

CAB grinds continue as a driving factor in the brand's carcass utilization rate, which adds more value to Angus cattle. During the first nine months of fiscal year (FY) 2005, which runs through Sept. 30, CAB grind sales were up nearly 12%.

No more confusion

Consumers in the brand's target markets will soon know just what to order at the fresh



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meatcase, thanks to CAB's newest endeavor — a 30-second commercial featuring a decisive cowboy and a confused shopper.

The commercial made its debut at the brand's annual conference Aug. 18-20 in Baltimore, Md. (see "CAB Annual Conference," page 111). It was designed to address Angus confusion and help shoppers make informed decisions about the beef they buy.

In the advertisement, a confused shopper stares blindly into the meatcase, trying to make a decision on what to purchase. A decisive producer approaches the case and confidently asks for the CAB brand. Seeing his trust in the brand, the shopper also asks for "the *Certified Angus Beef* brand, please!"

The commercial is free to licensed partners who wish to purchase airtime in

their local markets. A video library was also created to assist foodservice partners in creating their own television ads.

Branding Puerto Rico

Supermercados Amigo, the largest retailer in Puerto Rico, teamed with E.&J. Gallo Winery in September and October for aggressive CAB cross-merchandising in the meatcase and wine department.

The Gallo-Puerto Rico team is organizing a recipe contest for local culinary students that will be demonstrated in stores as part of the promotion. Amigo featured underutilized CAB cuts — namely, the inside round and flap meat merchandised as churrasco.

Buckhead Beef Co. of Atlanta, Ga., hosted its first Caribbean Hospitality and Trade Show Exhibition Aug. 30-31 in San Juan, Puerto Rico. About 200 Puerto Rican customers and more than 50 customers from throughout the Caribbean region attended. Opportunities such as this foster greater brand presence and increase demand.

CAB spotlights feedlot partners

Beller Feedlots, Lindsay, Neb., is the July 2005 CAB Feedlot Partner of the Month. Long known for exceptional performance in the Feedlot-Licensing Program (FLP), its efforts in 2005 have further solidified the record.

The feedlot has enrolled more than 5,000 cattle in the FLP to date, with a CAB-acceptance rate of 24.5%.

"Beller Feedlots has been a standout in the FLP since the operation was first licensed in December 2001," CAB Feedlot Specialist Paul Dykstra says. "The company focuses on feeding Angus cattle that perform in the feedyard and hit grid targets."

The feedlot's steady success rests on data feedback and cooperation with ranchers. Manager Terry Beller works closely with CAB staff and has been an active participant in the 2005 National Angus Carcass Challenge (NACC).

The July 2005 CAB Quality Assurance (QA) Officer of the Month is Dave Pfenninger, assistant manager at Stampede Feeders, Scott City, Kan.

Pfenninger took over the feedlot's CAB duties as a new employee this spring. He has

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To order CAB merchandise, visit www.angussalebarn.com.

For a source for recipe ideas, storage and handling tips, restaurant listings, retail store locations, and cooking information, visit www.certifiedangusbeef.com.

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since enrolled more than 2,000 head, with a 17% CAB-acceptance rate. CAB Feedlot Specialist Gary Fike says Pfenninger was a standout candidate for the award.

"The experience he has had in managing his own feedlot has given him the business and marketing knowledge to help make Stampede Feeders successful," Fike says. "He is a valuable employee for the feedlot and is deserving of the QA award."

Potential quality

When Jim Brinkley, Milan, Mo., decided to try his hand at feeding, he had a feeling the cattle could perform better than average. The first group of cattle surpassed expectations, but, in retrospect, the odds were stacked for them from the beginning.

Brinkley manages 140 registered Angus cows and breeds an additional 70 head of fall-calving and embryo transfer (ET) recipient females. Feeding cattle had to be secondary to the annual bull sale, but the idea was always in Brinkley's long-term business plan.

Brinkley Angus Ranch had 22 steers in the "30.06" group of 35 fed by CAB-licensed partner Royal Beef, Scott City, Kan. That subset graded 100% USDA Choice, 60% CAB brand and 45.5% Yield Grade (YG) 2 or better.

"I was elated. In my mind, I thought the cattle could do well but I didn't expect to have 60% CAB acceptance on the group," Brinkley says. "It was encouraging."

Adding to the success were two steers that finished fifth and 18th in the Beef Empire Days carcass competition at Garden City, Kan., in June. The results affirmed the rigid breeding program Brinkley set in action five years ago.

"I look for maternal, growth and carcass traits in the bulls I select," he says. "There really aren't a lot of bulls in the industry that can meet all three of those areas. You really have to pay attention to the numbers and pedigrees to make a complete balance."

Herd management decisions always centered on Brinkley's three-way trait selection, and feeding the progeny gives him proof that it works. The data he is getting back on steers that don't make the bull sale provide him with another tool as he expands his breeding numbers to 230 cows.

Feedlot data provides input at culling time and builds accuracies on Brinkley's young sires that he compares against proven bulls in contemporary groups. It will also be a selling point for his bulls at sale time, he notes. The feeder steers came from the bottom cut of the registered herd.

"I really think producers should have confidence in their genetics," Brinkley says. "If producers incorporate these three traits into their selection criteria, they can benefit by feeding cattle and taking them to harvest."

Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in July 2005^a

Licensed CAB [®] Feedyard	Head	Sex ^b	%YG 1&2	%CAB	%Prime
Decatur County Feed Yard LLC	10*	H	50.0	60.0	0.0
Hora Prime Beef	10*	S	30.0	60.0	10.0
Irsik & Doll Feedyard	39*	H	28.2	56.4	12.8
Chappell Feedlot	19*	M	10.5	52.6	15.8
Hergert Land & Cattle Co.	25	S	44.0	50.0	4.0
Beller Feedlots	37*	H	35.1	48.7	10.8
Brookover Feedyard	71	H	63.4	47.5	6.6
Irsik & Doll Feedyard	20	M	70.0	47.1	15.0
Royal Beef**	35*	S	62.9	45.7	0.0
Decatur County Feed Yard LLC	18	H	83.4	40.0	0.0
Irsik & Doll Feedyard	36	M	72.2	36.7	5.6
Beller Feedlots	11*	S	45.5	36.4	0.0
Silver Creek Feeders Inc.	75	M	46.6	35.3	2.7
Beller Feedlots	46*	S	56.5	34.8	6.5
Ashland Feeders	12*	S	33.3	33.3	0.0
Beef Northwest Feeders LLC/Nyssa	29*	S	20.7	31.0	3.4
McPherson County Feeders Inc.	10*	H	50.0	30.0	0.0
Honorable Mentions	Head	Sex ^b	%YG 1&2	%CAB	%Prime
Schmitz Feedlot LLC	36	S	36.1	66.7	11.1
Beller Feedlots	81*	S	22.3	60.5	3.7
Irsik & Doll Feedyard	20*	H	20.0	60.0	5.0
Chappell Feedlot	18*	M	22.2	55.6	16.7
Texas County Feed Yard LLC	29*	H	20.7	55.2	3.4
Irsik & Doll Feedyard	20	H	55.0	50.0	0.0
Irsik & Doll Feedyard	30	S	63.4	50.0	0.0
Hays Feeders LLC	47*	S	23.4	48.9	14.9
Chappell Feedlot	25*	M	28.0	44.0	8.0
Hergert Land & Cattle Co.	16*	H	6.3	43.8	0.0
McPherson County Feeders Inc.	32	H	53.1	43.3	0.0
Irsik & Doll Feedyard	33	H	63.7	42.9	0.0
Hergert Feeding Co.	36	S	33.4	42.3	2.8
GG Genetics	22*	S	4.5	40.9	13.6
Irsik & Doll Feedyard	22	H	31.8	38.9	9.1
Irsik & Doll Feedyard	20	H	35.0	37.5	15.0
Irsik & Doll Feedyard	122*	S	28.7	36.9	0.8
Beller Feedlots	51	S	47.1	36.0	5.9
Ashland Feeders	42*	H	19.0	35.7	0.0
Hays Feeders LLC	42*	S	71.5	33.3	14.3
Hergert Land & Cattle Co.	27*	S	22.2	33.3	7.4
Highland Feeders	199	S	24.1	32.6	3.0
Beller Feedlots	126*	S	23.8	32.5	2.4
Beller Feedlots	40*	S	15.0	32.5	0.0
Silver Creek Feeders Inc.	73	S	42.5	32.3	2.7
McGinley-Schilz Feedyard Ltd.	78	S	9.0	32.0	1.3
Darnall Feedlot	176*	S	27.9	31.8	4.5
Hergert Feeding Co.	48	M	31.3	31.6	0.0
Schmitz Feedlot LLC	32	H	40.6	31.3	3.1
Schmitz Feedlot LLC	33	S	21.2	31.3	0.0
Beller Feedlots	105*	S	49.6	30.5	3.8
Irsik & Doll Feedyard	30	S	56.6	30.4	0.0
Irsik & Doll Feedyard	20	S	50.0	30.0	5.0

*Indicates 100% CAB eligible. All acceptance rates figured on eligible portions.

** See "Potential quality."

^aIn the On-Target "30.06" program, the FLP honors partners that harvest qualifying groups of cattle with at least a 30% Prime or CAB-acceptance rate with an allowance for 3% YG 4s and 3% carcasses weighing more than 975 lb. There is no minimum group size because sorting is encouraged to bring out the best in each animal. Honorable mention groups stood out for CAB acceptance, but contained discount cattle for one reason or another.

^bH=heifers; M=mixed; S=steers.

Call (785) 539-0123 or visit www.cabfeedlots.com for a complete and current list of feedlot licensees.

