



# Brand News

► News and highlights from Certified Angus Beef LLC,\* compiled by Laura Nelson

## Meijer lobby no mere hobby

Last fall the Certified Angus Beef LLC (CAB) staff conducted a “lobby event” at the Grand Rapids and Walker, Mich., corporate offices of Meijer Inc. They did not just pop in with a few samples, because Meijer is one of the largest companies in the United

States, with 1,800 corporate staffers and many thousands more in nearly 200 stores regionally. A *Certified Angus Beef*® (CAB®) brand partner for more than 15 years, it has been the top volume retailer each year for the past five.

Meijer put a few of its CAB awards on display. Besides the bull statuettes for volume sales, the retailer is also a two-time retail Value-added Products Marketer of the Year and, in fact, the largest CAB retailer in the world. Custom-created displays made up an informational backdrop as CAB staff sampled deli roast beef, corned beef, pastrami and strip loin roast to employees, who also picked up coupons and recipes.

“These lobby events are a terrific



► Interaction with Meijer employees was an important part of the lobby event. Chairman Emeritus Fred Meijer talks with CAB’s Kyle Miller at Meijer corporate headquarters.

way to say congratulations to Meijer, and in particular the Meijer meat team, for all of their longtime successes and dedication to the brand,” says CAB’s Sarah Morehouse, assistant marketing director.

Interaction with Meijer employees was also important because as insider shoppers, when they love the product, they will purchase it and tell their friends, too, she adds. “It was a rare opportunity to showcase not only our relationship with the Meijer meat team, but to impress upon Meijer executives what great potential still exists for continuing to grow business.” Chairman Emeritus Fred Meijer chatted with CAB staff and enjoyed samples.

## Seattle starts it off

The first-ever “meat issue” of *Seattle* magazine in November was a great place to debut the new CAB advertising campaign for 2011. Four ads invited readers to “Taste the Difference . . .” at CAB licensees in the greater Seattle, Wash., area.

An early run provided a published



► Above: Meijer Inc., a CAB brand partner for more than 15 years, received a “lobby event” from CAB last fall.

► Right: Custom displays created an informational backdrop as CAB staff provided samples of CAB products.



## Meijer/CAB Timeline

**June 1995:** Licensed for the CAB brand

**1995-2004:** Steady annual increases in CAB pounds sold

**2004:** Detroit becomes a CAB Target Market

**2006:** Meijer wins Top Sales Volume Retailer

**2007:** Meijer launches CAB brand deli meats in store

**2007:** Meijer wins Top Sales Volume Retailer & Top Retail Sales Volume Increase

**2008:** Cincinnati becomes a CAB Target Market

**2008:** Meijer wins Top Sales Volume Large Chain Retailer & Retail Value-added Products Marketer of the Year

**2009:** Meijer wins Top Sales Volume Large Chain Retailer & Retail Value-added Products Marketer of the Year

**2010:** Meijer wins Top Sales Volume Large Chain Retailer, opens doors to CAB for first exclusive “Lobby Event” at corporate headquarters.

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To order CAB merchandise, visit [www.angussalebarn.com](http://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](http://www.certifiedangusbeef.com).

\*Certified Angus Beef LLC is a wholly owned subsidiary of the American Angus Association.

piece to demonstrate the program when QFC store managers met in December. It underscored the CAB brand's commitment to the retailer, while aligning with respected local licensed restaurants El Gaucho and Joey's. One November ad jointly promoted El Gaucho and QFC, and retail ads continued in December and January issues.

### Taqueria El Vaporsito

It may be a small place by some standards, but the folks at Taqueria El Vaporsito in Phoenix, Ariz., don't think small. CAB-licensed for four years, the restaurant uses



only CAB product for its traditional Mexican cuisine, including carne asada, fajitas and, of course, tacos.

Commitment to the brand moved them to wrap a delivery van with CAB artwork front to back. The van also features a sound system that can supply the sounds for any of the outdoor events they cater. It's not used for serving, just delivering the flavor and sounds from parks and picnics to ball games and other catering gigs. CAB chuck roll and briskets are among the cuts that keep the restaurant and its customers excited about the next meal.

### High steaks football

In Friendsville, Texas, between Houston and Galveston, where they take their football — and beef — seriously, a run for the state championship was fueled by banquets of the

### Valentine for beef lovers

Valentine's Day is found on lists of both best and worst evenings to dine out, but worst only in terms of busy eateries. Dining out or carving a special steak for grilling on the home grill, it's a special night for millions of beef lovers.

While ranchers are focused on calving, where it all begins, beef marketers from restaurants to meatcase managers work to merchandise the ultimate end product.



best beef two nights before game day for the last four weeks of the late fall season.

To inspire his hometown team, Sysco-Houston CAB Specialist Duke Dirksmeyer got together with friend, coach and player parent Tony Fitzpatrick and promised a weekly banquet for the 100 or so members of the coaching and team family if they got into the hunt for Texas 4A state champions. Maybe the incentive helped.

Teaming up with a top Sysco-Houston customer Joe's Barbecue (coincidentally featured last month in "What's Cookin'"), Dirksmeyer supplied juicy, done-to-perfection CAB hamburgers the Thursday before the first round. After that victory, the next week it was CAB fajitas all around. After that victory, it was CAB brisket, one of Joe's specialties. The Friendsville team won again, leading to the semi-final championship game.

"At that level, I told the team they deserved a true banquet," Dirksmeyer says, "18-ounce CAB ribeyes."



►To inspire his hometown football team, Duke Dirksmeyer teamed with Coach Tony Fitzpatrick (pictured) to provide a team banquet to celebrate victory through the last games of the season.

Unfortunately, the Mustangs fell short after a closely contested first half on that Saturday game at Texas A&M Stadium Dec. 11, but the team hopes to be back in the hunt next year.

### Multi-source, on-target

Angus cattle can hit the quality target, no matter the source. The average Angus producer has improved herd genetics, and CAB-licensed feedlots have pushed them to meet their potential. Since 1958, Beller Feedlot, Lindsay, Neb., has worked toward quality results based on performance in the yard. The current listing of 30.06 cattle (see Table 1, page 182) includes some multi-source cattle fed at Beller for uniform quality.

Terry Beller, feedlot owner and manager, credits talented backgrounders and the Angus breed as a whole.

"The quality is just there in most Angus cattle," he says. Two of those in the top three 30.06 groups included 62 heifers that averaged 55% CAB with no outliers, while a third group had nearly that quality while gaining an impressive 3.2 pounds (lb.) per day.

"There are a lot more Angus cattle out there with hidden quality potential, and that needs to be exposed, realized," Beller says. "Sometimes they slip through the cracks because they're not entered into a program or gridded to show how much genetic potential they actually have." The CAB 30.06 program recognizes harvest groups with at least 30% brand acceptance or Prime grade and no more than 6% outliers.

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### East Bay delights

When you think New York Deli, Southern style, you might think of East Bay Deli ([www.eastbaydeli.net](http://www.eastbaydeli.net)), at least if you are in the Charleston, S.C., area. Recently licensed to market a wide array of CAB value-added products, East Bay opened its fifth location in January and plans several more on the way to 20 addresses.

The restaurants have spacious seating areas to enjoy deli sandwiches, soup, fancy spuds and servings from the large salad bar. The focus is freshness and premium quality. Maybe that's why the deli chain commissioned prominent CAB neon signs for each store. Patio areas make use of CAB shade umbrellas.



The feeder attributes the success of the Angus cattle from Barta Cattle Co., Fremont, Neb., to sound health programs as well, noting the direct correlation between health and grading. The multi-source cattle from Idaho, Montana, North Dakota and Nebraska were purchased as age- and source-verified, but didn't make the final cut for replacement heifers.

"We strive for higher-end, high-quality cattle with a combination of carcass and maternal qualities," says Wende Settles, manager and coordinator for Barta Cattle and the Internet-based Big Blue Sale Barn. "You always start with the end product in mind."

Beller recognizes the 30.06 program pushes both the producer and feedlot to reach the higher quality that benefits consumers. "It's a goal we've set," he says. "We reached bronze in 2004, silver in 2006 and last year gold; we're wondering what the next level is because we're going to hit it."



**Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in November 2010**

In the On-Target "30.06" program, the Feedlot-Licensing Program (FLP) honors feedlot partners that harvest qualifying groups of cattle with at least a 30% Prime or *Certified Angus Beef*® (CAB®) acceptance rate with an allowance for 3% Yield Grade (YG) 4s and 3% carcasses weighing more than 975 pounds (lb.). Sorting is encouraged to bring out the best in each animal, and the minimum group size is 10 head. Honorable mention groups stood out for CAB acceptance but contained at least one discount problem.

Licensed CAB® Feedlot	Sex <sup>a</sup>	Head	%CAB	%Prime	%YG1-2
Beller Feedlot	H	45 <sup>b</sup>	57.78	2.22	42.22
Chappell Feedlot	H	45 <sup>b</sup>	53.33	2.22	11.11
Beller Feedlot	H	17 <sup>b</sup>	52.94	0.00	35.29
Chappell Feedlot	S	76 <sup>b</sup>	46.05	3.95	26.32
Chappell Feedlot	M	38 <sup>b</sup>	42.11	0.00	10.53
Chappell Feedlot	M	20 <sup>b</sup>	30.00	0.00	60.00
Honorable Mentions	Sex <sup>a</sup>	Head	%CAB	%Prime	%YG1-2
Beller Feedlot	M	66 <sup>b</sup>	62.12	1.52	30.30
Beller Feedlot	H	115 <sup>b</sup>	55.65	4.35	33.04
Beller Feedlot	H	42 <sup>b</sup>	50.00	7.14	38.10
Beller Feedlot	S	18 <sup>b</sup>	44.44	0.00	38.89
Chappell Feedlot	H	34 <sup>b</sup>	44.12	5.88	20.59
Beller Feedlot	H	104	43.18	0.96	53.85
Keeling Cattle Feeders Inc.	H	105	34.48	0.95	64.76
Chappell Feedlot	S	60 <sup>b</sup>	33.33	1.67	26.67

<sup>a</sup>H=heifers; M=mixed; S=steers.

<sup>b</sup>Indicates 100% CAB eligible. All acceptance rates figured on eligible portions.

Lots that exceed 15% YG 4 and YG 5 are not included on the honorable mention list.

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