



# Brand News

► News and highlights from Certified Angus Beef LLC\*

## Monthly honors

The Certified Angus Beef LLC (CAB) November 2005 Feedlot Partner of the



Month is Guggenmos River Ranch, Brewster, Neb. Owner Larry Guggenmos runs his cow-calf, farming and feedlot business with a keen

eye for quality. Cow families are stacked for traits like marbling and udder quality, and calves are managed to their highest potential.

Guggenmos benefits by setting the bar higher than most, says CAB Feedlot Specialist Paul Dykstra. "He is rewarded every time he cashes a check from the packing plant. It is

hard to beat the dollars he sees selling those home-raised calves on the grid."

In 2005, the ranch calves were 87% USDA Choice and better, with 41% hitting the *Certified Angus Beef*® (CAB®) target. Guggenmos hit the critical marbling window without going overboard on condition. Only 3% were considered Yield Grade (YG) 4s.

The feedlot's lone entry in the 2005 National Angus Carcass Challenge (NACC) proved the staff's ability to manage cattle from start to finish. The 40 steers have been in the division's top 10 for more than six months.

Schmitz Feedlot LLC Assistant Manager Scott Stephens is the November 2005 CAB

Quality Assurance (QA) Officer of the Month. Stephens manages the Clayton, N.M., feedlot's cattle health and sorting programs. CAB Feedlot Specialist Gary Fike says it is Stephens' attention to detail that separates him from other QA officers.

"Scott's ability to manage cattle earned the feedlot a 31% CAB-acceptance rate for 2005," Fike says. "He was recognized as the 2003 QA Officer of the Year and continues to move quality cattle through the feedlot."

His precise sorting ability is valued at the feedlot. Fike says Stephens has the ability to look beyond the animal's hide and understands how traits influence carcass value.

He is a valuable employee at the feedlot, Fike says. His aggressive and detailed management style has given the feedlot a quality advantage over other yards in the region.

"Schmitz Feedlot is performing at a quality level far beyond the national average," he says. "Scott is a large part of that success. When a feedlot can consistently perform at that level, it is a great story. It's hard to ignore the quality cattle they are bringing into the Southwest."

**Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in November 2005**



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.). 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 at least one discount problem.

Licensed CAB® Feedyard	Head	Sex <sup>a</sup>	%YG 1&2	%CAB	%Prime
Lane County Feeders Inc.	25	H	68.0	53.9	0.0
Lane County Feeders Inc.	14	H	35.7	45.5	0.0
Lane County Feeders Inc.	11 <sup>b</sup>	H	27.3	45.5	0.0
Lane County Feeders Inc.	21	H	76.1	36.4	0.0
McPherson County Feeders Inc.	47	H	76.6	31.8	0.0
Lane County Feeders Inc.	13	S	69.3	30.8	0.0
Lane County Feeders Inc.	10	H	40.0	28.6	10.0
Lane County Feeders Inc.	25	H	60.0	26.7	4.0
Honorable Mentions	Head	Sex <sup>a</sup>	%YG 1&2	%CAB	%Prime
Cattleman's Choice Feedyard Inc.	40 <sup>b</sup>	S	42.5	55.0	0.0
Irsik & Doll Feedyard	24	H	29.2	52.2	0.0
Barton County Feeders Inc.	50	H	44.0	40.0	0.0
Irsik & Doll Feedyard	48 <sup>b</sup>	H	33.4	35.4	0.0
Royal Beef	59	H	10.2	34.0	3.4
Barton County Feeders Inc.	45 <sup>b</sup>	H	33.3	33.3	4.4
Hays Feeders LLC	40 <sup>b</sup>	H	42.5	32.5	0.0
Flint Rock Feeders Ltd.	39 <sup>b</sup>	S	10.3	30.8	0.0
Beller Corp.	147 <sup>b</sup>	H	28.5	30.6	0.0
Irsik & Doll Feedyard	20 <sup>b</sup>	H	45.0	30.0	5.0

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

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

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

## CAB staff changes

Two CAB staffers have transitioned to new positions to launch the new division of supply development marketing. Christy Johnson is the director of the division, moving from her former post in marketing-communications education. Lance Zimmerman moved from industry information assistant to become supply development marketing manager. Their experience with the CAB program, Angus producers and feedlots will help deliver a quality production message to commercial cattlemen. Both are based in Wooster, Ohio.

## New contest year for NACC

The 2005 NACC entered its final days with more than 8,000 entered cattle and some of the nation's best represented on the leader board ([www.cabpartners.com](http://www.cabpartners.com)). At press time, there were still a few pens to close out, and rankings could change.

NACC is designed to find the highest-value group of Angus-sired cattle, with value discovery and recognition for winners, says

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

Mark McCully, CAB supply development director. The brand sponsored NACC last year along with Alltech Inc., *Drovers* magazine, Farnam Co. Inc., Merial and the American Angus Association's AngusSource<sup>SM</sup> program.

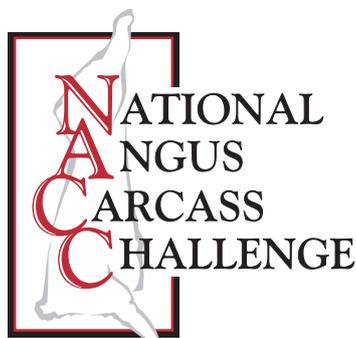
The contest is open to anyone with at least 40 steers or heifers sired by registered Angus bulls and fed in NACC-qualified feedlots. Participants get individual carcass data to identify genetics and manage to realize herd potential, McCully says. The NACC ranks carcass values of entered pens, and winners are determined by placing harvest data on a fixed value contest grid.

A grand prizewinner and 10 top value awards for both steers and heifers were to be named Jan. 14 at the National Western Stock Show (NWSS) in Denver, Colo.

Although winning packages are attractive, knowledge and recognition remain the biggest prizes, McCully says. Angus media and co-sponsor *Drovers* magazine promote the contest and publicize the winners.

The NACC is easier to enter than ever for 2006, no longer requiring a special contest ear tag as long as individual tag identity is clear. As always, participants receive carcass data with ear tag number, hot carcass weight, USDA Quality and Yield Grade, and CAB-acceptance status on each head entered. There is no entry fee if cattle are marketed through a program that provides individual carcass information at no cost to CAB.

The contest has been expanded thanks to new sponsors that broaden the scope from conception to the plate. Sponsors now include AllFlex USA, Alltech Inc., CAB, *Drovers* magazine, Merial, ORigen and AngusSource. Watch for more details at the CAB Web site, or contact McCully at (330) 345-2333 or at mmccully@certifiedangusbeef.com.



### Supporting local schools

School budgets are stretched thin across the nation, from the smallest towns to the biggest cities. Helping raise funds for schools benefits children and generates good will in the community. Pier 49 Catfish in Broken Bow, Neb., offered a coupon for 10% off a CAB entrée, which was printed on tickets for local high school basketball games. For each coupon redeemed, \$2 was donated to the school indicated on the ticket.

"Every high school [in our area] is short on funds. I wanted to do whatever I could to help those kids and contribute to the community," Randall Treat, the restaurant's owner, says.

Sales matched the restaurant's reputation for fine food and service, as evidenced by the "People's Choice" awards it has earned in the

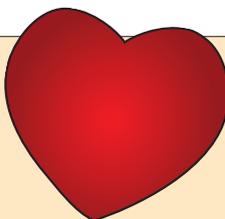
local *McCurtain Gazette* each year. The restaurant features a complete selection of seafood and CAB steaks, including its popular Jack Daniels® ribeye, flat-iron and New York strip steaks.

### Prime time for steaks

Fine dining with authentic, steakhouse style has a new home at Prime restaurant in Port-of-Spain, Trinidad. The restaurant demonstrates how the food industry in Trinidad is booming. Focus on the best products, services and people are intrinsic to the restaurant's role of setting the bar for top quality.

"Because every single ingredient we use is the best available, our niche is somewhat

CONTINUED ON PAGE 85



### Love me tender

Treat your Valentine tenderly — serve filet mignon. It is one of the most tender cuts of beef and has melt-in-your-mouth flavor. Usually available in several sizes, including petite steaks, it is classified as a lean cut.

### Medallions au Fennel

#### Ingredients:

4 6-oz. CAB® filet mignon (1-in. thick)	½ cup beef stock
4 Tbsp. flour	1 tsp. fennel seeds
4 Tbsp. butter	1 Tbsp. tomato paste
½ cup Marsala or dry sherry	Salt and pepper
½ cup dry red wine	

#### Cooking Instructions:

Dust filets lightly with flour. Heat butter in large skillet over medium-high heat. Add beef; cook about 4 minutes on each side or until browned. Remove beef filets. To deglaze pan, add Marsala and stir continuously over high heat; reduce by half. Add red wine, stock, fennel and tomato paste. Simmer until reduced by half; season with salt and pepper to taste. Return filets to skillet and cook in sauce 3-5 minutes over medium-high heat for a medium degree of doneness. Place filets on warm serving plates and spoon sauce over each filet. Serve with string carrots and fresh steamed green beans.

Serves 4

#### Nutrition information per serving:

455 calories; 25 g fat; 12 g saturated fat; 150 mg cholesterol; 8 g carbohydrates; 41 g protein; 640 mg sodium; 6 mg iron



## CAB BRAND NEWS

CONTINUED FROM PAGE 83

higher end, but most anyone can enjoy the Prime experience," owner Peter George says. "We expect customers to experience the 'wow factor' every time they come."

Of the dozen restaurants serving CAB Prime steaks, this is the first located outside the United States. Prime restaurant's aged steak selections include classic ribeye, New York strip, tenderloin, T-bone and porterhouse. The beef is the ideal complement to the restaurant's other entrées featuring island shrimp and line-caught fish.

Prime restaurant offers traditional décor with modern twists. Warm colors highlight a dramatic ceiling and the high energy of the staff. Swirling, exposed wine racks throughout the restaurant display its more than 150 selections.

"The general feel is modern with enough hustle and bustle to know Prime is a no-frills, all-out experience," George explains.

### Hurricane relief

The Saint Louis Chefs Wine Country Barbecue started 14 years ago as a vehicle for supporting the James Beard Foundation and to raise funds for training the area's future

chefs. The event showcases the talents of local culinarians who prepare a feast of hors d'oeuvres, vegetables, fish, meats and desserts for paid guests to enjoy at the Mount Pleasant Winery in Augusta, Mo. The 2005 event netted \$8,000 for the Hurricane Katrina Relief Fund, making it one of the most successful yet.

"Many of the same chefs participate every year," says Chris Desens, executive chef at Racquet Club Ladue and the event's coordinator. "We just want to cook together and share our creations with the hundreds of people that come to the barbecue each year. Being able to assist with the relief effort made it even more meaningful this year."

Partners in the event include the St. Louis Friends of James Beard, Chefs de Cuisine Association of Saint Louis, PFG Middendorf Meat Co., Quality Foods, the CAB brand, and the local American Culinary Federation chapter. Beef dishes served at the barbecue featured the CAB brand.

### Visiting Vietnam

Foodservice trade representatives tasted samples of CAB products at the Food & Hotel Vietnam 2005 exhibition in Ho Chi Minh City, Vietnam. The event was a

collaboration between CAB staff and one of the brand's stronger niche exporters, MacDonald Meat Co. of Seattle, Wash.

"We participated in this year's show for the first time and made a big splash," says Shimojima Daisuke of CAB's international division. "We are riding the momentum of the local trade's interest in U.S. meat products."

The show drew more than 8,000 visitors, including food retailers, suppliers, distributors and manufacturers. Also in attendance were institutional caterers, consultants, and management teams of hospitality outlets like hotels, restaurants and bars. Following the event, CAB staff participated in an invitation-only reception for key decision makers at the Legend Hotel Saigon.

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### Keep on truckin'

U.S. Foodservice Inc.—Plymouth Division has added another layer to its marketing campaign. The company unveiled the CAB truck wrap at its November 2005 sales meeting. Its trucks will now help spread the brand's message throughout the Minneapolis, Minn., area. U.S. Foodservice—Plymouth is part of U.S. Foodservice Inc., based in Columbia, Md.



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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).