



Brand News

► News and highlights from Certified Angus Beef LLC*

In the spotlight

Darnall Feedlot, Harrisburg, Neb., a 20,000-head-capacity feedlot and longtime Certified Angus Beef LLC (CAB) licensee, earned the Spotlight Award for the month of January in the Feedlot-Licensing Program (FLP). “The Darnall family has a history with good Angus cattle,” says Paul Dykstra, CAB feedlot specialist. “Their own large cow herd is rooted in quality Angus genetics.

“The feedlot staff does a great job and works hard feeding their many retained-ownership customers’ cattle,” Dykstra continues. “It shows in many ways, including Darnall’s 2005 rank in the top 10% of all licensed feedlots for *Certified Angus Beef*® (CAB®)-brand-acceptance rate.” Managed by Gary Darnall and his son Lane, the feedlot is a leading participant in the National Angus Carcass Challenge (NACC) and won champion heifer pen in 2004.

Mike Beller has earned the Quality Assurance (QA) Officer Spotlight Award for January 2006. He and brother Terry manage the family’s feedlot near Lindsay, Neb., where they feed nearly 9,000 cattle per year. “Mike is



Gary Darnall is the manager of Darnall Feedlot, recipient of the January feedlot Spotlight Award.

responsible for enrolling all of those with CAB and making sure carcass data collection is accomplished,” Dykstra says. “Since Mike’s return to the feedlot a couple of years ago, he has enrolled almost 100% of the cattle that are fed at Beller Feedlot, while the company posted an amazing 23.4% CAB-acceptance rate. Mike also enrolled several groups of Angus-sired calves in the NACC in 2005.”

Stark interns with CAB

The 2006 CAB Industry Information spring intern is Mandy Stark, a junior at Kansas State University (K-State) in agricultural journalism and natural resource sciences. She works with student assistant Susie Knetter and division director Steve Suther in producing articles that support supply development programs.

Stark hails from Olathe, Kan., and some of her early experience in journalism was as a teen columnist for the *The Olathe News*. She has worked part-time since August 2004 for the Kansas Department of Health and Environment on a water-quality communications project. When she is back home, Stark also works as an operations coordinator at AMC Studio 30 Theaters.

A K-State College of Agriculture Ambassador since 2003, Stark also has leadership roles in Agricultural Communicators of Tomorrow (ACT), Alpha Zeta, Alpha Chi Omega and the K-State Panhellenic Council. She began the relationship with CAB in December when she attended a CAB Building Blocks to Success seminar in Wooster, Ohio.

Specialist awards

More than 143 participants attended the annual CAB Specialist Seminar in Clearwater, Fla., Jan. 25-27. Highlighting the event was the Specialist of the Year dinner and awards presentation. Specialist of the Year is Ann Schmalzried of Sysco Food Services of Detroit, Mich. The New Performer of the Year award was given to David Trzesniewski of Sysco Food Services of Eastern Wisconsin. Elliot Reyes of Provimentos, Vega Baja, Puerto Rico, was also recognized for his 20 years of service as a CAB specialist.

The Specialist of the Year award is a national award recognizing Schmalzried, Sysco Food Service of Detroit, in Canton, Mich., for training, marketing, service and sales leadership.

“Ann energizes the entire Sysco-Detroit team with her meat knowledge and ability to recommend items that satisfy customer needs,” says Mark Polzer, CAB foodservice director.

As the CAB specialist in the market, Schmalzried combines contests and training

Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in January 2006



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 ^a	%YG 1&2	%CAB	%Prime
Irsik & Doll Feedyard	24	M	54.1	33.3	0.0
Honorable Mentions	Head	Sex ^a	%YG 1&2	%CAB	%Prime
Hergert Feeding Co.	102	H	28.5	56.5	20.6
Hays Feeders LLC	30	H	10.0	39.3	10.0
Ranger Feeders II LLC	120	S	47.5	34.1	1.7
Ranger Feeders II LLC	178	S	8.4	33.6	1.7
Highland Feeders	114	H	17.5	33.0	5.3
Irsik & Doll Feedyard	40 ^b	M	17.5	32.5	7.5
Beller Feedlots	45 ^b	H	15.6	31.1	6.7
Highland Feeders	113	H	22.1	30.0	8.0

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

^bIndicates 100% CAB eligible. All acceptance rates figured on eligible portions.

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

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

to help Sysco-Detroit's 200 marketing associates and district service managers meet customer service and sales objectives. She is equally involved in training initiatives for 181 restaurant customers that serve CAB items.

"Ann personally trains waitstaff at every licensed restaurant about the brand's fine quality," Polzer says. "She keeps the CAB brand's quality and integrity as her central focus."

Schmalzried offered training sessions about premium beef products for chefs at the company's spring food show. Additional programs reached future chefs at Schoolcraft College and healthcare foodservice professionals with the Northern Ohio Dietary Managers Association. During 2005, Schmalzried also led customers to utilize marketing resources available to licensed CAB restaurants.

A licensed CAB distributor for five years, Sysco Foodservice of Detroit is part of the Sysco Corp. The team services a customer base of more than 6,000 restaurants, hospitals, schools, private and public clubs, and sports arenas in Michigan and northwestern Ohio.

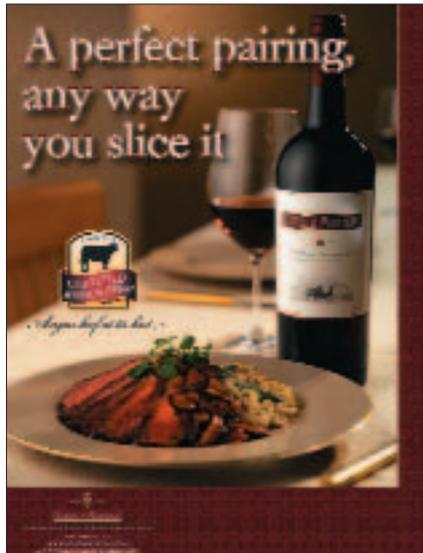
The Outstanding New Performer Award recognizes Dave Trzesniewski of Sysco Food Services-Eastern Wisconsin, Jackson, for his training, marketing and sales leadership as a newly licensed CAB foodservice distributor.

"The Sysco-Eastern Wisconsin team exemplifies what we are looking for in our foodservice distributors — dedication, commitment, zest for the program and performance," Polzer says. "At the heart of this company's success is CAB specialist Dave Trzesniewski."

Since becoming a licensed distributor in August 2004, Trzesniewski has led the company to a top-12 ranking among the brand's 107 licensed distributors nationwide. Sysco-Eastern Wisconsin offers a complete line of CAB products to restaurant businesses in the region, including CAB brand Prime, ground beef, portion-control steaks and laborsaving convenience items.

"The CAB brand offers restaurateurs and their customers exceptional quality no matter what cut is served," Trzesniewski says. "All it takes is a little imagination to match the right products to satisfy customers' specialized menu needs."

Trzesniewski's experience as a chef and former meat company owner provide him with a solid foundation for matching products with restaurateur's menu styles. Ongoing training programs, contests and cutting seminars keep Sysco-Eastern Wisconsin's entire staff focused on customer consultation. Their efforts have led the CAB brand to appear on more than 134 area restaurant menus.



Cross promotions

Throughout the months of March and April, the CAB brand is partnering with Louis M. Martini wines for a retail cross promotion. The promotion extends the brand's marketing resources, expands brand presence beyond the meat department and is a turnkey promotion, meaning CAB provides the materials — stores need only to implement the promotion. More than 1,000 stores will participate, representing more than 13 national retail chains.

Consumer tear pads are located in meat departments and wine departments. They feature a recipe and \$1 off savings coupon for CAB product. The recipe features CAB center-cut top sirloin and Louis M. Martini in a "Steak Martini with Asparagus Risotto and Braised Tomato Red Wine Sauce" recipe.

Visit www.certifiedangusbeef.com through April to view the promotion and featured Louis M. Martini recipe.

Around the world

More than 150 participants from 20 countries participated in the Fifth Annual South East Asian Chefs Conference (SEAC) in Manila, Philippines, in January. Participants included chefs, general managers, marketing promoters, exporters/importers and catering service owners in the food, hotel and restaurant business.

SEAC Chairman Werner Berger is also president of Werdenberg Corp., the licensed CAB distributor in the Philippines. The brand was one of the major food sponsors, and CAB filet was served at licensee Le Souffle for the conference dinner.

The show provided an opportunity for restaurateurs to inquire about the brand. CAB's Daisuke Shimojima worked with Werdenberg's staff to discover potential licensees outside of Manila City and will be targeting them for future licensing opportunities. Currently, all CAB-licensed restaurants are located within city limits.

In Barbados, CAB product made its first retail appearance on shelves in five SuperCentre stores. The SuperCentre chain, owned by large conglomerate Barbados Shipping & Trading, loaded its first container of CAB product in Miami in February, thanks to the efforts of Bobby McErlean at Kansas Packing LLC. CAB brand center-cut top sirloin, clod hearts, eye of round, strips, ribeyes and tenderloins were included in the order. Liz Wunderlich, U.S. Meat Export Federation (USMEF), and Ralph Avila, Buckhead Beef Co., conducted the in-store product launch and meat associate training.

CAB staff teamed with Buckhead Beef Co. of Atlanta to host a plant tour and portion control seminar for 20 Caribbean licensees in February. The goal of the tour

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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.

was to give the brand's distribution customers an inside look at a large-volume portion control facility. A cutting demonstration featured underutilized cuts of center-cut top sirloin, shoulder clod and tri-tip. The session was in conjunction with USMEF.

In Canada, licensed distributor To-Le-Do Foodservice recently licensed Manitoba's largest hotel chain, Canada Inn. The chain was among the Canada 50 Best Managed Companies in 2005. Canada Inn has 10 units and serves 6.5 million customers per year. The Aalto's Garden Cafés, located within the hotels, serve strip steaks, tenderloin and roast beef. Last year, Canada Inn introduced CAB

roast beef on the daily buffet line. Its overwhelming success led to the company becoming licensed to serve other CAB items.

Home front

The Great Northeast Home Show took place Feb. 10-12 at the Empire State Plaza and Pepsi® Arena in Albany, N.Y. Attendees sampled beef dishes prepared on the cooking stage by CAB Home Economist Sarah Donohoe; Chef Peter Siconolfi of Sargo's at Saratoga National Golf Club; and Chef Larry Schepici, who has been voted Chef of the Year by the American Culinary Federation. Event patrons also entered to win "CAB Products for All Seasons." One

winner was randomly selected to receive two \$25 coupons per month for a year for CAB products at Price Chopper, the brand's target market retailer in Albany. Those who visited the CAB booth entered to win a getaway to Lake Placid, featuring a two-weeknight stay and fun-filled winter activities.

Special events like these provide opportunities to bring the brand directly to the consumer by offering recipes, cooking tips, beef samples and promotions. The event created consumer loyalty and also drives customers to the brand's local retailers and restaurants.

