



# Brand News

► News and highlights from Certified Angus Beef LLC\*

## Monthly honors

Chappell Feedlot, Chappell, Neb., is a standout among Certified Angus Beef LLC (CAB)-licensed feedlots. The feedlot's commitment to enrolling quality cattle set the path for being named September's CAB Feedlot Partner of the Month.

Manager Tom Williams wasted no time enrolling cattle in the program after licensing in November 2004. The feedlot has fed 700 head of "30.06" cattle in the last 10 months. CAB Feedlot Specialist Paul Dykstra says the feedlot has accomplished in months what many consider a long-term goal.

"More than 20% of the feedlot's cattle have met the 30.06 target," Dykstra says. "Even more impressive, the 30.06 cattle blew past the minimum standard. The calves posted a 42.9% *Certified Angus Beef*<sup>®</sup> (CAB<sup>®</sup>)-acceptance rate with 0.4% YG (Yield Grade) 4s."

He notes the feedlot's non-30.06 cattle are no disappointment. They had a CAB-acceptance rate of 25.9% with 3.3% YG 4s.

"Operations like Chappell Feedlot drive high-quality beef production," Dykstra says. "Chappell Feedlot boosts customer profits by focusing on management, sorting and marketing."

David Trowbridge is the CAB Quality

Assurance (QA) Officer of the Month for September. As the manager of Gregory Feedlots Inc., Tabor, Iowa, he has enrolled nearly 16,000 head in the CAB program.

Trowbridge has received this monthly honor three out of the last six years and was the 2004 QA Officer of the Year. CAB Feedlot Specialist Gary Fike says Trowbridge is no stranger to the CAB program.

Whether Trowbridge is traveling to producer meetings or working at the feedlot, he promotes the benefits of Angus-influenced cattle to everyone in the supply chain, Fike says.

"Shula's Steak House, a CAB-licensed chain based in Florida, visited the feedlot during a tour this spring, and David did an amazing job," Fike says. "He went out of his way to develop a cattle-pricing notebook for each of the visitors. It really helped them understand the economics of the cattle-feeding business."

Trowbridge actively promotes a consumer-focused target. In June, he attended CAB's Brand Builders program to discuss feedlot options with Angus breeders. He also talks with producers throughout the Midwest about CAB and the advantages of retained ownership.

## Making small work

Being a small fish in a big pond doesn't bother Mike Hora. His feedlot is one of the nation's smallest CAB-licensed feedlots, yet few producers can come close to his enthusiasm for the Angus breed and dedication to the CAB brand. It is hard to mistake his passion for producing quality beef.

Hora Prime Beef, Washington, Iowa, is a family-owned operation consisting of a 100-head commercial Angus herd and a 200-head custom feedlot. As "Prime" would suggest, carcass quality ranks at the top of all management decisions.

"My goal is to have all of my cattle be USDA Prime and harvest at a Yield Grade 1 or 2," Hora says. "It will take some time. There is no doubt about that, but I am making progress."

He says some producers think he is chasing an extreme. Herd history shows it is possible. Hora's latest harvest group of 24 steers finished with 79.2% CAB acceptance and 16.7% Prime. The calves were 100% Choice or better, and two-thirds of the group qualified as YG 1 and 2.

It is hard to ignore the group's achievement, but the deal gets sweeter. Hora says the calves were the last of his 2004 calf crop, and, unlike most of his feeder cattle, these were never ultrasounded.

The numbers haven't come easily. Hora's dedication to quality has been a work in progress since the 1980s. He says his herd is the result of selection for bulls that have mostly balanced traits, but excel in marbling and growth.

He started out with Angus cows and Continental-influenced bulls. The resulting offspring were OK, but it didn't take him long to see that Angus sires had an advantage.

"I like to think that I was a little bit ahead of the curve, realizing that carcass was going to be the measuring mark of the future and the way to make money in the cattle business," Hora says.

To reach his goal, he constantly pours over the expected progeny differences (EPDs) of sires featured in the *Angus Journal* — Hora's "bible" for Angus beef production.

Despite the smaller size of his operation,



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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).

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Hora says he isn't afraid to use the latest technology. Using ultrasound along with visual sorting helps Hora market every calf properly, and artificial insemination (AI) has been a part of the breeding program since 1983.

Technology helps meet his goal of getting the most out of each animal's genetic potential. It also improves the accuracy of his records as he falls back on them at breeding time. He adds that being CAB-licensed never hurts.

"I know there are other ways to get carcass data, but they often come with disappointment from data loss and inaccuracies," Hora says. "I think I have an extremely good, accurate and strong program in CAB, and that is the only way to go as far as I am concerned."

### Building the brand

It is the unique and wide-reaching marketing effort that makes a valuable brand impression on consumers. In Pittsburgh, one of the brand's 2005 target markets, CAB teamed with a local builder's association;

annual women's show event; and licensed retailer, Giant Eagle Inc., to place the brand center-stage and top of mind.

More than 65 homes were featured during the Builders Association of Metropolitan Pittsburgh's (BAMP) 2005 Festival of Homes in October. Those attending the Festival of Homes tour got more than just an inside look at some of Pittsburgh's newest homes; they also had the opportunity to sample easy CAB recipes.

Each weekend during the event, two houses featured CAB cooking demonstrations, recipes and prizes. CAB's Chef Dianna Stoffer and Home Economist Sarah Donohoe treated visitors to samples of grilled steak pizza, CAB kabobs and seasoned burgers. Guests received free cookbooks and recipes. All tour homes also had enter-to-win boxes for the grand prize — CAB products for a year from Giant Eagle and a Broil King Porta-Chef™ grill. Stoffer appeared on local television stations prior to the event.

At the Pittsburgh Women's Show, also in October, CAB hosted a tailgating experience at its booth, along with CAB recipe samples, fun and prizes. Chef Stoffer shared her "Easy Gourmet Game Plan" on the cooking stage during the event. She made two pre-show

**Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in September 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
Hora Prime Beef <sup>b</sup>	24 <sup>c</sup>	S	66.7	79.2	16.7
Texas County Feed Yard LLC	11 <sup>c</sup>	H	63.6	72.7	9.1
Irsik & Doll Feed Yard	20 <sup>c</sup>	H	55.0	60.0	0.0
Irsik & Doll Feed Yard	30	M	40.0	40.9	3.3
Decatur County Feed Yard LLC	16	H	75.0	33.3	0.0
Decatur County Feed Yard LLC	10 <sup>c</sup>	H	60.0	30.0	0.0
Decatur County Feed Yard LLC	11 <sup>c</sup>	H	36.4	27.3	9.1
Honorable Mentions	Head	Sex <sup>a</sup>	%YG 1&2	%CAB	%Prime
Schmitz Feedlot LLC	35	S	40.0	54.6	0.0
Haverhals Feedlot Inc.	24 <sup>c</sup>	S	0.0	50.0	4.2
Haverhals Feedlot Inc.	45	S	22.0	45.5	11.1
Beller Feedlots	81	H	37.0	42.9	2.5
Irsik & Doll Feed Yard	20 <sup>c</sup>	H	55.0	40.0	5.0
Irsik & Doll Feed Yard	20	H	10.0	35.7	0.0
Ashland Feeders	92 <sup>c</sup>	M	23.9	31.5	8.7
Irsik & Doll Feed Yard	20	H	0.0	31.3	5.0
Highland Feeders	52	S	7.7	30.0	11.5
Highland Feeders	69	S	24.6	30.0	7.2

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

<sup>b</sup>See "Making small work," page 85.

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

appearances on a Youngstown, Ohio, television station.

Karen Bursic of Dingbats Restaurant also appeared on stage to share recipes for some of the restaurant's most popular CAB dishes. Dingbats recently won the 2005 Pennsylvania Beef Backer Award.

To go along with the tailgating theme, CAB offered a grand prize that included a tailgating party for 10, a Broil King grill, and Giant Eagle gift certificates good for CAB products and all side dishes.

CAB will continue to participate in popular events that appeal to consumers in the 2006 target markets of Albany, N.Y., and Sacramento, Calif. The brand will partner with local retail and restaurant licensed partners in both cities.

### International insight

Mexideli will be the CAB distributor for the American Beef CAB burgers for Hard Rock Cafe, Planet Hollywood and Rainforest Cafe locations in Mexico. Mexideli was formed in 1990 to specialize in European cheeses, sausages, prosciutto hams and other specialty products. It is a \$13 million company, of which \$3 million is the Florida's Natural® brand orange juice.

Nearly 20 meat managers, store managers, owners and executives attended a training program for Island Independent Buying Group Ltd. The upscale community stores go by the banners of Food Country, The Country Grocer and The Village Market in Western Canada. They have begun offering CAB products beside Canadian AA- and AAA-grade beef.

Twelve Amigo stores in Puerto Rico participated in an October promotion with the CAB brand and E.&J. Gallo Winery. The stores also featured CAB churrasco and CAB top blade throughout the fall.

### Domestically speaking

The CAB brand will soon appear on menus at Marshall Field's, a department store with 11 locations in Michigan, Illinois and Minnesota.

In September, the St. Louis Chefs Wine Country Barbecue took place in conjunction with licensed distributor PFG Middelndorf Meat Co., Mount Pleasant Winery and local chef organizations. Five of the 33 participating chefs featured CAB brisket, flank steak, flat iron, short ribs and *teres major* for their samplings.

The event, nestled in Missouri wine country, hosted nearly 500 guests. Proceeds, which were originally going to support local culinary students and travel-study scholarships, were redirected to hurricane relief efforts.



## Holiday roasts

Beef roasts have been the showpiece of holiday meals for generations because they taste, smell and look delicious. Smart shopping and simple cooking methods can maintain the budget and win acclaim for the cook.



"Roasts are a tradition because they please our senses and make us feel good," Chef Dianna Stoffer says. "Their simplicity also frees up time to make our favorite holiday side dishes."

The medium-priced tri-tip is quickly earning rank as a classic. A smaller roast, usually 1½-2 pounds (lb.), it cooks easily in the oven or on the grill. If grilling, vegetable kabobs make a fitting side dish.

Another roast to consider is the sirloin tip roast. This roast has robust flavor and is lean. For added elegance, try serving it with a blue cheese sauce. Horseradish sauce is another option.

### Tri-Tip Roast

#### Ingredients:

1½-2 lb. Certified Angus Beef® tri-tip roast  
Seasoning, as desired

#### Cooking Instructions:

**To grill:** Preheat grill to medium. Season roast as desired. Grill uncovered for 35-45 minutes, or until a meat thermometer registers 140° F, for medium-rare to medium doneness. Turn once halfway through cooking time.

**To roast:** Preheat oven to 425° F. Season roast as desired. Place roast on a rack in a shallow roasting pan. If using an ovenproof meat thermometer, insert tip into thickest part of roast. Cook uncovered for 30-40 minutes, or until thermometer registers 140° F for medium-rare to medium. (There is no need to turn the roast during oven cooking.)

Remove the roast to a cutting board. Let rest 10-15 minutes. (The internal temperature will continue to rise 5°-10°.) Carve across the grain into ¼-inch slices.  
Serves 4

### Sirloin Tip Roast

#### Ingredients:

2-2½ lb. Certified Angus Beef® sirloin tip roast  
1 Tbsp. each, fresh thyme and rosemary, minced (1 tsp. each dry)  
1 tsp. each, salt and pepper

#### Cooking Instructions:

Preheat oven to 325° F. Prepare and mix seasonings, and rub into the surface of the roast. Place roast on a rack in a shallow roasting pan. If using an ovenproof meat thermometer, insert tip into the thickest part of roast. Roast for 1¼-1½ hours for medium-rare, or remove the roasts when the meat thermometer registers 140° F (60° C). Transfer to cutting board and cover.

Allow to rest 10-15 minutes; temperature will continue to rise 5°-10°. Carve across the grain into ¼-inch slices. Serve with Blue Cheese Sauce.

Serves 6

### Blue Cheese Sauce

3 Tbsp. cream cheese, softened  
2 Tbsp. butter, softened  
2 Tbsp. plain yogurt  
2-3 Tbsp. crumbled blue cheese  
1 Tbsp. minced onion  
Salt and pepper to taste  
2 tsp. chopped parsley  
Combine all ingredients. Serve as a condiment.

Recipes by Dianna Stoffer, Corporate Chef, Certified Angus Beef LLC