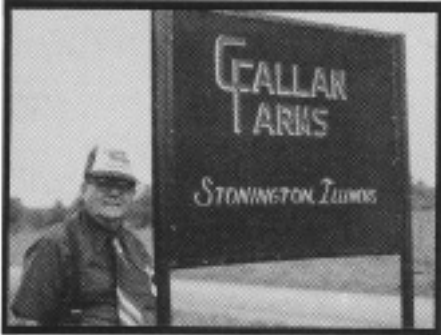


# CERTIFIED ANGUS BEEF



County Market manager Sonny Betucci at gate of Callan Farms.



Sonny, Charlie Doty, meat department manager, and John Callan inspecting the herd.



Charlie and Sonny with one of the herd.

## Callan Farms promotes CAB

Callan Farms, Stonington, Il., has been a strong supporter of the Certified Angus Beef program. Due to efforts of John Callan on behalf of CAB, the nearby County Market became a licensed CAB retailer in March, 1986. Frank Krotz, advertising director for County Market, writes:

"CAB and County Market are the winning combination! We are now the established beef retailer in our area with quality as our identification...We are also very fortunate to have a meat manager in

Charlie Doty who strongly believes in your product...County Market has the reputation for selling the best beef in our area. We look forward to a long mutually profitable relationship with Certified Angus Beef. Your continued success ensures our own."

Callan Farms has also generously donated time and effort to display Angus cattle at County Market for various CAB promotions. More recently, meat department managers toured the purebred Angus operation.

## Stivers wins CAB award

Joel Stivers, Pittstown, N.J., was recently recognized by the CAB program for having contacted the most restaurants on behalf of CAB during the past year. Angus breeders across the nation participated in the CAB/Angus breeder contest and received credit as restaurateur business cards were submitted to the CAB office. Stivers received a gift box of CAB strip steaks in appreciation of his efforts as an ambassador for CAB.

The CAB office would, once again, like to invite every Angus breeder to help promote our end product. Available upon request are materials to help you introduce the CAB program to restaurants or retail stores in your area. Simply call the CAB office for more information.



Carters Food Centers, located in central Michigan, is another retailer doing an excellent job of promoting CAB. Above is a Carters/CAB billboard located along one of the major highways in Michigan.

The Radisson Inn, Dayton, Oh. is now featuring Certified Angus Beef in its restaurant. It is the only restaurant in the Dayton area licensed to serve it. The Radisson Inn is one of 411 restaurants in 42 states and five foreign countries serving CAB. Pictured from left, are: Clark Curley, Radisson Inn head chef; George Daoud, owner of the Radisson Inn; and George Schroth, Radisson Inn food and beverage manager.

