



Brand News

► News and highlights from Certified Angus Beef LLC*

New staff at Kansas office

In December, **Paul Dykstra** joined the Certified Angus Beef LLC (CAB) staff as a feedlot specialist. Dykstra graduated from Colorado State University (CSU) with a bachelor's degree in animal science. Prior to

coming to CAB, he was the feedlot manager at Roman L. Hruska U.S. Meat Animal Research Center (MARC) in Clay Center, Neb.

Two Kansas State University (K-State) juniors are working in the Supply

Development office on a part-time basis. **Wendy Lynn**, Bartlett, Kan., is majoring in ag communications with a minor in animal science. She works to ensure the accuracy of all carcass data reports, generates monthly individual feedlot enrollment and harvest summaries, and oversees the Thirty-Aught (30-0) Program.

Paige Johnson's primary responsibility is entering carcass data into the Trademark Integrity Protection System (TIPS), the program that tracks and monitors CAB product in the pipeline. She is an animal science major and is on the livestock judging team. Her family raises Angus cattle south of Manhattan, Kan.

News from the Feedlot Licensing Program

The Feedlot Licensing Program (FLP) recently welcomed new licensed partners Beller Feedlot, Lindsay, Neb.; DM&M Feedlot, Cimarron, Kan.; Hutchinson Livestock, Scottsbluff, Neb.; and Stampede Feeders, Scott City, Kan. Call (785) 539-0123 for a complete and current list of feedlot licensees.

The CAB Feedlot Partner of the Month for October was Irsik & Doll Feed Yard, Garden City, Kan.; Mark Sebranek, manager. November's winner was Supreme Feeders LLC, Liberal, Kan.; Dusty Turner, manager.

The October Quality Assurance Officer was Robert Unterkircher, Hansford County Feeders, Gruver, Texas. The November winner was John Tucker, North Platte (Neb.) Feeders.

Through its Thirty-Aught (30-0) Program, the FLP honors partners who harvest groups of

cattle that have at least a 30% Prime or *Certified Angus Beef*® (CAB®) acceptance rate and that are free of discount carcasses, by refunding enrollment fees on those groups. In October, Heartland Feeders II, Menlo, Kan., marketed 36 heifers in three drafts with 50%, 35% and 33% CAB and Prime qualifications, and about 35% Yield Grade (YG) 1 and 2. Boise Valley Feeders, Parma, Idaho, sold 14 heifers that were 50% CAB and 50% YG 1 and 2.

Smaller sale lots are common when feeders sort high-quality cattle for precision feeding. More than 40% of enrolled cattle were sorted in 1999, but that number rose to more than 48% in 2000 and approached 50% in 2001 at CAB-licensed feedlots.

The table below summarizes accomplishments from the November data reports.



| Licensed CAB Feedyard | Head | Sex | % YG 1 & 2 | % CAB/Prime |
|-----------------------|------|-----|------------|-------------|
| Gregory Feedlots Inc. | 22 | H | 45.5 | 73 |
| Heartland Feeders II | 11 | H | 36.4 | 33 |
| Heartland Feeders II | 33 | H | 0.0 | 34 |
| Hergert Feeding Co. | 40 | H | 22.5 | 30 |
| Samson Inc. | 125 | S | 10.4 | 37 |
| Samson Inc. | 80 | S | 47.5 | 35 |

► Feedlot honors presented

► Runner-up Quality Assurance Officer of the Year for 2001 is Eric DeTrolio (right), El Oro Cattle Feeders, Moses Lake, Wash. Turk Stovall, CAB assistant director of feeder-packer relations, presented the award in November at the feedlot.



CAB® chili warms up the 2002 Winter Olympics

In just a few days the excitement will begin in Salt Lake City. CAB is the official branded beef supplier of the 2002 Winter Games and 2002 Paralympic Winter Games, as well as the packaged beef supplier to the U.S. Olympic Team through 2004. To better supply the Games, the brand has introduced CAB® Wild West Chili.

Charbroiled top sirloin steak and ground beef supply the chili with a robust taste. Black beans and a variety of vegetables add color and subtle flavor. Ancho chili powder and mesquite flavoring lead an array of seasonings, fine-tuned to complement the chili's beef and tomato base.

Designed expressly for the Salt Lake Organizing Committee's (SLOC) foodservice needs, this new product is available exclusively to foodservice operators. It is the seventh value-added product the brand is supplying to the Games.

Advance Food Co. product manager Rhobb Walter says, "This recipe was created by a chef for CAB, and we spent months fine-tuning our process to recreate the original recipe. There is nothing else in the industry like this.

"Every other prepared chili just has ground meat. In this recipe we use only whole-muscle trimmed CAB top sirloin and the first ingredient is beef, not water or tomatoes," he continues. "Its presentation is vibrant and festive. It is a unique, upscale product."

CAB's official suppliership to the Games includes providing CAB heat-and-serve pot roast, frankfurters, barbecue beef, three deli meats and the Wild West Chili.

Becoming a household name

In the beef industry the CAB brand is an icon, the leader other brands emulate. On a consumer level, CAB still has some introductions to make. One method of

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

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SHIPPING DEPARTMENT

To order CAB merchandise,
call 1-800-725-0070 or fax (330) 345-0803

TOLL-FREE FLAVOR LINE

1-877-2-EAT-C-A-B

reaching new consumers and building loyalty is partnering with other premium brands.

CAB was recently asked to join marketing forces with three leading brands — two wine companies, Baron Philippe de Rothschild (Mouton Cadet line) and Kendall-Jackson Wine Estates (Collage line), and Kikkoman International Inc., which produces soy sauce and other Asian-style sauces.

"Through these new partnerships the CAB brand will be present in different retail departments and highlighted tableside in restaurants, reaching an expanded and sometimes entirely new audience," explains Rebecca Thomas, assistant director of marketing communications.

Promotions with Rothschild will begin in February. Kendall-Jackson and Kikkoman are partnering in a three-way arrangement with CAB. That effort begins in May 2002. Conservative estimates of consumer impressions are set at 200 million, Thomas says.

Kikkoman is No. 1 in its category, with 99% consumer brand recognition. Kendall-Jackson enjoys over 90% recognition and Rothschild has the highest brand awareness of any French wine in the United States, as well as a sterling reputation among wine connoisseurs.

"These partnerships will really stretch our marketing dollars," Thomas adds. "We will be bringing our licensed partners an exciting promotion that is ready to use. All they have to say is, 'Yes, please.' These partnerships will help the entire chain of supply sell more CAB product through their businesses."

AgSpan, CAB form strategic alliance

CAB and the information management system AgSpan have joined forces to pull cattle into CAB feedlots. The subsidiary of

Ivy Animal Health, based in Overland Park, Kan., provides three primary services: benchmarking and information; source and process verification; and cattle list-and-find services.

Under the agreement, CAB's 68 FLP partners join with AgSpan's network of 87 data-providing feedyards. The CAB licensees channel feedlot performance and carcass data to AgSpan through the CAB system. AgSpan's network of veterinarians helps identify sources of Angus-sired calves for CAB's licensed feedlot partners. In addition, CAB gains access to AgSpan's database to identify pre-feedlot management practices that increase the acceptance rate of CAB carcasses.

Cow-calf clients of the AgSpan-certified veterinarians should be excellent sources of high-quality cattle for CAB-licensed feedyards, says Larry Corah, CAB vice president.

Only about 18% of all cattle evaluated by hide color as "Angus-type" meet CAB carcass requirements. That rate increases to 30% when cattle are known to be sired by registered Angus bulls, and some Angus genetics have achieved CAB acceptance rates

higher than 50%. "These [genetics] are highly sought after by beef producers eager to participate in the program, which the market rewards with millions of dollars in premiums each year," Corah says.

Retail licensee number grows

The tally of domestic retail CAB licensees reached a record 3,360 last year, including 424 new licensees in 37 states. Those with the largest number of new licensees are Maryland, New Jersey, New York, Wisconsin and Missouri. The new business varied from addition to riders of preexisting stores, to company mergers, new stores built and new accounts.

In 2002, the Retail Division will focus on adding licensees in the Southeast and from the Northern Plains to Kansas, as well as adding more stores within currently licensed chain accounts.

Value-added product challenge

Throughout fiscal 2001, the Retail Division held a promotion to increase volume of value-added products in licensed

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retailers. The challenge rewarded licensees for commitment to merchandising, training, advertising, marketing events and monthly volume increases.

The contest was broken into two potential opportunities to win: (1) commitment from the corporate retail level and (2) the store that most exemplified commitment to the brand's value-added product items. The individual store contest was monitored quarterly and by geographical region. The overall grand prize store winner was selected by random drawing among those eligible.

The winner of the corporate contest was Giant Eagle, due to its focus on the CAB Holten "Thick and Juicy Beef Patty." Giant Eagle has since introduced the RMH Quick-N-Easy™ line of CAB heat-and-serve entrées. The winner of the store contest was Giant of Maryland store No. 165. Giant, recently licensed, has embraced the brand and aggressively supports the RMH line of products.

Radio days in Kansas City

The CAB Industry Information Division was a Bronze Level sponsor for the National Association of Farm Broadcasters (NAFB) November convention in Kansas City, Mo. The opportunity included providing Aidells CAB sausage at two breakfast events, and it opened a door to make possible a cooperative "Trade Talk" booth with the American Angus Association.

Steve Suther and Margaret Cook helped tell the CAB brand story for farm listeners across the country, while Matt Perrier and Susan Rhode represented the Association. Calvin Gunter represented the Best of the Breed Contest at the Angus booth.

There was a steady procession of interview opportunities, and at least 15 broadcast organizations conducted taping sessions on the spot.

Carrying a torch for the brand

CAB was awarded a spot in the Olympic Torch Relay. Jason Clever, graphic design specialist from Wooster, Ohio, carried the torch for CAB Jan. 10 in Omaha, Neb. Nominations were taken in early November and, after secret ballots were counted, Jason's name was announced at a Nov. 20, 2001, staff meeting. Some staff members were on hand to cheer him along the quarter-mile segment.

CAB purchased the torch for display at the Wooster office in commemoration of the Olympic suppliership.



Best of the Breed Update



Twenty-four pens of cattle are enrolled in the national Angus challenge.

by *Steve Suther*

Amy Fahsholtz assumed the position of contest director of the Best of the Breed (BoB) contest Nov. 19, 2001. Fahsholtz grew up on ranches in Oregon and Nevada and attended the University of Nevada-Reno. She applied her degree in agribusiness to work with the Idaho Cattlemen's Association for four years prior to signing on with BoB this summer. Calvin Gunter, who served as BoB director in the formative months of the national Angus challenge, returned to duties at co-sponsor Allflex USA.

Nearly 2,200 cattle were enrolled in BoB in the first four months of activity, mostly through CAB-licensed feedlots (see Table 1). The cattle are in 24 pens located in 12 feedlots. They come from 20 different owners, representing nine states. Since cattle

are not required to be enrolled upon placement in the feedlot, it is estimated that many pens of cattle currently on feed will be enrolled prior to the deadline of 100 days before harvest.

More than \$340,000 is at stake, including CAB's contribution to the main contest prizes of up to \$100,000, regional prizes and the additional \$10,000 divided among the top 10 BoB pens fed at feedlots enrolled in CAB's Feedlot-Licensing Program (FLP). Cattle enrolled in the BoB contest at FLP yards will be enrolled with CAB at no extra charge.

For more information, check out the BoB Web site through www.cabfeedlots.com, clicking on the Best of the Breed logo, or call Fahsholtz at 1-866-BoB-1160.



Table 1: Enrollments in the Best of the Breed contest

| Name, City, State | Feedyard | No. | | Harvest date | Merial |
|--|--------------|----------|--------|----------------|--------|
| | | Enrolled | Origin | | |
| Christine E. Mahoney, Rio Vista, Calif. | Supreme | 80 | CA | May 1, 2002 | N |
| John David, Lenora, Kan. | David Ranch | 80 | KS | May 1, 2002 | N |
| Lyman Goetsch, Brewster, Kan. | Carpenter | 82 | KS | March 10, 2002 | Y |
| R.V. Mills, Florence, Kan. | Supreme | 110 | KS | Feb. 11, 2002 | N |
| Sam Hands, Triangle H, Garden City, Kan. | Triangle H | 90 | KS | March 14, 2002 | N |
| Sam Hands, Triangle H, Garden City, Kan. | Triangle H | 100 | KS | Dec. 20, 2001 | N |
| Steve Bell, Rogler Inc., Emporia, Kan. | Supreme | 110 | KS | March 8, 2002 | N |
| Bob Richter, La Grange, Mo. | Supreme | 117 | MO | Jan. 23, 2002 | N |
| Donald Gast, Nevada, Mo. | Irsik & Doll | 80 | MO | March 16, 2002 | N |
| Donald Gast, Nevada, Mo. | Irsik & Doll | 80 | MO | Feb. 27, 2002 | N |
| Donald Gast, Nevada, Mo. | Irsik & Doll | 80 | MO | Feb. 17, 2002 | N |
| Donald Gast, Nevada, Mo. | Irsik & Doll | 91 | MO | March 25, 2002 | N |
| Larry Bock, Boonville, Mo. | Supreme | 90 | MO | Feb. 19, 2002 | Y |
| Mark Akin, Circle A Ranch, Iberia, Mo. | Irsik & Doll | 100 | MO | May 1, 2002 | Y |
| Pat Goggins, Billings, Mont. | Supreme | 85 | MT | May 15, 2002 | Y |
| Greeley Creek Ranch, Livingston, Mont. | Hergert | 82 | MT | June 1, 2002 | N |
| Butch Black, Lakeside, Neb. | N. Platte | 80 | NE | Jan. 24, 2002 | N |
| James Burtwistle, Ewing, Neb. | Brookover CC | 84 | NE | May 20, 2002 | Y |
| Tim Freeman, Holdenville, Okla. | Pfenninger | 85 | OK | June 13, 2002 | Y |
| Rafter J Ranch, Fort Worth, Texas | Supreme | 90 | OK | April 15, 2002 | N |
| Kevin Yon, Ridge Spring, S.C. | Triangle H | 90 | SC | March 28, 2002 | Y |
| James J. Fuqua, Quanah, Texas | Irsik & Doll | 103 | TX | June 30, 2002 | Y |
| Russell & Kothman, McLean, Texas | McLean | 84 | TX | May 10, 2002 | N |
| Bryan Luckwiller, Lewisburg, W.Va. | Gregory | 80 | WV | April 20, 2002 | Y |

24 Enrollments

2,153