

Highlights

- Gearing up for waitstaff contest
- Medical center offers CAB® product
- New mascot travels countryside

Servers gear up for contest

Throughout the United States and Canada, servers and other staff at restaurants licensed by the Certified Angus Beef (CAB) Program are gearing up for the 2000 Restaurant Contest. Staff within each restaurant compete for cash prizes and *Certified Angus Beef*™ merchandise. One lucky server in Canada and four in the United States will be randomly selected to win top prizes.

The contest provides restaurant staff with information about the *Certified Angus Beef* brand and encourages them to promote this consistent, high-quality product to their customers. In 1999, 622 restaurants in the United States and 90 in Canada participated in the contest. Nearly 850 are expected to compete in 2000.

Call the *Certified Angus Beef* Tip Line at 1-877-2-EAT-CAB to locate licensed restaurants near you. Then ask your server about the *Certified Angus Beef* brand.



A key element to the restaurant contest is customer education, as in this product presentation when ordering.

Nebraska feedlot and restaurant unite brand

A licensed feedlot in Platte Center, Neb., and a bed-and-breakfast in Columbus, Neb., are united by joint ownership and the *Certified Angus Beef* brand. Owners Scott and Pat Mueller selected the *Certified Angus Beef* brand for their Traditions Inn bed-and-breakfast. The dual role Scott plays as feedlot owner for Samson Inc. and restaurant owner helps him unite his goals from gate to plate.

"It's our goal to provide high-quality beef products, not only as an agricultural company, but as a restaurant," he says. "We

want people to know that beef producers supply a high-quality product and promote it to consumers."

Samson became a licensed feedlot in June 1999. Five months later the bed-and-breakfast began serving the brand.

CAB® served home-style

Dutch Corp., a chain of restaurants featuring Amish-style cooking, has selected the *Certified Angus Beef* brand for its Plain City and Walnut Creek, Ohio; and Sarasota, Fla., restaurants. The restaurants promote the *Certified Angus Beef* brand for their chopped sirloin steak, hamburger and roast beef.

Dutch Corp. has indicated an interest in licensing its additional Dutch Kitchen and Der Dutchman restaurants soon.

Medical center offers brand

SYSCO-Kansas City expanded the versatility of the *Certified Angus Beef* brand when it licensed a medical center as its first 100% account. Via Christi Regional Medical Center, Wichita, Kan., uses several underutilized cuts and two traditional steaks in its cafeterias and for patient meals.

The facility's doctors have been receptive to the new high-quality beef program. To introduce the product, a "steak day" was held in the cafeteria. SYSCO's CAB Program specialist, John Landry, who is focused on developing a partnership with this account, was on hand to help prepare the product.

Via Christi is one of only a few hospitals, or similar facilities, licensed to offer the *Certified Angus Beef* brand. Initial interest came from attending the CAB Program's Stampede seminar for restaurant operators in October in Manhattan, Kan.

Mesquite wood creates unique flavor

At Peco's Grill in Houston, Texas, customers compliment the unique flavor of the steaks grilled on an open, mesquite-wood fire. Customers and staff also rave about *Certified Angus Beef* product's juiciness and tenderness.

Licensed in May 1999, this account

Recipes solve dinner dilemma

Recipe cards developed for use at 4,015 licensed grocery stores can help shoppers solve the "what's for dinner" dilemma. The 10 recipe cards to be used throughout the year include a frankfurter-pizza recipe for children and great meal ideas such as apricot roast, bourbon steak and Hyde Park chili.

Cajun Steak Fettuccine

2 lbs. *Certified Angus Beef*™ boneless sirloin steak (1½ in. thick)

Herb rub:

1½ tsp. fennel seed, crushed
2 tsp. oregano
1 tsp. paprika
1 tsp. salt
1 tsp. pepper
½ tsp. ground red pepper

Fettuccine:

1 lb. fettuccine
2 Tbsp. butter
¼ cup minced garlic (about 6 cloves)
½ cup Parmesan cheese
½ red onion, finely chopped

Combine fennel seed, oregano, paprika, salt, pepper and red pepper in a small bowl, mixing well. Sprinkle both sides of the steak with seasoning and rub it into the surface.

Place the steak over medium-high heat on a grill. Grill 22-26 minutes for medium rare to medium degree of doneness, turning once. Transfer the steak to a cutting board, and allow it to stand 3-5 minutes. Slice across the grain into thin strips.

Cook the pasta following package directions and drain well. Melt butter in a large skillet, add garlic and red onion, and cook until tender. Add pasta; toss with garlic-butter mixture. Remove from heat, sprinkle with Parmesan cheese, and toss. Top with steak strips.

Serves six.



Cajun Steak Fettuccine

promotes the brand with staff training, indoor and outdoor signage, menu merchandising, and print advertising.

Students learn about brands

Students studying animal science can learn about the *Certified Angus Beef* brand in their course work. A Prentice-Hall book

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released in the fall of 1999 states the *Certified Angus Beef* brand "has developed some brand loyalty and is an indicator of high-quality beef products." Stephen Damron, Oklahoma State University, wrote this introductory textbook. The book features two CD-ROMs containing audiovisuals, such as the CAB Program's *Share the Vision* and retail-training videos.

A second book to be released in 2000 is expected to include photographs of the *Certified Angus Beef* certification process and to explain how the beef industry is becoming brand oriented.

New mascot travels countryside

Certified Clyde is on the loose and traveling the United States and Canada as an ambassador for the *Certified Angus Beef* brand. The Program's new mascot attends special events and sponsorships, ensuring licensees capture the attention of children of all ages.



Certified Clyde

In recent months Clyde encouraged restaurateurs to visit the booth at SYSCO-Chicago's food show. He's been on hand at a grocery-store opening and attended a

career day at a Wooster, Ohio, elementary school. In December his photo was taken so the Program could help licensees promote him.

Licensed restaurateurs and grocery stores call the CAB Program executive office to borrow the mascot for their special events.

Did you know?

Today there are 36 other branded beef programs evaluated by the U.S. Department of Agriculture (USDA) and 23 based on Angus-type cattle, according to USDA data. *Certified Angus Beef* product comprises 6% of the fed beef available to consumers.

The CAB Program focuses on maintaining the quality and integrity of *Certified Angus Beef* product through its monitoring system — from USDA certification to identification on restaurant menus and in grocery stores. Since the Program began in 1978, it has maintained product integrity to ensure consumers that they receive a consistent, high-quality beef product.

Staff news

Rod Schoenbine has been named as the CAB Program's manager for carcass data collection and product utilization for the Supply Development Team. Schoenbine had been the coordinator for carcass data services.

"We visit packing plants and collect data on various traits of the animal and [the]



Rod Schoenbine

meat produced," says Schoenbine. "Traits such as marbling, fat thickness and size of the ribeye area. Starting two years in advance we track a commercial test herd. "We also have a sire evaluation program where we evaluate different bulls' progeny for various traits. The goal is to identify those sires that excel in certain traits. All of the information is sent to the American Angus Association, Saint Joseph, Mo., to help develop genetics."

Plans also call for the data to be formulated in user-friendly formats for industry use, says Schoenbine. During 1999 the Program collected data on 19,504 head of cattle. Registered Angus bulls sired 5,398 of those cattle. The evaluation included the participation of 114 producers and 83 feedyards.

Schoenbine joined the CAB Program in February 1997 as coordinator of carcass data. The Auburn, Mich., native earned a degree in animal science from Michigan State University with an emphasis in food-system management. His past beef industry experience includes marketing, financial planning, nutritional rationing, forage production, herd health and breeding decisions.

He resides in Wooster, Ohio, with his wife, Theresa, and their children, Grayson and Delaney.

Eileen Keller has joined the CAB Program in a newly created position as communications specialist. Keller will employ her experience in mass media to help the Program and licensed food partners reach consumers and industry associates with messages about *Certified Angus Beef* products.

"The CAB Program enjoys a prime reputation as the leading brand of beef," says Keller. "Now the Program is reaching consumers with more information that will help them make the most satisfying meal choices. Today's consumer really wants to be informed."

Keller earned a bachelor's degree in mass

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communications, with a focus on magazine writing, from the University of South Florida. The Ohio native has a varied background as a freelance writer. Before joining the CAB Program she concentrated on feature writing for newspapers and small magazines. Her background includes public relations for various companies, business writing and human interest.

Keller resides in Orrville, Ohio, with her daughter, Emma. She enjoys being involved in community projects and working on children's fiction with her daughter.

