

# Highlights

- Colvin named Ladd Hitch Award winner
- CAB embraces Korean liberalization
- CAB teams with Special Olympics

## CAB embraces Korean liberalization

When South Korea became liberalized on Jan. 1, Certified Angus Beef LLC (CAB) and its licensees already had been there building demand for the *Certified Angus Beef*<sup>™</sup> (CAB<sup>®</sup>) brand and the Angus breed. CAB worked with Hanwha Corp., a licensed distributor in Seoul, to introduce chilled CAB product to a market where U.S. beef currently holds a 53% share of beef imports. The percentage is expected to grow as domestic cattle supplies decline due to high production costs, low profit margins and producer insecurity about market prospects following liberalization.

The removal of quotas and other market restrictions on beef and live cattle enables importers to provide consumers with a larger variety of high-quality beef at a lower price. Retail and foodservice customers learned about the brand at a December seminar, and five licensed retail stores featured CAB Prime cuts to attract consumers.

Nearly 100 customers attended the seminar and sampled CAB Prime tenderloin and ribeye. They heard success stories from licensees around the world and viewed a cutting demonstration by U.S. Meat Export Federation (USMEF) staff.

Licensed exporters NBP International and PM Global Foods helped sponsor the seminar luncheon.



Employees in Hanwha's five licensed retail stores encourage customers to sample *Certified Angus Beef*<sup>™</sup> (CAB<sup>®</sup>) Prime cuts.

For the retail promotion, five of Hanwha's licensed stores featured CAB Prime cuts for two weeks, beginning Dec. 8. Product demonstrators enticed consumers by providing information about the product's quality. Bone-in short ribs, known as *kalbi*, and chuck eye roll were sampled.

Hanwha staff reported that consumers were receptive to the brand, which is being positioned as the highest-quality imported beef available in Korea.

"*Certified Angus Beef* product has a bright future in South Korea," says Maggie Hodge, CAB International Division director. "With liberalization in full swing and Hanwha's commitment to marketing, we anticipate large volume increases along with increased *Certified Angus Beef* brand awareness among Korean consumers in the next three to five years."

## FLP fall honor roll

CAB feeder-packer relations staff select the Feedlot Partner of the Month based on volume of cattle enrolled, harvested and certified; CAB acceptance rate; elite quality pens; performance information; customer service; and educational initiatives. Each monthly winner earns a CAB value-added product luncheon for fellow employees and media recognition. Annual feedlot awards will be selected from monthly finalists.

Congratulations to **Gregory Feedlots Inc.**, Tabor, Iowa; **McPherson County Feeders**, Marquette, Kan.; and **Sellers Feedlot**, Lyons, Kan., monthly winners for October, November and December 2000, respectively.

Winners of the CAB Quality Assurance Officer of the Month are evaluated on their Feedlot Licensing Program (FLP) focus, including attention to detail, timely enrollment of eligible cattle, accurate tracking of cattle through harvest and general commitment to the program's success.

Winners earn a gift package of

## Colvin named *Beef Today's* Ladd Hitch Award winner

Louis "Mick" Colvin, the first executive director of the Certified Angus Beef (CAB) Program, accepted the prestigious 2001 Ladd Hitch Award



Mick Colvin

from Farm Journal's *Beef Today* at the Cattle Industry Annual Convention in January. The award credits Colvin with leading the initiative to branded beef

well before branding was popular and for developing a plan to increase demand for Angus cattle during the turbulent 1970s.

A story in the March issue of *Beef Today*, titled "Building a Brand," says CAB made a brand promise to consumers and developed a system that would consistently keep that promise.

"It was an idea," says Fred Johnson, Angus cattle producer and CAB pioneer. "That's all it ever would have been without Mick Colvin. He deserves the award."

The article states that Angus cattle are *the* breed, black is *the* color, and CAB accounts for more than 600 million pounds of beef sales each year.

The award was established to honor Ladd Hitch, a pioneer Oklahoma cattle feeder and irrigator. Every year since 1998, the award has gone to a beef leader who has shown uncommon creativity and has helped propel the industry to new plateaus or in new directions.

CAB products and media recognition, plus eligibility for the annual award featuring a trip for two to the National Finals Rodeo (NFR) in Las Vegas, Nev. Congratulations to **Eric DeTrollo**, El Oro Cattle Feeders, Moses Lake, Wash.; **David Trowbridge**, Gregory Feedlots Inc., Tabor, Iowa; and **Chuck Freeman**, Irsik & Doll Feed Yard, Ingalls, Kan., monthly winners for October, November and December 2000, respectively.

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### CAB teams with Special Olympics

With this year's target market promotions, CAB is teaming up with Special Olympics organizations in six cities to develop awareness for the brand and the breed through licensed retailers and restaurants.

"CAB has chosen to support the Special Olympics because it is a wonderful opportunity to make a difference in individuals' lives in a manner that matches our company's philosophy on the importance of effort, honor and tradition," says Wendy Tronge, CAB's special projects manager.

CAB, along with its retail and restaurant licensees, will be involved in Special Olympics activities in Cleveland, Ohio; Denver, Colo.; Salt Lake City, Utah; Chicago, Ill.; Vancouver, British Columbia; and Charlotte, N.C. The first event CAB supported was the inaugural induction ceremony of the Special Olympics Utah (SOU) Hall of Fame.

"By supplying the steaks, we were able to help SOU provide an enjoyable formal meal at this very special occasion," Tronge says.

Charlene Springer, public relations director for SOU, says the hall of fame was established to honor outstanding athletes, volunteers and supporters who have given time and effort to their communities and the organization.

"We are very excited to have CAB join the Special Olympic family and catch the Special Olympic spirit in Utah," Springer says.



Each of this year's seven inductees to the Special Olympics Utah Hall of Fame had a table highlighting their accomplishments. The inaugural induction ceremony featured CAB® steaks.

The first induction ceremony honored two athletes and five volunteers.

Future activities with SOU include sponsorship of the Law Enforcement Torch Run to kick off the Games and sponsoring meals for the Summer Games beginning May 31.

### Runners needed

Are you an Angus producer planning to participate in the Vancouver Sun Run April 22? If so, the CAB public

relations staff would like to tell your story. Call Eileen Keller, communications and media manager, at 1-800-225-2333, Ext. 283.

The Sun Run is North America's largest 10-kilometer run. This is the second year CAB has co-sponsored the event to steer Vancouver, British Columbia, residents to

licensed restaurants and retail stores in the area.



## CERTIFIED ANGUS BEEF LLC STAFF CONTACTS

### EXECUTIVE OFFICE

206 Riffel Rd.  
Wooster, OH 44691-8588  
phone: (330) 345-2333  
fax: (330) 345-0808  
[www.certifiedangusbeef.com](http://www.certifiedangusbeef.com)  
Jim Riemann, *President*

Brent Eichar, *Senior Vice President*  
Tracey Erickson, *Vice President*  
Louis "Mick" Colvin, *Advisor*

### SUPPLY DEVELOPMENT TEAM

CAB Satellite Office  
1107 Hylton Heights Rd.  
Manhattan, KS 66502  
phone: (785) 539-0123  
fax: (785) 539-2883

Larry Corah, *Vice President*

John Stika, *Director, Feeder-Packer Relations*  
Turk Stovall, *Assistant Director, Feeder-Packer Relations*

Clayton Huseman, *Feedlot Specialist*  
Becky Grund, *Supply Development Graduate Assistant*

Glenda Larkins, *Office Manager* (Manhattan office)

Ron Bolze, *Director, Genetic Programs*  
1380 CR I, Colby, KS 67701  
phone: (785) 462-6404  
fax: (785) 462-6789

Steve Suther, *Director, Industry Information*  
16360 Victory Rd., Onaga, KS 66521  
phone: (785) 889-4162  
fax: (785) 889-4163

Rod Schoenbine, *Manager, Carcass Data Collection and Product Utilization* (Wooster office)

Christy Johnson, *Supply Development Marketing Manager* (Wooster office)

### 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

### CERTIFIED ANGUS BEEF LLC BOARD OF DIRECTORS

Steve Brooks, *chairman*; Dick Spader, *vice chairman*; Jim Riemann, *president*; Leroy Baldwin, Jim Bradford, Howard Hillman, Brian McCulloh, Lowell Minert, Robert Norton



OFFICIAL BRANDED BEEF SUPPLIER OF THE 2002 OLYMPIC WINTER GAMES



### Salt Lake bound

There are less than 350 days until the 2002 Olympic Winter Games come to Salt Lake City, Utah. This regular feature will outline the efforts of Certified Angus Beef LLC (CAB) as a branded beef supplier to the Games and to the U.S. Olympic Team and how the Olympic involvement builds demand for the breed through the *Certified Angus Beef*™ (CAB®) brand. Find out the latest happenings at [www.2eatcab.com](http://www.2eatcab.com).

### Sporty retail displays

New point-of-sale materials for licensed U.S. meat and deli departments garner customer attention. The newest item is a nylon flag with a photograph of Olympic speed skaters. Package labels with the CAB Olympic supplier mark are also in stores. Look for them at licensed retailers near you.



### Ads attract shoppers

New ads with an Olympic Winter Games theme give consumers reasons to buy the CAB brand at licensed U.S. grocery stores. The ads were developed with retailer input and will begin appearing in their spring weekly sales fliers.

### Trivia time

- Q:** What is the significance of the five interlocking rings in the Olympic logo?
- A:** The colors of the interlinked Olympic rings were chosen by the International Olympic Committee (IOC) to represent the

union of the five continents — Australia, Africa, America, Asia and Europe — and to further signify the meeting of the world's athletes at the Olympic Games.

- Q:** What is the significance of the five colors of the rings?
- A:** The colors of the rings are blue, black, red, yellow and green. These colors may be found on most flags of the world and officially hold no other particular significance, although some believe each color represents a particular continent.

The white background of the Olympic flag is symbolic of peace throughout the Games.

**Source:** United States Olympic Committee

### Attractive new packages

New packages for CAB value-added products steer attention to the brand's suppliership. They also offer a toll-free phone number for consumer comments and questions, a satisfaction guarantee, and a prominent CAB brand presence.



### Ring in the Games

Call in the cows or cheer for the U.S. Olympic Team or a local favorite with a cheering bell. It's a popular tradition at European sporting events.

The bell features the CAB logo and the Salt Lake Games mark. They cost just \$16.50 each, plus shipping, and are available from the CAB shipping department at (330) 345-0809.

In 1994 Moen bells became world-renowned at the Lillehammer Winter Olympics, but the bells have a lifelong legacy. Moen bells have been made in Norway since 1922.

