



Brand News

► News and highlights from Certified Angus Beef LLC *

Feedlot-Licensing Program monthly honors

The Certified Angus Beef LLC (CAB) Feedlot Partner of the Month for December 2001 is Gregory Feedlots Inc., Tabor, Iowa. Jim Gregory is the manager. The December Quality Assurance Officer is Wayne Smith, Hergert Feeding Co., Mitchell, Neb.

The monthly awards are part of the CAB Feedlot-Licensing Program (FLP) "Spotlight Award" series, based on volume, quality, customer service and attention to detail. Winners receive CAB value-added products and are eligible for annual awards.

The FLP also honors partners who harvest "30-0" groups of cattle — those having at least a 30% Prime or CAB acceptance rate with no discount carcasses — by refunding enrollment fees. In December-reported data, CSA Cattle Co., Leoti, Kan., was a standout with a load of 23 steers that surpassed 43% CAB acceptance, and a mixed group of 13 that was 56% CAB and Prime and 100% Yield Grade (YG) 1 and 2.

Boise Valley Feeders, Parma, Idaho, sold 30 steers in two drafts, averaging 38% CAB and Prime with 68% YG 1 and 2. Fellow Agri Beef Co. yard, El Oro Cattle Co., Moses Lake, Wash., sold 27 heifers that were 30% CAB and Prime, and 60% YG 1 and 2.

Beefland, Garden City, Kan., rates

honorably for a nice group of 60 heifers that were 48% CAB and Prime. The group missed 30-0 status because one heifer was a YG 4.

Sire testing data summarized

The 2001 Carcass Data Annual Analysis summary was sent to 70 cooperating test herd managers in January, says CAB data coordinator Rod Schoenbine. The compilation went to every producer who collected carcass data through the sire evaluation program in 2001.

"These reports are designed to help producers understand what type of cattle they are producing by providing summaries of their own data, as well as industry and program averages," Schoenbine says.

Cooperators collected carcass data on 3,400 sire evaluation cattle in 2001, with Angus-sired progeny posting an outstanding CAB acceptance rate of 35%. Compare that to the national CAB acceptance rate for 2001 of 18.3% among all black-hided cattle.

Enquiring palates ...

The *National Enquirer* has published three CAB recipes since last fall. The value of each use is estimated by Luce Clipping Service at more than \$11,400.

"The food editor originally asked for seven recipes, planning to use them all," says

CAB media specialist Eileen Keller. "Since then she has asked to receive future releases and recipes."

The publication specifically inquired about three hors d'oeuvre recipes that CAB's own certified chef Dianna Stoffer created using the CAB products supplied to the Olympics. The *National Enquirer's* circulation is 2,614,332.

Top five CAB export markets

Here's the final tally for CAB sales in fiscal year (FY) 2001 in the top five international markets:

- (1) Japan, 57.9 million pounds (lb.);
- (2) Canada, 19.8 million lb.;
- (3) Mexico, 3.7 million lb.;
- (4) South Korea, 1.03 million lb.;
- (5) Bahamas, 982,876 lb.

Closer customer connection

Just prior to the 2002 Olympic Winter Games, 125 Albertson's stores in the northwestern United States offered CAB product in their full-service counters for a two-week period in January. The idea was to interact more with retail customers and sell them on CAB brand quality.

CAB on NBC Today show

At press time, raising brand awareness was scheduled to hit another high with the NBC television morning program *Today*, on Monday, Feb. 4. Chuck Cooper's ice carving was a scheduled feature, and his sponsor, Certified Angus Beef LLC, was slated for "at least one mention" on air by the anchors. Cooper was to wear the CAB logo as he worked outside the NBC studios, where the *Today* show was to air clips of past performances throughout the morning, leading to the live interview at 9:30 a.m.

After an Olympic-week ice carving performance at Shula's Balcony in Salt Lake City, Feb. 10, Cooper planned to round out his tour in the Dallas, Vancouver and Saint Louis areas in March. Check out www.certifiedangusbeef.com for details.

Usinger.com

A handy new feature has been added to Usinger's Web site. Now you can instantly locate CAB products just by clicking on the logo. Check it out at www.usinger.com.



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To order CAB merchandise,
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TOLL-FREE FLAVOR LINE

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

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