

# Highlights

- Numbers of sire-identified cattle evaluated increase
- Junior leaders visit the Program
- New Web site targets consumers

## Data for sire-identified cattle on the rise

The Carcass Data Collection & Analysis Service collected data on the most sire-identified cattle in a single year in 1999. The 5,520 sire-identified cattle posted an impressive 33% *Certified Angus Beef*<sup>™</sup> acceptance rate, well above the Certified Angus Beef (CAB) Program's 20% national average. Data collected on the total 19,244 head averaged a 29% acceptance rate. Acceptance rates for both groups increased one percentage point over the 1998 rate.

Year-end data reports were sent in January to the 150 producers who utilized this service in 1999. The reports help them review and analyze their data for the year. For those who have collected data through this service for more than one year, the report summarizes carcass data averages by years. Producers report it to be an excellent tool for analyzing production and genetic progress for carcass merit over the years.

Another mailing that lists the 234 sires available for testing in 2000 was sent to 260 commercial test-herd owners and Extension agents in January. A copy of the list may be obtained from Carol Grantonic at (330) 345-2333.

## Spring into a feast

Two new recipe cards are headed to licensed retail stores to help shoppers celebrate spring. The mouthwatering Bourbon Steak and Steak Bruschetta are great menu selections for Easter, Mother's Day or the first picnic of the season.

The Bourbon Steak, complemented with spring-fresh melon salsa, makes fine dining affordable with *Certified Angus Beef* top-round steak. If a picnic is in the



works, the Steak Bruschetta features a grilled top-blade steak garnished with a zesty, tomato-olive salsa.

Both recipes are featured in the Public Relations Division's seasonal feature mailing to 700 food editors across the United States and Vancouver. The mailing ties the in-store recipes to cooking and food safety tips and helps food editors solve the "what's for dinner" dilemma. Newspaper clippings from the first mailing in January, "Explore Ethnic Foods Together," continue to roll in.

For these recipes or a list of licensed restaurants near you, call the toll-free tip line at 1-877-2-EAT-CAB or visit [www.2eatcab.com](http://www.2eatcab.com).

## Juniors beef up knowledge

Members of the National Junior Angus Association (NJAA) Board of Directors ventured to Wooster, Ohio, in January to learn about the CAB Program and to discuss how the two organizations work together. The new president of the American Angus Auxiliary, Yvonne Hinman, and James Fisher, junior activities director for the American Angus Association, joined the group for the orientation.

The juniors expressed interest in having this session to become better spokespersons for the Angus breed.

"As Board members, I think we always need to be prepared to answer questions and explain the Program to anybody," says Garrett Pohlman, the NJAA's Angus Foundation director from Lincoln, Neb.

Administrative staff and directors met with these leaders throughout the day to share the CAB Program's role in increasing brand awareness and demand for Angus cattle. They discussed how the Program works with distributors, grocery stores and restaurants. They also visited about a vast array of job opportunities beyond the farm gate.

At a breakfast meeting, the junior officers and Hinman discussed the purposes of their organizations with

## Editors seek meal solutions

Editors requested the "Dazzle Your Guests" recipe feature for a total circulation of 8,699,558, which is 2 million more than anticipated. Editors ordered the designed editorial page, at no cost, by e-mail, fax or telephone from Family Features.

The featured recipes were developed with Treasure Cave<sup>®</sup> blue cheese and Smucker's<sup>®</sup> preserves. The design included a colorful plate presentation, cooking tips and two beef recipes to welcome the holiday season and the new millennium.

Log onto the CAB Program's Web site at [www.2eatcab.com](http://www.2eatcab.com) or call the toll-free tip line at 1-877-2-EAT-CAB for the beef, side-dish and dessert recipes. Another recipe feature is planned for 2000.



CAB Program staff. They identified how the groups work together through the Auxiliary-sponsored *Certified Angus Beef*<sup>™</sup> Cook-Off and fund-raising activities.

## Licensing spree in Japan

Restaurateurs and retail stores in Japan continue to identify the value in co-branding with the *Certified Angus Beef* brand.

Italian foods are all the rage in Japan. The new Le Vin Vivant restaurant, located across from the historic Emperor's Palace, begins operation in March using *Certified Angus Beef* product for all beef items on its menu.

The new Zipangu Restaurant in Tokyo's Akasaka Tokyo Hotel offers only the *Certified Angus Beef* brand on its menu.

On the retail side, 63 Izumiya stores, based in Osaka, now offer the *Certified*

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*Angus Beef* brand as its only U.S. beef.

This brings the total number of licensed retail stores in Japan to 298, representing more than half of all international retail licensees. There are 141 licensed restaurants in Japan.

### Media effort up for national award

The media campaign created by the Public Relations Division in 1999 earned regional merit in the National Agricultural Marketing Association's (NAMA) awards program and is headed to the national competition. The campaign included the "Unwrap the Flavor" media kit for food editors, desk-side media visits for heat-and-serve entrées, seasonal recipe releases to food editors, and cooking segments on the Ohio-based *Country Kitchen* show by ABN.

This campaign, which is categorized in the competition as a producer-funded public relations program, resulted in on-air time, increased circulation in newspapers and

personal relationships with food editors.

The new interactive trade show booth, Certified Clyde mascot and the "Salute Your Taste Buds" retail point-of-sale materials earned merit awards in the Ohio competition.

### New Web site targets consumers

At [www.2eatcab.com](http://www.2eatcab.com), there's food for thought and information at your fingertips. The CAB Program's Web site for consumers presents *Certified Angus Beef* brand and beef information in a lively format that's entertaining and easy to read.

The site features several product photos and *Certified Angus Beef* recipes. Additionally, the information answers common beef questions about selection, nutrition and cooking techniques.

### Store visits put a face behind the brand

Retail staff visited with licensees in California, New Mexico, Missouri, Kansas,

Colorado, Nevada, Florida, New Jersey, New York, Illinois and Texas in December and January to discuss the *Certified Angus Beef* brand and its success in their stores. They were armed with information and merchandising materials to help them build consumer awareness of the brand.

In addition, Creating Consumer Confidence seminars were held for personnel of Shnucks in Illinois and Raley's in the Las Vegas area. This seminar helps them communicate about the *Certified Angus Beef* brand and recommend beef cuts to their customers.

Meetings with corporate staff centered on the future of the *Certified Angus Beef* brand and marketing ideas. CAB Program staff presented each of the top 30 retail chains with an extensive marketing plan for January-August 2000, focusing on increased use of end meats and value-added products.

Staff visits reinforce the Program and services behind the *Certified Angus Beef* brand.



## STAFF NEWS

Recent staff changes brought new directors to the International and Marketing Services divisions. A few new faces also joined the CAB Program's Retail, Public Relations and International divisions. Here's the scoop.



**REBECCA THOMAS**, former director of the International Division, became the new director of the Marketing Services Division. She joined the International Division in 1996, becoming its director a year later. This Colorado State University graduate looks forward to building brand recognition through innovative licensee services and consumer promotions.



**MAGGIE HODGE** has been promoted to director of the International Division. With more than two years as the division's assistant director, she looks forward to growing brand recognition in international markets. This University of Georgia graduate hails from Pine Mountain, Ga., where she grew up on an Angus cattle farm.



**MELISSA PICKRELL** became a retail marketing manager in January. She is a recent graduate of Western Kentucky University and is chairman of the NJAA. In August 1999 she completed a three-month CAB Program internship in the Marketing Services Division. She replaces Sarah Donohoe, who became assistant director of the Marketing Services Division in September.



**JASON CLEVER** is the second graphic designer in the Public Relations Division. He designs all newsletters and works alongside the design manager to bring more projects in-house to better target our audiences and to reduce agency costs. He holds an associate's degree from the Art Institute of Pittsburgh and has extensive design experience.



**MATTHEW CLEVELAND** is on a six-month internship in the International Division, where he'll coordinate the division's restaurant and retail contests. He recently graduated from the University of Arizona and plans to return in the fall to complete a master's degree.

## CAB PROGRAM CONTACTS

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TOLL-FREE TIP LINE

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### RETAIL DIVISION

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### TRADEMARK COMPLIANCE DIVISION

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### HUMAN RESOURCES DIVISION

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## Going for the gold

Athletes at the 2002 Olympic Winter Games can go for the gold on and off the field. The best in beef, *Certified Angus Beef*<sup>™</sup> products, will be served to the 3,500 athletes, 18,000 volunteers and thousands of spectators expected to converge on Salt Lake City, Utah, Feb. 8-24, 2002.

The Certified Angus Beef (CAB) Program is the official branded beef supplier of the 2002 Olympic Winter Games. The announcement came at a Feb. 2 media event at the Salt Lake Organizing Committee offices in Salt Lake City.

The committee is focused on making the food at the Olympics as memorable as the electrifying performances, so it selected *Certified Angus Beef* frankfurters, barbecue beef and heat-and-serve pot roast. The frankfurters, barbecue beef and Quick-N-Easy<sup>™</sup> pot roast are produced by Fred Usinger, W&G Marketing and RMH Foods, respectively. A new world-class culinary program, the first of its kind at the Olympic Games, will also offer fresh *Certified Angus Beef* products in chef-created dinners.

As the official branded beef supplier, the CAB Program is permitted to use the Salt Lake Olympics symbol in the 50 United States, including on all *Certified Angus Beef* packages in U.S. retail stores. The Program is excited to embark on this opportunity for increasing brand awareness and demand for Angus-type cattle. Watch future issues for updates.