

Highlights

- **Stika named director of feeder-packer relations**
- **Brand ropes attention at largest rodeo**
- **How to promote the brand at your sale**

Stika accepts feeder-packer relations reins

John Stika has been named director of the Feeder-Packer Relations Division within the Supply Development branch of the Certified Angus Beef (CAB) Program.

In February 1999 he was the first of two employees in this new division, which licensed 35 feedlots in 11 states during 1999.



John Stika

Their efforts helped source more high-quality, Angus-type cattle for the *Certified Angus Beef*™ brand.

Stika acts as a liaison between licensed feedlots and packers and has the responsibility of

enhancing *Certified Angus Beef* carcass acceptance rates. His attention is focused on cooperating with licensed feedlots in adjusting management strategies to optimize feedlot performance and carcass merit.

Stika coordinates the carcass data collection activities for licensed feedlots and is responsible for the development and implementation of all quality assurance aspects of the Feedlot Licensing Program (FLP).

He also works closely with the CAB Program's Packing, Food Service and Retail divisions in the evolution toward value-based marketing.

The Lincolnville, Kan., native holds bachelor's and master's degrees in animal science from Kansas State University. He will complete his doctorate in meat science at the University of Kentucky in May. Stika has excelled in academic achievement, meat research and leadership.

He and his wife, Deanna, live in the Manhattan, Kan., area with their two young sons.

Flavor campaign breaks in Vancouver

Look out, Vancouver! The *Certified Angus*

Beef brand has come to town. The CAB Program's *Life Can't Have Too Much Flavor*® campaign hit the airwaves, billboards and newspapers in Vancouver on Feb. 7.

Promotions run through May 27 and include 12 weeks of 10 billboards, eight weeks of print advertisements in 12 papers and 14 weeks of radio promotions.

As the Program's first consumer campaign outside the United States, its strength lies in the enthusiasm and participation of Vancouver licensees. They include Intercity Packers (distributor), Overwaitea Food Group (grocery stores) and nearly 65 licensed restaurants throughout Vancouver.

For the first time, licensed restaurants are being featured in the primary media elements of billboard, radio and print ads. Earl's and the Pantry restaurant chains have partnered with the CAB Program and Overwaitea Food Group in the campaign. Additionally, both restaurant accounts used the campaign theme to create new table tents, menu inserts and posters that fit their respective styles.

Before the media blitz began, the Overwaitea Food Group already had featured the brand on the entire back page of two store circulars — one containing a "buy one, get one free" offer. More than 80 store managers, perishables managers and meat associates prepared for the consumer interest generated by the campaign by completing the Program's "Creating Consumer Confidence" course.

Additionally, Overwaitea featured the *Certified Angus Beef* brand on two pages of its quarterly customer magazine, *Appeal*. The pages included information about the brand, two recipes and colorful photographs.

The Program's brand-building campaign began in 1998 in Houston, Texas, and Jacksonville, Fla. Target markets in 2000 include Houston, Boston and Saint Louis, with Vancouver having the most comprehensive campaign due to both restaurant participation and a consumer

Top branded beef joins third-largest 10K

The *Certified Angus Beef*™ brand is the official beef product of the 2000 Vancouver Sun Run, which will be held April 16 in Vancouver, British Columbia. As the largest 10K run in Canada and third-largest in the world, the Sun Run is expected to draw nearly 41,000 runners, walkers and enthusiasts to downtown Vancouver.

In addition to print advertising and signage for the event, the Program will have a booth at the Sun Run Fair, which is held for three days before the race. At the fair, visitors can sample *Certified Angus Beef* heat-and-serve entrees.

Some race participants will also help promote the brand. CAB Program employee David Livingston, who happens to be a marathon runner, will participate. Program mascot Certified Clyde will join the children's run.



event (the Vancouver Sun Run). The brand-building campaign focuses on increasing consumer awareness of the brand and of licensees in selected markets while promoting the 1-877-2-EAT-CAB toll-free tip line.

Brand ropes attention at largest rodeo

The CAB Program co-sponsored the Houston Livestock Show and Rodeo with Saltgrass Steakhouse Feb. 18 through March 5. Saltgrass Steakhouse offered attendees *Certified Angus Beef* sirloin steak sandwiches, chili and chili fries, among other tasty treats. Certified Clyde was on hand at the concession booth for product samplings.

The sponsorship centered on the horse events at the world's largest rodeo, where 1.7 million people were expected to attend. Each day, 30-second television spots played on the Contestant Advisory System in the horse arena's concourse, stalls and warm-up areas. The Program received audio mentions during the show and had signage at other events.

The Program was also linked to the

Houston Livestock Show and Rodeo via Web site. The *Certified Angus Beef* brand appeared in the official visitors' guide, with expected distribution at 800,000 copies.

Tip line remedies callers' needs

During January, more than 76 folks called the *Certified Angus Beef* toll-free Tip Line at 1-877-2-EAT-CAB. Most calls came from Texas, where licensed retailers Randalls and Tom Thumb feature the tip line number in their ads.

Nearly 50% of the calls satisfy requests for recipes or licensee lists. Other information needs included general information, material requests for meetings and classrooms, and cooking tips. Similar requests came from 20 e-mail inquiries.

Nearly 43% of all calls came from consumers. Other requests came from producers (15%), licensees and students.

Retailers beef up knowledge at OSU

Behind-the-scenes exposure to Angus cattle production and the *Certified Angus Beef* brand helped solidify the brand's position in retail chains across the country and in Canada and Bermuda.

Representatives from licensed retailers gathered at Oklahoma State University (OSU) in Stillwater, Okla., Feb. 10-12 for the second annual "Beyond the Basics" seminar.

The seminar provided the attendees an in-depth overview of the beef cattle industry and the CAB Program, as well as hands-on experience with cattle and carcass evaluation. Their knowledge will help them understand the science behind beef quality and the advantages of offering consumers the consistent, high-quality *Certified Angus Beef* brand.

Visits to an Angus farm and OSU research facilities served as the foundation for the sessions. Information shared about consumer trends provided an insight into pending opportunities with new technologies, case-ready packaging and category management.

More than 30 grocery store meat merchandisers had the opportunity to visit with Angus producer Jerry Pfeiffer of Orlando, Okla. The meat marketers were exposed to terms like "AI," "EPDs" and "embryo transfer," as well as the daily concerns and decisions cattle producers face each and every day.

Other discussions revolved around the Oklahoma Beef Inc. (OBI) Center where bull testing and genetics were emphasized. Speaker Tim Stidham pointed out that Angus bulls make up 90%-95% of the animals in the test.

Attendees representing stores from Raleys

Corp. on the West Coast to Big Y Supermarkets from Massachusetts covered cattle production basics during the seminar. Cattle diets, herd health and growth promotants were discussed. Each attendee judged live cattle and witnessed firsthand the animals' direct correlation to meat quality.

Other topics included food safety processes, such as steam pasteurization. The group watched the steam pasteurization process at OSU's new facility.

Bill Kuecker, a representative from Cryovac Sealed Air Corp., Dixon Springs, Tenn., discussed the importance of packaging technologies for retailers and their customers. He predicted case-ready products would be used in 30,000 stores by December.

Al Kober, Clemens Markets, Kulpville, Pa., said introducing new packages gives his staff the opportunity to explain packaging advantages to customers.

Representing the last link, Rick Dawrant, Blattberg, Chaney & Associates, Chicago, Ill., shared "The State of Today's Consumer." He pointed to taste as being an important consumer buying factor. "We all buy a bag of Doritos®; really we're buying a bag of air," he said jokingly. He challenged, why are these chips bought? It's not because they are low in fat, he said, but because they taste good.

Dawrant described today's fresh-meat retail consumer as a working female desiring to assemble meals and maintain family eating satisfaction. To this shopper, the meat case is comparable to the wine case, both providing:

- confusing names;
- random product placement;
- no instructional help for shoppers; and
- limited range of items sold.

Thus, many shoppers default to sale items.

To address today's issues, Beef Made Easy labeling developed by the National Cattlemen's Beef Association (NCBA) offers a solution. Retailers, like cattle producers, need to shift toward consumer-focused marketing vs. production-focused marketing. Improved information, case merchandising, product attributes, branding and convenient consumer solutions were offered as ways to captivate today's consumer.

Promote the brand at your sale

Since August, the CAB Program has been helping Angus producers promote the *Certified Angus Beef* brand at their sales and special events. Call the CAB Program executive office at 1-877-2-EAT-CAB at least four weeks before your event to inquire about this service. This first step will help

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CERTIFIED ANGUS BEEF LLC BOARD OF DIRECTORS

Steve Brooks, *chairman*
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Arnie Hein

you locate the product through a licensee.

After you arrange the product order, call the CAB Program again to identify the product source and to request promotional items for use with product served at the event.

You may wish to call 1-877-2-EAT-CAB for specific guidelines for this service.

Certified Angus Beef product must be the 