

Highlights

- CAB brands industry meeting
- Canadian production spurs brand growth
- Saltgrass takes CAB to Houston rodeo

CAB wins with Special Olympics

Certified Angus Beef LLC (CAB) has embarked on a cause-related promotional campaign with the Special Olympics in six cities. This is one way CAB plans to build brand loyalty in Cleveland, Ohio; Denver, Colo.; Vancouver, British Columbia; Chicago, Ill.; Salt Lake City, Utah; and Charlotte, N.C.

Research identifies that cause-related marketing plays an important role in consumer brand preferences. Nearly 80% of adults are more likely to buy a brand; 65% would switch brands; and 61% would switch retailers. Research also indicates that the average volunteer fits the profile of a typical *Certified Angus Beef*® (CAB®) product purchaser.

In February, CAB sponsored awards for the winter games in Mecklenburg County, North Carolina. Three American Angus Auxiliary members joined the spirit of the games by presenting awards to the 200 participants.

"The sheer pride of these participants achieving recognition was a smile, a win for life," said Jane Ebert, Auxiliary president. "The most cohesive bond for CAB was having Auxiliary [representatives] wearing CAB clothing and presenting each of the winners with a ribbon. CAB signage was present, but the hands-on representation unified the efforts."



Jane Ebert, American Angus Auxiliary president, presents a medal to a Special Olympic athlete.

CAB and the Auxiliary are identifying other cooperative opportunities to inform consumers and producers about the brand and the breed.

Also in February, CAB teamed up with the Cleveland Lumberjacks hockey team for Special Olympics night. The sponsorship brought the brand to consumers and helped Special Olympic athletes and their families attend.

Certified Clyde™ was a hit with the children and joined the Lumberjacks on the ice for the ceremonial puck drop.

"It was a very moving evening for all involved," said Wendy Tronge, CAB special projects manager. During the first break, Special Olympic speed skaters from the Cleveland area demonstrated their skills on the ice. Three of the skaters will compete in the 2001 Special Olympics World Games in Anchorage, Alaska.

"When the *Certified Angus Beef* video played on the JumboTron, you could hear the people saying, 'that makes me hungry,'" she added.

Licensed restaurant John Q's donated dinners to selected spectators at two games through "lucky seat" giveaways during timeouts.

CAB brands industry meeting

Everywhere you turned at the Cattle Industry Annual Convention and Trade Show in January, CAB was promoting the brand and the Angus breed.

The company's involvement began with serving the National Cattlemen's Beef Association (NCBA) Best New Beef Product 2000 — the award-winning *Certified Angus Beef* top sirloin steak in bourbon sauce — to 1,100 members at the Cattlemen's College. Table tents and sample packages identified consumer benefits. CAB President Jim Riemann, in a brief address, reaffirmed the breed and the brand position Angus and CAB hold within the beef industry.

"Producers' willingness, and often eagerness, to adapt changes needed to develop their herds' genetics and improve

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

the management of their cattle are directly connected to the increase in the quality of beef produced. These changes have led to improved demand for beef and spurred tremendous growth of the *Certified Angus Beef* brand," Riemann told luncheon attendees.

That evening, CAB gave a Texas welcome at the opening reception. Ten CAB booths offered various value-added product and entrée samples. Additional information included recipes and a list of licensed San Antonio restaurants.

CAB also teamed up with the American Angus Association in the trade show booth and at the "Improving Genetics Through Angus Technology" reception. At the session,

*Certified Angus Beef LLC is a wholly owned subsidiary of the American Angus Association.

Francis Fluharty, Ohio Agricultural Research and Development Center, discussed the benefits of a DNA test to identify tenderness and marbling potential in cattle.

Data service sees more Angus in 2000

In 2000, carcass data were recorded on 5,609 sire-identified cattle, up 89 head from 1999. Sire-identified cattle accounted for 37% of the cattle evaluated, the highest rate since CAB began collecting data in 1989. The acceptance rate for sire-identified cattle reached an impressive 33%, well above the brand's 18% national average.

Overall, data-collection numbers through the CAB Carcass Data Collection and Analysis Service dropped by 20.2% this year to 15,343 head. Data collection numbers were expected to do so as producers began using ultrasound technology more to measure carcass traits.

The 145 producers who participated in the service received a full report of how their cattle performed compared to the group and to acceptable industry ranges. Individual producer data included a summary for each harvest group, a frequency-distribution report to identify outliers by carcass trait, and the producer's carcass-data averages for the year. Overall and sire-identified summaries were sent to the participating producers.

Canadian production spurs brand growth

Danny Ransom, CAB specialist at Intercity Packers Ltd. in Vancouver, says Canadian-produced CAB product is the reason for growing demand from existing and new licensees. He initiated a licensing contest in September to introduce Canadian CAB product to customers. Since then, 30 new accounts have become licensed.

CAB arrives in China, Thailand

The CAB brand has its first licensed restaurants in both China and Thailand. The Manhattan Steakhouse is located in the Marriott hotels in Shanghai and Bangkok.

Saltgrass takes CAB to Houston rodeo

Saltgrass Steak House took the CAB brand center stage at the Houston Livestock Show and Rodeo, Feb. 14 through March 4. The show is internationally recognized for providing quality, affordable and entertaining learning experiences to the general public and ranchers alike. This is the second year CAB and Saltgrass teamed up to garner brand awareness with the nearly 2 million attendees.

"We are getting good leverage here. It was a very valuable investment," said Larry

Salt Lake bound

There are 313 days, as of April 1, until the 2002 Olympic Winter Games arrive in Salt Lake City, Utah. The *Certified Angus Beef*® (CAB®) brand is sure to be a winner with the Salt Lake Organizing Committee's (SLOC) focus on an all-American experience at the Games. CAB frankfurters, barbecue beef, pot roast and deli meats will be provided to all venues, the Olympic Village and sponsor-hospitality areas.

"Our 'Spirit of the West' concept places American cuisine on the world stage. We will help identify what quality is from an American aspect," says Don Pritchard, SLOC director of food services. "From my experience as a chef, the *Certified Angus Beef* brand is symbolic of the quality Americans expect."

A more mature audience traditionally attends the Olympic Winter Games, he adds, and they are quality-minded people.

Pritchard is the chef and mastermind behind the Western-themed menu for the Games. He brings 27 years of foodservice experience to the Olympic kitchens and is planning finer fare and traditional American favorites.

"We literally searched to find the best hot dog in the U.S.," he says. "We took corporate chefs to the plant to make sure everything was 100% quality."

At the Games, Pritchard plans to spotlight food like never before at an Olympic venue. Well-known U.S. chefs will be selected by the James Beard Foundation to join the culinary team. They are set to conduct cooking demonstrations using an array of quality ingredients, including CAB cuts.

CAB products first appeared at Salt Lake Olympic venues on Nov. 1, 2000. A Five Nations Cup men's hockey competition was the first scheduled event offering them. Several other events are planned before the Olympic Winter Games.

Marketing power associated with this elite event should propel consumer awareness for the CAB brand and Angus breed. The CAB Olympic Supplier Mark forms the core of CAB's marketing efforts. It appears on fresh and value-added packages in U.S. retail stores, point-of-sale material, available attire, image-building promotions, and licensee advertising.

Pin fever

Pin collectors and licensees are buzzing about the new CAB Olympic pin. CAB hardly can keep them in stock. Visit www.certifiedangusbeef.com to obtain yours and to learn about other items sporting the CAB Olympic Supplier Mark. Olympic pin collecting is a popular way to experience the Games.

On your mark, get set, surf

The www.certifiedangusbeef.com Web site now offers licensees and consumers direct access to the brand's Olympic activities. For consumers, the Web site includes a direct link to the Flavor Finder, available merchandise, Olympic trivia and information about the products to be supplied to the 2002 Olympic Winter Games. There are marketing ideas and new point-of-sale materials for licensees. Watch for updates throughout the year.

To learn more about the Games, visit www.slc2002.org, the official Web site of the SLOC.

OLYMPIC TRIVIA

The Olympic Winter Games outrank which broadcast in TV viewer popularity?

- a. *Seinfeld* final episode
- b. World Series
- c. *M*A*S*H* final episode
- d. Olympic Summer Games

Answer: b. World Series

Which were the first Olympic Winter Games aided by computer technology?

Answer: 1964, Innsbruck, Austria. Skiers were clocked to the hundredth of a second for the first time at the Games.

Source: United States Olympic Committee

Tansky, director of marketing for Saltgrass. "We are getting great brand presence for Saltgrass and CAB. The *Certified Angus Beef* logo is everywhere."

The new Saltgrass TV commercial, which features the brand, aired for two weeks on all four major Houston stations during the rodeo and again three weeks later. At the show, the commercial played on all TV monitors.

Saltgrass tempted show-goers to try its new saddle sandwich. The sandwich, featuring CAB steak slices, ranch dressing and lettuce in a flour tortilla, was developed so attendees could enjoy it while walking about the show.

Certified Clyde assisted the licensed restaurant chain at the event.

