



# Brand News

► News and highlights from Certified Angus Beef LLC\*

## Taking the gold in Olympic food

It's not a humble hot dog. The *Certified Angus Beef*® (CAB®) frankfurter supplied to the 2002 Olympic Winter Games was in such high demand that the 100,000-pound (lb.) supply ran low in just three days. Fans were enjoying them from early morning to well into the night. While remaining supplies were sent to concessions, volunteers and staff had to wait a few days to enjoy another frank. Some venues were just running out when additional supplies arrived.

Salt Lake Organizing Committee (SLOC) foodservice experts had calculated that the original order would last the entire 17 days of the Games. But the frank's reputation grew faster than pin trading. The temporary shortage was even reported by CNN Headline News. Mitt Romney, SLOC president, assured the media that more franks were on the way.

"We went into hyperdrive to supply another 100,000 pounds of the CAB frankfurter," says Brent Eichar, Certified Angus Beef LLC (CAB) senior vice president. "We are dealing with a fresh gourmet item. It's not sitting on shelves somewhere."



"This shows how talented Don Pritchard's (SLOC foodservice director) team was in showcasing American West cuisine and using the CAB brand as an official supplier," Eichar adds.

CAB licensed partner Fred Usinger Inc., Milwaukee, Wis., makes the fresh gourmet franks. A week into the Games, Jon Gabe, vice president of sales for Usinger, announced they were sending "at least five special shipments, with each bringing 15,000 to 30,000 pounds of the CAB franks." Usinger shifted production focus and extended each working day by 25% to meet the unexpected demand.

"When they eat the CAB frank in Salt Lake, it's fresh. It was in the smokehouse just two days before," Gabe adds. "It's impossible to get a fresher frankfurter."

Both CAB and Usinger focused on ensuring that spectators, volunteers and athletes could continue enjoying the frank throughout the Games.

CAB's suppliership to the Games included: CAB heat-and-serve pot roast, barbecue beef, deli meats, chili and fresh cuts. Another item required to meet strong demand was an added shipment of CAB

barbecue beef from W&G Marketing, a CAB partner in Ames, Iowa.

CAB is also supplying the 2002 Paralympic Games in March and the U.S. Olympic Team through 2004. "We have a smaller role in helping make the Games a success," Eichar says. "But it is a role we are proud to have."

## Foodservice teamwork

The CAB Foodservice Division increased commitment to customer service and sales by instituting a team approach, according to division director Mark Polzer. He and Dianna Stoffer and Kelly Barry make up one team, Bob Zerrer and Lori Dunn another, and Bill Wylie and Amanda Wydner a third.

Each team focuses on certain distributors, increasing the number of visits and helping the distributors work toward goals. "It's an approach that builds relationships while sharing sales tactics," Polzer says. "This way we encourage greater focus on our brand and marketing our products."

The program includes "corporate reviews" that analyze strengths and weaknesses and establish goals, he explains. The CAB division provides training for distributor sales representatives, calling attention to the brand's value-added products.

"We also encourage the use of our restaurant services such as menu design and waitstaff training," Polzer adds. "It may be a few steps removed from the farm, but this is all part of pursuing demand for producers' supply."

## Ideas for profitably pleasing consumers

The cattle business today is all about improving beef quality along with ranch profitability. That's the idea behind *Beef Quality Connection* ([www.beefquality.biz](http://www.beefquality.biz)), a new electronic magazine, or "e-zine," published on the Internet's World Wide Web since February.

Appropriately, the e-zine is a product of a win-win relationship between *Drovers*, a leading beef business trade journal, and CAB, a nonprofit, limited-liability company owned by the American Angus Association. CAB assists in managing editorial content for *Beef Quality Connection* in exchange for promotional considerations for its licensed feedlots.

"We are always looking for new ways to communicate with commercial beef producers," says Steve Suther, CAB director of industry information. "We're not advertising, just exploring the ideas that end up helping everybody. Our staff had

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### 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 is a wholly owned subsidiary of the American Angus Association.

discussed Web prospects for several years, but nothing really clicked until this opportunity with *Drovers*.”

*Beef Quality Connection* features two major stories per month with “how-to” information for producers aiming at the high-quality, value-based beef market.

“*Drovers*’ mission is to provide useful beef business information to ranchers and feedyard operators,” says Greg Henderson, *Drovers* editor/associate publisher. “Since the publication’s debut 130 years ago, that mission has not changed. Utilizing the World Wide Web helps us disseminate information in a timely and efficient manner, and our working relationship with CAB to develop *Beef Quality Connection* strengthens the credibility of the online product.”

Articles will promote improved quality in beef production and will not fill a “public relations” role for CAB or *Drovers*, Suther and Henderson say. As producers move toward building a more consistent cow herd, improving quality and earning grid premiums — regardless of the breed — supplies of higher quality beef will result, to the mutual advantage of all. CAB’s objective is to promote the category of high-quality beef with the assumption that a proportional share will add to supplies for the brand.

Producers can find the new site through active links at the *Drovers* ([www.drovers.com](http://www.drovers.com)) and CAB ([www.cabfeedlots.com](http://www.cabfeedlots.com)) home pages, announcements in *Drovers*, and through news releases. Stories and content at the site are previewed in *DroversAlert*™, a weekly electronic newsletter to commercial cow-calf producers who have more than 200 cows. For more information on *Beef Quality Connection* or to subscribe to *DroversAlert*, contact Greg Henderson at [gghenderson@drovers.com](mailto:gghenderson@drovers.com).

### Tips from CAB’s quarterly newsletter

Recipes, cooking tips and more can be found in *Certified Angus Beef® Tips*, a quarterly e-mail newsletter available at [www.2eatcab.com](http://www.2eatcab.com). The free publication offers something for subscribers of all ages. Catch up on recent brand news while learning helpful kitchen ideas. Try one of several seasonal CAB recipes. Kids will have fun keeping track of the CAB mascot, Certified Clyde™, and his many endeavors. Currently, more than 1,500 consumers, producers and industry-related individuals subscribe to *Tips*.

The fall/winter issue focused on comfort and joy for the holidays, and a special Olympic issue served as a companion piece to the Games.

The spring issue shows how the brand

### Feedlot-Licensing Program monthly honors

The Certified Angus Beef LLC (CAB) Feedlot Partner of the Month for January is Lamb Feedyard, Anselmo, Neb. David Lamb is manager. January Quality Assurance Officer is John Parker, Supreme Feeders LLC, Liberal, Kan.



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 *Certified Angus Beef®* (CAB®) value-added products and are eligible for annual awards.

The FLP also honors partners who harvest “30-0” groups of cattle — groups with at least a 30% Prime or CAB acceptance rate and no discount carcasses — by refunding enrollment fees. In January-reported data, McPherson County Feeders, Marquette, Kan., stood out with a load of 39 steers that achieved 95% CAB acceptance. Spotlight winner Lamb Feedyard rates honorable mention for a couple of groups of heifers (136 total) that exceeded 50% CAB acceptance with only a handful of YG 4s.

Here’s a summary of accomplishments from the January data reports:

Licensed CAB feedyard	No. head	Sex*	%YG 1&2	%CAB/Prime
Boise Valley Feeders	31	S	67.8	65
El Oro Cattle Feeders	12	H	33.3	92
Hergert Feeding Co.	24	H	37.5	83
Lamb Feedyard	12	S	41.7	75
McPherson County Feeders	39	S	51.3	95
Mike Hora Feedlot	5	M	80.0	100
Pardu Farms Inc.	18	S	23.1	50

\*S = steer; H = heifer; M = mixed.

### A feast for the eyes

The *Certified Angus Beef®* (CAB®) brand and its Olympic suppliership caught the attention of a favorite Northeast Ohio news personality.

On Jan. 28, WKYC reporter Del Donahoo visited Certified Angus Beef LLC (CAB) headquarters and Buehler’s Fresh Market cooking school, a CAB paramount retail partner in Ohio. (Paramount retailers offer only CAB whole-muscle cuts.)

Donahoo’s feature aired on NBC affiliate WKYC during the Sunday morning news show, Feb. 10, just after the 2002 Olympic Winter Games began. The feature included several CAB recipes, the CAB frankfurter and the brand’s reputation for outstanding fresh beef.



► Northeast Ohio’s Del Donahoo (center), feature reporter at Cleveland’s WKYC-Channel 3, joins CAB’s Marylynn Roe (left) and Sarah Donohoe as they prepare delicious appetizers using several of the CAB® brand convenience items supplied to the 2002 Olympic Winter Games.

Cleveland’s television market reaches nearly 1.5 million homes. The station’s news programs are typically viewed in more than 133,000 homes. WKYC’s Web site ([www.wkyc.com](http://www.wkyc.com)) carries highlights from its news programs. Visit [www.certifiedangusbeef.com](http://www.certifiedangusbeef.com) for photos and a recap of the feature.

As an NBC affiliate, the station also carried the *Today* show coverage of CAB’s ice carving demonstration on Feb. 2.

performed in Salt Lake City, and it follows the travels of CAB sweepstakes winner Roger Hodge throughout his all-expense-paid trip to the 2002 Winter Games. It also reveals the brand’s rising celebrity on

daytime television; presents spring salad recipes; and allows kids to track Clyde’s baseball career with the Akron Aeros, an Ohio minor league team.

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### Go for the gold

A coordinated CAB retail promotion capitalized on the brand's Olympic suppliership throughout the Games, with more than 1,000 stores participating. Events included demos of Olympic products, Olympic party giveaways, sweepstakes to win \$500 grocery shopping sprees, a coloring contest for children, display contests for meat department associates, and Olympic pin giveaways with CAB purchases.

### Cool promotion on ice

When Chef Chuck Cooper brought the CAB ice carving promotion to Albertson's in Park City, Utah, Jan. 19, CAB product got its share of attention. In full butcher-block cases, CAB steaks were available in 1- and 2-inch (in.) cuts, and a demo featured petite sirloin steaks marinated in "lite" house marinades.

The meat department had a significant increase in sales for the day and beat the sales increase for the total store by a similar amount. Print and broadcast media were on

hand, including a remote with FM-101 KBER.

### Tagging the best

*Angus beef at its best™* is the brand's new

tagline for advertising, promotions and materials. Starting in April the tagline will begin appearing in grocery stores on newly created point-of-sale materials. By April 2003 it will be in all of the 3,500 retail stores featuring the CAB brand.



*Angus beef at its best™*

“It says it all, and [it’s] to the point,” says Sarah Donohoe, assistant director of advertising. “It clearly singles out the brand as the quality leader, giving consumers an immediate expectation that they will be enjoying the best.” The tagline highlights the brand’s new advertising campaign and ties together the new corporate look.

“We are showcasing the CAB brand’s premium quality,” she says. “We developed each component to work separately or together to capture an immediate impression worthy of the top brand. Consumers new to the CAB brand will easily learn it’s the clearly preferred choice.

### **CAB wins NAMA awards**

CAB submitted three entries in this year’s Best of NAMA competition conducted by the National Agri-Marketing Association (NAMA).

In the Ohio competition, the company was recognized with three first-place awards and best-of-show honors. First-place honors were awarded to “Minor League Baseball Sponsorship” in the public relations events category; “Waitstaff Training Kit” in the brochures/catalogs category; and “Retail Olympic Ad Kit” in the unique print ad category. Best-of-show honors were awarded for the “Waitstaff Training Kit.” The ad kit

and training kit will advance to compete at the regional level.

### **QVC sells CAB Southwest-style brisket**

The home shopping television network QVC has teamed with Levonian Brothers to bring its customers the CAB Southwest-style brisket.

