

Highlights

Giant step for the brand

The *Certified Angus Beef*® (CAB®) brand took a giant step in bringing the best to East Coast consumers when Giant Food Inc. of Landover, Md., licensed its 181 stores earlier this year. The retailer used to carry Angus Pride, a lower-quality brand, but it wanted to enhance its quality image.

"The management at Giant of Landover recognized that not just any Angus beef will consistently project high quality and keep customers happy," says Blaine Winger, Certified Angus Beef LLC (CAB) retail specialist. He helped conduct CAB product and program training for 220 of the new retail account's staff during January.

Giant of Landover, with stores from New Jersey to Virginia, is the largest retailer of value-added products in the nation, Winger notes, adding, "They carry our *Certified Angus Beef* RMH products." In addition to further CAB training that detailed the brand's advantages over other Angus brands, the retail company's staff recently completed National Cattlemen's Beef Association (NCBA) "Beef College" in their stores. Giant of Landover is already eighth nationally in CAB sales volume, Winger says.

In search of the real CAB customer

CAB is working with retail partner

ShopRite Supermarkets Inc. in category-management tests of display strategies to enhance brand recognition and sales in shopping scenarios. Overall income was enhanced in test stores when all categories were on sale. The CAB advantage was most notable in the case of more-expensive steak cuts, says Russ Johnson, CAB assistant retail director.

As a pilot program, the test was so successful that ShopRite plans to expand it companywide. It continues to collect and to analyze meat-price bar-code data and also will use a frequent-shopper program to identify the typical CAB consumer in those stores.

"The idea behind all of this analysis is to use our retail-marketing funds better and to target specific customers in ShopRite rather than all customers," Johnson explains. "We're looking to gather information from other licensed retail frequent-shopper programs this summer to help identify our customers in those areas, too. We feel these practices and ideas will be applied across all retail stores in the future."

Gold medal grilling

The natural affinity of beef and wine led two suppliers of the 2002 Winter Olympic Games to do a little teaming in January of this year in anticipation of the 2002 Games.



Certified Angus Beef® (CAB®) RMH Quick-N-Easy pot roast brought thousands to the tasting booth at the Florida State Fair, Feb. 8-19. Blaine Winger, CAB retail specialist and University of Florida alumnus, says RMH and CAB split the tab, while the Florida Beef Council and Florida CattleWomen Inc. provided promotion and personnel to serve pre-cooked samples to 500-1,000 tasters each day. The cattlemen report the CAB product was being handpicked over the competing Hormel product. Consumers were advised to request CAB products at their retail meat counters.

Large-circulation-newspaper editors will receive the Gold Medal Grilling page featuring Chef John Ash's tips and recipes. The recipes, photos and tips are formatted to take center stage as a full, front-cover newspaper food page. Winning ingredients like CAB cuts, succulent pineapple and spicy

FLP monthly honors

Certified Angus Beef LLC (CAB) Feedlot Partner of the Month awards are based on volume, quality, customer service and educational initiatives. The prize is media recognition and a *Certified Angus Beef*® (CAB®) value-added product luncheon for employees. Annual feedlot awards will be selected from monthly finalists. Congratulations to the January winner, Sandhills Cattle Feeding Inc., Bassett, Neb.; and the February winner, Irsik & Doll Feed Yard, Ingalls, Kan.

Winners of the CAB Quality Assurance Officer of the Month excel in attention to detail, timely enrollment of eligible cattle, accurate tracking through harvest and general commitment to the program's success. Besides media attention, honorees receive a gift package of CAB products and eligibility for the annual award featuring a trip for two to the National Finals Rodeo (NFR) in Las Vegas, Nev. Congratulations to the January winner, Janet Lynch, Heartland Feeders II, McCook, Neb., and Menlo, Kan.; and Wayne Smith, Hergert Feeding Co., Mitchell, Neb.

CAB on your farm or ranch

Now you can become a CAB licensee for a day, says Marylynn Roe, CAB consumer services manager. That makes it simple to treat guests at your next production sale or promotional event to the premier beef brand owned and operated by a subsidiary of the American Angus Association, she adds.

By licensing for a day, producers can use the CAB trademark logo according to approved CAB guidelines; get a free promotional kit with CAB supplies, balloons, buttons and other information; and receive help in locating a licensed supplier near you.

"It's easy," Roe says. "Just set your browser to the producer section of our Web site (www.certifiedangusbeef.com/cabprogram/sd/prod_promo.html) and download the application form. Then click to apply for a customized promotional kit containing just what you want. Another click from there can take you shopping in the CAB online store if you wish to purchase additional items for gifts."

Producers without Web access may call the Flavor Line at 1-877-2-EAT-C-A-B.

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

serrano chili peppers are combined using easy preparation methods.

Ash is the culinary director of Fetzer Vineyards and co-author of *American Game Cooking* and *From the Earth to the Table*, which won both the Julia Child Best American Cookbook and Cookbook of the Year awards from the International Association of Culinary Professionals.

Capturing attention of target-market editors in Charlotte, N.C.; Chicago, Ill.; Denver, Colo.; Salt Lake City, Utah; and Cleveland, Ohio, and the surrounding Akron-Canton areas is the main goal.

The newspaper page was developed in conjunction with a Fetzer Vineyards and CAB partnership, which is taking place this summer in grocery stores and restaurants across the country.

Watch your local newspaper this summer for these recipes

Tagliata With Rosemary,

Capers and Lemons;

Mojo Skewers;

Garbanzo Bean Salad;

Grilled Pineapple and Melon Salsa; and

Wine Country Rub.

The newspaper-focused food page is only one part of a retail and foodservice promotion that will be running with partner Brown-Forman Beverages Worldwide.

Clips from the latest consumer feature — “Flavor Rules” — are starting to come in. An e-mail from the editor of *The Rhode Island Gourmet Guide* informed the CAB Public Relations Division that the feature was scheduled to appear in its February-March issue. She also complimented the CAB Web

Chefs deliver entertainment

With spring come home and garden shows. This year in Vancouver, British Columbia, Certified Angus Beef LLC (CAB) partnered with local retail licensee Urban Fare to bring show attendees more than flowers and remodeling options. The home and garden show presented chef entertainers and scrumptious samples Feb. 21-25.

More than 62,000 home and gardening enthusiasts took advantage of the opportunity to view the latest tips from local chefs. Urban Fare stole the show by setting up a genuine store inside the convention hall. Part of the set was a full kitchen where chefs prepared recipes and taped TV segments. Urban Fare sponsored the *Cooking Confidential* show with 60 hours of cooking segments and demonstrations airing on British Columbia television.

Danny Ransom, of CAB licensee Intercity Packers Ltd., identified two chefs who each demonstrated hour-long segments using *Certified Angus Beef®* (CAB®) products. The Whistler, British Columbia, chefs were Hahns Stierli from the newly opened Westin Resort & Spa and Ron Lammie of Il Caminetto. The duo captured attention by preparing *Certified Angus Beef* Bruschetta Tenderloin With Portabella Sauce, Apricot Roast and Bourbon Steak.

Can you guess which of the chefs has showcased his talents to dinner guests including Prince Charles, Prince Edward and Princess Anne?

Answer: Chef Hahns Stierli.



Hahns Stierli, a world-renowned executive chef, demonstrates his culinary talents at Vancouver's Home and Garden Show.

site, recipes and marketing slogan, “What vegetarians eat when they cheat!”

New era for CAB® in Mexico

One of the most promising export markets for the CAB brand is just across the border, thanks to Mexico's premier quality foodservice company. Comercial Norteamericana has been a licensed CAB distributor since 1993, but its new steak-

cutting plant in Santa Catarina just opened in February. The facility in the Monterrey, Mexico, suburb is the first steak-cutting facility licensed outside the United States and Canada to produce portion-controlled CAB products, says Maggie Hodge, CAB international director.

Comercial produces hand-cut, portion-controlled steaks and steak byproducts.

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Hitting the target

The Feedlot Licensing Program (FLP) honors partners who harvest qualifying groups of cattle with at least a 30% CAB acceptance rate and free of “out” or “discount” carcasses. There is no minimum group size as sorting is encouraged. The winning group's enrollment fees are refunded. Here's a summary of accomplishments from the November-February data closings.

Licensed feedyard	Head	Sex	%YG 1&2	%CAB®
Heartland Feeders II	81	H	50.6	30
Sandhills Cattle Feeding Inc.	37	S	21.6	30
McPherson County Feeders	13	S	30.8	31
Sandhills Cattle Feeding Inc.	45	S	31.1	31
El Oro Cattle Feeders	45	H	57.8	33
El Oro Cattle Feeders	11	H	45.5	37
El Oro Cattle Feeders	34	S	44.1	44
Neill Cattle Co.	16	S	56.3	44
Irsik & Doll Feedyard	11	H	27.3	46
Heartland Feeders II	81	H	75.3	46
McPherson County Feeders	28	H	53.6	50
Sandhills Cattle Feeding Inc.	30	S	36.7	57

Feedlot partners added

The FLP recently welcomed five more licensed businesses to its ranks, now 65-strong in 17 states.

- **Corcoran Farms**, Piketon, Ohio; Dennis Corcoran, manager
- **Double A Feeders Inc.**, Clayton, N.M.; Gene Atchley, manager
- **Hadley Farms Inc.**, Cambridge, Ill.; Alan Lyman, manager
- **Pfenninger Cattle Co.**, Scott City, Kan.; Dave Pfenninger, manager
- **Solaris Feeders LLC**, Miles City, Mont.; Frederick Moore, manager

Call (785) 539-0123 or visit our Web site at www.certifiedangusbeef.com/cabprogram/sd/fdlot_lic.html for a complete and current list of feedlot licensees.



Outside skirts — popular steak items in Mexico known as *arrachera* — will be marinated in a vacuum tumbler. Small quantities of CAB grinds also will be produced.

The Freedman Cos. own the majority of the business, independent of Sysco (which owns Freedman's other enterprises). Alex and Alberto Najera, Comercial's key managers, have an ownership stake in the quality-focused Mexican foodservice leader, Hodge says.

Freedman's vice president of food safety and quality control, Ken Cable, developed a tight control system to maintain the integrity of CAB products in the plant (as it relates to product segregation and labeling). The Mexican plant now operates with the same high food safety standards that Freedman maintains at its U.S. facilities.

Steaks produced at the plant are sold to Comercial's other distribution facilities in Mexico City, Cancun, Cabo San Lucas, Puerto Vallarta and Monterrey. In total, Comercial sells into 25 of Mexico's 31 states as part of a successful national distribution network.

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SHIPPING DEPARTMENT

To order CAB merchandise, call
 1-800-725-0070
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TOLL-FREE FLAVOR LINE

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

CERTIFIED ANGUS BEEF LLC BOARD OF DIRECTORS

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“The introduction of portion-control steak production at Comercial's new facility marks a significant milestone in CAB history,” Hodge says. “Comercial has been the pioneer in developing the Mexico market for CAB products, and this facility

will allow them to offer portion-control CAB steaks as a valuable cost-management tool for their customers. We are entering an exciting new era for the *Certified Angus Beef* brand in Mexico.”

