



Brand News

► News and highlights from Certified Angus Beef LLC*

CAB Roundup corrals record audience

The most recent *Certified Angus Beef*® (CAB®) Roundup Seminar, March 7-9, attracted the largest number of attendees in the event's history. About 140 foodservice sales representatives and retail meat merchandisers gathered in Lincoln, Neb., to experience the full scope of Certified Angus Beef LLC (CAB).

"This was the first time the seminar included retail, international and value-added licensees," said Melissa Pickrell, events manager. "Our guests represented the intermediate level between corporate executives and store or restaurant managers. Since they work with both levels, they help carry important brand information throughout their companies."

Highlights of the conference included rotational sessions on beef fabrication and value-specific cuts merchandising. Many of the foodservice attendees had never seen the actual fabrication of beef into primal and subprimal cuts. For the retailers, the merchandising session offered ideas for giving their customers more options while maintaining balance between cost and quality.

Kober brings retail experience to CAB

Al Kober, former director of meat for leading CAB retailer Clemens Markets, recently joined the CAB staff. Kober, who retired from Clemens with 50 years of service, will serve as CAB's new director of retail. He will be responsible for serving all CAB retail accounts.

Kober will also mentor younger retail specialists and associates to more effectively and efficiently meet the needs of each individual CAB account.

A recognized panelist and guest speaker at meat and allied industry meetings nationwide, Kober plans to continue to serve on various industry committees as time permits.

'Eat Like a Champion'

"Family Features," the CAB series of prepared articles for food-page editors, continues to grow in scope, according to the CAB Marketing-Communications Division. The Olympic-related "Eat Like a Champion" page exceeded the division's goal of 5 million in circulation, tallying 194 placements across the country with a total circulation of 5,845,560. The series provides editorial placement services in newspapers for the food industry.

CAB pin mania

The Salt Lake Olympic Winter Games are over, but the popularity of the sold-out CAB suppliership pin continues. If you thought to order one before they were all gone, hang on to it.

Originally priced at \$2.50 each, the pins were trading for \$15 when the Games started. CAB ordered and distributed 13,500 oval pins since December 2000.

"Our pins were everywhere at the Games," said Deanna Scrimger, CAB's Olympic coordinator. "People made the connection between the food they were enjoying at the

concessions and our brand name. It made our pin almost as popular as the CAB frankfurter."

Norway, Sweden and Canada lead the way for international requests for the CAB pin, said Stephanie Marthey, an administrative assistant for the Marketing-Communications Division handling the pin requests. Others came from Spain, Andorra and Portugal.

"There were requests from a wide range of individuals. One was from a U.S. gymnast, another from a podiatrist who displays his pin collection in his waiting room and another from a teen who was a volunteer at the Games. We received thank-you notes from many of them, including a professor in Portugal and a woman here in the United States who started collecting pins after she had a kidney transplant.

"My favorites were the children who took the time to write their own notes," Marthey added. "At times, I would display [them] for our staff to see. One little boy remarked that he also liked our beef."

The CAB pin was seen as part of the official pin-trading map located at Medals Plaza during the Games. More than 50,000 visitors headed to the plaza each day.

Although the Olympic pins are gone, the new CAB lapel pins are available. The antiqued brass finished pin sports the brand's premium logo. The lapel pins cost 95¢ each and can be ordered at www.certifiedangusbeef.com.

The prime of your life

Where do restaurant managers turn when their customers demand the best of the best? CAB Prime, say CAB foodservice specialists, because it's the most consistently pleasing U.S. beef available.

What makes it exclusive? Only higher-quality, Angus-type cattle are evaluated for CAB Prime, which must pass seven more quality standards than USDA Prime.

CAB Prime is derived from only the most youthful, "A" maturity cattle with superior muscling, promising the most tender cuts and a more consistent plate presentation.

In addition to USDA Prime's slightly abundant or higher marbling score, CAB Prime specifies finer marbling texture to ensure consistent flavor and juiciness in every bite. Overall, less than 1% of U.S. beef meets those standards.

Availability is increasing, however, due to growing demand. In 2001, National Beef Packing became the first major packer offering the elite CAB Prime, adding 1.1 million pounds (lb.) to brand sales. Moyer Packing quickly followed, and IBP began identifying CAB Prime in March, beginning in its Dakota City, Neb., plant.

El Gaucho restaurants in Portland, Ore., and Seattle, Wash., have relied on the

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To order CAB merchandise,
call 1-800-725-0070 or fax (330) 345-0803

TOLL-FREE FLAVOR LINE

1-877-2-EAT-CA-B

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

superior quality of CAB Prime since their first purchase in October 2000. "Nobody has better beef than we have," said Paul McKay, El Gaucho owner. "There's no competition."

CAB journalism internships

Lisa Marie Solomon, a junior majoring in agricultural journalism at Kansas State University (K-State), is serving as the spring 2002 intern for the CAB Industry Information Division, working with director Steve Suther. Solomon writes stories, travels to feedlots and ranches for photographs and interviews, develops regular news releases and conducts media surveys.

Heather Hopper, a junior majoring in animal science and agricultural journalism at K-State, has been selected as the summer intern for that post, with plans to fulfill many of those same duties.

The students planned to attend CAB's Building Blocks to Success seminar in Wooster, Ohio, April 15-16 for a more in-depth look at how the CAB Program works. Solomon is a 1999 graduate of Northern Valley High School near her hometown of Alma, Kan., where her family is in the retail grocery business. Hopper is a 1999 graduate of Riley County High School near Leonardville, Kan., where her family has a commercial Angus operation.



Feedlot-Licensing Program monthly honors

The CAB Feedlot Partner of the Month for February is Beefland Feeders, an Irsik & Doll company at Garden City, Kan. Ken Burch is manager. February Quality Assurance Officer is Fred Poling, of Double A Feeders, Clayton, N.M.



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.

The FLP also honors partners who harvest "30-0" groups of cattle — those that have at least a 30% Prime or CAB acceptance rate and are free of discount carcasses — by refunding enrollment fees. In February-reported data, Boise Valley Feeders, Parma, Idaho, had the largest group of cattle ever to qualify for 30-0 with 124 steers of mixed breeding. About 60% of the pen met phenotypic requirements, but they still made the 30% CAB and Prime level, with 78.2% Choice or better and 73.4% Yield Grades 1 and 2.

Spotlight winner Beefland Feeders received many honorable mentions on 493 cattle in six groups that achieved up to 61% CAB acceptance but fell short of 30-0 because of a few Yield Grade 4s.

Here's a summary of accomplishments from the February data reports:

<u>Licensed CAB® Feedyard</u>	<u>Head</u>	<u>Sex</u>	<u>%YG 1&2</u>	<u>%CAB/Prime</u>
Boise Valley Feeders	124	S	73.4	30
Boise Valley Feeders	28	H	60.7	32
Boise Valley Feeders	52	H	75.0	31
El Oro Cattle Feeders	20	H	70.0	30
Gregory Feedlots Inc.	68	H	39.7	37
Hergert Feeding Co.	38	H	26.3	35
Hergert Feeding Co.	27	H	25.9	37
Hergert Land & Cattle Co.	45	H	31.1	38
Irsik & Doll Feedyard	26	H	38.5	31
Lamb Feedyard	45	H	38.1	71
McPherson County Feeders	17	S	58.8	35

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