

Highlights

FLP March honorees

The Certified Angus Beef LLC (CAB) Feedlot Partner of the Month for March is El Oro Cattle Feeders, Moses Lake, Wash. Jim Sauter is manager. The award, based on volume, quality, customer service and educational initiatives, includes a *Certified Angus Beef*® (CAB®) value-added product luncheon for employees and eligibility for annual awards.

The Quality Assurance Officer of the Month is Tanya Hartung of Boise Valley Feeders, Parma, Idaho. Hartung won because of her attention to detail, timely enrollment of eligible cattle, accurate tracking through harvest and general commitment to the program's success. The award includes a gift package of CAB products and eligibility for the annual award, which features a trip for two to the National Finals Rodeo (NFR) in Las Vegas, Nev.

Congratulations to McPherson County Feeders, Marquette, Kan., and Heartland Feeders II, McCook, Neb., for feeding Thirty-Aught Program qualifying groups of cattle (more than 30% CAB acceptance with no discount cattle at harvest) during February and March.

The Feedlot Licensing Program (FLP) recently welcomed new licensed partner Haverhals Feedlot Inc., Hudson, S.D. John Haverhals is manager.

Call (785) 539-0123 or view www.certifiedangusbeef.com/cabprogram/sd/fdlot_lic.html on the Web for a complete and current list of feedlot licensees.

Combined opportunity

Following successful Peak Performance and Angus University seminars in 2000, CAB will conduct the events consecutively in Fort Collins, Colo., Aug. 14-17. Peak Performance is an information-sharing event exclusively for licensed feedlot partners, but the licensees will stay for the first day (Thursday) of Angus University to interact with cow-calf producers.

Angus University's agenda is nearly finalized and should include panel discussions on the beef consumer of tomorrow; value-based feeder-cattle pricing; and updates on DNA, instrument grading and sexed semen, as well as a CAB-sponsored White Paper correlating selection for yield grade with other production traits.

An early bird goes CAB

The first Red Robin restaurant in a national chain of 180 has been licensed from CAB distributor Freedman Houston. After initial contact last fall, the brand is working its way into the Red Robin organization via its franchise network. Last year the chain moved an estimated 8 million pounds (lb.)

of ground beef. Red Robin is a family-friendly, upscale, gourmet-burger restaurant.

Meanwhile, top-10 foodservice chain Steak & Ale is entering into a two-market, 15-store test of a new CAB top sirloin menu item. The "Steak & Ale Slow Roaster" is a CAB top sirloin roast, cooked to medium rare and served in 10-ounce (oz.) portions. Dallas/Fort Worth and Oklahoma City will serve as the test markets.

Steak & Ale also is testing increased portions — the 7-oz. sirloin steak will now be offered at 12 oz.

Wolfgang Puck Food Co. has upgraded to 100% licensing status and has included an additional CAB menu item. Currently, Wolfgang Puck features a ribeye steak, a CAB Puck signature burger, a tenderloin steak and a culotte steak sandwich.

Closest to the grill ... er, pin

Licensed CAB retail partner Harris Teeter helped sponsor a "Closest to the Pin" contest April 14 at the Charlotte (N.C.) Golf Links. Paul Haney, Gastonia, N.C., shot the first hole-in-one of his 51 years as a player and advanced to the Home Depot Invitational Pro-Am May 2-3 at Piper Glen in Charlotte, courtesy of CAB. Prior to that event, radio station WWMG in Charlotte gave away prize packages that included tickets to the golf tournament, CAB steak knives and a CAB cookbook.

The Senior PGA Tour Home Depot Invitational followed May 4-6 at Piper Glen. Harris Teeter and CAB staff grilled CAB cuts at a special "oasis" just off the 17th green during both the Pro Am and the Senior Tour. Signage around the oasis reached more than 60,000 attendees with additional coverage on CNBC television.

Restaurant staying power

The Spread Eagle Tavern in Hanoverton, Ohio, joined an elite but growing number of 10-year award winners from the CAB Food Service Division on April 30. Pete and David Johnson, the brother and the nephew, respectively, of CAB co-founder Fred Johnson, own the Spread Eagle.

CAB has recognized 52 restaurant licensees with 10-year awards from 1994 to 2000 and will award nine more this year. The earliest 10-year awards, those in 1994, went to the Old San Francisco Steak Houses in San Antonio, Austin, Houston and Dallas. Taste of Texas in Houston and Wormwood's Restaurant in Saco, Maine, also were first licensed in 1984. Another CAB co-founder, the late Edward Elliot, licensed his Plaza Inn restaurant in Mount Victory, Ohio, in 1990.

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