



Brand News

► News and highlights from Certified Angus Beef LLC*

Pioneering the brand in Russia

When Quality Products International (QPI) introduced the *Certified Angus Beef*® (CAB®) brand to Russia in 1998, the market was ambivalent. Russia was eager for high-quality U.S. brands, yet it was on the brink of the financial crisis that wreaked havoc on its economy.

As with any new product or concept, the local trade was uncertain about the nature of CAB brand product and how it compared to what had been used for years. QPI persisted with a strong commitment to guarantee high quality through the brand while educating customers about the diversity of CAB products made possible by that quality.

In a continuing educational effort, this April QPI joined with the U.S. Meat Export Federation (USMEF) and Certified Angus Beef LLC (CAB) to conduct training seminars for more than 100 chefs in Moscow and Saint Petersburg. CAB Foodservice Director Mark Polzer and International Assistant Director Heidi Scheffler were there to give presentations on the *Science Behind the Sizzle*™ theme.

Polzer provided a cutting demonstration to show options for maximizing yields with the CAB tenderloin and strip loin. He also showed new menu merchandising options with the top sirloin, ball tip and tri-tip from the bottom sirloin, as well as the flank and brisket.

In Moscow, Chef Bob Perry of the Radisson SAS Hotel, a 100% CAB licensee, shared with the chefs in attendance his ideas for creatively preparing these items. The chefs then sampled the cuts prepared in various ways. The product was well-received, and CAB and QPI staff fielded numerous questions. Representatives from the USMEF were on hand at the seminars to explain its goals and activities in the market and to discuss opportunities for partnerships with the CAB brand.

As the Russian economy stabilizes, its consumers are developing a taste for high-quality items. Upscale hotels are being built every year, particularly in Moscow. Three new Marriott properties have been built within two miles of Red Square, their restaurants catering to Russian consumers. CAB is working in partnership with QPI to help such properties offer the best to their customers, and the seminars play a big part in that process.



Staff chef shares knowledge with students

Chef Dianna Stoffer of the Certified Angus Beef LLC (CAB) Foodservice Division traveled to Michigan State University March 26-28 to address students of the Hospitality Business School. Her visit consisted of a one-hour lecture and three two-hour labs. Stoffer discussed packing plants, beef industry basics, restaurant industry trends, new value cuts, value-added products and the CAB brand. In labs, students prepared CAB recipes using flank steaks, ball tip steaks, flatiron steaks and tenderloins.

New partners feature CAB value-added products

Demakes Old Neighborhood Foods of Lynn, Mass., was recently licensed as a processor/manufacturer for CAB deli meats. Old Neighborhood's CAB products will be available at Stop & Shop Supermarkets along the East Coast.

Another licensed partner, Better Beef Ltd., of Guelph, Ontario, Canada, recently added a new A&P CAB brand frozen patty to its "Master's Choice" product line.

Feedlot partners added

The Feedlot-Licensing Program (FLP) recently welcomed three more licensed businesses to its ranks, now 72-strong in 17 states.

- Maassen Bros., North Platte, Neb.; Barry Maassen, manager
- Dakota Prairie Beef, Scranton, N.D.; Mark Vachel, manager
- Thomas County Feeders, Colby, Kan.; Mike Hunter, manager

Call (785) 539-0123 or visit www.cabfeedlots.com for a complete and current list of feedlot licensees.

Rothschild's new line offers prestige

The CAB brand recently partnered with Mouton Cadet, a new line of Rothschild wines, in a month-long promotion that was picked up by 11 retail grocery store chains across North America. The promotion was designed to attract new customers to the premium quality of the world leader in fresh beef, the CAB brand.

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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-C-A-B

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

▶ CAB BRAND NEWS

Chateau Mouton-Rothschild is one of five “first growth” chateaus in France, and the brand is highly recognized among wine connoisseurs throughout the world.

Quality is multilingual

Display policies and restaurant licensing agreements for CAB are now available to foreign markets in the following languages: Spanish, Russian, Chinese (traditional and simple), Korean and Japanese.

Take me out to the ball game

For the second season in a row, the CAB brand is joining the minor-league Akron Aeros baseball team, a Cleveland Indians affiliate, in entertaining fans throughout northeastern Ohio. The world’s leading brand of fresh beef is sponsoring several promotions during the 2002 baseball season with CAB-licensed grocer, Acme Fresh Market stores.



Feedlot-Licensing Program monthly honors

The CAB Feedlot Partner of the Month for March is Pfenninger Cattle Co., Scott City, Kan. Greg White is manager. The award is based on volume, quality, customer service and educational initiatives.

The March Quality Assurance (QA) Officer is Chuck Freeman, assistant manager of Irsik & Doll Feedyard, Garden City, Kan. Freeman was also honored last fall as 2001 CAB QA Officer of the Year. The monthly award is based on attention to detail, timely enrollment of eligible cattle, accurate tracking through harvest and general commitment to the Program’s success.

The Feedlot-Licensing Program (FLP) honors partners who harvest qualifying groups of cattle with at least a 30% Prime or CAB acceptance rate that are also free of discount carcasses. There is no minimum group size, and the winning groups’ enrollment fees are refunded.

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



<u>Licensed CAB® Feedyard</u>	<u>Head</u>	<u>Sex*</u>	<u>%YG 1&2</u>	<u>%CAB/Prime</u>
River View Livestock Co.	36	S	55.6	50
Supreme Feeders LLC	49	S	77.6	47
Corcoran Farms	13	M	30.8	30
<i>Honorable Mentions:</i>				
El Oro Cattle Feeders	75	M	65.3	28
Supreme Feeders LLC	45	S	64.4	27

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