

Highlights

Successful feedlot QA seminar

The Certified Angus Beef LLC (CAB) Feedlot Licensing Program (FLP), now 70 partners strong in 18 states, hosted a "Commitment to Quality" quality assurance (QA) training seminar May 16-18 in North Platte, Neb.

Participants spent the first morning with Fort Dodge Animal Health representatives, learning about proper administration of vaccines, antibiotics and implants. The rest of the day, speakers presented information on proper cattle-handling techniques, health and nutrition programs, and new marketing techniques. Proper use of trademarks and the "Partner" logo was emphasized.

Participants then traveled south of North Platte to Rishel Angus for a delicious supper — hosted by Bill and Barb Rishel — featuring *Certified Angus Beef*® (CAB®) strip steaks. Friday morning was spent reviewing FLP "mechanics," from enrolling cattle to closing out the lot. For eight new feedlots, this was their first formal CAB training.

Five feedlots completed and signed all licensing agreements and were welcomed into the FLP:

- **Keller Cattle Co.**, manager Bill Keller, Eustis, Neb.
- **4+ Feeders**, manager Trent Hutchison, Lexington, Neb.
- **Lamb Feedyard**, manager David Lamb, Anselmo, Neb.
- **North Platte Feeders**, manager John Tucker, North Platte, Neb.
- **Ashland Feeders**, manager Scott Girard, Ashland, Kan.

There were approximately 40 participants, as many licensed yards sent new employees through the program. Call (785) 539-0123 or visit www.certifiedangusbeef.com/cabprogram/sd/ldlot_lic.html on the Web for a complete and current list of feedlot licensees.

CAB sponsors producer mailing list server

A new producer forum for e-mail discussions opened in May. The mailing list server "Black-Ink" opened with 350 members, a merger of the former Beef Today-L and CABProgram-Producer lists. Steve Suther, CAB industry information director and

former *Beef Today* editor, started the earlier lists several years ago. When *Beef Today* decided the list no longer fit its needs, Suther accepted the offer to merge it with the CAB list.

A note at the bottom of each Black-Ink posting states the list is sponsored by CAB to facilitate discussions about profitable production of high-quality beef. Similar to its namesake — the "Black Ink" column found in farm and ranch newspapers across North America — the new mailing list server is meant to help producers find ways to enhance profitability. To join, send an e-mail message to Suther at ssuther@certifiedangusbeef.com.

Journalism internship

Chris Lavergne, a junior in agricultural journalism at Kansas State University (K-State), has been selected as a summer intern for the CAB Industry Information Division, working with director Steve Suther. Lavergne writes stories, travels to feedlots and ranches for photographs and interviews, develops outreach to farm broadcasters, and conducts media surveys.

Pioneering international territory

Not long ago companies had to forge new relationships in uncommon markets to generate international sales. Now they must work to keep those relationships vibrant.

Excel Corp., the second-largest meat packer in the United States, recently was recognized as a key partner in international sales for the CAB brand. The company was



CAB's Maggie Hodge and Jim Riemann presented Stanley Miller, vice president of Excel's international sales, with a Frank Murphy print to celebrate its June anniversary.

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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 BOARD OF DIRECTORS

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honored for 10 years of building relationships and market opportunities in nine world markets for CAB.

"Excel has helped to launch the CAB brand in some major international markets," says Maggie Hodge, CAB international director. "It was one of the first major exporters to be licensed in 1991."

Excel's efforts include promoting and selling the brand in the Japanese market. Its commitment to building strong relationships with other CAB licensed partners and having a knowledgeable sales team have been fundamental to its success, Hodge says. Excel's fiscal year (FY) 2000 sales in Japan increased 26% over 1999.

Hitting the target

The FLP honors partners who harvest qualifying groups of cattle with at least a 30% CAB acceptance rate and that are free of "out" or discount carcasses. Enrollment fees

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were refunded for three winning groups in April — two mixed-sex loads (30% and 49% CAB) from Heartland Feeders II, Menlo, Kan., and one load of steers from Sandhills Cattle Feeding Inc., Bassett, Neb., at 39% CAB.

The distinction is difficult to achieve because any single carcass that is too heavy, light, fat or lean disqualifies a group. Approximately 25 other groups met the CAB acceptance rate criteria but fell short due to outliers.

CAB opens doors

The Memphis (Tenn.) Country Club recently began offering the CAB brand. This prestigious account was a new customer for licensed distributor Hardin's Sysco, also in Memphis. Mike Russell, Hardin's CAB specialist, says the brand helps distributors satisfy current customer needs for a quality product and opens doors to an array of new accounts.

Chef honored

Mickey Beriau, Dole & Bailey's CAB specialist, recently was named the American Culinary Federation (ACF) Northeast Regional Chef of the Year. He'll compete for the national prize at the National ACF Convention in Las Vegas this July. Beriau brushed up at the Boston Food Show this spring where Dole & Bailey's theme was "Back to Basics," featuring CAB steak meats and underutilized cuts.



Sun Run shines brightly

Certified Angus Beef LLC (CAB) teamed up with British Columbia Special Olympics (BCSO) to participate in the 2001 Vancouver Sun Run. CAB personnel and Special Olympic athletes and coaches crossed the starting line in bright yellow shirts with lettering that asked, "Did You Beef Up for the Sun Run?" On April 22 nearly 45,000 people participated in the 10-kilometer (km) run.

Based on participation numbers, this is Canada's biggest community run and the second-largest 10-km run in North America. An estimated 7,000 people were exposed to the CAB booth in the registration area. Interaction was the name of the game, as captured by Certified Clyde™ appearances, games, and the distribution of 320 samples of CAB Quick N Easy® pot roast and 220 of the beef in barbecue sauce.

The pot roast also was served at the VIP and elite athlete reception prior to the run. Kenyan runners were seen taking heaping helpings of the pot roast. The event is strongly supported by local CAB licensees Intercity Packers and Overwaitea Food Group. The race benefits British Columbian athletes and the *Vancouver Sun* Raise-a-Reader campaign.



Michael Simard, purchasing agent for Intercity Packers Ltd., a licensed CAB distributor in Vancouver, British Columbia, gets assistance sampling CAB products during the 2001 Vancouver Sun Run from Special Olympians and their coach.