



# Brand News

► News and highlights from Certified Angus Beef LLC\*

## New FLP partners

The Certified Angus Beef LLC (CAB) Feedlot-Licensing Program (FLP) recently welcomed these newly licensed partners:

- Beller Corp., Lindsay, Neb.;
- Flint Rock Feeders Ltd., Gruver, Texas;
- Guggenmos River Ranch Ltd., Brewster, Neb.;
- Highland Feeders, Belgrade, Neb.;
- Brad Huffines Feedlot, Lodi, N.Y.;
- Johnston Feedlot, Lindsay, Neb.;
- Lane County Feeders, Dighton, Kan.;
- Otter Valley Feeders, George, Iowa;
- Pratt Feeders LLC, Pratt, Kan.; and
- Wheeler Feed Yard Inc., Wheeler, Texas.



Visit [www.cabfeedlots.com](http://www.cabfeedlots.com) on the Web or call (785) 539-0123 for a complete and current list of feedlot licensees.

## Meeting of the minds

A group of Angus producers from Kentucky visited with Supply Development staff at the DM&M Feedyard of Cimarron, Kan., in April. The group learned of opportunities available to producers at a CAB-licensed yard. CAB staff also presented an overview of the *Certified Angus Beef*® (CAB®) brand and why producers should feed with a licensed yard.

## Show of support

CAB and Freedman Food Service of Dallas, Texas, recently supported the Tarrant County Junior Livestock Association fundraiser. Nearly \$10,000 was raised for the association's scholarship program. Local celebrity Chef Grady Spears prepared CAB flatiron steaks for 160 people and offered tips on steak rubs and grilling. The brand received praise from Spears, and there were many positive comments about the steak from attendees.

Spears owns and operates three restaurants in Fort Worth and Granbury, Texas, and Las Vegas, Nev.

## 2003 ad campaign

Consumers may see or hear as many as 6,000 advertising messages each day. Breaking through the clutter is a big job, but the CAB brand is up for the challenge. In its largest and most concentrated marketing effort ever, the brand is turning heads with roving billboards, television appearances, prominent advertising, media coverage and, most importantly, one-on-one consumer interaction.



The 2003 campaign focuses on the target markets of Saint Louis, Mo., and Dallas, Texas. A concentrated focus creates momentum by combining advertising, consumer events and public relations efforts in a tidal wave of branding.

Ads include billboards, print and radio — from February through September — which will reach more than 85% of the target audience an average of seven times every four weeks. In Saint Louis, direct-mail sheets featuring CAB value-added products draw consumers to local Schnucks Markets with coupons and recipe suggestions. The campaign hit the streets in Dallas when Freedman Food Service wrapped 35 trucks, used for daily deliveries in Dallas, Houston and San Antonio, with the billboard images.

Advertising is only one part of the multifaceted campaign. Event involvement is a critical element to build layers of consumer impressions and to create a wave of brand information. Brand impressions and

samples reached thousands of consumers at events like the Saint Louis Culinary Classic Competition and Dallas Home & Garden Show.

These same creative ad elements are available throughout the country to restaurants and retailers serving the brand. This helps create a unified message, attracts consumers to CAB-licensed businesses and adds to the target-marketing efforts started in 1998. City by city, the brand is winning consumers over to the best Angus beef and driving demand for the best Angus cattle.

## ... and the effort pays off

Print and radio advertising efforts continue to strengthen brand awareness in the industry and with consumers. Trade publications *Restaurant Business*, *Plate* and *BC Restaurant News* recently featured advertisements for the brand, as did consumer-oriented *D Magazine*. *D Magazine* featured the brand's Texas partners Cool River Café, Texas de Brazil, Risky's BBQ and Cantina Laredo. Consumer radio coverage continues in

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## SHIPPING DEPARTMENT

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

## TOLL-FREE CAB FLAVOR FINDER

A source for recipe ideas, storage and handling tips, restaurant listings, retail store locations and cooking information.

**1-877-2-EAT-CAB**

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

Dallas. Retail partner Schnucks Markets is featured in radio coverage in the Saint Louis market.

*Women's Lifestyle*, a women's magazine written for the Grand Rapids, Mich., area, featured several brand recipes in its May/June 2003 issue. *Meat Retailer's* March/April 2003 issue had repeated highlights of the brand, including quotes from Value-Added Products Director Brett Erickson and a story on CAB licensee RMH Foods. A story on Giant Eagle Inc. includes CAB Prime information and logs.

*Hamilton Magazine*, a Toronto metro publication with a circulation of 40,000, planned to run a spring feature on steak. The story would include at least one area steak house that serves the brand, with photos and recipes.

The listeners of KLIV-FM in Dallas are actively participating in the station's daily on-air Rock & Roll Trivia Contest, sponsored by the CAB brand. Winners receive a gift certificate valued at \$50 to Colter's Bar-B-Q or Texas de Brazil, both CAB-licensed restaurants. Throughout morning and afternoon drive times, radio personalities announce the contest with continuous mentions of the CAB brand. The event runs through July 14.

**Recognized by peers**

More than 800 representatives from the retail industry recently attended the Annual Meat Conference in Atlanta, Ga. Hundreds of new and innovative meat products were showcased at the product-tasting reception. Among the products sampled were CAB marinated tri-tips and single-pack deli items from Cargill Foods and smoked beef brisket from W&G Marketing Co. Inc. The brand also sponsored a Monday evening reception. CAB tri-tips and brisket were the featured entrées and received rave reviews.



Tri-tip

**Red carpet brand**

Sysco Food Services of Chicago rolled out the red carpet for the CAB brand at a recent food show. Sysco adorned its booth in CAB brand paraphernalia, and each person who sat down to learn more about the brand received two 10-oz. CAB strip steaks to take home. A total of 3,000 steaks were given away, resulting in 1,500 customer leads.

More than 900 pounds (lb.) of cowboy, porterhouse and strip steaks were given away in a raffle.

**Another satisfied customer**

Doris Cleland of Hicksville, Ohio, was the CAB winner at the 2003 Cattle Industry Annual Convention and Trade Show. She won a meeting registration valued at \$165. To be eligible, participants had to visit all six stations that CAB set up at the 2003 trade show and have a card punched at each location. They had to present the card at the CAB booth to register. In addition to the grand prize, CAB hats, steak-knife sets, Olympic bells, travel mugs and cookbooks were given to consumers.

**'The Great One'**

Hockey legend Wayne Gretzky was the winner of a celebrity golf tournament held recently in Palm Springs, Fla. Lone Star Foodservice, a CAB partner, provided CAB steaks to the winner of the tournament. A member of the Lone Star team participated in the tournament, as well, and spread the word about the brand's outstanding flavor and consistency. Perhaps Gretzky will continue to enjoy a 'great one' bearing the CAB logo when he gets a craving for beef.

**Round 'em up**

More than 80 participants attended the 2003 CAB Roundup Seminar in East Lansing, Mich. The two-and-a-half-day seminar included a day at Michigan State University (MSU), where participants learned about meat science, cattle production and carcass characteristics/fabrication information. Participants enjoyed a CAB strip steak dinner at Signatures Steakhouse, a CAB partner, and a Saturday sampling of CAB deli products.

**Howdy, partner**

The brand has welcomed 284 new retail and retail-deli partners since Jan. 1, bringing total licensed retail accounts to 3,960. With the addition of 10 new retail distributors, a total of 80 distributors continue to meet the demand for the brand.



**March On-Target honorees<sup>a</sup>**

Monthly recognition is part of the Certified Angus Beef LLC (CAB) Feedlot-Licensing Program (FLP) "Spotlight Award" series based on volume, quality, customer service and attention to detail.

**Feedlot Partner of the Month:**

Thomas County Feeders Inc., Colby, Kan., Mike Hunter, manager.

**Quality Assurance Officer:**

Scott Stevens, Schmitz Feedlot LLC, Clayton, N.M.

**ON TARGET**  
30-0



Mike Hunter

Licensed CAB® Feedyard	Head	Sex <sup>b</sup>	%YG 1&2	%CAB/Prime
Schmitz Feedlot LLC	18	S	43.2	49
McGinley-Schilz Co.	78	H	32.8	42

**Honorable Mentions**

Schmitz Feedlot LLC	13	S	23.1	75
Corcoran Farms	37	M	8.1	56
Silver Creek Feeders Inc.	57	S	14.8	44
Schmitz Feedlot LLC	42	S	42.9	40
Schmitz Feedlot LLC	27	S	33.3	34
Panhandle Feeders	183	S	22.0	33
Hergert Feeding Co.	24	S	12.5	33

<sup>a</sup>In the On-Target "30-0" program, the FLP honors partners that harvest qualifying groups of cattle with at least a 30% Prime or CAB acceptance rate that are free of discount carcasses. There is no minimum group size because sorting is encouraged to bring out the best in each animal. Honorable mention groups stood out for CAB acceptance, but contained discount cattle for one reason or another.

<sup>b</sup>H=heifers; M=mixed; S=steers.

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# McCurry receives Colvin scholarship

John McCurry, Burrton, Kan., believes the beef industry's challenge is to produce an end product that satisfies the most discriminating consumer — consistently. Such a goal is attainable, he says, by examining it from three vantage points: individually, as a breed and as an industry.

A senior majoring in animal science at Kansas State University (K-State), McCurry is the recipient of the *Certified Angus Beef*® (CAB®) brand's 2003 Colvin Scholarship Fund Award. The \$1,500 award is based on an applicant's activities and leadership within the beef industry, essay and communication skills, scholastic achievements, and letters of reference.

McCurry has been a member of the Kansas Junior Angus Association for 11 years and has taken on many leadership positions. In 2002 the Kansas Angus Auxiliary named him the Challenge Award recipient. He is an 18-year member of the National Junior Angus Association (NJAA) and was elected to the NJAA Board of Directors in 2001. In addition to numerous awards and scholarships, McCurry has earned top rankings as a member of K-State's collegiate livestock judging team.

During his summers, McCurry helps with sales and the production of 2,500 acres of alfalfa for a local farmer. In the fall and spring, he labors at purebred production sales. McCurry also maintains a registered Angus herd.

To apply for the scholarship, McCurry had to write an essay that answered the question "What challenges do you see facing the beef industry in delivering a desirable eating experience 90% to 100% of the time, and what are the solutions?" Citing

producers, the Angus breed and the meat industry as a whole, McCurry says the effort to provide a pleasant eating experience begins with the individual.

"My part in this equation, as an individual, is to utilize selection criteria and technology in my breeding and culling decisions," McCurry says. "Use of ultrasound and carcass EPDs (expected progeny differences) is a must in improving the quality and consistency of our end product."

McCurry also believes it is the responsibility of individual Angus producers to educate customers for enhanced profitability and to reward them for purchase decisions of sound genetic seedstock.

As a breed, Angus has achieved an unbelievable task of making much of the nation's cow herd black. According to McCurry, it's now up to the breed to differentiate itself from "black."

"Source verification is a tool that will offer proof in the product and enhance the profitability of those

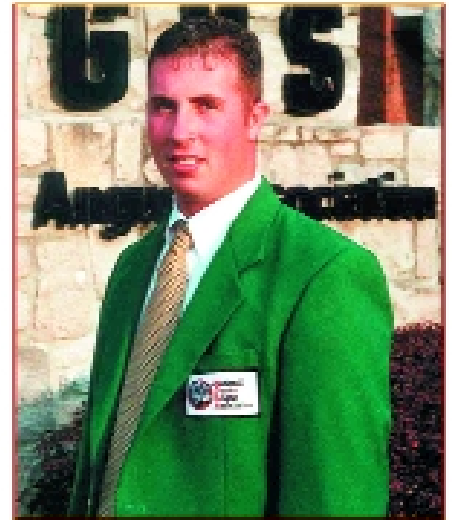
producers using good genetics to improve their herds," he says. "This solution is easy enough to implement not only for the large producer, but also for the part-time operator."

He says the Angus industry must seek more stringent requirements for sorting cattle. "Those lacking data may be destined for hamburger only, and the price differential will drive home the point quite clearly."

McCurry agrees that flavor, tenderness and juiciness are the key parameters used by consumers to judge meat for a desirable eating experience. Focusing on these in research and product development will

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**—John McCurry**



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continue to improve the consistency of Angus beef products, he says.

McCurry's ideas parallel the goals of the CAB brand. Less than 8% of all beef can earn the CAB brand name. Precise standards for flavor, juiciness and tenderness ensure CAB cuts grade USDA Prime or the top 35% of USDA Choice. It is the only brand that tracks every pound of beef from initial identification until it is sold to consumers. The integrity is built in.

McCurry's "burning desire" — as he puts it — is production agriculture, though he's realistic that it may be difficult to achieve independently. With minors in business and marketing, he's tailoring his education to ensure success.

"Angus cattle have allowed me to expand my horizons, challenged the way I think, opened my eyes to new possibilities and ways of doing business, and enabled me to meet people from all walks of life with one common denominator — Angus cattle."

Thanks to the generous support of CAB-licensed business partners, producers and individuals, the Colvin Scholarship Fund will continue to benefit those like McCurry who aim to achieve great things for the Angus breed. The 2004 award will be increased to \$2,500. Application deadline is December 2003. For more information, visit [www.certifiedangusbeef.com](http://www.certifiedangusbeef.com)

