



Brand News

► News and highlights from Certified Angus Beef LLC*

KJAA president doubles as CAB intern

Heather Hopper, Leonardville, Kan., is the 2002 Certified Angus Beef LLC (CAB) journalism summer intern. The CAB internship is available to a college junior or senior who excels in writing skills and beef industry knowledge. Hopper will complete her 10-week internship at the Manhattan, Kan., CAB office, reporting to Steve Suther, industry information director.

Heather, daughter of Garth and Teresa Hopper, is a senior at Kansas State University (K-State) with a dual major in animal sciences and industry and agricultural communications. She is a member of Agricultural Communicators of Tomorrow (ACT) and the Block and Bridle club, of which she is the newly elected president.

Hopper has been active in several beef organizations, including the Kansas Junior Livestock Association (KJLA), Kansas Junior Angus Association (KJAA), Kansas Junior Limousin Breeders Association, and the National Junior Angus Association (NJAA).

Her leadership posts have included president of KJLA and KJAA, and Miss Kansas Angus 2000. This year Hopper was selected to represent Kansas as a delegate to the 2002 National Junior Angus Show (NJAS) in Milwaukee, Wis.

Besides leadership, Hopper is active in and out of the showring. She enjoys participating in public speaking events, quiz bowls, cook-off contests and showmanship competitions. During the course of the internship, Hopper is responsible for generating story ideas, Web page updates, feature stories and publicity for the CAB Program.

Committed to quality

In June, the Feeder-Packer Relations Division conducted the eighth Quality Assurance Training Program since the inception of the Feedlot-Licensing Program (FLP). The seminar was held in Garden City, Kan. Twenty-nine representatives from 22 licensed feedlots in

nine states participated. Of the feedlots represented, 12 were newly licensed CAB feedlots. Program highlights included presentations by Fort Dodge Animal Health and veterinarian Sam Graham, Kansas Animal Health Department.

Reorganizing for greater service

To better serve customers, CAB has reorganized the responsibilities of several key positions. Brent Eichar, senior vice president, will focus on driving brand sales by overseeing Food Service, Retail, International and Value-Added Products divisions, as well as information systems.

Vice President Tracey Erickson will oversee the Marketing-Communications Division, as well as promoting all consumer branding efforts. She will also be an adviser to the International Division. Mark McCully, former packing director, has been named assistant vice president in charge of regional representatives. He will also assist Eichar with sales promotion focuses. Pam Cottrell, former director of human resources, is now an assistant vice president in charge of human resources, business administration, administrative staff and facilities management.

Larry Corah, vice president, will oversee Supply Development, Feeder-Packer Relations, Industry Information, the Packing Division and preparations for the DNA lab.

John Stika will move to the Wooster, Ohio, office as director of feeder-packer relations and packing. The changes allow the company to grow sales and address customer needs with greater efficiency.

For a more complete staff listing, refer to the "Resource Edition" insert in this issue.

Showcase for CAB partner feedlots

At the annual Beef Empire Days feedlot cattle show in Garden City, Kan., June 14, CAB-licensed feedlots fared well. The champion steer was a 1,206-pound (lb.) Angus-cross animal produced and fed by CSA Cattle Co., Leoti, Kan. The steer also placed eighth in the carcass contest, garnering enough points for CSA to finish third overall in the final standings.

The reserve champion steer was another

IBP celebrates 10 years with the Brand

Packer powerhouse IBP Inc. continues its mission to add value throughout the world by offering *Certified Angus Beef*® (CAB®) brand products to customers. The company signed a license agreement with the brand 10 years ago and has become a leading Certified Angus Beef LLC (CAB) partner. IBP has licensed 11 plants and typically makes yearly sales gains of 10%-12% with the CAB brand. The company recently added the CAB *teres major* (shoulder tender roast) to its product line.

In March, IBP became one of three packers currently offering CAB Prime.

"IBP has been a critical player in the aggressive growth of the brand over the last decade by offering CAB cuts worldwide," said Mark McCully, CAB assistant vice president. "The company has taken a lot of ownership in the brand, with a commitment that begins at the top."

IBP focuses efforts on the premium qualities of the brand, according to CAB President Jim Riemann. "This strategy enables IBP to service its customers with product that consistently delivers the great eating experiences consumers expect."

"CAB's approach was ideal for the conventional packer of the 1980s and early 1990s," said Charlie Mostek, senior vice president of sales and marketing for IBP. "The program introduced marketing techniques unfamiliar to packers at that time. And combined with the growing demand for the CAB brand, they made it easy to reach [brand] capacity. We have many customers who depend on us to supply the brand. Our CAB premium grid [on average] pays a higher premium than others."

To commemorate the company's 10-year anniversary with the brand, Riemann and McCully presented IBP executives with the framed print "The Angus Breed is Launched in the United States of America" by renowned artist Frank Murphy.



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Angus cross, a 1,226-lb. animal fed at another CAB partner feedlot, Thomas County Feeders, Colby, Kan. The reserve champion heifer was a 1,126-lb. smoky-colored Angus-cross fed at CAB partner Irsik & Doll Feedyard, Garden City, Kan.

Get a 'Birdseye' view

Kikkoman, Birdseye and the CAB brand have joined forces in a promotion featured in more than 2,000 grocery stores nationwide since July 4. Consumers receive a \$1-off coupon for any CAB brand product with the purchase of a Kikkoman sauce and Birdseye Simply Grillin' vegetable item. The promotion was designed to send consumers searching for the brand at the meatcase.

Envy of the grill next door

The CAB brand has joined forces with top-of-the-line grill manufacturer Broil King to teach consumers tips and tricks for great grilling. The partnership is part of Broil King's Q School, in which participants learn how to grill using CAB products and newly-purchased Broil King gas grills.

Broil King grills are sold in more than 400 nonfood retail outlets across Ontario, Canada.

CAB steaks will be the "perfect steak" featured on all advertising materials produced by Broil King, reaching thousands of potential customers. Four schools will be held throughout the summer.



New products abound

CAB-licensed processor Advance Foods of Enid, Okla., recently unveiled four new CAB items. New products are CAB beef fajita strips, Philly beef sliced steak, Philly beef sliced steak with vegetables and Steak-EZE Philly kit. A CAB BreakAway Corned Beef item is in the works as well.

W&G Marketing of Iowa was recently approved to produce a CAB Hickory Smoked Beef Brisket.

TGIF in Japan

The CAB brand will soon be featured on T.G.I. Friday's menus in Japan. Six units throughout Tokyo and Yokohama will feature a CAB burger, supplied by licensed importer Ito Ham. T.G.I. Friday's, originally established in New York City in 1965, was the first American casual dining chain and today boasts restaurants in 52 countries.

Carter's stores "Go for the Gold"

All 23 retail stores of Michigan-based Carter's Inc. recently participated in a value-added products display contest. The contest was part of the brand's "Go for the Gold" retail promotion. The stores were judged on photos of their meatcase displays and were divided into three theme competitions based on store size: ice hockey, ski jumping and skeleton.

Meat department associates at the gold-medal stores received Olympic fleece vests; silver-medal winners received Olympic hats; and winners of the bronze received a limited edition Olympic pin. Participating meat departments were truly competitive with extensive ads and displays highlighting *Certified Angus Beef*® (CAB®) value-added products. The contest generated enthusiasm among shoppers and employees, attracting customers to the meatcase in a fun and entertaining way.



Lucky dad gets the beef

The CAB brand teamed with Schnucks supermarkets and Suburban Lawn Centers in St. Louis, Mo., for a Father's Day promotion. The contest was run by radio station WSSM, Smooth 106.5. Dads were nominated by station listeners through the WSSM Web site. The winner received a new gas grill and gift certificates for CAB brand products and side dishes from Schnucks.

Good news in Guam

The Hyatt Regency Resort in Guam recently licensed all five of its eateries to serve CAB brand products. Triple J Enterprises, licensed distributor throughout Guam,

Saipan, Palau and Ebeeye, was instrumental in upgrading the outlets. The Saipan Hyatt converted to CAB brand product in 1999. As one of Guam's premier resorts, the Hyatt Regency attracts thousands of honeymooners, tourists and business travelers each year.

Retail advice anyone?

A Retail Advisory Committee was recently formed in CAB's Retail Division to provide direction and input into future programs. The 10-member committee meets twice a year to discuss divisional goals, promotional programs, licensing policies and guidelines. Al Kober, director of retail, selects committee members, who serve a renewable two-year term.

Feedlot-Licensing Program monthly honors

The CAB Feedlot Partner of the Month for May is Eisenmenger Farms Inc., Humphrey, Neb. Joe Eisenmenger is manager. May Quality Assurance Officer is Eric DeTrolio, El Oro Feeders, Moses Lake, Wash.

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 that harvest "30-0" groups of cattle — those with at least a 30% Prime or CAB acceptance rate and free of discount carcasses — by refunding enrollment fees. In May-reported data, Supreme Feeders, Kismet, Kan., stands out again with a draft of 42 mixed-sex cattle that achieved 62% CAB. Thomas County Feeders, Colby, Kan., hit the target with 54 steers that were 37% CAB and Prime and 66.7% Yield Grade 2. Hutchinson Livestock, Scottsbluff, Neb., sold 42 heifers that went 55% CAB. Here's a summary of accomplishments from the May data reports:

Licensed CAB® Feedyard	Head	Sex*	%YG 1&2	%CAB/Prime
Thomas County Feeders Inc.	54	S	66.7	37
El Oro Cattle Feeders	36	S	44.4	31
Supreme Feeders LLC	42	M	45.2	62
Boise Valley Feeders	30	H	50.0	34
Gregory Feedlots Inc.	27	M	40.7	41
Hergert Land & Cattle Co.	25	H	0.0	44
Hutchinson Livestock	42	H	28.6	55

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

