

Highlights

- Advertising blitz targets cow-calf sector
- Branding the world
- In-store promotions elevate sales

Smiles for Clyde in Des Moines

Smiles were wide at the National Junior Angus Show (NJAS) when Zachary, Baron, Steven and Katarina Rieker finally met Certified Clyde™. The quadruplets had looked forward to meeting Clyde since they first learned of him in May, when their mother and brother had seen him make an appearance at the Indiana Angus Field Day.

The 7-year-old quadruplets of Greg and Julie Rieker, Columbus, Ind., visited Clyde at www.2eatcab.com to tide them over before they met.

These junior members soon plan to join brother, Christoph, in the showring. The family traveled to Des Moines to see Christoph show.

Clyde enjoyed visiting with the Riekers and all the junior members in Des Moines.



PHOTO BY SCOTT JOHNSON

The Rieker quadruplets, (from left) Steven, Katarina, Zachary and Baron, finally met Certified Clyde™ at the National Junior Angus Show.

CAB® Prime time at National

National Beef, a division of Farmland Foods, began identifying and fabricating Certified Angus Beef™ (CAB) products meeting USDA Prime marbling levels in June. It is not yet known exactly how much volume can be expected, but foodservice is considered the primary destination. Production occurs in Dodge City and Liberal, Kan.

National Beef joins Tarpoff Packing Co., Granite City, Ill., as the only licensed packers to produce CAB brand Prime.

Advertising blitz targets cow-calf sector

A late-summer advertising campaign in regional publications was aimed at getting commercial cow-calf producers interested in feeding their calves and retaining ownership. The July-through-September series suggested capturing value through information services from Certified Angus Beef LLC (CAB) and licensees' feeding and marketing options.

"Information is power in today's cattle industry," says Christy Johnson, CAB Supply Development marketing manager. "This campaign helped introduce these services to an audience we've not reached before." The campaign ultimately strives to steer more high-quality cattle into licensed feedlots to fulfill demand for CAB products.

Quarter-page ads appeared in 30 regional farm and ranch publications with 574,000 subscribers nationwide. These publications have a history of reporting news and information about CAB, the Feedlot Licensing Program (FLP), cow-calf management and marketing options.

Restaurant contest stirs demand

The 2000 Restaurant Contest helped waitstaff promote CAB entrées to their customers, meaning great prizes for them, higher sales for participating restaurants and increased demand for the brand.

"With the contest, the server becomes an active partner in recommending Certified Angus Beef cuts. Their excitement translates to consumer interest in the brand during the competition and beyond," says Amanda Wydner, who coordinated the contest as an intern in 1998 and joined CAB full-time in July. She and Lori McCullough, former executive director of the Wisconsin Beef Council, are spearheading CAB's restaurant services.

This spring, servers at 270 restaurants nationwide competed for cash prizes by recommending CAB entrées to their customers. Prizes were awarded to sales leaders in each restaurant, but only the top server was awarded a random chance to win \$1,000 in cash and prizes at the regional level. Regional winners represented Snapper's Restaurant, Savannah, Ga.; Under the Onion, Meridian, Idaho; Grafton Inn, Carleton, Mich.; and Rainbow Grille, Pittsburg, N.H.

Stephanie Gray from the Rainbow Grille was randomly selected from the regional finalists to earn the \$4,000 grand prize — a combination of cash, travel vouchers and Ticketmaster gift certificates.

"Stephanie really pushes the CAB prime rib," explains Linda Howard, Rainbow Grille's manager. "She is very enthusiastic because she is a real beef lover and loves the CAB prime rib." She received her prizes at a July 10 staff banquet, which happened to be on her birthday.

This is the fourth year for the restaurant contest, one of the primary activities geared toward servers and other restaurant staff. An additional 75 servers each earned \$100 for their team spirit in leading restaurant staff throughout the competition.

ZIP to new beef locator

Enter a ZIP code at www.2eatcab.com and, in seconds, discover CAB-licensed restaurants and grocery stores near you. This new Web-based service addresses frequent consumer inquiries to purchase CAB products and, ultimately, drives demand for Angus cattle. The search provides names, addresses, phone numbers, Web sites and maps to U.S. and Canadian licensees.

"Our Certified Angus Beef locator is ready to dine when you are," says Marylynn Roe, consumer services manager. It's accessible 24 hours a day, seven days a week, and addresses peak dining hours in all states from Maine to Hawaii. It expands a comparable service offered weekdays from 8 a.m. to 5 p.m. (Eastern time) on the toll-free consumer tip line at 1-877-2-EAT-C-A-B.

Beefing up Saint Louis

Beef was hot in Saint Louis, Mo., this summer. CAB partnered with licensed retailer Schnuck Markets and area radio stations to beef up the *Life can't have too much flavor*® brand-building campaign in the market.

The primary event steering consumers to the CAB brand was a lunchtime concert series held downtown on Fridays in May and June. The week before Father's Day and July Fourth, CAB and Schnuck's staff cooked up Holten Thick-N-Juicy® burgers, made from CAB chucks, for people to sample and talked to them about the brand. The crowd gathered from area office buildings for the food and top local bands.

"It was a fun event for folks to jump-start the weekend and for us to satisfy their beef cravings," says Diane Peacock, who coordinated the event for CAB. "Even when it started raining, they waited in line for the burgers."

CAB teamed up with Y98 radio and other sponsors to host City Days. Other radio sponsorships promoted the brand on-air. KLOU 103.3 in Saint Louis featured recipes every Friday for four weeks on the midday *Dana's Dish* program. At KEZK 102.5, eight weekly giveaways rewarded listeners with CAB cuts and other items needed for hosting a backyard barbecue for 20 guests.

This is the third year for CAB's brand-building campaign and the second year it's been in Saint Louis. The campaign ties regional magazine advertising with radio promotions, in-store signage and sampling events to boost consumer interest in CAB products.

Branding the world

The CAB brand is making its mark in Japan. In-store samplings and advertisements by licensed restaurants and retailers ensure the brand's message reaches Japanese consumers.

"We've discovered surprising breadth and depth in the *Certified Angus Beef* brand promotions by our licensed restaurants and retail stores," says Maggie Hodge, CAB's international director.

CAB staff traveled to Japan in June to solidify relationships with restaurants and retail stores and to develop marketing plans focused on building consumer awareness. They met some licensees for the first time: Fuji (64 stores), Izumiya (64 stores), K.K. Yamanaka (six stores) and Queen's Cosmo.

At the single-unit Queen's Cosmo store, more than 90% of the beef was CAB product. This is a significant commitment considering native Wagyu beef is the traditional favorite among consumers and strong competition exists among imports.

Colvin named LPC Headliner

The Livestock Publications Council (LPC) selected Louis "Mick" Colvin as its 2000 Headliner Award winner for his meritorious service to the livestock industry. More than 180 publication editors, writers and staff attended the awards dinner July 30 in San Antonio, Texas.

A former regional manager for the American Angus Association, Colvin joined a group of Angus producers to establish the Certified Angus Beef (CAB) Program in 1978. The brand's success helped bring about the need for value-based cattle marketing, and ultimately, the rediscovery of eating quality as the driving factor in recovering consumer demand for beef. Today, more than 30 beef brands attempt to duplicate the *Certified Angus Beef*™ brand's 22-year reign as the leading fresh-beef brand.

Since his retirement as the first executive director of CAB in 1999, Colvin has been serving the organization in an advisory role. He'll share his beef branding insights this fall as instructor for the new branded-beef marketing course at Ohio State University.



Steve Suther (left) and Crystal Meier (right) with CAB congratulate Mick and Virginia Colvin (center) on Mick's receiving the LPC Headliner Award in San Antonio, Texas.

Bolze tapped by BIF

Ron Bolze, director of genetic programs for Certified Angus Beef LLC (CAB), accepted the Beef Improvement Federation (BIF) Continuing Service Award at BIF's July annual meeting in Wichita, Kan. The award recognizes his contributions to beef improvement, both within the organization and elsewhere in the industry.

Prior to joining the CAB team, he was executive director of BIF, where he played a major role in publishing the most recent edition of *Guidelines for Uniform Beef Improvement Programs*. He was an Extension specialist in livestock production at Kansas State University, where he was involved in the development of HERD (Heifer Evaluation for Reproduction and Development). As an Extension beef specialist for Ohio State University, he focused on cow-calf management, including estrous synchronization and intensive grazing.

Bolze earned a bachelor's degree at Pennsylvania State University and a doctorate at Kansas State University.



Ron Bolze (right) receives congratulations on his Continuing Service Award from the retiring BIF president, Willie Altenburg.

Training sessions were conducted for Restaurant Gyuemon (15 locations), K.K. Meat the Meat (two stores) and Maruichi Sansho, a distributor focused on service to end users.

Planning meetings with intermediary distributors provided insight to the market and potential end users. "In the complex Japanese distribution system, these companies directly service end users and are crucial to the brand's continued success in Japan," Hodge says.

In-store promotions elevate sales

Spring retail contests in Canada and Puerto Rico helped 103 retailers elevate sales and consumer interest in the CAB brand. Overwaitea Foods #31, Kamloops, British Columbia, and Pueblo Xtra Altamira, Guaynabo, Puerto Rico, geared up their promotions to claim top prizes.

"These beefed-up promotions helped customers recognize the brand and realize where to purchase it," says Maggie Hodge, international director. "It's a step towards making the *Certified Angus Beef* brand a destination product in these stores."

In Kamloops, knowledgeable staff guided customer purchases and provided sample products at a food fair attended by 25,000 people. Meanwhile, the store in Puerto Rico communicated product benefits, effectively used point-of-sale material and assisted customers with their purchases.

Secret shoppers evaluated the stores to determine the winners. They expect the winners' focus on the brand to continue long after the contest ends. Two meat-department representatives from these stores traveled to the CAB Annual Conference in August to accept their awards, to network with fellow retailers and to discover new ways to promote the brand.

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Pleasing consumers nets national awards



PHOTOS BY BRAD PARKER

"The winners of this awards program – and the nearly 100 entries in total – clearly demonstrate that beef is working to meet the needs of today's busy consumers," said Carl Blackwell, executive director for new product development with NCBA.



From steak to burgers to beef stew, the beef industry continues its emphasis on

new, convenient, branded beef products with the announcement of the winners in the Best New Beef Products Awards 2000. With prizes totaling \$250,000, the nation's beef producers honored the four winning manufacturers of great-tasting retail and foodservice beef products at the Cattle Industry Summer Conference in Denver, Colo.

The winners represent the rising category of branded, convenient beef products that are helping the continued increase of consumer demand for beef. Through the Best New Beef Products Awards 2000, manufacturers are recognized for their successes and are encouraged to use the prize money to bolster continued research and development of new, convenient beef products. The Cattlemen's Beef Board (CBB) and the nation's beef producers, through their \$1/head beef checkoff, sponsored the contest with the National Cattlemen's Beef Association (NCBA) serving as contest administrator.

The effect of these convenient, branded beef products is evident in both the foodservice and retail arenas. At retail, sales of branded, prepared beef items for the fresh meatcase have grown more than 67% (or \$47 million) in the past two years. At foodservice, operators and executives are turning to high-quality, convenient, labor-saving beef products to deliver greater economic value.

— NCBA

CAB® steaks take top honor

NCBA named the *Certified Angus Beef*™ (CAB®) Quick-N-Easy™ top sirloin steaks in bourbon sauce as the overall best new beef product for 2000. The steaks won the grand champion honor and the best retail product category. RMH Foods Inc., a food processor located in Morton, Ill., married tender, juicy and flavorful CAB beef with true convenience.

RMH Foods pairs great cooking techniques with the natural, robust flavor of CAB top sirloin to create CAB Quick-N-Easy steaks. The fully-prepared entrée warms to serving temperature in just eight minutes. Hand-seasoned steaks are slow-cooked in a bourbon sauce featuring oak-aged Kentucky spirits and packaged in a microwavable tray. The savory steaks cross boundaries by being fast enough for everyday but memorable enough for special occasions.

"The hallmark of our company is great taste," said Jon Rocke, president of RMH Foods. "We built our foundation on taste. That dictated we start with the absolute best. We have chosen to use the CAB brand for 15 years."

Two RMH products, both made with CAB cuts, placed in the top five in the inaugural

contest two years ago. "Now to be named the overall winner!" Rocke said. "To us, being recognized shows we are offering consistent quality with all our new products. We want each new product to be of the same high quality and caliber. We recognize that people want convenience and variety. We offer everything from a very traditional pot roast to the Quick-N-Easy steaks, something typically found only in restaurants."

"The emphasis CAB has placed on fast meal solutions is aimed at providing today's consumers top-quality eating experiences with the added benefits of time savings and ease of preparation," said Brett Erickson, director of value-added products for

Certified Angus Beef LLC (CAB).

"RMH Foods represents everything we could ask for in a licensed partner. They work very hard at being the best in what they do. Part of that is taking a very serious approach researching what products to offer. When you first eat a CAB Quick-N-Easy steak, the rich flavor surprises you. It is something you expect at a white-tablecloth restaurant from a master chef. If you took it out of the package and put it on fine china, with all the



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trimmings, you would not believe this steak took only eight minutes.”

RMH Foods Inc. was founded in 1937 as a packinghouse. The family-owned and third-generation company “reinvented” itself in the last five years, Rocke said. In the early 1990s, RMH started offering meal solutions through mail order. In 1995 it began sales to retailers. Some RMH products are now available to the foodservice industry. The company hopes to introduce two new beef products within the next year.

Bubba burgers win

Additionally, CAB Bubba burger™ hamburgers were named the best new product from a small company. Made by licensed processor Eaves Foods Inc. of Elberton, Ga., the burger offers another great marriage of outstanding beef and true convenience. The result is a juicy, all-beef hamburger.

Each CAB Bubba burger hamburger is made with ½ pound (lb.) of 100% fresh ground chuck. They are individually frozen and packaged in 2-lb. boxes, making it fast and hassle-free to cook for one or for a crowd. Made to cook frozen, the burgers go from a grill or hot skillet to the table in 10 minutes.

Eaves Foods is a fourth-generation, family-owned company. Walter “Bubba” Eaves, CEO, used the family’s 64 years of experience in the meat industry and his grandmother’s secret to create these entrée-size burgers. They have the visual appeal of the best handmade burgers and consistently offer mouthwatering flavor bite after bite, Eaves said.

“Earning a top award for our burger makes us feel like we have the best burger in the United States,” he said. “When we chose to make them with CAB brand beef, I said to myself, ‘It has to be the best burger now.’”

“Eaves Foods has the highest expectations of their product,” Erickson said. “They took ground beef, almost considered a generic item, and have given their CAB Bubba burger a flavor experience that rivals steak. It is amazing that something so easy to prepare can be this good.”

More CAB finalists

The CAB brand also netted two other finalists in the competition. CAB barbecue beef and CAB meat loaf were finalists in the foodservice and retail categories.

The barbecue beef is produced by licensed partner W&G Marketing of Ames, Iowa. It offers a full, hearty flavor from 100% CAB shredded chuck. The rich barbecue sauce is accented by a gentle hickory-smoke flavor. It has the added benefit of being 95% lean.



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Bubba burger™ hamburgers, made with CAB® product, were named the best new product from a small company. Made by licensed processor Eaves Foods Inc. of Elberton, Ga., the burger offers another great marriage of outstanding beef and true convenience.

The meat loaf is produced by RMH Foods. With the tender and fluffy texture of an old-fashioned meat loaf, it actually improves upon the quality and taste of many homemade renditions since it starts with CAB chuck and round cuts. Beefy gravy completes this comfort food.

“As a brand, we set extremely high standards for all CAB fully prepared and convenience products,” Erickson added. “Whether they win or not, they all have the ability to be the best new beef product in America. Grocery shoppers can expect the same outstanding quality they know and rely on with fresh CAB cuts.”

High standards

Winners of this year’s contest were announced Aug. 2 at the Cattle Industry Summer Conference. The contest included 93 new beef products.

“The winners of this awards program — and the nearly 100 entries in total — clearly demonstrate that beef is working to meet the needs of today’s busy consumers,” said Carl Blackwell, executive director for new product development with NCBA. “Many of

these new, branded beef products can be heated and served in just minutes — providing consumers with a convenient meal solution, the great taste of beef and a bundle of essential nutrients in every bite.”

The combined efforts of the beef industry and private manufacturers not only have helped grow the convenient beef category, but they also have contributed to the growing demand for beef overall. Consumer spending for beef set a new record during the first half of 2000, reaching \$26.2 billion, which is nearly a \$2-billion (or an 8%) increase from one year ago, according to Cattle-Fax, a private market-research firm.

The awards program was judged by an independent committee. Products were judged on taste, how well they addressed consumers’ changing needs or foodservice operators’ productivity needs, innovative character or packaging, and distribution. To qualify, products needed to be introduced into the marketplace after Jan. 1, 1998. The selection process began in February 2000. Prior to the final decision in each category, products had to pass a strict food safety audit.