



# Brand News

► News and highlights from Certified Angus Beef LLC\*

## Tasteful e-mail

It's fun, free, thoughtful and creative. It's the *Certified Angus Beef*® (CAB®) brand Virtual Steak — a free e-mail postcard available on the Certified Angus Beef LLC (CAB) Web site.

The postcard feature is simple to use. Visit [www.certifiedangusbeef.com](http://www.certifiedangusbeef.com), click on "send a virtual steak," and follow the instructions. There are eight mouth-watering photographs from which to choose, with sound available, and the person receiving the message will get a complimentary recipe featuring CAB product. The system allows you to preview the postcard before sending it, and only the sender and receiver have access to the card's Internet address.



CAB's Virtual Steak e-mail postcards are a unique tool for making business contacts, organizational announcements, meeting reminders and personal notes. Best of all, they're the only e-mail postcards featuring the CAB brand.

## Everywhere you want to be

CAB Olympic pins have gone to the bank. They'll be part of a pin collection that Visa is putting together for its major member banks in the United States. The program traded 25 CAB pins for 25 Visa pins, then Visa purchased 575 CAB pins to include in their promotion.

"This is another small avenue to promote our association with the Olympics and tie our company to the top-caliber companies that support the Games," says Deanna Scrimger, CAB Olympic coordinator.

## Honey of an opportunity

Honey Baked Ham, one of the newest CAB foodservice 100% licensees, is rolling out a new beef program with CAB brand roast beef (inside round), corned beef (bottom round flat), and prime rib [case-ready, 3- to 5-pound (lb.) pieces], according to Dan Emmenegger, Hudson Meat Co. CAB's Dianna Stoffer had accompanied Emmenegger to the Honey Baked Ham Co. in Cincinnati, Ohio, earlier this year to help present information and deli meat samples.

John Adair, director of research and development with Honey Baked Ham, confirmed in July that the company's plans to put a premium sandwich program in all of its 57 stores would feature CAB brand product processed by Hudson Meats.

## Colvin scholarship

University students, here is your edge on the upcoming \$1,500 Colvin Scholarship award. Funds will be dispersed in fall 2002, but you can act now. Applications are available through the Web, with essays due Dec. 1, 2001. Students with beef industry leadership skills at the junior- and senior-college levels should visit [www.certifiedangusbeef.com](http://www.certifiedangusbeef.com) for full details.

## Canadian expansion

Better Beef Ltd., Guelph, Ontario, the largest beef processor in eastern Canada, is the third Canadian packer to become licensed to produce CAB brand product. Like the Alberta plants owned by IBP and Cargill, Better Beef will use the Canadian grading and inspection system to assure the same quality standards as those observed in the United States. The licensing process was

complete by the first of September, and production was expected to get underway. CAB's new partnership with Better Beef opens the door for a much stronger brand presence in eastern Canada, says CAB packing director Mark McCully.

## Baseball event a hit with fans

Baseball cards — pleasing as apple pie and popular as hot dogs. Sports enthusiasts of all ages have collected the icons for more than 50 years, and moms everywhere have threatened to dispose of them for just as long.

Fortunately for baseball and mothers everywhere, CAB teamed up with the Akron Aeros — a Cleveland Indians farm team — to create the first baseball cards Mom won't toss out. Each card features a CAB recipe she'll love.



CAB and an Acme Fresh Market store in Akron, Ohio, hosted a Baseball Extravaganza on July 22 to showcase the release of the trading cards. Several hundred enthusiastic baseball fans participated as Aeros team members grilled free CAB burgers, signed autographs, and offered free pitching and playing tips to youngsters.

The pitching coach and the team's athletic trainer gave mini-workshops. Orbit, the Aeros mascot, and *Certified Clyde*™ posed for photos. A local radio station broadcasted live during the festivities.

This year marks the Aeros' 13th year in the Eastern League as the Indians' Double-A partner. They have achieved four straight Eastern League attendance records from 1997 to 2000, making them the second Class AA franchise ever to draw more than a half-million fans.

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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

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## CAB regional representatives shine

Sometimes life's opportunities pull staff far from the CAB office in Wooster, Ohio. This year, CAB found a way to make that work to everyone's advantage.

After four years as communication manager, Dena Krumwide returned to her native California last winter. Rebecca Thomas, former international and marketing director, moved to Texas this spring. Both staffers saw their roles change, but both remain key members of the CAB team as the company explores regional representation.

"Having staff located in the markets allows us to quickly service licensee needs and evaluate opportunities for growing the CAB brand there," says Tracey Erickson, CAB vice president. "We are excited about the opportunity to establish closer contact with our licensees in California and Texas. Dena and Rebecca have been employed with CAB for over five years and bring a thorough knowledge of the company to the field with them."

What do they do out there? Thomas is the primary contact for several key retail licensees in Texas and Oklahoma, such as Randall's Tom Thumb and Reasor's. "I visit the stores and meet with personnel on new initiatives, programs and marketing materials," she explains. "I am also keeping an eye on the competing retail chains in the area, seeing what items they offer and how they are promoted."

Working closely with Freedman Food Service, Thomas, now an assistant director of marketing communications, helps prepare the Dallas and Fort Worth area for target-market activities. She researches and identifies restaurants that would work as signature, high-profile accounts.

"I visit the accounts with Freedman as we work together toward getting them licensed," she says. Thomas stands ready to conduct waitstaff training for licensees and to assist with marketing needs.

In Krumwide's new role as a regional representative, she continues public relations work, venturing into the retail and supply development sides, too.

"I see my area and work developing throughout the Pacific time zone," she says. "My previous work with Vancouver, British Columbia, editors was a natural fit and became a highlight early."

Krumwide still coordinates some of the marketing communications projects she did while in Ohio. The development of color editorial food pages is an example. From planning strategy with partner brands and licensees to finding photo-shoot props, she tries to visualize what editors across the country will request and use in their food sections. One example is the Gold Medal

## DNA research takes time

DNA marker research to determine marbling and tenderness potential in beef cattle has made "steady progress," say the Ohio State University (OSU) scientists behind those studies. Daral Jackwood and Francis Fluharty made news early last year in announcing a breakthrough discovery of the test, following four years of research. Certified Angus Beef LLC (CAB) funds their efforts, and while OSU holds a patent on the test, CAB holds the option to license its exclusive use.

After the first news and application for a patent, the scientists began the long process of converting from tedious lab testing of blood samples to commercial-speed LightCycler® readings. The first step was cloning and sequencing the DNA bands. Then the LightCycler had to be tuned and fine-tuned while DNA samples were checked and rechecked from every angle.

By the time the OSU patent was granted June 5, 2001, Fluharty and Jackwood knew more about how the marbling-related DNA bands function and had successfully converted analysis to LightCycler technology. The tenderness-related bands had been cloned and sequenced, but work centered on the marbling test because of its importance in the current

market. The university applied for further patents to protect its discoveries, and Fluharty addressed the American Society of Animal Science (ASAS) in late July.



Francis Fluharty

Field research that began last fall led to analysis this summer of 588 fed cattle's blood samples and about that many cow samples from five herds across the country, Fluharty says. Some samples from finished cattle at packing plants proved unreadable because of their poor quality, however.

"In one case, all the samples were lumped into one bag and folded so that they stuck together," he says. The problems affected at least 75 steer samples and some cow samples. Fluharty says commercial testing may be available next year, and producers will have to learn better sampling techniques.

For future reference, he gives this advice: "Become familiar with the cards before using them. You won't want to touch the card in the area where blood will be applied, but you will label the card with the date blood is drawn. After applying one to two drops in the designated circles, you will need to let cards dry at least four to six hours, then fold properly and place each card in a separate zipper-lock bag with a desiccant pack."

Grilling page for newspapers highlighted in the August 2001 "Brand News."

"Being here to work directly with retailers, such as the Raley's and Andronico's stores, creates a win-win," says Krumwide, who gathers inspiration from the licensees. "In the wine section of an Andronico's store, I was so excited when I saw a laminated list of menu ideas. Immediately my mind was visualizing having a CAB recipe in the wine section. In a way, these stores are becoming my babies, and I'm proud of the relationships and progress."

When the brand is involved in large-scale sponsorships in Dallas and Fort Worth, Thomas coordinates them, working with Ohio staff to order product and promotional materials. This summer, for example, Aidells' fajita sausage was featured at an event at the nearby Hurricane Harbor water park.

Greater involvement on the production side through state fair events and activities are developing on the West Coast. "I'm passionate about agriculture and beef production," says Krumwide, "and excited to become involved once again in agriculturally diverse California."

Thomas and Krumwide work for the

CAB Supply Development Branch as needed, conducting feedlot visits, producer interviews and activities. They cultivate relationships with American Angus Association regional managers Casey Worrell and John Dickinson to become familiar with area Angus ranches, working toward sourcing high-quality cattle into licensed feedlots.

The CAB representatives speak at producer meetings and sometimes bring in their regional manager teammates or local Angus producers to present at CAB foodservice and retail meetings.

"There is real potential for regional representation," Thomas believes. She says her diverse background with CAB prepared her for the role. Regional representatives with long experience in the Wooster office bring something more to licensees — "an understanding of the culture of the company," Thomas says. "With Dena's and my being in the markets, there is an increased sense of security and availability from the licensees. They like knowing someone is in the same state and knows the market."

Marc Kane, meat and seafood vice

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president at the 10-store San Francisco area Andronico's, says, "We are in the middle of a full-scale assault on educating our customers about CAB, and what makes CAB and Andronico's different from other retailers who don't carry it. Having Dena in the stores regularly has made this program much easier to start and continue successfully.

"All 10 of our meat managers know they have almost immediate access to POS (point of sale) material and knowledgeable support about questions or issues that come up with CAB. Having Dena assigned to our area was as proactive a move as I could have asked for from CAB."

Thomas and Krumwide invite your ideas that relate to Texas and Oklahoma or the Pacific time zone, respectively. Send e-mail to them at [rthomas@certifiedangusbeef.com](mailto:rthomas@certifiedangusbeef.com) or [dkrumwide@certifiedangusbeef.com](mailto:dkrumwide@certifiedangusbeef.com), or call the Ohio office to leave them a message. Over the next year, CAB will evaluate licensee response to determine if additional regional representation is in the company's best interest, Erickson says.



### Hitting the target

The Feedlot Licensing Program (FLP) honors Partners who harvest qualifying groups of cattle with at least a 30% Prime or *Certified Angus Beef*® (CAB®) acceptance rate and that are free of discount carcasses. There is no minimum group size because sorting is encouraged. Winning groups' enrollment fees are refunded. Here are the standouts from the June data closings.

CAB-licensed feedyard	Head	Sex	% YG 1 & 2	% CAB®
Gregory Feedlots Inc.	25	H	44.0	52
Sandhills Cattle Feeding Inc.	67	H	52.2	54
Sandhills Cattle Feeding Inc.	36	S	66.7	56
Sandhills Cattle Feeding Inc.	37	M	51.4	71
Sandhills Cattle Feeding Inc.	28	S	39.8	57
Hergert Land & Cattle Co.	42	S	16.7	30
Sandhills Cattle Feeding Inc.	66	S	45.5	47
Heartland Feeders II	28	S	42.9	30

#### Overall FLP numbers at midyear

	Year to date	June
Total enrolled	102,791	14,735
Steers	53,754	8,046
Heifers	38,021	5,450
Spayed heifers	1,276	84
Mixed	9,540	1,155
% CAB eligible	77%	68.9%
% harvested	44.9%	29.5%
Cattle data closed out	62,068	15,934