



Brand News

► News and highlights from Certified Angus Beef LLC*

Group to provide consumer-friendly information

John Stika, Certified Angus Beef LLC (CAB) director of packing and feeder-packer relations, participated in the organizational meeting of the Growth Promotant Advisory Board. The group was started by Rich Shuler, president and CEO of Ivy Animal Health, a pharmaceutical and beef implant manufacturing company. The group's goal is to develop an effective, consistent, factual and consumer-focused message by all manufacturers about growth-promoting products that can be shared by all segments of the beef industry.

In the wake of recent media coverage that negatively depicted several aspects of beef production, the group is determined to construct a plan for conveying the value of growth-promotant use to consumers. As a next step, the board will contact the manufacturers of all leading growth-promoting products for a more extensive meeting.

Exports to Japan rising

Exports to Japan for May 2002 were up 8.5% compared to April 2002 numbers. This slight recovery is a positive sign that things are looking up for beef exports. Wholesale prices for Japan's premier brand — Wagyu beef — are at record-high levels as consumer preference for upper-end branded Wagyu is returning. The trend is a positive sign for

Certified Angus Beef® (CAB®) brand products because as domestic prices rise, Japanese consumers will be looking for a high-quality, yet economic alternative. That alternative, for Japanese consumers, is the CAB brand.

Feedlot-Licensing Program monthly honors

The CAB Feedlot Partner of the Month for June is Hutchinson Livestock, Scottsbluff, Neb. Jim Hutchinson is owner-manager. The June Quality Assurance Officer is Kendall Lock, Thomas County Feeders, Colby, Kan.

Monthly awards are part of the CAB Feedlot-Licensing Program (FLP) "Spotlight Award" series, based on volume, quality, customer service and attention to detail. Winners receive CAB value-added products and eligibility for annual awards.



Jim Hutchinson

Feeding the troops

Did you know our armed forces are enjoying the CAB brand? Colter's BBQ of the Army & Air Force Exchange Services, is the largest user of CAB product of all international restaurant licensees (single unit or chain). Colter's has one unit in Germany

and one in Japan. Together, the two have promoted more than 82,000 pounds (lb.) of CAB brisket this fiscal year (FY). Globally, there are 25 licensed Colter's (mainly U.S. locations), serviced by Freedman Food Service of Dallas.

Puerto Rico trip entices chefs, uncovers violations

CAB International Division staff hosted a recent seminar in Puerto Rico, with 59 chefs attending. The presentation included possibilities for using the top blade and shoulder tender (*teres major*). Attendees received one American Culinary Federation (ACF) education credit for completing the *Science Behind the Sizzle*™ course, and a cutting demonstration introducing these two "new" items followed. Afterward, each attendee was able to taste the product, which was prepared by the Caribe Hilton's executive chef.

During the Puerto Rico trip, serious mislabeling violations were uncovered and addressed at three of Pueblo's four CAB-licensed stores. One store offered skirt steak labeled with the brand, although the store does not purchase CAB skirt. Boneless ribeye steaks of unknown (but certainly lower) grade, called Dorado steaks, were marked as CAB product and displayed in three stores. The CAB International and Brand Assurance divisions will follow up with the Pueblo corporate office to make sure the problem has been corrected.

MSU Spartans roll out the brand

Michigan State University (MSU) is the best of the Big 10 — at least when it comes to menu options. MSU fans will soon be enjoying CAB steak sandwiches and burgers during all home games, as well as soaking in the CAB brand message. CAB's in-house design team will create special backlit menu board inserts and three 10-foot banners for the Spartans to advertise CAB product throughout the stadium.

CAB participates in NCBA staff development sessions

Larry Corah, CAB vice president, addressed nearly 90 National Cattleman's Beef Association (NCBA) staff members during a recent NCBA staff development session. Corah discussed "How Branding and Quality Affect Profitability in the Beef Industry."

Boston in Canada, eh?

Boston Pizza, a 160-unit franchised chain in Canada, will feature a CAB top sirloin promotion in November and December. Top sirloin will become a permanent item on the menu in 80 stores,

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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.

and the Boston Pizza corporate office hopes to convince remaining units to bring the steak on as a result. To ensure the promotion's success, back-of-the-house cooks will be trained on proper grilling techniques, and waitstaff will be trained in selling the brand tableside.

Because of the number of stores involved, the franchise structure and the remoteness of many locations, in-person training isn't a cost-effective or time-feasible option. Beef Information Centre and Boston Pizza will produce a training video for back-of-the-house staff, and CAB will provide waitstaff training resources.

Brand making headlines

A recent *Newsday* article on branded beef continues to receive press through wire services. The article is gaining publicity on food pages discussing grilling techniques. CAB marketing-communications staff members have collected clippings from more than 31 publications and 10 Web sites. The press coverage has generated many consumer calls from around the country. To date, printed circulation of the article has reached more than 1,359,689 consumers. Web site numbers are not available.

The brand was also mentioned in a *New York Post* article on the Waldorf-Astoria. The hotel recently began offering CAB cuts. The paper's daily circulation exceeds half a million copies.

Consumers get over the Blues with House of Beef campaign

Oklahoma-based Reasor's Inc., a 100% CAB-licensed retail chain, is running a "House of Beef" campaign to promote the brand in its retail stores. The campaign, which began in April and runs through September, features the "Beef Brothers" — a spin-off of the Blues Brothers. The campaign targets adults ages 25-54, with a male twist — "masters of the grill."

Reasor's ran radio and television commercials, as well as print and outdoor media advertisements. Artwork featuring the CAB logo was featured on grocery bags, tattoos and buttons. Employees joined the fun, wearing fedoras and sunglasses. The stores also offered giveaways, like cardboard cutouts of the Beef Brothers and shelf cards. Several stores held promotional events on the air during morning radio programs. The campaign successfully

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Sales to Mexico up 39%

Mexico's growing middle class and expanding economy have resulted in tremendous growth potential. In fact, *Certified Angus Beef*® (CAB®) volume to Mexico for this fiscal year (FY) to date is 2.9 million pounds (lb.), up 39% from last year. In July, CAB International Division staff traveled to Mexico City and Monterrey to conduct kick-off training seminars for new licensees X.O. de Chihuahua and H.E.B. Mexico. While in the country, they met with Comercial Norteamericana and U.S. Meat Export Federation (USMEF) staff to finalize the brand's 12-month business and growth plan for the Mexico marketplace.

So many recipes, so little time

CAB staffers are headed to their own kitchens to test more than 250 recipes from recent online brand recipe contests. The recipes, submitted by cooks across the country, feature CAB cuts used in everything from appetizers to main entrées. The recipes voted most popular and delicious may be used on the CAB Web site, in future cookbooks, as recipe cards and in other promotional materials.

Try a recipe on your own.

Sizzlin' Round the Grill Steaks

2 lb. CAB® brand eye of round steak	2 Tbs. fresh parsley, chopped
Fresh cilantro and parsley sprigs for garnish	1 Tbs. ground cumin
Marinade:	1 Tbs. chili powder
Juice of 2 medium-sized lemons	1 tsp. dried oregano
1 medium onion, grated	1 tsp. each, salt and pepper
2 garlic cloves, minced	1 Tbs. olive oil
	2 Tbs. Worcestershire sauce

In a small bowl, mix all marinade ingredients. Refrigerate half of the mixture and pour the other half into a 13 x 9-inch casserole. Add the meat and coat both sides. Cover and refrigerate overnight. Turn meat occasionally. Place meat on a plate and discard used marinade. Grill meat until desired doneness, remove to platter. Heat reserved portion of marinade until warm. Cut the meat into thin strips and arrange on a platter with cilantro and parsley sprigs. Pour heated, reserved marinade over beef. Serve with a cool, summer salad and fresh bread.

Yummy Beef & Cheese French Bread

1 lb. CAB® brand ground beef	1 tsp. chili powder
½ cup onion, chopped	1 loaf French bread
2 garlic cloves, finely minced	½ tsp. cumin
1 cup green pepper, diced	1 tsp. salt
1 cup olives, sliced	2 cups sharp cheddar cheese, shredded
1 8-oz. jar of salsa, mild or hot	

In a frying pan, sauté beef, add onions, garlic and green pepper. Continue cooking until tender. Add remaining ingredients except bread, and mix thoroughly. Split bread lengthwise and remove most of soft bread. Place French bread on baking sheet and spoon filling into both halves. Bake in a preheated oven at 450° for 15-20 minutes, or until bread is golden brown. Cut each half in six slices. Serve immediately.

For more recipes featuring CAB products, browse through those entered in the 19th annual Auxiliary-sponsored All-American *Certified Angus Beef* Cook-Off that are published with the National Junior Angus Show (NJAS) coverage in this issue.

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promoted the brand using uniquely entertaining events that prompted customers to head for the meatcase.

Ice carver sizzles down South

About 55 members of the American Culinary Federation, Charlotte Chapter, attended a CAB-sponsored educational event at the Piedmont Gas Technology Center in Charlotte, N.C., July 15.

The program included ice carving demonstrations by CAB feature carver Chuck Cooper, and a *Science Behind the Sizzle* presentation by foodservice staff. Corporate Chef Lawrence Willard and Executive Chef Bill Seay prepared appetizers using the flat iron cut. In addition to attracting local media coverage, the event

introduced chefs to the benefits of the brand.

New to the brand

CAB's Retail Division recently licensed several stores throughout the country, including Adams Super Foods of Cheshire, Conn. The 18-store chain is currently licensed to sell CAB fresh product, and will now offer the brand's convenience items. Other newly-licensed retailers include Marvin's Market of Selbyville, Del.; Jumbo Foods of Enid, Okla.; Soo Super Valu of Sault Sainte Marie, Mich.; and Town Meats on Main of Wakefield, R.I.



Boise Valley Feeders hits the mark

Boise Valley Feeders of Parma, Idaho, a division of Agri Beef Co., is the first CAB-licensed feedlot to reach the Silver Target in the CAB 30-0 program. The FLP honors partners



Shane Berquist
of Boise Valley Feeders

that harvest "30-0" groups of cattle — those with at least a 30% Prime or CAB acceptance rate that are free of discount carcasses. Undesirable carcasses include those of Yield Grades (YG) 4 and 5, Standard or lower quality grades, too heavy or light, no-rolls and dark cutters.

Special recognition, including an On-Target award for display in their office, is given when a licensee reaches a Bronze Target threshold volume of 500 head meeting 30-0 specifications. Silver Target and Gold Target awards are set at the 1,000- and 2,000-head cumulative levels, respectively, to include all enrolled cattle harvested since initial licensing.

As usual, Boise Valley is represented in this monthly table. Note that May CAB Feedlot of the Month, Eisenmenger Farms, Humphrey, Neb., stands out with four excellent loads. June Spotlight winner Hutchinson Livestock, Scottsbluff, Neb., also hit the target with two mixed loads featuring top yield grades. In fact, more than half of all the 30-0 cattle in this report were leaner than YG 3. Here's a summary of accomplishments from May and June data reports:

Licensed CAB® Feedyard	Head	Sex*	%YG 1&2	%CAB/Prime
Eisenmenger Farms Inc.	23	H	78.3	82
Eisenmenger Farms Inc.	20	H	75.0	60
Eisenmenger Farms Inc.	60	S	60.0	38
Eisenmenger Farms Inc.	27	H	29.6	33
McPherson County Feeders	34	S	51.3	73
Supreme Feeders LLC	11	S	36.3	73
Beller Feedlot	28	S	3.6	57
Boise Valley Feeders	26	H	76.9	54
Royal Beef	20	M	45.0	50
Darnall Feedlot	48	S	14.6	40
Hi-Vu Cattle	37	H	71.1	38
Gregory Feedlots Inc.	63	S	71.4	37
El Oro Cattle Feeders	23	H	78.3	35
Hutchinson Livestock	31	M	71.4	35
Hutchinson Livestock	31	M	60.5	32
Hergert Feeding Co.	41	H	22.7	34
Hergert Feeding Co.	42	H	38.1	33
Schmitz Feedlot LLC	20	S	30.0	30

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

