



Brand News

► News and highlights from Certified Angus Beef LLC*



Just what the doctor ordered

Hospitals continue to sign on for the patient-pleasing taste of *Certified Angus Beef*® (CAB®) brand products. William Haffner (right), a surgeon at Susan B. Allen Memorial Hospital, congratulated CAB specialist John Landry, Sysco Food Services of Kansas City, on licensing the hospital in El Dorado, Kan. Haffner owns Cold Creek Springs Angus and has been a member of the American Angus Association since 1987.

Sysco provided CAB ground chuck patties for the brand's kick off in conjunction with the hospital's employee-appreciation day. Landry reports, "There are a lot of people in that area who raise cattle and understand CAB."

Landry also recently prepared CAB tenderloin filets for the Sysco board of directors when they came to inspect a \$14 million expansion to the Olathe, Kan., plant.

Join the pack

Certified Angus Beef LLC (CAB) welcomed Murco Foods, part of the Packerland Packing Co., into its family of licensed packers in September.

John Coleman, vice president of marketing, and Steve Van Lannen, vice president of technical services for

Packerland, visited the CAB office in Wooster, Ohio, in August for an information exchange and to sign the licensing agreement. They shared information about Packerland's business, recent changes and goals at its three divisions: Packerland Packing, Sun Land Beef Co. and Murco Foods.

Most of the company's beef supply is of dairy influence, but there is a significant and growing Angus component at the Murco Foods plant near Plainwell, Mich., which is now licensed to produce the *Certified Angus Beef*® (CAB®) brand. Van Lannen says the company will focus on developing strong, open relationships with producers.

The brand featured in print

City Visitor magazine's October 2001 issue features steak and chop houses in Cleveland, Akron and Canton, Ohio. The article includes John Q's Restaurant and the CAB brand. The writer interviewed CAB's Dianna Stoffer, who offered a chef's perspective. The magazine was placed in the guest rooms of at least 120 hotels in late September. It reaches approximately 400,000 business and tourist travelers.

A sweeter pot

On top of the prize money already at stake in the Best of the Breed (BoB) Angus Challenge contest, co-sponsor CAB has added \$10,000. The cash prizes will be awarded to the top 10 BoB groups of fed cattle within CAB-licensed feedlots, regardless of location. That's separate from and in addition to the official contest prizes of up to \$100,000.

Winners will be determined by BoB value guidelines and rewarded as follows: first place, \$3,000; second place, \$2,000; third place, \$1,000; fourth and fifth places, \$750 each; and sixth through 10th places, \$500 each.

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TOLL-FREE FLAVOR LINE

1-877-2-EAT-C-A-B

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To Russia with CAB

Maggie Hodge and Heidi Scheffler, director and assistant director of the CAB International Division, respectively, traveled to Moscow in August for a week of meetings with Russian licensee Quality Products (QPI).

The two conducted in-depth sales training for QPI staff, which Hodge characterizes as “energetic and dedicated.” Several questions dealt with product specifications, sales techniques, alternatives to high-priced middle-meat items and marketing of the brand.

The recent infiltration of unlicensed companies that are selling CAB product or another “Angus” product with confusing marks has been a major obstacle in a market where “black market” has nothing to do with hide color.

Throughout their four days in the capital, Hodge and Scheffler visited major upscale hotels, steak houses and fine dining establishments with QPI staff. The CAB team assured those licensees and prospects that QPI is the licensed distributor and that the CAB brand has quality specifications and works exclusively through a licensing structure.

“The meetings were beneficial for us to gain a greater understanding of Moscow’s true potential as a market,” Hodge says. She and Scheffler also paid a brief visit to Saint Petersburg, where they visited prospective accounts and licensees with QPI staff. “Saint Petersburg does not have the initial potential for growth that exists in Moscow, as it is more of a summer tourist destination,” Hodge reports.

Plans for the coming year in Russia center around helping QPI establish and grow the CAB brand. “We also plan to work with QPI and the U.S. Meat Export Federation (USMEF) to plan a seminar targeting QPI staff and the restaurant trade in Moscow and Saint Petersburg,” Scheffler says.

“The seminar will focus on fabrication and menu

merchandising to introduce some new cuts to the market. Today the rib, strip, tender and short loin are the only steaks sold, but we see a lot of potential in some

high-quality, yet lower-priced, beef items on Russian menus.”



Hitting the target

The Feedlot Licensing Program (FLP) honors Partners that 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. As sorting is encouraged, there is no minimum group size, with winning groups’ enrollment fees refunded. Here’s a summary of accomplishments from the July data closings.



CAB-licensed feedyard	Head	Sex	% YG 1 & 2	% CAB®
Hergert Land & Cattle Co.	22	H	57.5	32
McLean Feedyard Ltd.	102	S	48.0	34
Pfenninger Cattle Co.	43	S	60.5	40
Lamb Feedyard	16	M	6.3	44
Hergert Land & Cattle Co.	40	S	15.4	46
Hergert Land & Cattle Co.	28	S	47.2	50

Licensed partners sharpen focus at Peak Performance

Producing beef for consumers goes beyond grid marketing, a renowned meat scientist told 35 cattle feeders at the 2001 Peak Performance feedlot seminar in Fort Collins, Colo., Aug. 15. The feeders came from CAB-licensed feedlots across the country. Gary Smith, who occupies the Monfort Endowed Chair in Meat Science at Colorado State University, delivered the keynote presentation in a day filled with cutting-edge ideas (see “Marbling Myths” on page 158 and “EPDs and Carcass Value” on page 162).

Smith noted producers are learning that marketability must include superior carcass traits. Marbling ranked as the No. 1 demand driver in the 2000 National Beef Quality Audit (NBQA), he said. He cited several other studies that agreed, but he also noted tenderness ranked second. Studies show the higher levels of marbling at average-Choice or higher are associated with more-tender beef, especially when it comes from British breeds, Smith said.

Beef producers should consider every factor that goes into pleasing consumers and do everything they can to ensure they are sending the best possible product to the next segment in the increasingly integrated beef supply chain, Smith concluded.

Besides Smith and CAB staff, speakers at Peak Performance included Sally Dolezal, Dolezal Enterprises, Derby, Kan.; Al Kober, Clemens Markets, Philadelphia, Pa.; Robbi Pritchard, South Dakota State University, Brookings, S.D.; Clem Ward, Oklahoma State University, Stillwater, Okla.; Sam Hands, Triangle H Grain & Cattle Co., Garden City, Kan.; Calvin Gunter, Best of *the Breed*, Dallas, Texas; and Scott Mueller, Samson Premium Beef, Platte Center, Neb.

FLP monthly honors

The CAB Feedlot Partner of the Month for June was the Roland and Gayle Pudenz Feedlot, Plainview, Neb., where Rollie Pudenz is the manager. Feedlot Partner of the Month for July was Hergert Land & Cattle Co., Greeley, Colo. Donald Hergert is the manager there. The award, based on volume, quality, customer service and educational initiatives, includes a CAB value-added product luncheon for employees and eligibility for annual awards.



The June Quality Assurance (QA) Officer of the Month was Kendall Stubby, McPherson County Feeders, Marquette, Kan.; and the July

QA Officer of the Month was Joe Greig, Greig & Co. Inc., Estherville, Iowa. The honorees won for their attention to detail, timely enrollment of eligible cattle, accurate tracking through harvest and general commitment to the Feedlot Licensing Program’s (FLP’s) success. The award includes a gift package of CAB products and eligibility for the annual award featuring a trip for two to the 2002 National Finals Rodeo (NFR) in Las Vegas, Nev.

Call (785) 539-0123 for a complete and current list of CAB feedlot licensees.

Friends, true believers

When the annual bicycle ride across Iowa, sponsored by the *Des Moines Register*, passed Cresco in 1996, about 30 of the 10,000 riders stayed at the home of current CAB licensed cattle feeder Jeff Ryan. He stays in touch with several of those campers, and at least one has become a CAB devotee.

“We gave them a tour of our farming operation and let them see firsthand what goes into getting their meal on the table,” Ryan says. He explained how he aims for the

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premium CAB market and works toward continual improvement in producing beef while serving the group home-raised steaks.

“One of the bicyclists, Kevin, is a dot-com CEO who moved to Iowa from the San Francisco Bay area this year,” Ryan reports.



“His company converts passenger jets to cargo carriers, but he is fascinated by all aspects of farming and beef production in particular.”

Ryan went with Kevin to the Macaroni Grill, a CAB licensee, while in Des Moines earlier this year. “As we ate, I explained the CAB program, the exacting standards required to qualify for it and the steps producers take to reach their goals.”

The education, in combination with the eating experience, had an effect on the businessman. “Kevin now reports to me from his travels across the country,” Ryan says. “At a meeting in Dallas this spring, he and his business associates went to a restaurant that served nothing but *Certified Angus Beef* [beef].”

“Kevin discovered none of his companions that evening were aware of the CAB brand. He proceeded to give them ‘the speech,’ and happily reported that everyone at their table that night ordered CAB. Better still, everyone was thoroughly impressed with the product and with Kevin’s knowledge of the system.”

In August, Ryan heard from Kevin again:

“Just wanted to report the successful conversion of two more unenlightened individuals into the fold of *Certified Angus Beef* believers. You might call me something of a CAB evangelist, I guess. Credentials are enclosed.”

As usual, Kevin had enclosed CAB steak picks for each successful “conversion.”

“Producers rarely hear anything back from an end user,” Ryan notes. “We may see reports from feedlots and data from packers, but we almost never get to hear from the folks with the forks. It’s nice to know that we’re not just keeping people satisfied — moderate satisfaction is a mediocre goal. We’re making true believers and CAB enthusiasts out of people.”

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