



Brand News

► News and highlights from Certified Angus Beef LLC*

National Junior Angus Show carcass contest

There were 42 steers at the National Junior Angus Show (NJAS) carcass steer contest, with the champion steer exhibited by John Pfeiffer of Mulhall, Okla. The winning carcass weighed 807 pounds (lb.), qualified for the *Certified Angus Beef*® (CAB®) brand and was a trim Yield Grade (YG) 2.

The champion pen of three was owned by Flinton, Ethan and Hannah McCabe of Elk City, Kan. Their cattle were all YG 2 carcasses with two qualifying for CAB and one qualifying for CAB Prime.

Certified Angus Beef LLC's (CAB's) Clint Walenciak and Rocky Honeywell were on hand to coordinate weighing, tagging and transportation to the plant. They also collected, at the plant, the carcass data used to select the winners.

Building Blocks for Success

Twenty-four attendees participated in the most recent Building Blocks for Success Seminar at CAB executive offices in Wooster, Ohio. Attendees met on a Tuesday afternoon to learn about the history of the CAB brand. They also took part in a Meat Science 101 course and learned about the Packing and Supply Development Divisions.

Guests were treated to a strip steak dinner that evening at the newly licensed When in Rome Ristorante.

The following day, participants discussed the sales focus of the CAB brand, including divisional overviews by Brand Assurance, Foodservice, Retail, International, Value-added Products and Marketing-Communications. The sessions concluded with a lunch of Aidells sausage and top sirloin kabobs.

Another plant licensed

With the recent addition of an Excel packing plant in Wyalusing, Pa., the CAB brand now has four plants located east of the Mississippi. The brand has licensed 29 packers in the United States and Canada with an average plant capacity of 1,800 head of cattle per day. CAB developed a relationship with Excel Corp. in 1988 and currently works with six of the company's packing plants.

Brand hosts chefs for dinner

CAB supplied its branded product at the recent U.S. Meat Export Federation (USMEF) chefs' dinner in Mexico City, Mexico, where the USMEF culinary competition winners were announced. CAB cutlets were the featured entrée, and CAB Chef Dianna Stoffer worked with USMEF's corporate chefs on unique recipe ideas. It was a prime opportunity for promoting the exceptional quality of CAB products to members of the culinary world.

Reciprocal Meat Conference

CAB President Jim Riemann along with Kate Berg, College Relations, IBP Inc., recently spoke on "What Employers Want in a New Hire" at the 55th annual Reciprocal Meat Conference (RMC) in East Lansing, Mich. Other topics included case-ready packaging, international views on U.S. meat, consumer trends in food safety and industry research priorities. CAB's Mark McCully and Clint Walenciak attended the event.

Mexican distributor licensed

International staff officially launched X.O. de Chihuahua as the newest CAB distributor in Mexico City, Mexico. X.O. has requested permission to portion-cut CAB product at its plant. Upon receipt of an approved quality-control plan and food safety audit, production will begin. Marinated inside skirts will be the primary item produced for the large-volume Argentine-style steakhouses in Mexico City.

Brand of the rising sun

CAB's Heidi Scheffler, International Division, begins a six-month stay in Japan on Oct. 1. While in the "Land of the Rising Sun," Scheffler will work with individual licensees to increase customer contact throughout Asia and grow CAB product sales. She will also develop a long-term growth plan for the region, which is the leading export market for CAB products.

Using skills to help others

Maggie Hodge of CAB's International Division has found a rewarding use for her

Feedlot-Licensing Program monthly honors

The Certified Angus Beef LLC (CAB) Feedlot Partner of the Month for July is DM&M Feedyard, Cimarron, Kan. Dan Miller is manager. The July Quality Assurance Officer is Scott Girard of Ashland Feeders, Ashland, Kan.

Monthly recognition is 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 are eligible for annual awards.

The FLP also honors partners that harvest "30-0" groups of cattle with at least a 30% Prime or CAB acceptance rate and free of discount carcasses, by refunding enrollment fees. In July-reported data, Beller Feedlot of Lindsay, Neb., was in a league of its own. The feedlot, which is situated between the Sandhills and the Corn Belt, logged, in a single report, 305 total head of 30-0 cattle in seven groups harvested from early June through early July. Here's a summary of accomplishments from the June and July data reports:

Licensed CAB® Feedyard	Head	Sex*	%YG 1&2	%CAB/Prime
Beller Feedlot	40	S	70.0	70
Beller Feedlot	26	S	19.2	69
Beller Feedlot	44	S	25.0	64
Beller Feedlot	24	S	54.2	58
Beller Feedlot	30	S	36.7	40
Beller Feedlot	60	S	50.0	32
Beller Feedlot	81	S	25.9	31
Hergert Land & Cattle Co.	29	S	20.7	66
T-Bone Feeders	17	S	52.9	65
Irsik & Doll Feedyard	18	H	77.8	56
4+ Cattle Feeders	24	H	50.0	54
Hergert Feeding Co.	20	S	20.0	40
Hergert Feeding Co.	45	H	15.6	39
Schmitz Feedlot LLC	39	S	46.2	36
Schmitz Feedlot LLC	20	S	55.0	30
Beeffland	40	H	20.0	36

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

*Certified Angus Beef LLC is a wholly owned subsidiary of the American Angus Association.

leadership skills outside of the workplace. Hodge is a mentor volunteer at the Wayne County, Ohio, Department of Children's Services. She mentors an active 16-year-old. For the past two years, the pair have met twice a week for shopping, dining out and other activities.

Hodge also assists the teenager with the development of life skills, career choices and schoolwork. For her service as a volunteer, Hodge has been nominated for Wayne County Child Advocate of the Year in 2001 and 2002.

"I would like to see more young professionals volunteer," says Hodge, a Georgia native. "There are many young 'transplants' like me who have a lot to give."

Grand slam

The bases were loaded for a grand slam partnership between the CAB brand, Blue Ribbon Meats and the Akron Aeros on July 3. CAB distributor Blue Ribbon Meats Inc. of Cleveland, Ohio, hosted nine customers in the owner's suite at an Akron Aeros baseball game.

Guests dined on CAB Quick-N-Easy™ pot roast by RMH Foods, W&G Barbecue Beef, and Usinger's Olympic franks. Guests also received a gift package containing a CAB cookbook and other memorabilia. It was a prime opportunity for promoting the brand to potential new customers.

Independence Day in Texas

Thanks to CAB Chef Dianna Stoffer, Houston radio listeners were prepped on grilling perfect steaks and burgers for July 4 meals. Prompted by a radio release offering the brand's grilling tips, Houston station KTRH-AM 740 requested a live interview on Independence Day.

Houston-Galveston is the seventh largest radio market in the United States with a population base of 3,973,100. KTRH averages 160,116 listeners. The press release

was also sent to 550 stations in our target markets and the remaining top 10 U.S. radio markets for use over the holiday.

Measuring brand awareness

The 2002 Olympic Winter Games celebrated the world's greatest athletes, as well as provided an opportunity to introduce consumers to the world's leading brand of beef. The effects have been calculated and we know that athletes, volunteers and spectators enjoyed more than 1.5 million servings — 475,824 lb. — of CAB product during the Games. So many media (television, print and radio) used the brand as a feature that those brand mentions accounted for 55 million "media impressions."

An ice-carving tour served as the No. 1 venue for leveraging the Olympic spirit with licensees, consumers and the media. Thirteen events were held prior to the Games and six were scheduled after. To date, more than five million brand impressions have been made through attendance, advertising and media coverage at these special events. The brand's Olympic involvement has increased consumer and industry exposure to value-added products, as well as bringing the brand unlimited international presence.

Enquiring minds want beef

The National Enquirer will be using eight CAB recipes in upcoming issues. The magazine's circulation is estimated at 2.6 million consumers, and the value of each recipe placement is about \$11,400. *The National Enquirer's* food editor selected the recipes from a CD put together by CAB Marketing-Communications and Information Systems staff. The CD is used to nurture relationships with editors who show interest in CAB products and recipes.



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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