



Brand News

► News and highlights from Certified Angus Beef LLC*

Rising to the top

It may seem as if only enormous companies can rise to the top in the grocery business today. But six retailers of modest scale demonstrate that the keys to winning loyal customers in middle America are quality foods and service, not size.

Each business succeeds in unique ways, but all enjoy the results of a sound financial statement and satisfied customers. The common factor? "Each one taps into the *Certified Angus Beef*® (CAB®) brand's quality and consumer momentum," says Chad Stine, CAB retail director. "They have successfully co-branded their businesses with the CAB brand."

Certified Angus Beef LLC (CAB) recently recognized their success by naming these grocers CAB retail paramount accounts:

- F.W. Albrecht Grocery Co., Akron, Ohio (17 Acme Fresh Market locations)
- Buehler's Fresh Food Markets Inc., Wooster, Ohio (12 locations)
- Carter's Inc., Charlotte, Mich. (18 locations)
- Clemens Markets, Kulpsville, Pa. (18 locations)

► Reasor's Inc., Tahlequah, Okla. (13 locations)

► Roth's IGA, Salem, Ore. (12 Roth's IGA or Roth's Friendly Foodliners)

One factor that makes these companies stand out is their commitment to carry only CAB fresh cuts in all of their locations.

"That lets them position the brand as a pillar of their operations," Stine says. "They can use CAB to back up their expertise in choosing quality foods and pleasing their customers throughout their stores."

Carrying the CAB brand without the need to make room for inferior beef cuts allows retailers to offer a wider variety of CAB cuts, Stine explains. That helps them accommodate customers' varying budgets without sacrificing the quality all consumers want. Their meat departments become leading features of their stores.

The commitment to delivering the best beef possible also lets them make greater use of CAB's marketing support, which is customized to fit their businesses.

Each grocer adds his or her own signature to marketing the brand, Stine says. Acme holds a special CAB sale and wraps the cuts

for freezing. Buehler's newest location places all the fresh, heat-and-serve and frozen options in the meat department. Clemens uses the brand to set the standard of quality for its entire meat department.

Building on the brand to the fullest extent possible helps present their businesses as upscale, quality retail operations.

Marketing effort spotlights more cities

Three new cities will be added when the CAB marketing team positions the brand to capture the attention of consumers in 2002. Dallas, Saint Louis and Toronto will join the existing target-market cities of Cleveland, Chicago, Charlotte, Denver, Salt Lake City and Vancouver, British Columbia.

CAB takes a three-year approach in target marketing, says Deb Leonard, director of marketing communications. During the first year, emphasis is placed on strengthening the market through the licensee base and researching special events and sponsorship opportunities inside the city.

"In conjunction with that licensee base, during the second year CAB sponsors major events carefully selected to reach the targeted demographic inside the market area," Leonard explains.

The third year, CAB marketing efforts shift focus back to the licensees and what they need to continue reinforcing the brand. "The three-year approach provides us with the time to build a strong distribution base, experience firsthand which special events best match our customer and help us to concentrate on assisting the licensed CAB partners," Leonard says.

Food company acquires CAB licensed packers

Smithfield Foods Inc. has agreed to acquire Packerland Holdings Inc., the fifth-largest beef processor in the United States, for \$250 million. Packerland's Murco Foods plant in Plainwell, Mich., was recently licensed for CAB production. Smithfield earlier acquired another CAB licensed plant, Moyer Packing in Souderton, Pa., as well as the first licensed CAB case-ready facility, Pinnacle Foods in Pottstown, Pa.

Moyer Packing begins identifying CAB

Taste test

► Californians lined up during their State Fair in Sacramento this September to sample the new 100% *Certified Angus Beef*® (CAB®) Aidell's sausages in teriyaki and fajita flavors. The 18-day fair started in August and drew crowds from the farthest corners of the state. The CAB brand had a presence in the San Joaquin-Stanislaus CattleWomen's booth. In five days, Aidell's Sausage Co., Excel Specialty Products, RMH Foods and Fred Usinger's collectively served more than 12,500 samples. All products were value-added and available at local grocery stores, Raley's and Bel Air's.



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

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To order CAB merchandise,
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TOLL-FREE FLAVOR LINE

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Prime product this fall, joining Farmland National Beef (FNB), Liberal, Kan., as the only other plant to produce CAB Prime. Tarpoff Packing in Granite City, Ill., had also been producing CAB Prime product prior to its closing in July. Total CAB Prime beef production this fiscal year should exceed 1 million pounds.

Feedlot Licensing Program monthly honors

The CAB Feedlot Partner of the Month for August is 4+ Feeders, Lexington, Neb. Trent Hutchison is manager. The award is based on volume, quality, customer service and educational initiatives.

The August Quality Assurance Officer is Mark Lampe, Royal Beef, Scott City, Kan. The award is based on attention to detail, timely enrollment of eligible cattle, accurate tracking through harvest and general commitment to the Program's success.

Sandhills achieves 30-0 bronze

Sandhills Cattle Feeding Inc., Bassett, Neb., surpassed requirements for the 30-0 Bronze award (500 head of qualifying cattle) as of June, and is now working toward the 30-0 Silver level (1,000 head cumulative). Manager Larry Carlson's secret to success includes feeding top-quality Angus cattle and giving them lots of personal attention.

Besides winning an award for display, the 6,500-capacity yard receives a package that includes CAB products, gift items with the Partner and 30-0 logos, and a 10% increase in Cooperative Promotional Program funding over the next 12 months.

Here are the numbers that earned Sandhills' the bronze award:

Total qualified head: 544
Total black/eligible: 541
% eligible: 99.4%
Total certified: 253

% CAB: 46.77%
Average 30-0 group size: 32

Conference canceled

The CAB "Catch the Spirit" annual conference, which had been set for San Antonio, Texas, Sept. 13-16, was canceled two days before it was to open due to the terrorist attacks on New York and Washington, D.C. With air travel shut down, the conference was a practical impossibility, as licensees typically come from all over the world.

Clearly, the CAB conference theme would not have worked in the new reality either, and several licensees said that even if they could get there physically, their spirits were not willing.

"Our thoughts and prayers are with the victims of the attacks and for our country," CAB President Jim Riemann said in announcing the cancellation. "It is only appropriate and prudent that we cancel what was to be a meeting for celebration.

"Though these atrocities have threatened all that we as a country hold dear, they have also steeled our nation's resolve to see good

prevail over evil," Riemann added.

CAB hosted a Sept. 20 benefit auction to aid the American Red Cross Disaster Relief Fund, donating a 2002 Olympic Winter Games ticket package valued at \$10,000.

Scholarship deadline is Dec. 1

A junior- or senior-level student enrolled in a four-year institution will be awarded the first-ever Colvin Scholarship, in the amount of \$1,500, during the fall 2002 school term. Applicants will be judged on activities, scholastic achievement, communication skills and reference letters.

Applications, including references and an essay, must be postmarked by Dec. 1. The 1,000-word essay should address the challenges facing the beef industry in delivering a desirable eating experience 90%-100% of the time. The recipient will also be considered for a paid internship.

For more information, visit www.certifiedangusbeef.com or contact Dena Krumwide, scholarship coordinator, at (916) 362-0528 or dkrumwide@certifiedangusbeef.com.



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. There is no minimum group size as sorting is encouraged. The winning groups' enrollment fees are refunded. Here's a summary of accomplishments from the August data closings.

CAB-licensed feedyard	Head	Sex	% YG 1 & 2	% CAB®
Greig & Co. Inc.	40	S	65.0	70
Heartland Feeders II	20	M	14.3	50
Hergert Feeding Co.	12	S	16.7	30
Hergert Land & Cattle Co.	39	H	35.9	28
Lamb Feedyard	15	S	26.7	27
El Oro Cattle Feeders	7	H	28.6	43

*Combination of CAB and Prime carcasses was greater than 30%.

