



# Brand News

► News and highlights from Certified Angus Beef LLC\*

## Annual conference a success

More than 300 attendees from five countries participated in the "Spirit of Tradition Conference," Aug. 22-24, in Asheville, N.C. Numerous awards were presented to Certified Angus Beef LLC (CAB) partners who exceeded expectations through marketing efforts, sales, service, distribution, processing, product integrity and production.

In opening remarks, CAB President Jim Riemann said consumers are loyal to businesses that are loyal to them. "Our brand partners treasure that loyalty. They understand and respect the value in a combination of high quality and integrity in the *Certified Angus Beef*® (CAB®) brand, our tradition since the beginning, 24 years ago."

Nancy Kruse, foodservice analyst and founder of the Kruse Co., was a guest speaker at the conference. "Branding is the primary tool in the operator's arsenal to assure the customer," she said. "Brands draw repeat customers."

Attendees were also inspired by a message from Capt. Gerald Coffee, one of the longest-held Vietnam prisoners of war. Coffee personifies the power of the human spirit to triumph over adversity. His points are easily applied to adversity in the marketplace: A conscious decision to overcome is instrumental to triumph.

In addition to in-depth industry discussions and awards presentations, those attending the conference were able to take in

the sights, sounds and tastes of the historic Biltmore Estate. Described as America's largest home, Biltmore House was built in 1895 by George W. Vanderbilt. The estate is now home to a registered Angus herd.

The next conference will be held in Cleveland at the Renaissance Hotel, Aug. 21-23, 2003.

## Battle of the buyers

A limited-edition Olympic pin collection sold for \$3,600 at the Colvin Scholarship Fund Auction, held during CAB's Annual Conference in Asheville. The pin collection was purchased by Advance Food Co. of Enid, Okla.

A 2003 vacation package, including free attendance to the 25th anniversary conference in Cleveland, sold for \$3,100 to Charles Robinson of Oxford Trading Co. Kip Palmer of Palmer Food Service, Rochester, N.Y., purchased a case of Biltmore Estate wine for \$2,800, as did David Colwell of Swift & Co., Greeley, Colo.

The Colvin Scholarship Fund was created in honor of CAB founder Mick Colvin. Monies are awarded to an outstanding student who is pursuing an education and career in the Angus world.

## Robinson joins Supply Development

Lacey Robinson was recently hired as an assistant data manager for the CAB Feedlot-Licensing Program (FLP) to assist with day-to-day communication with feedlots.

Robinson grew up on a purebred Angus ranch near Montgomery City, Mo., and has been very active in 4-H, FFA and the American Angus Association. Building on an associate degree from Blackhawk College East, Kewanee, Ill., Robinson enrolled in animal science/preveterinary medicine at Kansas State University (K-State) this fall.

## Zimmerman named CAB intern

Lance Zimmerman, Schoenchen, Kan., is the 2002 CAB journalism fall intern. The CAB internship is available to a college junior or senior who excels in writing skills and beef industry knowledge. Zimmerman will complete the semester-long program in December, reporting regularly to Steve Suther, industry information director.

As part of the internship, Zimmerman planned to attend the Oct. 29-30 Building Blocks for Success Seminar at CAB headquarters in Wooster, Ohio. His duties this fall include generating story ideas, Web page updates, feature stories, photography and publicity for the CAB Program.

## Follow the cattle

Montana Market Manager and the Montana Department of Agriculture recently coordinated a Follow the Cattle Tour. CAB assisted with the event, hosting a reception for the 50 attendees. Company representatives also conducted a seminar about the CAB FLP. Representatives from 14 CAB-licensed feedlots attended the evening reception to talk to producers in an informal setting about their operations. It was an opportunity for feedlot personnel and producers to share information and to develop new partnerships.

## 'A Perfect Season'

September kicked off a five-month celebration at Shula's Steak House, Miami Beach, Fla., to commemorate the 30th anniversary of the Miami Dolphins' perfect football season. To celebrate, Shula's is giving away a Mercedes C-class automobile. CAB is helping to support this promotion and will receive mentions on all promotional materials. The CAB Web site will also have a direct link from *Shula's Update* — an e-mail newsletter sent to all who enter to win the car. The newsletter will feature Coach Shula's CAB tip of the month.

## Panelists discuss brands

CAB's Deb Leonard, director of marketing-communications, agreed to serve on a discussion panel at the Agribusiness Forum in Kansas City, Mo., Oct. 8. The National Agri-Marketing Association (NAMA) presented the forum. It featured a panel discussion under the title,

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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.

“Worshipping the Brand Gods,” discussing brands in today’s marketplace.

### A tisket, a brisquet

W&G Marketing of Ames, Iowa, recently introduced a new item available to the foodservice industry. The CAB-licensed processor has developed a fully cooked brisket, now available in two varieties.

Another CAB-licensed processor, Advance Food Co. of Enid, Okla., has launched a new CAB breakaway corned beef, currently available to the foodservice industry.

### CAB receives NAMA award

NAMA recognized CAB with the “Best of Show” award for its Olympic Advertising CD-ROM, which was part of the brand’s Retail Ad Kit. It received a first-place award in the category of Unique Print Advertising from among 20 entries.

### The brand in print

The branding of meat is a topic featured in an upcoming issue of *Restaurant Digest* newspaper, a regional foodservice publication for Maryland, Virginia and the District of Columbia. CAB Foodservice Director Mark Polzer was interviewed for the story. The article will also feature the new CAB logos and several steak shots.

As of our press time, *Farm Journal* was planning to feature a story on Scott and Pat Mueller in the October issue. As the manager of Samson Inc., Mueller has taken home both the 2000 and 2001 Progressive Partner of the Year awards. The magazine’s October food page was to feature a recipe from the Muellers for a filet in shallot sauce. A CAB filet photo was to accompany the recipe. *Farm Journal* has a circulation of 580,000.

### Night at the races

Approximately 2,800 Bubba Burgers™ were served free to the public during K-VA-T (Food City) Race Nights in Sevierville and Bristol, Tenn. CAB retail staff were on hand to distribute the burgers and answer questions about the CAB brand. More than 60,000 fans attended the Bristol event and more than 10,000 fans attended at the Sevierville location.

Race Nights are charity events sponsored by Food City and its vendors in the form of product donations for local patrons and travelers to the race. All proceeds from ticket sales go to local charities.

### What’s your motivation?

The Honeybaked Ham Gift Catalog promoted CAB brand products at the

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## Feedlot-Licensing Program monthly honors



The Certified Angus Beef LLC (CAB) Feedlot Partner of the Month for August is Schmitz Feedlot Inc. of Clayton, N.M. Roger Schmitz is manager. The award is based on volume, quality, customer service and educational initiatives.

The August Quality Assurance Officer of the Month is Dan Krier of Panhandle Feeders, Morrill, Neb. The monthly award is based on attention to detail, timely enrollment of eligible cattle, accurate tracking through harvest and general commitment to the Program’s success.

In the On-Target “30-0” program, the Feedlot-Licensing Program (FLP) honors partners that harvest qualifying groups of cattle with at least a 30% Prime or CAB acceptance rate that are free of discount carcasses. There is no minimum group size because sorting is encouraged to bring out the best in each animal. Honorable mention groups stood out for CAB acceptance, but contained discount cattle for one reason or another.

Here’s a summary of accomplishments from the August data reports:

Licensed CAB® Feedyard	Head	Sex*	%YG 1&2	%CAB/Prime
<b>30-0 Qualifiers:</b>				
Gregory Feedlots Inc.	10	M	60.0	70
T-Bone Feeders	17	S	52.9	65
Ingalls Feedyard	23	H	56.5	54
Hergert Land & Cattle Co.	33	S	6.1	51
Hergert Land & Cattle Co.	25	S	24.0	44
Hergert Feeding Co.	44	S	27.3	43
El Oro Cattle Feeders	11	H	36.4	32
McPherson County Feeders	39	H	51.3	31
<b>Honorable Mentions:</b>				
CSA Cattle Co. LLC	31	M	38.7	87
Hergert Land & Cattle Co.	40	S	12.5	63
Beefland	63	H	28.6	53
Ashland Feeders	127	H	40.2	51
Schmitz Feedlot LLC	40	S	42.5	50
Schmitz Feedlot LLC	20	S	32.5	48
Schmitz Feedlot LLC	39	S	35.9	41
Greig & Co. Inc.	71	H	28.2	45

\*S=steers; H=heifers; M=mixed-sex pen

Call (785) 539-0123 or visit our Web site at [www.cabfeedlots.com](http://www.cabfeedlots.com) for a complete and current list of feedlot licensees.

Chicago Motivation Show in September. This year, the Honeybaked Ham Co.'s booth featured a chef preparing samples of CAB products. Ann Schmalzred from SYSCO Detroit answered consumer questions and promoted the products.

### **Kudos to the chef**

Chef Steve Marston from The Pickled Onion restaurant in Bermuda, was one of nine winners from the Caribbean Basin of the International Foodservice Competition sponsored by the U.S. Meat Export Federation (USMEF). The Pickled Onion is licensed to sell CAB products.

The competition rewards chefs for the quantity of U.S. red meat on the menu, as well as the incorporation of underutilized (high-value, low-cost) cuts. Chef Steve used CAB brand tenderloin tips, prime rib, striploin and top sirloin butt.

Along with eight other winners from the Caribbean and nine from Mexico, he was rewarded with tours of U.S. food, culinary and wine industries, including a tour of CAB distributor DeBragga & Spittle in New

### **Shop by catalog this holiday season**

The holiday season is fast approaching and the *Certified Angus Beef*® (CAB®) brand will have a strong presence through mail-order companies.

Stock Yards, a steaks and chops mail-order company, has devoted space for CAB brand products in its catalog. Smithfield Foods has a mail-order program called the Smithfield Collection, including Rocke's Meating Haus. Rocke's will be filling CAB steak box orders.

F&M Meats's Web site, [www.heartlandsteaks.com](http://www.heartlandsteaks.com), will also market CAB products. Bear Creek Smokehouse has plans to promote the brand in its catalog and to fill CAB steak box orders for Bass Pro Shops and Texas Park & Wildlife mail-order catalogs this holiday season.

Also, the American Angus Auxiliary has teamed up with Rocke's Meating Haus in the "Gifts of Good Taste" program. Ten percent of the purchase price goes to support educational outreach and scholarship programs. For information, click on the program icon at [www.angus.org/auxiliary](http://www.angus.org/auxiliary).

York. The chefs will also attend a two-day course at the Culinary Institute of America in California's Napa Valley.

### **Seminar in Mexico**

More than 200 of Comercial Norteamericana's customers recently attended a seminar hosted by CAB and Comercial Norteamericana at the latter's Mexico City sales office. The seminar focused on using high-quality, low-cost cuts like the shoulder clod, brisket and inside round. A cutting demonstration was conducted, and Chef Alejandro Heredia of the famous La Hacienda de los Morales

restaurant prepared original recipes with each subprimal cut. The goal of the seminar was to build demand for underutilized cuts, with a strong focus on the *teres major* and flatiron.

### **Creating consumer confidence**

Employees from more than 80 Associated Wholesalers Inc. independent stores recently attended a "Creating Consumer Confidence" seminar taught by CAB Retail Director Al Kober. The stores recently became licensed to sell CAB brand product.

