

# Highlights

- Surf's up at Flavor Finder
- Branded products studied at OSU
- Piggly Wiggly sets pace

## Getting involved in wildfire recovery

Wildfire aftereffects continue to ravage the West. The firefighters have gone home, the smoke has cleared, but evacuated families and ranchers are facing the devastation.

"Now begins the really hard part — the recovery period of going back home," says Jim Nolan, donations manager for the Department of Public Health and Human Services.

Certified Angus Beef LLC (CAB) and several licensees were able to help families recoup. While watching the news one evening, Bob Zerrer, a CAB foodservice specialist, witnessed the National Guard and Army being called to battle the raging fires. He quickly envisioned the crews working 15-hour days under exhausting conditions. Zerrer also realized the troops most likely would return to camp and eat "meals ready to eat" (MRE). What if they could bite into some *Certified Angus Beef*™ (CAB®) value-added products instead?

After researching ways to contribute and talking with the local foodservice distributor, Imperial Meats in Missoula, Mont., CAB staff realized troops and firefighters were leaving the area since the rains had started. They discovered the hard work of home and community revival was just beginning, leaving many without meat in their freezers or food supplies for the winter, and regional snowstorms were arriving early.

"Approximately 60 homes in the Bitterroot Valley were devastated," says Michael Johnson of the Missoula Salvation Army. Located in the southwest corner of the state, the valley includes Hamilton, Darby and Sula in Ravalli County. The Toston-Maudlow area in Broadwater County also was highly affected, although most evacuations occurred in the Sula and Darby areas. Idaho and Wyoming were in a similar situation.

The fires indirectly affected families who lost wages and tourism businesses and directly affected fisheries and logging interests.

CAB became involved by coordinating

and paying for all CAB product shipments. Donations included 96 pounds (lb.) of Thick-N-Juicy™ CAB beef patties from Holten Meat Inc., Sauget, Ill.; 1,992 lb. of CAB franks from Fred Usinger Inc., Milwaukee, Wis.; and 1,000 lb. of turkey, pork and beef Steak Filets™ from Meat Processing Concepts America Inc. (MPCA), Le Mars, Iowa.

CAB also donated more than 100 long-sleeved, pullover shirts and Certified Clyde™ games and stickers for the kids.

To donate or to become involved in recovery efforts, contact Peggy Grimes at the Montana Food Bank Network at (406) 721-3825 or Jim Nolan with the Department of Public Health at (406) 447-4260.

## Surf's up at Flavor Finder

More than 2,000 hits were recorded this summer for the Flavor Finder, the Web page for accessing lists of restaurants and grocery stores offering the CAB brand. It was the page's first three months online.

"The popularity of this service among consumers and licensed restaurants points to the quality of the *Certified Angus Beef* brand," says Ryan Kiko, webmaster. "When an account shows up on our list, they're confident going there because of the integrity associated with the brand." CAB is preparing to offer expanded services to meet customers' needs for more information about restaurants and their menus.

Most inquiries seek the brand in Minnesota, Ohio, Texas, California, Florida and Kansas. They access the information through searches by restaurant name, city and state, ZIP code, or clicking on the map. The list provides name, address, phone number and directions to licensees within the query. Restaurants offering only the CAB brand of beef also may have a Web site link and an e-mail address link if available.

## Branded products studied at OSU

Ohio State University's (OSU) Animal Science 494, Branded Food Animal

## New feedlot licensees

The Feedlot Licensing Program (FLP) welcomes 10 recently licensed businesses to its ranks, now 61-strong in 17 states. The first eight listed are affiliated with DeKalb Feeds, which helped inform its network about opportunities and co-hosted two area seminars this summer.



- Hollewell Angus Farms, German Valley, Ill.; Lee Hollewell, manager
- Bill Ryan Feedlot, Coggon, Iowa; Bill Ryan, manager
- Hora Feedlot, Washington, Iowa; Mike Hora, manager
- Johnson Valley Beef Inc., Andover, Iowa; Robert Johnson, manager
- River View Livestock Co., Riceville, Iowa; Greg Fox, manager
- Wilson Farms, Clinton, Iowa; Brent Wilson, manager
- Corn Beef Feedlot Inc., Dike, Iowa, and Harmony, Minn.; A.H. "Junior" Cooper and Chuck Feldman, managers
- Henry Cattle LLC, Purdin, Mo.; Leon Henry, manager
- CNW Land & Livestock LLC, Billings, Mont.; Bob Capser Jr., manager
- Hoxie Feedyard Inc., Hoxie, Kan.; Scott Foote, manager

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

Products, is believed to be the first course that focuses on the effects and development of this new category of branded products. Designed and taught by Louis "Mick" Colvin, former CAB executive director, the course is offered to juniors and seniors at OSU.

University staff approached Colvin about teaching the five-credit course as part of OSU's Stakeholder in Residence Program. The program facilitates stakeholders' input into teaching, outreach and international programs to strengthen and to enhance the college learning experience.

The course highlights aspects of the CAB brand as a leader in branded beef. It also focuses on consumer market development, company structure and marketing branded vs. commodity products. Interest exists in expanding the course's reach through satellite or other distance-education technology to make it available at other universities.

## Brand debuts at Olympic Games

The 2002 Olympic Winter Games in Salt Lake City, Utah, is 14 months away, but excitement is already in the air for the CAB brand. It began in Sydney in September with the debut of CAB in a hospitality area at the Sydney Games — the next step into the sporting arena since being named Official Branded Beef Supplier of the 2002 Olympic



Winter Games.

Don Pritchard, the chef and mastermind behind the western foods concept for the Salt Lake Games, led the effort to place CAB frankfurters in the spotlight in Sydney, where 5,000 lb. of the frankfurters were shipped from Milwaukee, Wis., sausage maker Fred Usinger Inc.

“The *Certified Angus*

*Beef* frankfurters received rave reviews from corporate sponsors craving great American food away from home and many international guests trying the frankfurters for the first time,” says Deanna Scrimger, CAB’s Olympic coordinator.

## Piggly Wiggly sets pace

Piggly Wiggly was off to the races in July, becoming the first licensee to use the Olympic supplier mark when promoting the CAB brand. It’s one of many promotions by CAB and its licensees tying the brand to the 2002 Olympic Winter Games in Salt Lake City.



“Tying into something unique in our marketplace, and the chance to do so with the CAB brand, seemed to be a great opportunity. It’s certainly a recognizable tie-in with such an incredibly big event as the 2002 Olympic Games,” says Mike Houser, executive vice president and chief marketing officer at Piggly Wiggly.

Before taking this leadership role, Piggly Wiggly already had earned the

brand’s Advertiser of the Year Award for 2000. The chain uses billboards to guide consumers to its 77 locations throughout Wisconsin. Summer billboards focused on the *Life Can’t Have Too Much Flavor*® campaign.



## Comforting winter appetites

Hyde Park Chili is just one of the many recipes on the Web site at [www.2eatcab.com](http://www.2eatcab.com) that could help comfort winter appetites. Food editors across the country received the recipe and other suggestions for autumn and winter food sections. Media coverage is expected to guide the brand’s future bimonthly releases to food editors in 2001.

## Hyde Park Chili

*Ingredients:*

- 3 lb. *Certified Angus Beef*™ bottom round roast, cut into ½-inch cubes
- ¼ cup olive oil
- 4 medium onions, chopped
- 4 cloves garlic, minced
- 1 Tbsp. ground cumin
- 1 Tbsp. dried oregano
- 3 Tbsp. chili powder
- 1 tsp. salt
- ½ tsp. sugar
- 1 28-oz. can chopped tomatoes
- 1 can black beans
- 1 can chopped green chiles
- 2-3 jalapeño chiles, seeded
- salt and pepper

**Optional toppings:** avocado slices, chopped green peppers, shredded cheddar cheese, chopped onion or sour cream

**Preparation:** Heat oil in a large saucepan over high heat. Brown beef cubes in ½-lb. batches for 3-4 minutes/batch; set aside after browned. Add onions and garlic to the saucepan. Cook



for 3-5 minutes over medium heat. Return beef to the saucepan and stir in cumin, oregano, chili powder, sugar and tomatoes.

Cover and bring to a boil; reduce heat and simmer for 2 hours. Add green and jalapeño chiles and beans; cook an additional hour. Serve with corn bread.

*Recipe by Lisa Marie Deville, culinary stylist, Cincinnati, Ohio*

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To order CAB merchandise, call 1-800-725-0070 or fax (330) 345-0803

### TOLL-FREE TIP LINE

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### CERTIFIED ANGUS BEEF LLC BOARD OF DIRECTORS

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