



Brand News

► News and highlights from Certified Angus Beef LLC*

CAB Puts the Brand on Ice

What prompts a man to trade his chef's hat for a chainsaw? Ask Chuck Cooper, former hotel chef and current Certified Angus Beef LLC (CAB) featured carver.

Cooper, president of the National Ice Carving Association (NICA) and proprietor of Classic Carving Co., embarked on a CAB-sponsored ice carving tour Nov. 1, accompanied by marketing-communications staff. Together they will promote the *Certified Angus Beef*® (CAB®)



Chuck Cooper

brand as an official supplier to the 2002 Olympic Winter Games.

The schedule includes demonstrations in Boise, Idaho; Philadelphia, Pa.; Saint Louis, Mo.; Salt Lake City, Utah; Denver, Colo.; Dallas, Texas; Charlotte, N.C.; and Cleveland and Wooster, Ohio.

Demonstrations will range from consumer-focused events at CAB-licensed retailers to educational sessions that appeal to culinary programs.

"The goal is to reach as many people as possible, and to get them excited about the brand and our involvement in the 2002 Olympic Winter Games," says Wendy Tronge, assistant director of marketing-communications, special projects.

Cooper will carve a life-sized hockey goalie with CAB logo from five 300-pound (lb.) blocks of ice. CAB staff will host games and giveaways and will serve various CAB products.

The CAB brand will also be present at concession stands and on signage at the "Provo Welcomes the World" event, open to the public. Cooper is manager of the event's ice-carving competition. Approximately 30 carving teams from around the world will participate in a 17-hour ice-sculpting contest. More than 400 ice sculptures will be on display for the public.

Visit certifiedangusbeef.com for a complete tour schedule, information and photos of Cooper's ice sculptures.

Best of the Breed kicks off

Weaning time meant the start of enrollments in the Best of the Breed (BoB) National Angus Carcass Challenge.

More than 600 cattle were enrolled in a month's activity, all through CAB-licensed feedlots. More than \$340,000 is at stake, including CAB's contribution to the main contest prizes of up to \$100,000, regional prizes and the additional \$10,000 to be divided among the top 10 BoB pens fed at CAB-licensed yards.



At least one of the early enrollments comes from a ranch that had not previously fed with a CAB-licensed feedlot. "Producers are doing the math," says contest director Calvin Gunter. A pen of Angus or Angus-cross steers could hit the jackpot in the market — then turn around and claim up to \$203,000 in prize money. On the minimum group size of 80 head, the combination of market and prize money could mean as much as \$3,500/head. No wonder Gunter and scores of CAB feedlots report an increasing level of producer inquiries and excitement at the prospects.

Check out the BoB Web site through www.cabfeedlots.com, clicking on the Best of the Breed logo.

Wired for communication

With a click of a button, licensees around the globe receive regular CAB brand updates. The "e-wires" provide them more information, more often and much sooner than ever before, giving CAB more power to influence their business decisions.

In March, these electronic messages began replacing printed newsletters. The first to benefit were foodservice distributors and international corporate contacts. These fast-paced sales teams appreciate the timely information and frequent contact. For instance, the foodservice group receives messages nearly every two weeks now compared to four times a year with the printed newsletter.

"This is a great way to get all our sales and management information," says John

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

TOLL-FREE FLAVOR LINE

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

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

Landry, Sysco Food Services-Kansas City, one of many customers noting their approval in return e-mail messages.

The e-mail messages become an easy way to achieve frequent, two-way communication with valued customers. Those not having e-mail simultaneously receive a fax of the message, making the system easy to use at a moment's notice.

Due to their popularity and ease of use, messages are also being sent to corporate retail contacts. Corporate value-added products will be e-wired this fall.

Feedlot Licensing Program monthly honors

The CAB Feedlot Partner of the Month for September is Hergert Feeding Co., Scottsbluff, Neb., Wayne Smith, manager. The award is based on volume, quality, customer service and educational initiatives.



The Feedlot Licensing Program (FLP) honors partners that harvest "30-0" groups of cattle with at least a 30% Prime or CAB acceptance rate and free of discount carcasses. For September, Hergert Feeding Co. stood out with a draft of 22 heifers achieving 71% Prime and CAB acceptance.

The September Quality Assurance Officer is Tom Mead, Beefland, Garden City, Kan., who won for attention to detail, timely enrollment of eligible cattle, accurate tracking through harvest and general commitment to the Program's success.

BVF achieves 30-0 bronze



Shane Berquist

Boise Valley Feeders, Parma, Idaho, is the third licensed feedlot to achieve Bronze status (500 or more cumulative qualifying cattle) in the 30-0 Program, reaching that milestone in July.

Manager Shane Berquist attributes much of this award to the Agri Beef yard's commitment to sorting cattle.

- Total qualified head: 504
- Total eligible (black) cattle: 351
- % eligible: 69.6%
- Total certified: 124
- % CAB[®]: 35.33%
- Average 30-0 group size: 24 head

When a CAB partner achieves the Bronze level, it receives a framed limited-edition Angus cattle print for permanent display at the feedlot, an employee luncheon featuring CAB value-added products, employee gifts, and a 10% increase in Cooperative Promotional Program funding for the next 12 months. There are additional honors for meeting the Silver (1,000 head) and Gold (2,000 head) 30-0 achievement levels.

Texas stampede

Working with licensees and university staff made for a lively exchange among 56 guests — from chefs to restaurant owners — at the recent CAB Stampede 2001 in College Station, Texas. Participants included a large contingency from three of the brand's strongest chains — Saltgrass Steakhouse, Shula's, and Filiberto's. The informative agenda included a day with Texas A&M University staff discussing live-animal and beef production and a day with restaurateurs and their experiences with the CAB brand.

Discussions with licensees suggest there are brighter days ahead for the foodservice industry and these CAB licensees in particular. Mary Beth Gillis and Mike Malet with Saltgrass charged the crowd with an exciting workshop on staff training. Concluding speaker Edd Hendee, owner of Houston's Taste of Texas steak house, so inspired the group that people rushed up to him after his comments just to shake his hand.

Gold-medal prize packages awarded

Foodservice distributors competed in a spirited contest that yielded a 22% increase in CAB value-added product sales.

CAB's "Go for the Gold" nationwide promotion offered a chance to attend the 2002 Olympic Winter Games in Salt Lake City. The company in each of two volume divisions with the greatest increase in value-added product sales over an assigned base between March 1 and June 30, was awarded the prize package.

Sysco Food Services of Jacksonville, Fla., was the Olympic trip winner in Division 1. Lombardi Bros. Meat Packers of Denver, was the Division 2 package winner. There were approximately 275 entries in the contest.

The CAB value-added suppliers to the Olympics were also involved, with the distributor's name entered into a drawing every time 500 pounds (lb.) of CAB value-added products were purchased. A total of 25 entries was tallied. Sysco Food Services of Northern New England won the drawing.

Products helping distributors earn entries for the drawing were CAB frankfurters made by Fred Usinger Inc.; CAB roast beef,

pastrami and corned beef made by Levonian Bros.; CAB's Quick-N-Easy[®] pot roast, made by RMH Foods Inc.; and CAB shredded barbecue beef made by W&G Marketing.

Aidells Sausage Co. of San Leandro, Calif., was the winner of the grand prize, drawn in a separate CAB Value-added Products Olympic contest. Each processor received one entry for every 1,000-lb. increase of CAB value-added products over last year's average monthly sales. All licensed CAB processors were eligible to participate in the contest, which ran from May to August 2001.

Greater Omaha Packing Co., Omaha, Neb., won a contest among single-plant licensed packers, earning the Olympic trip because it posted the largest percent increase in total pounds of CAB product sold by all eligible packers between Jan. 1 and July 31, 2001.

"Greater Omaha Packing topped the list with an outstanding 43.4% increase in total pounds of CAB product sold," says CAB's Clint Walenciak, assistant director, packing.

The prize packages feature a four-day, three-night trip for two to the 2002 Olympic Winter Games. Roundtrip airfare to Salt Lake City, tickets to four Olympic events and overnight accommodations are included.

Smithfield acquires value-added processor

RMH Foods, Morton, Ill., has become a Smithfield-owned company under the John Morrell corporate umbrella, but that won't change how they do business with CAB. The Quick-N-Easy brand made with CAB fresh product will continue to be a premium brand product line, produced and marketed solely by RMH Foods.



Increased distribution, expanded marketing and economies of scale will make RMH Foods a stronger, more competitive company, says its CEO and president, Jon Rocke. Smithfield plans to go head-to-head with Hormel, Thomas E. Wilson and Farmland for the heat-and-serve category.

"We've been affiliated with Certified Angus Beef since 1985 and highly value that relationship," Rocke said in a news release. "Quick-N-Easy brand entrées are designed to be the premium tier in the category, so we look to use the finest beef available, the Certified Angus Beef[®] brand."

RMH Foods began moving into a new 42,000-square-foot production plant last month. The company plans to produce 500,000 lb./week by April, eventually increasing to 1 million lb./week.

