

CERTIFIED ANGUS BEEF



Summer sausage and P-O-P materials presented at CAB confab

American Angus Assn. board members and staff as well as Angus breeders and CAB program participants from across the nation met and exchanged ideas during the 1986 annual CAB conference, held in conjunction with the National Angus Beef Profit Conference, September 11-13 in St. Joseph, Mo. More than 80 people attended the CAB conference, activities, and meetings, with 10 CAB packing plants, four retail distributors, and 24 food service distributors represented throughout the conference.

CAB program participants also attended the Profit Conference activities, including the open house tour of the American Angus Assn., Thursday, September 11. A panel of CAB participant speakers was also part of the Profit Conference agenda for Friday, September 12. This part of the conference inspired many comments and questions from Angus breeders and CAB participants alike as views from several different sectors of the beef industry were presented.

Immediately following the conclusion of Association activities, CAB meetings began Friday afternoon with a general session. That evening, featured banquet speaker, Association Executive Vice President Richard Spader spoke on the new CAF program, emphasizing Angus breeders and CAB processors share a common goal.

The following day, meetings resumed, with key issues, such as CAB supply, packaging, and the many new branded beef programs, being discussed. Additionally, several new promotional ideas were presented, including CAB retail point-of-purchase materials and meat case videos, a food service sales rep training video,



Jim Addison of National Beef Packing, Liberal, Ks. accepts the "CAB Packer Commitment to Excellence" award from "Mick" Colvin, director, Certified Angus Beef.



The "Number One Food Service Distributor" award was presented to Rick Nicholas, president of the Newport Meat Company, Huntington Beach, Ca.

and use of the newly developed ad series and trade show booth.

A new CAB product line was also introduced at the conference. A CAB summer sausage and beef stick, formulated utilizing CAB end meats, namely chuck, has been developed by the Festival Sausage Company in Oakland, Il.

At the Saturday evening awards banquet, which brought the CAB conference to its close, several CAB pro-



The "CAB Merchandising Excellence in Food Service Distribution" award was presented to Dole & Bailey, Inc., Boston, Ma., "Bud" Matheson accepting.



A special, surprise award was presented by the Certified Angus Beef staff to their director, "Mick" Colvin. Kirke McKean, CAB retail coordinator, recounted the beginnings of the fledgling effort in 1978 and Colvin's orchestration of the program. From left, American Angus Association board member David McMahon, Colvin, and McKean.

gram participants were recognized for their outstanding performance:

- Packer commitment to excellence—Jim Addison, National Beef Packing Company, Liberal, Ks.
- First pioneer award for distributors—Charlie Robinson, Oxford Trading Company, Boston, Ma.
- Merchandising excellence in retail

promotion—National-Canal Villere Stores, Haraham, La.

• **Merchandising excellence in food service distribution**—Dole & Bailey, Inc., Boston, Ma.

• **Most licensed CAB restaurants**—Dole & Bailey, Inc., Boston, Ma.

• **Largest sales volume increase 1985 to 1986**—Facciola Meat Company, Palo Alto, Ca.

• **Top ten distributors** (based on pounds purchased during the year):
Number one food service dis-

tributor—Newport Meat Company, Huntington Beach, Ca.

2nd—Facciola Meat Company, Palo Alto, Ca.

3rd—Dole & Bailey, Inc., Boston, Ma.

4th—The Bruss Company, Chicago, Il.

5th—George Wells Meat Company, Philadelphia, Pa.

6th—Haines Meats & Provisions, Ft. Lauderdale, Fl.

7th—Maryland Hotel Supply,

Baltimore, Md.

8th—DeBragga & Spitler, New York, N.Y.

9th—Lieber Foods, Atlanta, Ga.

10th—Texas HRI, Dallas, Tx.

A very special award was also presented by the CAB staff to Louis "Mick" Colvin, director of CAB, in appreciation of his dedication to the implementation and success of the CAB program.

Surpassing goals for Fiscal 1986...

• Approximately 29.75 million pounds sold October 1, 1985 to September 30, 1986 (vs. 15.9 mil. in fiscal '85).

• Estimated wholesale value of \$100 million.

• Equivalent to approximately 850 semi-trailer truck truckloads.

• More than 3.29 million pounds were sold in one month (May).

• 1.6 million total pounds of CAB were sold in 1983—today, just three years later, that same volume is sold in about 2 weeks' period of time!

• CAB program participant additions in '86:

— Six new packing plants, for a total of 18, located in 13 states—Minnesota, Oklahoma, South Dakota, Nebraska, Kentucky, Missouri, Pennsylvania, Ohio, Wisconsin, Iowa, Colorado, Washington, and Kansas.

— Four new fabricating plants, for a total of 10.

— Nine new food service distributors, for a total of 35 (one in Guam, one in Puerto Rico).

— Six new retail distributors, for a total of 11.

— 190 new licensed restaurants, for a total of 411 in 42 states and five foreign countries. (There are presently another approximately 400 restaurants which serve CAB but are not licensed to advertise or promote the fact.)

— 275 new licensed retailers, for a total of approximately 500 located in 32 states. The largest new chain accounts include: 205 Jewel Food Stores located in the Chicago area, and 50 National-Canal Villere Stores located in the New Orleans area. Jewel and National-Canal each merchandise approximately one-half million pounds of CAB each month.

— Additionally, a new CAB manufacturer/pro-

cessor has been licensed to formulate CAB summer sausage, salami, and beef sticks from CAB chuck meat. Festival Sausage, Inc., of Oakland, Il., recently began production of these items, which will help increase the total percent of each CAB carcass utilized, thus, increasing the total value of each carcass and each Angus steer or heifer purchased for the CAB program.

— Additionally, five export companies are presently licensed to export CAB product beyond U.S. boundaries.

— An important step was taken this year with the appointment of a CAB Phase II, or Certified Angus Feeder (CAF), committee. The purpose of this committee is to explore ways in which the goals of the CAB program can best be accomplished at the production level.

— John Crouch has been named director of the new CAF program, which will entail identifying sires within the Angus breed that produce progeny with predictably superior feedlot performance and carcass merit. As a result, feeders and packers can learn more about the performance qualities of Angus cattle, and the supply of cattle that qualify for CAB can be increased.

— The past 12 months have seen increased evidence CAB packers are seeking more Angus cattle and are encouraging feedyards to purchase more Angus feeder calves.

— During fiscal 1986, packers purchased and identified approximately 1,133,000 head of Angus steers and heifers (5,000 head per working day at present levels), with approximately 23 percent, or 263,000 head, qualifying for the CAB carcass roll.

CAB distributor buys champion Angus steer

Ak-Sar-Ben Beef Company, CAB food service distributor in Omaha, Ne., recently purchased the Champion Performance Steer at the 1986 Ak-Sar-Ben Livestock Exposition. The 1,310-pound Angus steer was exhibited by Todd Linbo, of Hayfield, Mn., and sold at a premium of \$3,100.

From left: Jay Thomas, Dennis DePorte, and Alan Kulakofsky, Ak-Sar-Ben Beef Company, Omaha; Todd Linbo, Hayfield, Mn.; Art Kulakofsky, Ak-Sar-Ben Beef Company; Ken Gronewald, Certified Angus Beef.



New packaging begins

National Beef Packing Co. at Liberal, Ks., is the first packer to imprint Cryovac bag. They have incorporated the CAB logo on the bag which will give CAB more visibility. Production incorporating the bag began in mid-October.

Packer prefers black

Litvak Meat Company, a CAB packing plant located in Denver, Co., recently sent a letter to area cattle feeders, encouraging the feedyards to purchase even more Angus feeder calves this fall:

Dear Customer:
Since this is the time of year to start replacing cattle for winter and spring markets, we want to again make you aware of our earnest effort to slaughter as many Black Angus heifers and light weight steers as possible. Please consider buying the Black Angus breed as you purchase your fall feeders needs.
Respectfully,
Litvak Meat Company

AJ



"Maverick" and "Moonlighting" stars will tout beef's value

Television and film personalities James Garner and Cybill Shepherd have agreed to become spokespersons for the beef industry's upcoming advertising campaign. "Beef...Real Food for Real People."

Contracts are in the final stage of negotiation and production of the campaign is underway. The campaign is sponsored by the Beef Industry Council of the Meat Board and the



Cattlemen's Beef Board. Negotiations are presently being finalized by the BIC's advertising agency, Ketchum Advertising-San Francisco.

The ad campaign is being funded largely by the new \$1 per head check-off program which went into effect nationally October 1.

"We will be spending \$25 million to \$30 million in this campaign to tell consumers that beef is back," said Jo Ann Smith, chairman of the Cattlemen's Beef Board. "We're thrilled that two stars of such magnitude have agreed to join the beef team."

Terms of the agreements were not disclosed; however, Smith said

that both Garner and Shepherd have agreed to appear in television, radio, and print advertising which will begin in mid-January 1987.

According to the Beef Industry Council, the ad series, "Beef...Real Food for Real People," will reposition beef as a back-to-basics, all-American type of food that also gets high marks in nutrition. In addition to the celebrities, the ads will highlight the leanness of today's beef and show how the product can fit conveniently into today's fast-paced lifestyles.

Smith said Garner and Shepherd were selected by the industry because both are believable spokespersons

and both are avid beef fans.

"I don't think we could have two celebrities and an industry more suited for one another," said Smith.

New meat recommendations

Two daily servings of lean meat are recommended in the American Dietetic Association's guidelines for women. The association is including meat as providing nutrients necessary for women to ward off osteoporosis, menstrual problems, obesity, and cancer.

AJ
