



Brand News

► News and highlights from Certified Angus Beef LLC*

CAB unveils 2003 media campaign

Certified Angus Beef LLC (CAB) has launched a consumer advertising campaign in its 2003 target markets — Dallas, Texas; Saint Louis, Mo.; and Toronto, Canada.

The brand will partner with Broil King gas grills in Toronto for promotions during Broil King “Q schools,” which are educational seminars for consumers.

Several sponsorship activities are planned in Dallas, including the Dallas Home and Garden Show and the Speaking of Women’s Health Symposium. The brand will partner with the Texas Beef Council (TBC) to co-sponsor a luncheon at the one-day symposium. The event is designed to educate women on health, well-being and personal safety. *Certified Angus Beef*® (CAB®) brand products will be served, and a TBC representative will speak about the nutritional benefits of beef.

CAB is also sponsoring the Saint Louis Regional Chamber Growth Association Speaker’s Series and Schnuck’s Food and Wine Show. All events are designed to build

the CAB brand and to establish it as the best within the Angus beef category.

The brand is also targeting foodservice, retail and international publications to create awareness and to educate people about the brand differences within the Angus category. All aspects of the marketing campaign directly compare the CAB brand to other Angus programs, clearly illustrating that the CAB brand is *Angus beef at its best*™.

Back to school

CAB’s Chris Glosson, Deanna Pittard, Valerie Sturgis and Ryan McAllister attended Beef 509 at Ohio State University (OSU) in January. The class focused on determining live-value market differences based on subsequent carcass values using visual appraisal, ultrasound data and grid-pricing formulas. Four head of live cattle were used. Teams used those concepts to purchase an animal for their team.

They also attended a dinner at the Ohio Cattlemen’s Association (OCA) office where team members were asked to score two

different steaks on flavor, juiciness, tenderness and overall acceptability.

Other sessions covered harvesting, cutting safety and fabrication, beef carcass grading, microplating and sampling, meat inspection, beef industry center programs, instrument grading and technology, taste panel and Warner-Bratzler shear (WBS) tenderness evaluation, and processing. The seminar concluded with a shopping spree in which teams were given \$20 to buy three balanced meals for a family of four with two teenage athletes.

The two-day forum is offered to individuals representing different sectors of the beef cattle industry, including producers, packers, industry associates and market managers. It was designed to raise awareness of all aspects of the beef industry.

Celebrating 10 years

Fresh Brands Inc./Piggly Wiggly recently held a grand opening celebration for its newest store in Kenosha, Wis. Members of CAB’s retail staff were on hand to present Fresh Brands/Piggly Wiggly with a 10-year anniversary award for their commitment to the brand. The presentation was made during the open house preview at the new store. More than 130 Piggly Wiggly stores in Wisconsin, Illinois, South Carolina and Georgia are licensed to sell the CAB brand.

Adding value to business

Hardin’s Sysco of Memphis, Tenn., is adding three new CAB brand items from Advance Foods to its value-added products line. Products include the CAB Break-away Philly Steak, Fully Cooked Burger and Country Fried Steak. In support of the brand and Hardin’s Sysco, Advance Foods has committed to having an additional booth, focusing on CAB products, at their next food show. The booth is another way licensees continue to build the brand.

Foodservice setting records

November was a near record month for the Foodservice Division’s value-added products. More than 215,000 pounds (lb.) were sold, making this the third-highest month ever. A year ago, sales were just more than 150,000 lb.

Specialist Seminar

CAB foodservice staff traveled to Newport Beach, Calif., in January for the annual Specialist Seminar. Six international brand specialists from Canada, China, Mexico and Puerto Rico attended, in addition to specialists from export companies. Participants were among the first to view CAB’s new foodservice CD-ROM training tool, ORBIT.

Roving billboards

Dallas, Texas, commuters may not be able to keep their eyes on the road when they see the brand’s new mouthwatering graphics on all 11 trucks owned by Freedman Foodservice. The graphics truly emphasize the brand’s *Angus beef at its best*™ message. Freedman will expand this program to its remaining markets (Houston, San Antonio and Harlingen) over the next two months.



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

December FLP monthly honors

Monthly recognition is part of the Certified Angus Beef LLC (CAB) Feedlot-Licensing Program (FLP) "Spotlight Award" series based on volume, quality, customer service and attention to detail.

Feedlot Partner of the Month:

El Oro Cattle Feeders, Moses Lake, Wash., David Secrist, manager.

Quality Assurance Officer:

John Tucker, North Platte Feeders, North Platte, Neb.

Licensed CAB® Feedyard	Head	Sex ^b	%YG 1&2	%CAB/Prime
30-0 qualifiers:				
4+ Cattle Feeders	22	S	72.7	41
Honorable mentions:				
Beefland	55	S	20	55
Irsik & Doll Feedyard	81	S	14.8	49
Beefland	55	H	47.5	45
Irsik & Doll Feedyard	39	S	0	43
Hergert Feeding Co.	76	S	62.1	41
Schmitz Feedlot LLC	20	H	0	35
Irsik & Doll Feedyard	36	S	55.6	33
Hergert Feeding Co.	187	S	67.4	33
Irsik & Doll Feedyard	81	S	18.5	33
Sellers Feedlot	33	S	45.4	33
Beller Feedlots	46	H	4.3	33
Beefland	143	H	49	31
Hergert Feeding Co.	141	H	59.6	30
Irsik & Doll Feedyard	35	M	40	30

^aIn the On-Target "30-0" program, the 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.

^bH=heifers; M=mixed; S=steers.

Call (785) 539-0123 or visit www.cabfeedlots.com for a complete and current list of feedlot licensees.



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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

In the news

A writer from *Food Product Design*, a foodservice and chefs' trade publication focusing on ingredients, recently interviewed CAB Corporate Chef Dianna Stoffer. The article will focus on making better burgers and what burgers — as a menu item — do for restaurants. Among other questions, the writer wanted to know if using CAB brand grinds would improve the quality of hamburgers. It was a prime opportunity to increase focus on CAB grinds.

The publication has a circulation of 28,057. Its Web site receives 42,000 visitors per month.

Improving the view

New point-of-sale inserts are now available for CAB-licensed retail stores. The materials were designed to help retailers grow sales.

The "Mouthwatering" insert leads customers to the mouthwatering goodness of the CAB brand. It's based on the brand's advertising campaign and research,

identifying it as one consumers know and trust. Retailers may take advantage of the pyramid inserts to reduce confusion about Angus. Retail campaign inserts slide into existing recipe holders at the full-service case. These materials tell customers to look for the best Angus beef — the *Certified Angus Beef* brand — in stores.

