



Brand News

► News and highlights from Certified Angus Beef LLC*

Hergert feedlots honored

To say the Hergert name is associated with high-quality cattle feeding would be an understatement. Two unique and independent Certified Angus Beef LLC (CAB)-licensed partner feedlots, one in Colorado and one in Nebraska, are owned by cousins Don and David Hergert.

Don manages Hergert Land & Cattle Co. (HLC), Greeley, Colo. One of the first yards to license with CAB in 1999, it was an early proponent of sorting to an accurate finished end point. Last August, this feedlot



Wayne Smith

achieved Bronze Level in the Thirty-Aught (30-0) Program, with 500 cattle having met the criteria of at least 30% Prime or *Certified Angus Beef*® (CAB®) brand acceptance with zero discounts. Of the 589 HLC

cumulative 30-0 cattle as of mid-February, 92% were CAB-eligible and 30.7% accepted. The average sized harvest group was 30 head.

Just weeks later, in September, Hergert Feeding Co. (HFC), Mitchell, Neb., achieved the Bronze Level. Managed by the 2002 CAB

Quality Assurance (QA) Officer of the Year, Wayne Smith, HFC had harvested a total of 777 head of 30-0 cattle by mid-February. About 77% of those were CAB-eligible and the average harvest group of 31 head achieved 32.8% CAB.

Another big honor for Little Apple

The Little Apple Brewing Co. of Manhattan, Kan., received the most votes for "Best Steak 2003" in the *Manhattan Mercury's* "Readers' Choice Awards." Little Apple features the CAB brand on the menu and has been a licensed CAB restaurant since 1995. The restaurant has won numerous awards for its beef menu and merchandising, including the Kansas Beef Council's "Beef Backer of the Year" award in 2000 and 2002.

Russ Loub, a co-owner of the restaurant, serves as manager. Other co-owners are active in the beef cattle industry, including Galen and Lori Fink, Manhattan; Nancy and Paul Miller, Alma, Kan.; Gene and Anna Barrett, Grantville, Kan.; Jan and Jack Riley, Manhattan; Chris Pelton, Paradise, Kan.; Charles Peters, Bellevue, Iowa; and Richard and Susan McClung, New Market, Va.

Beef Bahama-style

Bahamas Food Service, Bahamas Culinary Association and the U.S. Meat

Export Federation (USMEF) conducted a CAB merchandising seminar featuring top blade, culotte and short ribs on Feb. 25 in Nassau. Wine pairing followed each cutting and recipe sampling. CAB Specialist Dean Blankenship and Corporate Chef Bobby Briggs of Bahamas Food Service presented the CAB brand's attributes at the event. This was a great opportunity for Bahamas Food Service to keep the brand in front of Nassau's culinary community.

Tony met us in Saint Louis

Middendorf Meat & Quality Foods and the CAB brand sponsored another Regional Chamber Growth Association (RCGA) Speaker's Series event in Saint Louis, Mo. Chef Tony, of Tony Marino's, delighted attendants with a mouthwatering tenderloin roulade. More than 60 of the RCGA Leadership Circle members attended. All received a CAB postcard offering a free dessert or appetizer with the purchase of a CAB entrée at Tony Marino's. It was another way of drawing customers to the mouthwatering flavor of the CAB brand.

Round 'em up

The 2003 CAB Roundup is set for March 27-29 in Lansing, Mich. CAB will pair with Michigan State University (MSU) to present the live-animal/beef quality portion of the seminar. CAB Foodservice and Retail divisions will present information-packed breakout sessions targeting industry-specific topics and sales techniques. The target audiences for this hands-on seminar are foodservice distributor sales representatives (domestic and international), retail meat merchandisers (domestic and international) and value-added processors.

CAB for home and garden

CAB sponsored the Dallas (Texas) Home and Garden Show, Feb. 28-March 2. CAB logos and slogans were featured in inserts and advertisements in the *Dallas Morning News* and in show posters at Tom Thumb stores and throughout the community. A radio promotion also spread the word. The brand hosted a booth

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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

throughout the event and sponsored the Gourmet Cooking Stage on “*Certified Angus Beef* day,” Saturday, March 1. Chefs from Cool River, Texas De Brazil and Macaroni Grill, along with Dianna Stoffer, CAB corporate chef, conducted demonstrations and samplings featuring CAB heat-and-serve items.

Brand coverage abounds

CAB licensees are making brand awareness a priority — and consumers are taking notice. The brand is taking center stage in Times Square in New York City, on Texas television stations and on the pages of

the hottest cookbooks in Nashville, Tenn.

Shula’s Steak House will be putting the CAB brand in lights over Times Square to publicize its newest steak house location. Saltgrass Steak House of Texas is planning a hard-hitting, first-quarter promotion of steak and shrimp that will include television advertising, in-store signage and two freestanding insert drops. And the Stock-Yard Restaurant, a premier dining destination in Nashville, is featuring a CAB-brand page in its cookbook. The publication takes readers through the history of the Nashville Union Stockyards building — from cattle

trading to its becoming a restaurant in 1979. The Stock-Yard Restaurant has been licensed since 1999 and serves short loins, strips, tenderloins and rib eyes.

Progressive Grocer names top retailer

Congratulations to Giant Eagle Inc. and its associates for being named *Progressive Grocer’s* 2002 Retailer of the Year. A CAB-licensed partner since 1991, it captured the award by “providing a blueprint not just for survival, but for market leadership, in the age of the Wal-Mart Supercenter,” noted *Progressive Grocer’s* December issue.

More than 200 of Giant Eagle’s Maryland, western Pennsylvania and Ohio corporate and independently owned stores offer CAB fresh and convenience products. In November, 18 Giant Eagle locations began offering CAB brand Prime.

“We continually seek to improve our products, services and business practices,” David Shapira, Giant Eagle’s chairman and CEO, told the magazine.

“Giant Eagle’s success is the result of the efforts from every store associate to the chairman,” said Jim Riemann, CAB president. “Its commitment to customers, plus hard work were precursors to this success. We are pleased the CAB brand plays a part in Giant Eagle’s meat department accomplishments.”

Deli at Harris Teeter

Harris Teeter Inc., based in North Carolina, has launched CAB deli items in more than 140 of its retail stores. Fourteen in-store trainings were conducted by CAB retail staff to educate Harris Teeter staff. The deli offerings will complement the stores’ fresh CAB offerings and provide consumers with another choice for quality.

‘Speaking of Women’s Health’

The brand recently joined the Texas Beef Council (TBC) in sponsoring the “Speaking of Women’s Health” seminar in Dallas. The health conference was designed to educate women in making informed decisions about health, well-being and personal safety. In addition to sponsoring the luncheon, CAB donated four event tickets to “The Senior Source,” an organization that assists mature adults with everything from eldercare, job searches, nursing home issues and money management to guardianship support.



January On-Target honorees^a

Monthly awards are 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.

January Feedlot Partner of the Month:

McPherson County Feeders Inc., Marquette, Kan., Allen Sents, manager.



Allen Sents



Kendall Hopp

January Quality Assurance Officer:

Kendall Hopp, Hays Feeders LLC, Hays, Kan.

Licensed CAB® Feedyard	Head	Sex^b	%YG 1&2	%CAB/Prime
30-0 qualifiers:				
Hergert Feeding Co.	45	S	44.4	38
Hergert Feeding Co.	57	H	57.9	37
Hergert Feeding Co.	38	H	26.3	34
McPherson County Feeders Inc.	40	H	45.0	33
Boise Valley Feeders	15	H	53.3	33
Dakota Prairie Beef	23	M	8.7	30
Honorable mentions:				
Hergert Feeding Co.	28	H	10.7	69
Hergert Feeding Co.	52	H	15.4	63
Hays Feeders LLC	124	H	15.3	58
Irsik & Doll Feedyard	40	S	2.5	58
Ashland Feeders	144	H	29.2	55
Beefland	55	S	20.0	55
Peterson Feedlots/MPK LLC	15	H	6.7	53
Irsik & Doll Feedyard	81	S	14.8	49
Stampede Feeders	86	H	47.7	47
Irsik & Doll Feedyard	105	S	26.7	46
Brookover Ranch Feedyard	125	S	7.2	44
Irsik & Doll Feedyard	53	S	47.2	44
Hergert Land & Cattle Co.	24	H	8.3	42
North Platte Feeders	95	S	13.7	42
4+ Cattle Feeders	17	S	35.3	41

^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.