



Brand News

► News and highlights from Certified Angus Beef LLC*

BRS supports the Challenge

One of the beef industry's most complete and cost-effective record programs has signed on as a sponsor of the 2003 National Angus Carcass Challenge (NACC). Rather than giving prizes to winners only, Beef Record Service (BRS) is offering a broad entitlement for producers to enter the contest.

"Producers who enter a pen in NACC may submit herd records to BRS for half price, or \$1 per calf weaning weight, up to 250 head," says Matt Perrier, BRS manager and American Angus Association director of commercial programs. The offer includes all calves that are entered in NACC for harvest in 2003, whether they were born this year or in a previous year.

BRS joins the NACC team with Certified Angus Beef LLC (CAB) and *Drovers* magazine.

The annual drive to find the highest-valued, Angus-sired cattle provides opportunities for discovery, recognition and prizes for a grand champion pen and the top 10 pens of both steers and heifers harvested. Anyone who can field a pen of at least 40 steers or heifers and who can provide the sire registration numbers, may enter the contest through the network of more than 70 CAB-licensed feedlots in 17 states.

Complete details are available at www.cabfeedlots.com. Harvest data will be accepted until Dec. 31, 2003, and the NACC 2003 winners will be announced at the National Western Stock Show (NWSS) in Denver, Colo., in January 2004. Interested producers can contact Rod Schoenbine, CAB data coordinator, at (330) 345-2333.

Assuring quality

The "Commitment to Quality" Quality Assurance Seminar was recently conducted in York, Neb. Twenty-three feedlot managers and staff members attended the training for current and prospective CAB licensees. Allied industry guests attending the program included Mark Walker, carcass data collector for eastern Nebraska; Ken Conway, Angus GeneNet; Julie Rau, Nebraska Corn-Fed Beef; and Lynn Gordon, Nebraska Cattlemen.

Guest speakers were Janice Swanson of Kansas State University (K-State), animal care guideline policies; Matt Perrier, American Angus Association director of commercial programs, opportunities and services through the association; Jerry Woodruff, Fort Dodge Animal Health, "realizer animal" demonstration; David Secrist of El Oro Cattle Feeders, sorting fed cattle for carcass targets; Robbi Pritchard of South Dakota State University (SDSU), the effects of growth promotants and nutrition



► Feedlot managers and staff attended a quality assurance seminar for current and prospective CAB licensees.

on carcass quality; and Temple Grandin of Colorado State University (CSU), effective cattle handling systems and methods.

Silver Run on a roll

Silver Run Farm, a CAB-licensed feedlot in Lancaster, Pa., has won two environmental awards in connection with its broiler production and overall farm plan. The farm, run by Karl and Elma Hess — along with their sons Michael, Konrad and Jonathan — has been in the family since 1754.

The family was honored in February as one of seven national winners of Tyson Foods' Poultry Environmental Awards, with a prize that included \$2,500 in cash. Last fall they were awarded the 2002 Pennsylvania Environmental Agricultural Conservation Certification of Excellence (PEACCE) Award and recognized as a "feature family" in the Aug./Sept. 2002 issue of *Farm & Ranch Living*.

Grill your best

The brand's "Grill Your Best" food feature was released to targeted newspaper editors in March. Designed for food-section front pages, the feature provides beef selection, marinating and grilling tips, and five *Certified Angus Beef*® (CAB®) recipes. The feature is a continuation of the brand's partnership with KC Masterpiece® and Kingsford® charcoal, also featured on the page. Initial circulation with newspapers in prior, current and potential target markets is estimated at six million.

St. Louis experience

Visitors to the St. Louis Food & Wine Experience, March 8-9, sampled wines from around the world and delectable cuisine from the finest restaurants, food producers and farmers in Missouri. They also sampled mouthwatering CAB products and offered rave reviews. CAB tenderloin and the heat-and-serve pot roast were sampled during the

CONTINUED ON PAGE 136

CAB STAFF CONTACTS

206 Riffel Rd., Wooster, OH 44691-8588
phone: (330) 345-2333; fax: (330) 345-0808

www.certifiedangusbeef.com

Jim Riemann, *President*
Brent Eichar, *Senior Vice President*
Tracey Erickson, *Vice President*
Pam Cottrell, *Assistant Vice President*
Mark McCully, *Assistant Vice President*
Louis "Mick" Colvin, *Advisor*

SUPPLY DEVELOPMENT TEAM

CAB Program Satellite Office
1107 Hylton Heights Rd., Manhattan, KS 66502
phone: (785) 539-0123; fax: (785) 539-2883

Larry Corah, *Vice President*

John Stika, *Director, Feeder-Packer Relations and Packing Divisions* (Wooster office)

Turk Stovall, *Assistant Director, Feeder-Packer Relations*

Paul Dykstra, *Feedlot Specialist, Feeder-Packer Relations*

Glenda Larkins, *Office Manager, Administrative Assistant*

Steve Suther, *Director, Industry Information*
16360 Victory Rd., Onaga, KS 66521
phone: (785) 889-4162; fax: (785) 889-4163

Rod Schoenbine, *DNA Research and Testing Project Manager* (Wooster office)

Margaret Cook, *Marketing Manager* (Wooster office)

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

event. Comments included: "I was told, 'Whatever you do, don't miss the *Certified Angus Beef* booth!" Other guests said, "The pot roast is phenomenal!" and "Oh my gosh, this is as tender and good as my mom's!"

The brand sponsored Chef Paul Kampf, Saint Albans Country Club; Kevin Storm, Bellerive Country Club; and CAB Corporate Chef Dianna Stoffer. They demonstrated how to properly cook and slice different cuts of beef. Stoffer was present in the booth (when not on stage) to answer questions and chat about favorite beef recipes. The first 500 visitors at the show each day received a Broil King cookbook. The publication features tips and recipes for grilling mouthwatering CAB products.

Beef in the salad bowl

Food Management magazine's March issue focused on salads and included a Teriyaki Steak Salad recipe featuring CAB product. The "Beyond the Basics" column included comments from Kelly Stipp, assistant director of nutrition services for Freeman Health System in Joplin, Mo. Stipp discussed using CAB products in salads. The magazine is written for institutional foodservice directors in schools, colleges, hospitals,

nursing homes, businesses, and self-operated and contract feeders. It has a circulation of 47,883 and a companion Web site.

Featured in The Star

The Star-Ledger, a Newark, N.J., newspaper with a circulation of 406,717, interviewed Deb Leonard, CAB director of marketing-communications for a story focused on trends in beef products and consumer response. The food writer wanted the "whole story," including Angus and Kobe beef, the Atkins diet, and current trends for chefs and home cooks.

The reporter also wanted to know how consumers could be assured they were getting what they paid for. Cathy Dowd, a CAB specialist from Debragga and Spitler also granted an interview for the story and helped highlight the brand. The paper's Web site receives 1.3 million visitors each month and is affiliated with seven other major daily newspapers.

It's official

The new, "premiumized" CAB logo has been registered with the U.S. Patent and Trademark Office. In case of infringement of the design of the mark, CAB now has more federal protection under trademark laws.

Newly licensed customers

Angus producers and consumers alike can

now find the CAB brand at these newly licensed retail stores:

- ▶ Catalano's Market, Fresno, Calif.
- ▶ Ralph's Butcher Shop, Surfside Beach, S.C.
- ▶ Hennings Super Market Inc., Harleysville, Pa.
- ▶ City Market LLC, Eagle, Idaho
- ▶ Bob's Produce Ranch, Fridley, Minn.
- ▶ Hurley Ridge Market, West Hurley, N.Y.

Fox for free trade

CAB staff flew to Monterrey, Mexico, in March for ExpoCarnes, the country's biannual meat convention. International staffer Maggie Hodge met Mexico's President Vicente Fox during opening ceremonies.

Fox made a brief stop at the Tyson/IBP booth where CAB product and signage were on display. A big supporter of Mexico's domestic cattlemen, Fox also works consistently toward free trade. His efforts to keep the North American Free Trade Agreement (NAFTA) alive in the midst of political protest are helping to pave the way for increased CAB sales in the brand's third-largest market.

For Ohio Governor Bob Taft's planned trade mission to Mexico in May, CAB International Division staff were asked to help Taft's planning committee arrange several dinners for the group at CAB-licensed restaurants in Mexico City.

Brand is Astro-nomical

CAB Specialist Duke Dirksmeyer of Sysco Food Services of Houston continues to aggressively sell and promote CAB product in the region. Recently, Minute Maid Park, home of the Houston Astros baseball team, was licensed to sell the brand. Both of the park's restaurants will offer CAB brand beef products exclusively, including fajita meat, burgers, franks, strips, chicken fried steak and roast beef.

Freedman Food Service is selling CAB products to the park, and Sysco will deliver and assist in servicing the account. Stay tuned for upcoming promotions that will introduce the brand to more and more baseball fans.

Brand on TV

Maggie's, a CAB-licensed restaurant in San Antonio, Texas, has aired its new television ad featuring the CAB brand. In addition to the advertisement, Maggie's has mailed postcards highlighting the brand to preferred diners. It has also started an aggressive print campaign to promote the brand. Since adding CAB steaks and burgers to its menu, the restaurant has experienced a growth of 40%.

February On-Target honorees^a

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:

Hergert Feeding Co., Mitchell, Neb., Wayne Smith, manager.

Quality Assurance Officer:

Tom Mead, Beefland, Garden City, Kan.

Licensed CAB® Feedyard	Head	Sex ^b	%YG 1&2	%CAB/Prime
Hergert Feeding Co.	35	H	25.8	38
Honorable Mentions				
Hergert Land & Cattle Co.	30	H	26.7	73
Hergert Feeding Co.	31	H	25.8	68
Hergert Land & Cattle Co.	39	H	30.8	64
Schmitz Feedlot LLC	13	S	38.5	50
Hergert Feeding Co.	49	S	29.4	37
Sellers Feedlot	56	H	21.4	34
El Oro Cattle Feeders	79	S	57.0	33
Panhandle Feeders	246	S	34.2	31
McPherson County Feeders Inc.	13	H	38.5	31
Beller Feedlots	127	H	35.4	30
Hays Feeders LLC	128	H	34.4	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.

