



Brand News

► News and highlights from Certified Angus Beef LLC*

Major milestone

The Certified Angus Beef LLC (CAB) Supply Development Branch set a monthly record for the number of Angus-based cattle enrolled in the Feedlot-Licensing Program (FLP). Forty feedlots combined to enroll 47,208 head during April. The previous record of 30,966 head was set in March 2003. So far this year, enrollments have set volume records each successive month. Participation in the program continues to grow, and many of the feedlots licensed in the past year are stepping forward in leadership as CAB partners.

New FLP partners

The FLP recently welcomed newly licensed partners Generic Genetics of Ida Grove, Iowa, and Loseke Feedyards of Columbus, Neb. Visit www.cabfeedlots.com or call (785) 539-0123 for a complete and current list of feedlot licensees.

Everhart CAB summer intern

The 2003 CAB Industry Information summer intern is Kira Everhart, a senior at Kansas State University (K-State) majoring in agricultural communications with a

specialization in animal science. She works with division director Steve Suther in producing articles that support Supply Development programs.

Everhart, who is also studying French, international agriculture and Spanish at K-State, spent five months last spring living and studying in Toulouse, France, at *L'Ecole Supérieure d'Agriculture* (l'ESA). Her studies included international trade as well as beef and dairy management. Everhart visited several French farms and left the country with a stronger grasp of European agriculture — and the potential for trade.

A native of Wichita, Kan., Everhart grew up riding horses and visiting her grandfather's cattle pastures in southeast Kansas. However, her true introduction to commercial agriculture came from working at the K-State Beef Research Unit, where she learned about feedlot operations. She began the CAB internship in late May, after attending a Building Blocks to Success seminar in April in Wooster, Ohio, and enthusiastically spreads the word about "Angus beef at its best."

April 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:

Gregory Feedlots Inc., Tabor, Iowa, Jim Gregory, manager.

Quality Assurance Officer:

Terry Beller, Beller Feedlots, Lindsay, Neb.



Licensed CAB® Feedyard	Head	Sex ^b	%YG 1&2	%CAB/Prime
Beller Feedlots	17	H	23.5	53
CNW Land & Livestock LLC	28	S	64.3	36
Boise Valley Feeders	30	H	66.7	33
Honorable Mentions				
Dakota Prairie Beef	44	M	29.5	67
Meining Cattle Co.	12	S	8.3	67
Irsik & Doll Feedyard	30	S	36.7	53
Beller Feedlots	17	H	23.5	53
Irsik & Doll Feedyard	68	M	53.0	49
McPherson County Feeders Inc.	31	M	51.7	49
Ashland Feeders	56	H	7.1	48
Irsik & Doll Feedyard	39	S	30.8	46
Schmitz Feedlot LLC	19	S	26.3	45
Triangle H Grain & Cattle Co.	20	S	10.0	45
McGinley-Schilz Feedyard LLC	69	H	40.5	42
Panhandle Feeders	16	S	62.6	40
Panhandle Feeders	26	H	42.3	40
Sellers Feedlot	20	S	30.0	40

^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.

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Brand in the news

The Tennessean, a daily newspaper in Nashville, recently picked up part of a consumer press release on London broil. Sarah Donohoe, a home economist and member of CAB's Retail Division, is quoted in the article. The paper's circulation is 181,702.

Inquiring minds may soon be trying the brand's Ginger Roast Salad recipe. *The National Enquirer* used the CAB salad recipe in a recent issue. The publication will also be using the brand's Sirloin Peach Salad recipe in an upcoming issue. The tabloid's circulation is currently 1,775,318.

CAB's Marketing-Communications Division recently pitched a story or recipe to several national magazines, including *Better Homes & Gardens*, *Bon Appétit*, *Budget Living*, *Cooking Light*, *Cook's Illustrated*, *Esquire*, *Everyday Food*, *Family Circle*, *Fitness*, *Food & Wine*, *Ladies' Home Journal*, *Men's Health*, *Midwest Living*, *Parenting Magazine*, and *Women's World*.

Adding value

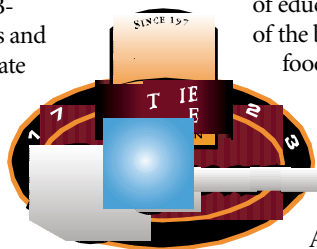
Cargill Deli Solutions of Milwaukee, Wis., has begun a line of retail *Certified Angus Beef*® (CAB®) marinated tri-tips. The original flavor, Tuscan Rosemary & Garlic, was so successful at retail that Cargill has decided to introduce three additional flavors: Steakhouse Classic, Savory BBQ and Smokehouse Classic.

Dining in

Topco Associates Inc. of Skokie, Ill., has launched a new retail co-branding opportunity with a line of products under the "Dining In" label. The product line will include CAB pot roast, beef chuck tips and gravy, fajita strips, pub burgers, meatloaf, beef brisket, chili, and bacon-cheddar burgers. CAB value-added products continue to gain popularity in the marketplace.

Whoa!

There will be a stampede for New Orleans early this fall as CAB-licensed restaurant operators and potential customers participate in an educational seminar that focuses on the brand. Stampede 2003 is set for Sept. 28-30. The seminar is an important opportunity to educate restaurateurs about the CAB program — from pasture to plate.



Compliments to the chefs

World-renowned Chef Mickey Beriau and CAB Corporate Chef Dianna Stoffer demonstrated CAB product to more than 700 attendees at the Certified Master Chef Fund-raiser June 2 in Albany, N.Y. The event was a valuable opportunity to introduce the brand's consistency to chefs from all over the country.

It takes a giant

Giant Eagle Inc. teamed with Clorox® for an exciting event Saturday, April 26, at Heinz Field — home of the Pittsburgh

Steelers. Josh Miller, Steelers punter and self-proclaimed grill master, grilled CAB Prime steaks while wearing a CAB shirt and hat. Media coverage included a spot on ESPN2 and local television broadcasts. The Food Network was also on location. Attendance was 10,000. The event was a prime opportunity for brand exposure to a variety of audiences.

Annual conference

The *Certified Angus Beef* 25th Anniversary Annual Conference will be Aug. 21-23 in Cleveland, Ohio. A variety of educational sessions for all sectors of the beef industry will include a foodservice industry leaders think-tank panel.

Panel members include CAB founder Mick Colvin, Carl Blackwell of the National Cattlemen's Beef Association (NCBA), Tim Hussman of Newport Meat Co. and Robert Norton, Jr., chairman of the CAB Board of Directors. The leaders will discuss how they believe the beef industry will change in the next five years and what the brand needs to do to maintain market share and grow consumer awareness.

Congratulations

Buckhead Beef Co. recently celebrated its 10th anniversary as a CAB-licensed distributor. CAB President Jim Riemann and members of the Foodservice Division joined the entire staff of Buckhead Beef for an anniversary party.

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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

Cattle Feeding Continues to Return Profits

Cattle-feeding returns lessened through late winter and early spring, but feeders were likely still realizing profits of \$30-\$40 per head in April, said Kansas State University (K-State) ag economist Rodney Jones.

Cattle headed to meat packing plants from western Kansas feedlots pulled in average profits for their owners of \$80-\$100 per head in January and February. Returns in April, however, were trimmed to \$30-\$40 per head, said Jones, who is also a K-State research and Extension livestock production specialist.

"Cattle feeders are positioned to realize profits of \$30 to \$40 per head on April closeouts, though returns are likely to decline as fed-cattle prices dip going into early summer," he said.

He noted that lighter calf prices have rebounded somewhat in recent weeks, presumably in part due to demand for cattle to place in summer grazing programs.

"Our budget projections suggest that 550-pound steers purchased at prices in the mid-\$90s will break even relative to all costs in the mid-\$80s," Jones said. "Lighter cattle leaving early intensive stocking

programs will naturally have higher expected breakevens than cattle remaining on pastures for the full season that reach heavier weights."

Performance during the grazing season is a primary determinant of the ultimate breakeven, he said.

In addition to typical market factors such as weather, Jones reminded, the war in Iraq, threats of terrorist activity and the continued sluggish U.S. economy weigh on futures-based cattle price projections.

"Producers who are concerned about the negative impact that uncontrollable factors could have on the economic outcome of cattle ownership programs might want to consider establishing some price protection in the form of "put options," he said. "That would leave the potential for price improvement open if events unfold in a way that is positive for the cattle industry."

Editor's Note: This article, provided by K-State Research and Extension, was written by Mary Lou Peter.