



Brand News

► News and highlights from Certified Angus Beef LLC*

Leading the industry

Jim Riemann, Certified Angus Beef LLC (CAB) president, was the recipient of the 2003 American Meat Science Association (AMSA) Distinguished Extension-Industry Service Award. The award was presented June 18 at the 56th Annual Reciprocal Meat Conference in Columbia, Mo.

The award was established to recognize outstanding achievement in meat science Extension and service to the industry. Cryovac Sealed Air Corp., Duncan, S.C., sponsored the award. Riemann has been a longtime, active



Jim Riemann

member of the AMSA, in which he has served as a board member; worked on committees, including the Meat Industry Research Conference planning committee; and coached intercollegiate meats judging.

The AMSA professional society was formally incorporated in 1964. Its role is to provide a forum for all interests in meat — commercial, academic, government and consumer — to come together in a scientific atmosphere to address the needs of the processing and marketing segments of industry, the consuming public, its own members and others in the biological and nutritional sciences.

Nevada feedlot joins FLP

The CAB Feedlot-Licensing Program (FLP) recently welcomed Western Nevada Cattle Feeders LLC, Lovelock, Nev., as a licensed partner. D.P. White is manager of the 12,000-head-capacity feedlot.

Visit www.cabfeedlots.com on the Web or call (785) 539-0123 for a complete and current list of more than 80 feedlot licensees in 18 states.

Hole in one

Certified Angus Beef® (CAB®) ribeye steaks were a hit at the Bonneville Radio Group Charity Golf Tournament June 19 in Fairview Heights, Ill. CAB and Schnucks Markets Inc. sponsored dinner for the 144 golfers who participated in the tournament, which benefited the Children's Miracle Network of the Greater Saint Louis area. The event was one of the brand's value-added radio promotions in the Saint Louis target market. CAB was represented by four delegates from Hudson Meat Co. and the Saint Louis Cardinals. Radio stations WRTH, WVRV and WSSM were present at the event. A silent auction followed the dinner.

Let the games begin

Sysco New Orleans hosted its annual roll-off sales promotion contest June 30 through Aug. 22. CAB products were among the featured items. This will be the first time that CAB product has been a part of the line of promoted products at Sysco New Orleans.

Grinding forward with licensing

Grinders Above & Beyond, a seven-unit chain in Minerva, Ohio, is the brand's newest licensed restaurant chain account. Grinders will market nine CAB line-item products and plans to incorporate CAB patties and dinner entrées. Menu items take advantage of the value-added Philly steak items produced by Advance Food Co. of Oklahoma. Featured CAB items include a steak salad, steak wrap and steak croissant.

Expanding foodservice market

Retail chain Bruno's (a division of Ahold in the Alabama region) recently licensed 35 stores. The chain currently carries CAB whole-muscle items and plans to add CAB grinds.

Target market promos ... in Saint Louis

The "Grill Your Best" promotion with Schnucks Markets Inc., the Saint Louis Cardinals and Broil King aired on Cardinals Radio June 24-July 13. The promotion rewards Schnucks shoppers with *Certified Angus Beef*® (CAB®) steaks and a Broil King® grill. Just days into the promotion, meat department managers reported overwhelming consumer response and entries. The "Enter to Win" promotion is on display in meat departments and is designed to increase traffic and CAB brand awareness.

Recently, Busch Stadium was host to a CAB sampling prior to a Cardinals game. More than 800 samples of the CAB Holten patties were distributed to consumers. Coupons for the popular patty were also given away. The stadium event coincided with the release of a direct-mail advertising piece, with coupon, sent to more than 400,000 households in the Saint Louis area. The



Busch Stadium announcer supported the sampling and offered great commentary on the brand. The promotion was designed to drive sales of the frozen Holten patties, which are a great summer grilling item. The sampling was conducted by a team of Certified Angus Beef LLC (CAB) staff, Broil King representatives and members of the Holten family.

Orville Middendorf of PFG-Middendorf Meat & Quality Foods in Saint Louis joined Rita Scott of Mike Shannon's Steaks restaurant and a chef from the Hyatt Regency Saint Louis in a recent golf tournament with the Cardinals. CAB filets were served for dinner and all golfers received the CAB/Broil King cookbook and coupon for CAB Holten patties.

CAB Roast Tenderloin of Beef is on the menu in Busch Stadium suites.

... in Canada

The "Grill Your Best" promotion with Ontario, Canada-based Fortinos Supermarket Ltd., Broil King and CAB was a great success. Twenty Toronto-area Fortinos stores each gave away a Broil King grill, CAB steaks and grill sets, and tickets to a private jazz concert.

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

Buckhead Beef Northeast, South Plainfield, N.J., and Sysco Food Services of Metro New York have also become CAB partners. Buckhead is a subsidiary of Sysco Corp. Buckhead Beef Northeast combines a great deal of expertise and technology with CAB quality. The original facility, Buckhead Beef Co. in Atlanta, has been the leading CAB distributor, based on volume, since 1998. Its CAB offering includes the brand's Prime and dry-aged program. Both Buckhead Beef Northeast and Buckhead Beef Co. offer great support to other Sysco CAB-licensed distributors, like Sysco Food Services of Metro New York.

Buckhead Northeast is strategically located to serve foodservice operators in the metro New York, Boston and Philadelphia markets. Its customers include white-tablecloth restaurants, luxury hotels and resorts, and private clubs.

Recent foodservice licensing in the northeastern United States will increase market penetration in this densely populated area.

Food show

North Carolina-based foodservice distributor Southern Foods plans a dynamic September Food Show at the Speedway Club, located at the Lowe's Motor Speedway, just north of Charlotte, N.C. Southern Foods representatives and CAB foodservice staff plan an exciting presentation to showcase the brand.

Steppin' out in style

You can now order a CAB wind shirt online at www.cabfeedlots.com. The solid khaki shirts have a full-color, embroidered logo on the left chest and come in sizes small (S) to 3-extra-large (3XL). The wind shirts are made of microfiber, have a nylon lining and sport two side-seam pockets. They are windproof and water-resistant. Each shirt is \$32.



CAB wind shirts and other premium items may be purchased online by selecting the "Order Merchandise" link at www.cabfeedlots.com.



June 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.

Feeder Partner of the Month: Ashland Feeders, Ashland, Kan., Scott Girard, manager.

Quality Assurance Officer: Scott Anderson, Texas County Feed Yard, Guymon, Okla.



Licensed CAB® feedyard	Head	Sex ^b	%YG 1&2	%CAB	%Prime
Silver Run Farm	21 ^c	S	38.1	52.4	9.5
Hergert Land & Cattle Co.	14 ^c	S	28.6	50.0	0.0
Generic Genetics	44 ^c	S	20.5	47.7	11.4
Hergert Feeding Co.	21	S	57.1	46.2	0.0
Darnall Feedlot	44 ^c	H	59.1	45.5	0.0
Hergert Feeding Co.	42	S	50.0	44.0	2.4
Hergert Feeding Co.	46	H	52.2	40.9	4.3
Hergert Land & Cattle Co.	27 ^c	S	3.7	40.7	0.0
Schmitz Feedlot	13	S	23.1	40.0	0.0
Boise Valley Feeders	70	H	52.8	35.7	1.4
Boise Valley Feeders	20 ^c	S	50.0	35.0	0.0
Darnall Feedlot	78 ^c	S	43.6	33.3	2.6
Beefland	18 ^c	M	61.1	33.3	0.0
Hergert Land & Cattle Co.	19 ^c	S	68.4	31.6	10.5
Hergert Land & Cattle Co.	23 ^c	S	17.4	30.4	0.0

Honorable mentions

McPherson County Feeders	40	S	47.5	63.6	40.0
Beller Feedlots	86 ^c	S	29.1	50.0	2.3
Generic Genetics	46 ^c	S	19.6	47.8	8.7
Irsik & Doll Feedyard	21 ^c	S	19.0	47.6	4.8
Hergert Feeding Co.	84	S	31.0	46.7	0.0
Hergert Feeding Co.	42	S	28.6	46.7	0.0
Darnall Feedlot	49	H	30.6	43.8	4.1
Beller Feedlots	28	S	60.7	42.9	0.0
Boise Valley Feeders	13	M	46.2	41.7	15.4
Darnall Feedlot	118	S	20.3	40.5	1.7
Boise Valley Feeders	20 ^c	S	46.2	41.7	15.4
Hergert Feeding Co.	20	S	30.0	40.0	5.0
North Platte Feeders Inc.	50	S	25.0	36.5	11.7
Pratt Feeders LLC	40 ^c	S	17.5	32.5	7.5
Beller Feedlots	43 ^c	S	7.0	32.6	9.3
Beller Feedlots	61 ^c	S	4.9	26.2	14.8

^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.

^cIndicates 100% CAB eligible. Acceptance rate figured on eligible portion on all groups listed.

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