



# Brand News

► News and highlights from Certified Angus Beef LLC\*

## Here's the beef

Beef lovers — especially *Certified Angus Beef*® (CAB®) brand lovers in Kansas and Missouri — can say goodbye to the long dry spell and say hello to a fresh supply of CAB brand products. The brand is now available at 49 Price Chopper stores across Kansas and Missouri, including the Kansas City, Saint Joseph and Topeka metropolitan areas.

“Price Chopper is known for the quality of its meat department,” said Adam Rini, sales manager. “We know that the *Certified Angus Beef* brand will meet and exceed our customers’ expectations.”

Price Chopper is a large, high-volume store famous for low prices, wide variety and a focus on high-quality products — especially in the perishables departments. For store locations and additional information, visit [www.mypricechopper.com](http://www.mypricechopper.com).

## Back by popular demand

Pfizer Animal Health, *Feedlot* magazine and Purina Mills are teaming up with Certified Angus Beef LLC (CAB) for the second annual Feeding Quality Forum.

The conference, targeted for cattle feeders and nutritionists, will feature two sessions: Nov. 13 in Garden City, Kan., and Nov. 15 in

## Taking it to the street



Strodes BBQ & Deli, a small specialty store in Brantford, Ontario, Can., takes CAB brand marketing seriously. The company puts the brand where everyone can see — from store windows to company vehicles.

South Sioux City, Neb.

The program will focus on balancing efficiency and quality. Topics include early nutrition's effect on calf quality at the feedlot, focusing on efficient gains, and profit points in feeding cattle.

For more information on the packed agenda, contact Marilyn Conley at 330-345-2333 or [mconley@certifiedangusbeef.com](mailto:mconley@certifiedangusbeef.com).

## On the road

CAB took its Brand Builders seminar to Texas in July. Seventy breeders attended the July 27 informational session, presented just before the Texas Angus Association's annual field day. Mike and Barbara Domel, Double Creek Farms, hosted both events at the Meridian Livestock Auction facilities.

“We really enjoyed the chance to visit with Angus producers from across the state,” Christy Johnson, supply development marketing director, says. “This was a great chance for them to learn how involvement with Certified Angus Beef can help their business.”

CAB staff used the day to explain the brand and the company. Mark McCully, supply development director, kicked off the agenda with the brand's specifications and history. Packing Director Clint Walenciak talked about production, processing and success at the consumer level.

Johnson discussed the company's marketing activities and highlighted results of a survey of more than 250 Texas Angus bull buyers.

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To order CAB merchandise, visit

[www.angussalebarn.com](http://www.angussalebarn.com).

For a source for recipe ideas, storage and

handling tips, restaurant listings,

retail store locations, and cooking

information, visit

[www.certifiedangusbeef.com](http://www.certifiedangusbeef.com).

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

After enjoying a CAB product lunch, attendees learned about genetic and management practices that drive supply for the brand.

Jared Murnin, American Angus Association regional manager, and Gary Fike, beef cattle specialist for CAB, discussed marketing options. Murnin talked about the benefits of enrolling calves in AngusSource®. Fike explained how producers work with CAB-licensed feedlots to gather postweaning performance and carcass data.

### Outreach to commercial cattlemen

More than 150 cattlemen registered to attend CAB's Black Ink Basics meetings Aug. 21, 22 and 23 in Sulphur Springs, Crockett and Waco, Texas. The agenda delved deeper into management and marketing of Angus calves for a quality end point.

### Promotion potential

Marketing promotions and special events hosted by CAB-licensed partners are an important avenue for showcasing the brand. Truly successful initiatives spark the interests of both consumers and the media. The result: An event that grows by word of mouth and brand recognition that is strengthened by testimonials built on trust and excitement.

One such event was the recent CAB Backyard Grill-Off hosted by southern grocery chain Bi-Lo. The retailer invited aspiring grill masters to compete for a new gas grill valued at \$1,000, a storage freezer, \$500 in Bi-Lo CAB gift cards, and the coveted grill-off trophy. Shoppers entered to win at Bi-Lo or Super Bi-Lo stores in Greenville, Spartanburg or Anderson, S.C., or at the chain's web site.

Ten finalists were chosen Sept. 5, and the grill-off was Sept. 21 in downtown Greenville during the County Bank Main Street Jazz event. Al Kober, CAB director of retail, and Greenville's mayor served as celebrity judges.

Bi-Lo operates a total of 226 supermarkets in South Carolina, North Carolina, Georgia and Tennessee.

### Low-maintenance, high-quality

Easygoing and high-grading are accurate descriptions of livestock from Thompson Land & Cattle near Dunning, Neb. Christi Hafer raises commercial Angus calves with her parents, Craig and Carol Thompson. This year they fed most of their heifer crop with neighbor and CAB-licensed feeder Trent Hutchison of 4+ Cattle Feeders, Lexington, Neb.

"Those kind of cattle are nice to see," Hutchison says. "You don't have to worry about them; they're pretty maintenance-free."

A 45-head group of those heifers had the top CAB-acceptance rate of all cattle fed with CAB-licensed partners in July. They went 52.94% CAB, plus 2.2% Prime, and earned the 30.06 designation given to those groups that make at least 30% CAB with less than 6% outlier cattle.

"We do pay attention to the meat EPDs (expected progeny differences), but that's not the only thing we select for," Hafer says. The producers have tracked carcass data on a sample of the 930-head herd for a number of years. They own 200 shares in U.S. Premium Beef and always sell at least that many on the grid.

"This is the best they've ever done out of our herd," she says, crediting both genetics and management. "We've figured out that our cattle like a lighter-type of implant, so we try to stay away from an aggressive program."

The ranch's steers were fed at another local feedlot and, Hafer says, the feeders have much to do with their success.

"We were impressed with the quality of service we got from the smaller feedlots," she says. "The feedlots, the lighter implant regimens — and we're using some pretty traditional feedstuffs. All of those things certainly don't hurt your quality grade; I think they help."

Hutchison says it's their mind-set that drives the family's positive results.

"They're really good people and take pride in what they do," he says. "Before anything is done, they think it through first."

### Congratulations

The Agricultural Media Summit (AMS) in Louisville, Ky., July 29-Aug. 1 featured a

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**Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in July 2007**

In the On-Target "30.06" program, the Feedlot-Licensing Program (FLP) honors feedlot partners that harvest qualifying groups of cattle with at least a 30% Prime or *Certified Angus Beef*® (CAB®) acceptance rate with an allowance for 3% Yield Grade (YG) 4s and 3% carcasses weighing more than 975 pounds (lb.). Sorting is encouraged to bring out the best in each animal, and the minimum group size is 10 head. Honorable mention groups stood out for CAB acceptance but contained at least one discount problem.

Licensed CAB® Feedyard	Head	Sex <sup>a</sup>	%YG 1&2	%CAB	%Prime
4+ Cattle Feeders	45	H	24.4	52.94	2.2
Thomas County Feeders Inc.	51 <sup>b</sup>	S	25.5	49.02	3.9
Chappell Feedlot	51	H	68.6	35.48	0.0
Chappell Feedlot	43 <sup>b</sup>	H	60.5	34.88	11.6
Silver Creek Feeders Inc.	10 <sup>b</sup>	H	40.0	30.0	0.0
Chappell Feedlot	50 <sup>b</sup>	S	76.0	30.0	0.0
Ashland Feeders	40 <sup>b</sup>	S	77.5	27.50	2.5
Honorable Mentions	Head	Sex <sup>a</sup>	%YG 1&2	%CAB	%Prime
Thomas County Feeders Inc.	96 <sup>b</sup>	S	22.9	62.50	3.1
Ashland Feeders	157 <sup>b</sup>	S	35.7	57.32	0.6
Chappell Feedlot	34	H	47.1	53.13	0.0
Beller Feedlot	53	S	11.3	51.92	1.9
Chappell Feedlot	37 <sup>b</sup>	S	37.8	51.35	8.1
Thomas County Feeders Inc.	51 <sup>b</sup>	S	3.9	47.06	5.9
Thomas County Feeders Inc.	62 <sup>b</sup>	H	12.9	46.77	9.7
Thomas County Feeders Inc.	30 <sup>b</sup>	S	10.0	46.67	13.3
Thomas County Feeders Inc.	52 <sup>b</sup>	S	23.0	46.15	9.6
Thomas County Feeders Inc.	209 <sup>b</sup>	S	21.6	45.93	4.8
Beller Feedlot	85 <sup>b</sup>	H	31.8	45.88	9.4
Thomas County Feeders Inc.	51 <sup>b</sup>	H	27.5	45.10	19.6
MPK Land and Livestock LLC	48 <sup>b</sup>	S	29.2	43.75	4.2
Thomas County Feeders Inc.	118 <sup>b</sup>	S	18.6	43.22	7.6
Thomas County Feeders Inc.	49 <sup>b</sup>	S	4.1	42.86	4.1
Thomas County Feeders Inc.	134 <sup>b</sup>	S	27.6	42.54	5.2
Thomas County Feeders Inc.	31 <sup>b</sup>	H	16.1	41.94	9.7
Beller Corp.	27 <sup>b</sup>	S	25.9	40.74	7.4
Beller Feedlot	25 <sup>b</sup>	S	8.0	40.0	0.0
Wheeler Feed Yard Inc.	40	M	30.0	39.13	2.5
Thomas County Feeders Inc.	133 <sup>b</sup>	S	14.3	38.35	3.8
Thomas County Feeders Inc.	30 <sup>b</sup>	S	43.4	36.67	0.0
T-Bone Feeders	154	H	41.5	33.85	1.3
Beller Feedlot	48 <sup>b</sup>	H	25.0	33.33	8.3
Thomas County Feeders Inc.	13 <sup>b</sup>	S	23.1	30.77	0.0
MPK Land and Livestock LLC	108 <sup>b</sup>	H	50.0	30.56	0.9
Chappell Feedlot	40 <sup>b</sup>	S	40.0	30.0	7.5

<sup>a</sup>H=heifers; M=mixed; S=steers. <sup>b</sup>Indicates 100% CAB eligible. All acceptance rates figured on eligible portions.

Lots that exceed 15% YG 4 and YG 5 are not included on the honorable mention list.

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



tradeshow reception starring CAB roast beef, pastrami and corned beef. The reception was sponsored with the Cattlemen's Beef Board (CBB), but all waitstaff sported CAB hats or aprons.

The Livestock Publications Council (LPC) Critique & Awards Contest was also a success for the CAB team. All writing awards were for stories published in the *Angus Journal*. Overall, staff members received four first-place, one second-place, and two honorable-mention awards:

First-place honors:

- ▶ Producer/Farm/Ranch Profile — “Full Circle,” Circle A Ranch profile by Steve Suther
- ▶ Technical Feature — “High-Propionate Glow,” fat deposition story by Steve Suther
- ▶ Marketing Article — “A Reliable Connection,” Mike Assman story by Lance Zimmerman
- ▶ General Excellence web site — [www.cabpartners.com](http://www.cabpartners.com)

Second-place honors:

- ▶ Miscellaneous Design — “Supplying the Brand” special report
- ▶ Honorable-mention honors:
  - ▶ “Angus Carcass Edge” brochure
  - ▶ “High Caliber at the Bar-B” story about Randy Browning by Steve Suther

### Good interns with CAB

The CAB industry information school-year intern is Chelsea Good, a senior at Kansas State University (K-State) majoring in agricultural communications, public relations and political science.

She completed a summer internship with the editorial department of Angus Productions Inc. (API) in August.

As a CAB intern, she will work alongside industry information specialist Miranda Reiman and director Steve Suther, producing written material supporting producers, feedlots and the supply development programs.

On campus, Good is active in Collegiate Cattlewomen, College of Agriculture Student Council, Collegiate Farm Bureau and Agricultural Communicators of Tomorrow (ACT). She was also a member of the 2007 champion National Agri-Marketing Association (NAMA) competition team.

Good, who is the daughter of Kevin and Kammie Good of Parker, Colo., credits her family and National Beef Ambassador experiences for instilling in her an enthusiasm for the industry.

## Countdown to kick-off

A relatively new initiative from CAB's public relations team offers newspaper editors across the country ready-made food features by e-mail. The September release featured an upscale tailgating theme with CAB kick-off kabobs and grilled mini burgers. Recipes and photographs are provided with each release.

More than 100 media outlets have been downloading the releases each month and the number continues to grow. The food features garner thousands of consumer brand impressions, and they provide consumers with information and ideas they will use, from a brand they know and trust. The monthly features are a low-cost, high-impact way to promote the brand and an easy, free solution for news publications that want cooking tips and ideas to offer their readers.



No matter your favorite sport, team or player, there's one thing all fans can agree on: tailgating is the perfect way to spend time with friends before the big game. Whether you go all out with a full spread in a tricked-out truck in the stadium parking lot or plan a smaller gathering around the backyard grill, great food is at the center of every successful game day party.

### Score Big On Game Day

Kick-off kabobs, made with Certified Angus Beef® top sirloin, are the perfect party finger food. These marinating items will keep the crowd lining up at the grill for more. What's more, small bites like these mean it'll just go up or knock you down as you cheer on your team.

#### Kick-off Kabobs

Serves 6

- 1½ pounds Certified Angus Beef® top sirloin steak, cut into strips
- 1 recipe Deliciously Bold Marinade (recipe below)
- 3/4 cup olive oil
- 3 large egg tomatoes, cut in half
- 6 ounces feta cheese
- 1/3 cup chopped fresh onions
- Marinade, as needed, for garnish
- 6 metal skewers (Note: If using bamboo skewers, soak in water one hour before assembling kabobs)

#### Deliciously Bold Marinade

- 1 cup beef broth
- 2 tablespoons Cabernet Sauvignon
- 1 tablespoon Worcestershire sauce
- 1 tablespoon vegetable oil
- 1 teaspoon Italian seasoning

Place beef strips and tomatoes in zipper-locking plastic bag and refrigerate 2 hours. Roll each strip and thread onto skewers. Season tomato halves over top. Tear tomatoes into pieces and place around the plate. Top with feta, fresh onion and parsley.

Recipe courtesy of Angus Productions Inc. © Angus Journal Inc. All rights reserved. For more information, contact Jennifer Smith at 800-223-2143, ext. 283 or [jennifer.smith@angusjournal.com](mailto:jennifer.smith@angusjournal.com).



### Tailgating Stats

According to a Tailgating.com survey of more than 3,000 tailgaters across the country, a pre-game party is a very popular way to cheer on the home team.

• Six out of 10 tailgaters are between the ages of 25 and 44. Almost 80 percent are men.

• Most fans support a team within an hour's drive of their homes.

• A whopping 95 percent prepare food at the stadium or tailgate site. The most popular cooking method? Grilling.

• The average tailgate party begins three to four hours before the game. And, most tailgaters plan gatherings up to 10 times per season.

**Tailgating Checklist**  
While packing up the truck for a tailgate party, be sure to bring the following items:

- Lots and lots of food. Burgers, frankfurters and steaks are the most popular choices. Don't forget the bun and condiments! To really impress your friends, toss some juicy steaks onto the grill.
- Tailgators bring along disposable plates, cups, cutlery and napkins, plus garbage bags and paper towels for easy clean-up.
- Coolers. Keep food safely in mind and keep hot foods hot and cold foods cold. Bring plenty of ice!
- Cooling supplies. If you're setting up a grill, you'll need either charcoal or a full gas tank.
- Remember your lighter, spatula, tongs, meat thermometer and other grilling essentials.
- Extras. Be prepared for the elements with sunglasses and sandals, or if the forecast isn't so sunny, ponchos and an umbrella. You may want a blanket or two, folding chairs, a table and seat cushions all in the appropriate team colors of interest.

Kick off the season with delicious Certified Angus Beef® Grilled Mini Burgers. These little beauties are simple to prepare, perfectly portable and sure to please even the pickiest palates. Plus, beef is packed with enough protein and nutrients to prepare both athletes and armchair quarterbacks to tackle the afternoon's big game.



Serves 4

- 1/2 pounds Certified Angus Beef® ground chuck
- 2 large Portobello mushrooms, cleaned
- 1/4 cup balsamic vinegar
- 1/4 cup olive oil
- Salt and pepper to taste
- 1/2 pound smoked mozzarella or cheddar cheese, sliced thin
- 12 mini buns or soft rolls
- 2 small vine-ripe tomatoes, sliced thin
- 1 rounded red pepper cut in strips, canned or fresh
- 1 hard-boiled lettuce, cleaned and separated

Marinade Portobello mushrooms in balsamic vinegar and oil for 30 minutes and grill just above direct heat.

Season ground chuck with salt and pepper, and pre-heat oven to 350 degrees. Grill to desired temperature. Top with cheese and slice grill to melt cheese slightly.

Place patty on bottom bun and top with tomato, mushrooms, lettuce, and pepper and bun top.

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