



Brand News

► News and highlights from Certified Angus Beef LLC*

Uniformity parameters finalized

The Certified Angus Beef LLC (CAB) Board of Directors voted in November 2006 to accept a final form of the brand's new product uniformity standards. It had voted in September 2006 to replace the original Yield Grade (YG) 3.9 limit with more specific consistency requirements.

Those included a ribeye size bracket of 10 to 16 square inches (sq. in.) and a carcass weight cap of 999 pounds (lb.). After conducting and reviewing research on cutability, and consultations with licensed packers, CAB staff concluded the most logical limit for external fat thickness to be 0.99 in.

The changes were in response to a trend toward heavier cattle, closely trimmed fabrication and other technical advances since the brand was founded in 1978, said Board Chairman Bob Norton.

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To order CAB merchandise, visit
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.

Newly appointed CAB president John Stika (see "Stika Named CAB President," page 159) noted, "Our original limit of YG 3.9 allowed too many outliers with as much as 1.2 inches of external fat." The brand's 2005 consist study of 26,700 carcasses at plants in four states also found calculated YG 3 carcasses with a ribeye range of 6.9 to 19.0 sq. in., and carcass weights of up to 1,169 lb.

The limit on fat thickness should address cutability concerns not met by today's fabrication styles and the other newly refined CAB specifications. Since one of the original eight carcass specifications was reconfigured into three parts, future references will note 10 carcass specifications, Stika said.

After finalizing logistics with its packers, CAB will petition the U.S. Department of Agriculture (USDA) for the changes to take effect in early 2007.

Sales drive

New marketing techniques, advertising campaigns and innovative merchandising strategies enable CAB retailers and restaurants to drive sales and increase profits.

Two recent articles prompted consumers to trek past low-margin turkeys and hams to select *Certified Angus Beef*® (CAB®) rib roast for holiday dinners. Many consumers enjoy prime rib in restaurants, but few realize a prime rib roast can easily be prepared at home. The consumer-ready articles were made available to CAB-licensed retailers prior to the holiday season. They included easy-to-prepare prime rib recipes and preparation tips. Retailers were able to customize their own designs by using online files and photos, or they could use the brand's print-ready "how to" article featuring the "CAB Jazzy Rib Roast" recipe.

Another technique to increase sales is the dual ad campaign. Bi-Lo/Bruno's stores, located in Alabama, recently used dual ad pricing when introducing the CAB brand in all of its stores. The chain introduced the brand with a dual ad featuring CAB ribeyes for \$8.99 per lb. and USDA Choice ribeyes



► Retail promotions positioned CAB rib roast as an alternative to holiday turkey and ham.

for \$6.99 per lb. This type of promotion proves successful because it encourages consumers to try the higher-quality product while generating more retail profits.

Creative merchandising is a way for restaurants to increase profits. The Sandy Butler in Fort Myers Beach, Fla., and Turner's Steak & Lobster House in Naples, Fla., offer CAB steaks in fresh-meat cases, in addition to offering only CAB beef entrées on the menu. A growing trend in this area, fresh-meat cases give restaurants an edge over the competition.

Mark of distinction

Registering the brand's trademark internationally is a time-consuming and costly process, usually accomplished one country at a time. Under the Madrid Protocol Implementation Act, registration will be streamlined in 58 countries.

The Madrid Protocol is an international treaty that allows a trademark owner to seek registration in any of the countries that have joined the Madrid Protocol. A single international application is required. The International Bureau of the World Intellectual Property Organization, located in

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

Geneva, Switzerland, administers the international registration system.

The brand's logo is currently trademarked in 16 countries.

Grand opening

ComNor, a CAB distributor in Cancun, Mexico, recently hosted its grand opening celebration. The company is the brand's fourth-largest distributor in the world. Attending the event were representatives from the U.S. Meat Export Federation (USMEF), the minister of agriculture from the U.S. Embassy and CAB staff. ComNor was recognized for its commitment to quality and leadership.

CAB feedlots honored

Three CAB partner feedlots continue to turn in consistent, high-quality cattle.

CAB recently recognized Silver Creek Feeders (SCF) for reaching Bronze in the 30.06 program, and Chappell Feedlot and Gregory Feedlot for reaching the Silver level.

SCF harvested more than 500 head of cattle that reached 30% CAB and Prime with no more than 6% outliers. Chappell and Gregory enrolled more than 1,000 head that fit the same criteria.

A 3,000-head feedlot located near Treynor, Iowa, SCF has a 26.37% CAB acceptance rate. Manager Roger Chambers says he tries to recruit cattle that have the ability to reach CAB. The feedlot is known for its ability to sort cattle and manage yield grade challenges.

Chappell Feedlot, 2006 Feedlot Partner of the Year, is a 6,500-head yard near Chappell, Neb. The feedlot specializes in sorting cattle with the use of ultrasound technology. Tom Williams, manager, says he enjoys working with his many retained ownership customers to help them improve their herds. During the 2005-2006 award year, the yard posted a 28.45% CAB acceptance rate.

Tabor, Iowa's, Gregory Feedlot has enrolled more than 15,000 head in the CAB program since 1999 and has an overall acceptance rate of 19.35%. Manager David Trowbridge forges relationships with customers who see value in producing high quality, and tries to manage their cattle to work on a grid.

Feeding quality forums

CAB, Pfizer Animal Health and *Feedlot* magazine teamed up to share knowledge with the feedlot sector through two Feeding Quality Forums. Hosted Nov. 7 in North Platte, Neb., and Nov. 9 in Amarillo, Texas, the seminars attracted 150 feedlot managers, nutritionists, educators and others.

Topics covered included trends, economics, consumer focus on marbling, feedstuffs, health, growth technologies and instrument grading. Presenters participated in panel discussions and took questions from the crowd.

The information-packed seminar provided a scientific look at the challenges and opportunities associated with producing high-quality beef. A summary of proceedings is available at www.cabpartners.com/news.

Reaching out to producers

In an effort to fully explain CAB and the CAB program to producers, the company's supply development team has created a special report in a magazine format. The cover story of the 40-page publication addresses the decline in beef quality, while in-depth feature stories focus on high-quality genetic selection, management and marketing practices.

From management to economics, producers are getting mixed messages when it comes to producing for quality, says Mark McCully, CAB supply development director. CAB gathered information from some of the nation's most respected animal scientists and industry experts to produce *Supplying the Brand*.

The full-color magazine explains the challenges and opportunities in quality beef production. "It's aimed at the whole range of Angus breeders, commercial cow-calf operators, feedlots, allied industry partners and industry influencers," says Christy Johnson, supply development marketing director. "We hope it provides a deeper understanding of the CAB target, brand and company."

Supplying the Brand was introduced during the American Angus Association's Annual Convention of Delegates in Louisville, Ky., Nov. 11-13, 2006. To request a copy, visit www.cabpartners.com and click "Contact Us," or call Johnson at 1-800-725-2333, ext. 247.



Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in October 2006

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.). 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 at least one discount problem.

Licensed CAB® Feedyard	Head	Sex ^a	%YG 1&2	%CAB	%Prime
Beef Northwest/Nyssa	46	S	37.0	45.45	2.2
Honorable Mentions	Head	Sex ^a	%YG 1&2	%CAB	%Prime
Thomas County Feeders Inc.	28 ^b	S	35.7	57.14	7.1
Chappell Feedlot	28 ^b	M	42.9	57.14	25.0
Silver Creek Feeders Inc.	40	M	45.0	51.28	5.0
Circle 7 Feedyard Inc.	14 ^b	S	0.0	50.0	0.0
Thomas County Feeders Inc.	84 ^b	S	34.6	45.24	11.9
Thomas County Feeders Inc.	35 ^b	S	34.3	42.86	5.7
Thomas County Feeders Inc.	40 ^b	S	22.5	42.50	5.0
Thomas County Feeders Inc.	86 ^b	H	43.0	40.70	2.3
Thomas County Feeders Inc.	129 ^b	H	34.9	37.98	3.1
Beller Feedlots	80 ^b	H	30.1	36.25	3.8
Thomas County Feeders Inc.	100 ^b	S	10.0	36.0	14.0
Thomas County Feeders Inc.	45 ^b	S	2.2	35.56	13.3
Thomas County Feeders Inc.	37 ^b	H	10.8	35.14	8.1
Thomas County Feeders Inc.	40 ^b	S	0.0	35.0	12.5
Thomas County Feeders Inc.	30 ^b	S	6.7	33.33	3.3
Thomas County Feeders Inc.	82 ^b	H	17.1	32.93	14.6
Thomas County Feeders Inc.	73 ^b	S	9.6	31.51	4.1
Beller Feedlots	29	H	44.8	30.77	3.4
Chappell Feedlot	52 ^b	M	19.2	30.77	7.7
Thomas County Feeders Inc.	69 ^b	H	15.9	30.43	1.4
Thomas County Feeders Inc.	76 ^b	S	3.9	30.26	0.0
Wilke Cattle Co.	90 ^b	H	43.3	30.0	2.2

^aH=heifers; M=mixed; S=steers.

^bIndicates 100% CAB eligible. All acceptance rates figured on eligible portions.

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

