



# Brand News

► News and highlights from Certified Angus Beef LLC\*

## CAB in Singapore

Singapore's top chefs can now offer *Certified Angus Beef*<sup>®</sup> (CAB<sup>®</sup>) brand products to their customers, thanks to the licensing of Angliss International's Singapore division. The company previously relied on grass-fed beef from Australia and New Zealand markets. The addition of CAB to Angliss International's Singapore division ensures chefs a consistency of both premium quality and delivery, due to the company's expansive supply chain and packer relationships.

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To order CAB merchandise, visit  
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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).

"Angliss has an incredible supply relationship in place, which assures customers receive the quality CAB brand," says Mark Spengler, director of Certified Angus Beef LLC (CAB) international sales. "We looked long and hard at a distributor partner for the Singapore market, and selected Angliss based on the quality of its product and its ability to get that product into customer hands reliably and on time."

Spengler noted Angliss is the unique distributor for the CAB brand in the Singapore market.

"While the foodservice industry in Singapore has had some limited access to quality U.S. grain-fed beef, the reality is many top chefs were forced to settle for inferior-quality beef," Spengler said. "The foodservice landscape is changing — and customers are increasingly enjoying superior marbling, flavor and taste found only in Angus-influenced cattle."

Spengler added that international visitors — a large contingent of diners at premiere hotels and restaurants — expect the flavor and tenderness of top U.S. beef.

## El Gaucho reigns

This holiday season, El Gaucho restaurant in Seattle, Wash., will become the first restaurant worldwide to offer dry-aged CAB brand Natural Prime.

"We have always wanted to serve all-natural beef," says Paul Mackay, founder and chairman of Mackay Restaurants, which manages El Gaucho and six other properties. "This is the first natural product that equals the CAB brand Prime quality we serve in our restaurants. It is simply the finest natural beef available, and the only beef good enough to serve in our restaurants."

CAB brand Natural Prime is the only natural beef brand offering a Prime level of marbling. Stringent standards ensure its robust flavor, juiciness and tenderness, making it more selective than USDA Prime. Additional standards ensure CAB brand Natural Prime is from cattle that have never been given hormones, antibiotics or animal byproducts. Cattle are only given vegetarian feeds and are traceable to their ranch of origin. Less than 1% of all beef meets CAB brand Natural Prime's exacting quality

standards, as confirmed by U.S. Department of Agriculture (USDA) graders.

"CAB brand Natural Prime is designed for people who desire the best, naturally," Jim Riemann, CAB president, said. "It is the ultimate complement to our brand's selection of premium beef offerings."

El Gaucho's focus on the best beef began 10 years ago when it began offering dry-aged CAB brand steaks. Dry aging makes beef even more flavorful, just like aging brings about the finest tastes in wine. The restaurant's success has since grown to six additional properties: El Gaucho Portland (2000); El Gaucho Tacoma in Washington (2002); Waterfront Seafood Grill (2000); Troiani Ristorante Italiano (2003); The Inn at El Gaucho (2005) in Seattle; and Sea Grill in Tacoma (2005).

"Dining out is one of life's luxuries," Mackay said. "At El Gaucho, customers enjoy the best service, the best experience and the best beef — CAB brand Natural Prime."

## Gourmet deli meats

A sandwich is a sandwich, right? Not exactly, says Brett Erickson, CAB value-added products director.

"Deli items used to be just cheap lunches, but today consumers want quality," he says. "They want to enjoy their food, and they are picking deli for a variety of meals, not just buying it for a lunchtime sandwich."

"People expect value, and at a restaurant's anticipated price range, that includes deli options," adds Mark Polzer, CAB foodservice director. "Pleasing them every time with consistent quality makes a positive impact on a business's profits."

Aiming for that goal, the CAB brand line of deli meats has expanded to meet and exceed diners' expectations while maintaining high quality standards.

When a processed product starts with the premium quality of the CAB brand, the objective is to add more value and appeal to it, while carefully balancing the flavor so the rich, robust beef taste remains true. Brand processors start with closely trimmed, fresh — never frozen — whole CAB cuts. Each item is minimally processed, which ensures the flavor is not degraded by additional water, excessive additives, binders, fillers or other artificial ingredients. No monosodium glutamate (MSG) is used. Finally, the roasts are slow oven-cooked for eight to 12 hours for a naturally tender and juicy texture.

Additional CAB value-added offerings range from fully cooked prime rib and steak chili to fresh corned beef brisket.

CAB deli meats exemplify what consumers have come to expect from the

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

brand, Erickson says. The results are repeat customers, word-of-mouth advertising and increased sales and profits for restaurants and retailers.

### Target markets

The CAB special projects and public relations teams recently hosted events in the Sacramento, Calif., target market. The team sponsored a food drive hosted by the River Cats, a AAA Minor League Baseball team. The brand hosted media and volunteers from the Sacramento Food Bank on July 21. The event introduced the Aug. 5 pregame food drive, where CAB gave away a player card featuring a CAB recipe for each donation of a nonperishable food item or cash. In conjunction with the media event, a CAB staff member and the River Cats' wives' spokesperson, Jen Doskow, appeared on KCRA-TV's noon news. CAB tri-tip was prepared and several preparation methods were highlighted.

The second event was a cooking class with morning radio show celebrity Paul Robbins from Sacramento's Y92. CAB staff teamed with Robbins to provide information about the brand and sample each of the recipes prepared. Two weeks of radio promotions led up to the event, and listeners entered to win admission to the cooking class at Y92's Web site. Just 92 winners could attend and take home recipes and coupons from their licensed retailers, including Raley's and Bel Air stores.

### Another pro team on board

Arizona Cardinals fans will soon enjoy CAB brand burgers in the team's Glendale, Ariz., stadium. The NFL team's stadium was recently licensed to offer CAB products. The stadium will serve CAB Holten burgers at four grilling stations. The brand will be promoted throughout the stadium with window decals, and the chef plans to use other marketing tools in the future.

### It's a first!

The Wild Horse Saloon in Saigon recently became the brand's first licensed restaurant in Vietnam. It was licensed through distributor Nhat Nam Foods. The restaurant is line-item licensed to offer CAB ribeye, strip, tenderloin and T-bone steaks. It opened in 1996, making it one of the first international venues in Saigon. The Wild Horse Saloon has gained a reputation among expatriates and visitors for serving great American and Tex-Mex cuisine in a fun-filled, Western atmosphere.

CONTINUED ON PAGE 106



**Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in July 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 <sup>a</sup>	%YG 1&2	%CAB	%Prime
Rolling B Farms Inc.	54	S	37.0	77.36	14.8
Chappell Feedlot	18	M	5.6	57.14	5.6
Beef Northwest/Nyssa	59 <sup>b</sup>	S	57.6	52.54	3.4
Beller Feedlots	41 <sup>b</sup>	S	7.3	46.34	14.6
Gregory Feedlots Inc.	41 <sup>b</sup>	S	39.0	43.90	0.0
Gregory Feedlots Inc.	12	H	58.3	40.0	0.0
Solaris Feeders LLC	38 <sup>b</sup>	S	31.6	34.21	0.0
Beef Northwest/Nyssa	24 <sup>b</sup>	S	20.8	33.33	0.0
Beef Northwest/Nyssa	45	S	46.6	30.23	0.0
Gregory Feedlots Inc.	43 <sup>b</sup>	S	32.6	30.23	0.0
Decatur County Feed Yard LLC	19	H	79.0	30.0	5.3
Gregory Feedlots Inc.	31	M	51.6	26.92	3.2
Honorable Mentions	Head	Sex <sup>a</sup>	%YG 1&2	%CAB	%Prime
Beller Feedlots	18 <sup>b</sup>	S	11.1	72.22	0.0
Triangle H Grain & Cattle Co.	40 <sup>b</sup>	S	22.5	60.0	7.5
Thomas County Feeders Inc.	55 <sup>b</sup>	S	7.3	54.55	10.9
Thomas County Feeders Inc.	26 <sup>b</sup>	H	7.7	50.0	0.0
Chappell Feedlot	24 <sup>b</sup>	M	33.3	50.0	8.3
Thomas County Feeders Inc.	50 <sup>b</sup>	S	12.0	48.0	0.0
Beller Feedlots	21 <sup>b</sup>	S	14.3	47.62	0.0
Beller Corp.	72 <sup>b</sup>	S	16.7	47.22	23.6
Thomas County Feeders Inc.	64 <sup>b</sup>	S	25.0	46.88	0.0
Thomas County Feeders Inc.	107 <sup>b</sup>	S	19.6	45.79	5.6
North Platte Feeders Inc.	83	S	19.3	45.71	3.6
Thomas County Feeders Inc.	194 <sup>b</sup>	S	8.2	43.81	6.2
Beller Feedlots	30 <sup>b</sup>	S	16.7	43.33	0.0
Gregory Feedlots Inc.	41	S	46.3	42.86	2.4
Thomas County Feeders Inc.	78 <sup>b</sup>	H	19.2	42.31	7.7
Thomas County Feeders Inc.	80 <sup>b</sup>	S	20.1	41.25	18.8
Solaris Feeders LLC	39 <sup>b</sup>	S	51.3	41.03	5.1
Thomas County Feeders Inc.	27 <sup>b</sup>	S	18.5	40.74	0.0
Thomas County Feeders Inc.	51 <sup>b</sup>	S	37.2	39.22	3.9
Thomas County Feeders Inc.	67 <sup>b</sup>	S	17.9	38.81	3.0
Thomas County Feeders Inc.	44 <sup>b</sup>	H	18.2	38.64	6.8
North Platte Feeders Inc.	35	H	14.3	37.93	8.6
Thomas County Feeders Inc.	83 <sup>b</sup>	H	30.1	37.35	0.0
Beller Corp.	92 <sup>b</sup>	S	1.1	36.96	13.0
Beller Feedlots	30 <sup>b</sup>	S	26.7	36.67	6.7
Beller Feedlots	11 <sup>b</sup>	S	9.1	36.36	0.0
Beller Feedlots	44 <sup>b</sup>	S	6.8	36.36	18.2
Darnall Feedlot	68	H	22.1	36.36	4.4
Thomas County Feeders Inc.	91 <sup>b</sup>	S	2.2	36.26	5.5
Thomas County Feeders Inc.	197 <sup>b</sup>	S	9.1	36.04	3.6
Wheeler Feed Yard Inc.	80	S	23.8	34.88	1.3
Thomas County Feeders Inc.	101 <sup>b</sup>	H	6.0	33.66	10.9
Wilke Cattle Co.	42 <sup>b</sup>	S	11.9	33.33	9.5
Beller Feedlots	47 <sup>b</sup>	S	12.8	31.91	8.5
Chappell Feedlot	19	M	0.0	31.25	0.0
Thomas County Feeders Inc.	112 <sup>b</sup>	S	1.8	31.25	9.8
Ranger Feeders II LLC	234 <sup>b</sup>	S	43.6	31.20	3.4
Thomas County Feeders Inc.	29 <sup>b</sup>	H	69.0	31.03	0.0
Beller Feedlots	13 <sup>b</sup>	S	0.0	30.77	7.7
Thomas County Feeders Inc.	36 <sup>b</sup>	S	2.8	30.56	2.8
Thomas County Feeders Inc.	82 <sup>b</sup>	S	8.5	30.49	3.7

<sup>a</sup>H=heifers; M=mixed; S=steers.

<sup>b</sup>Indicates 100% CAB eligible. All acceptance rates figured on eligible portions.

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

### Voted most popular

A marbling research paper available on [www.cabpartners.com](http://www.cabpartners.com) is the most downloaded file on any CAB Web site at the present time. Since its upload to [www.cabpartners.com](http://www.cabpartners.com) at the end of June, "Declining Quality Grades: A Review of Factors Reducing Marbling Deposition in Beef Cattle" has received more than 1,400 downloads, nearly 50 per day.

### Congratulations!

CAB Supply Development staff participated in the Ag Media Summit (AMS) in Portland, Ore., in July. They also staffed a booth at the Information Expo (trade show) during the conference. The brand picked up a number of honors, including the following top entries.

- ▶ Second-place marketing article, "Beef in the Fast Lane," by Lance Zimmerman
- ▶ Second-place published editorial photography, "Ace in the Hole," by Steve Suther
- ▶ First-place technical article, "Yield

Grades: Sort it out and Take Charge," by Steve Suther

- ▶ First-place miscellaneous design, "Black Ink Basics Technical Bulletins"
- ▶ Two first-place awards in different categories for the ad series, "2005 National Angus Carcass Challenge"
- ▶ First-place award for the [www.cabpartners.com](http://www.cabpartners.com) Web site

The critique contest changed this year, which allowed CAB to compete in a broader field against everything published in national beef magazines. Highlights of the professional improvement seminars were creative writing tips by a *Portland Oregonian* Pulitzer-Prize-winning feature writer and visual ideas by a world-famous, Kansas-based National Geographic photographer.

### Short ribs in the news

*Restaurant Hospitality* magazine's July issue featured CAB short ribs. Succulent, precooked CAB boneless short ribs from Hudson Meat Co., can be easily served at restaurants without tying up customers' ovens all day. They are perfect for autumn comfort foods. This value-added item is easy to use in any restaurant operation — just reheat and serve. The short ribs are a 100% usable product, which makes them

appealing to the foodservice industry. The *au jus* can be used as a low-salt alternative to purchased stock. Slow cooked for succulent flavor and fall-apart tenderness, the short ribs can be used in a variety of menu applications.


### On target again and again

When Tom Williams at Chappell Feedlot receives calves from Brett Foster, he can bet they're going to do well.

"He has consistent quality that keeps getting better," Williams says. "He's got that mind-set."

In July, the retained ownership customer from Butler, Mo., had a pen of steers and heifers (see Table 1) go 57.14% CAB and 5.6% Prime. That was the second sort from a lot that went 35.6% CAB overall, 87% Choice and only 4% Yield Grade (YG) 4s.

"He's got the performance to go with it," Williams says. "His ribeyes are up there. They gain well." The entire lot averaged 3.57 pounds (lb.) average daily gain (ADG), with a 5.27:1 feed-to-gain conversion.

"He typically gets quite a few 30-06 pens," Williams says. "They're very consistent." 



# Sport Your Logo

## Angus producers are cleared to use logo to show support of the brand.

by Steve Suther

Angus producers have been asking for clearance to use the *Certified Angus Beef*® (CAB®) brand logo for as long as it has existed. The lights are green now for an approved layout use, and [CABpartners.com](http://CABpartners.com) features downloadable versions for fall sale book and advertisement use.

Until now, producers had no approved form in which they could note their alliance and support of the brand. With regret, most producer requests for logo use had to be turned down because of implications that all of their cattle, or even certain individual cattle, were "certified." Of course, the mark only applies to beef product accepted by those government inspectors in the plant coolers.

Still, as CAB grew and was able to devote more resources to the production side in supply development, new ideas came out. For several years, producers have been able to use the brand logo when they become "licensee for a day" to serve CAB brand products at an event.

Today, you have the opportunity to join in

the vision and rope yourself more profit potential by targeting the CAB brand and letting everyone know of your aim. Common sense and your own integrity will be the main guidelines — you won't win new customers by proclaiming your support with a logo while ignoring the selection and management to back it up.

### Guidelines for use

Official guidelines for using the new mark are as follows.

▶ The Targeting the Brand logo layout can be used by Angus producers and industry or business associates to show support for the CAB program and brand. It can be used at events and sales as well as in sale books and routine communication.

▶ In this approved form, the mark can be used in advertisements, company letterhead and farm or ranch signs. A bumper sticker version is now available.

▶ No prior approval is needed for use of the mark. The logo and text must appear to-



gether in the format provided. The CAB brand logo cannot be used alone and the text design cannot be separated and used independently or with some other mark.

▶ No formal affiliation with the CAB brand is implied by use of the mark. CAB has the right to refuse use of any of its marks to any entity at any time, regardless of whether the above criteria have been met.

Downloadable versions are available at [www.cabpartners.com/producers/logo.php](http://www.cabpartners.com/producers/logo.php).

If you have any questions about the logo, contact Lance Zimmerman, supply development marketing manager, at (330) 345-2333, Ext. 252, or [lzimmerman@certifiedangusbeef.com](mailto:lzimmerman@certifiedangusbeef.com).