



# Brand News

► News and highlights from Certified Angus Beef LLC\*

## Domer interns with CAB

The summer 2008 CAB Industry Information intern is Lindsay Domer, a senior at Kansas State University (K-State) majoring in agricultural communications and journalism. She will be working with CAB staff to write articles supporting CAB producers, feedlots and supply development programs.

The daughter of Todd and Marilyn Domer grew up on a small livestock operation near Topeka, Kan.

Last year, she was selected as the American Quarter Horse Association (AQHA) summer publications intern and was recently chosen as a Livestock Publications Council (LPC) Forrest Bassford Scholarship finalist.

Domer is involved with the K-State Rodeo Team and Club, where she has

been a competing member for three years, serving first as secretary and as women's team captain the past two years. A former assistant editor for K-State's *The Agriculturist* magazine, Domer has also served as public relations chair and class representative for her sorority, Chi Omega.

During the summer, she will be traveling to Wooster, Ohio, to attend the CAB Brand Builders seminar. "This is a great way to learn more about the cattle industry while improving my communications skills," Domer said of the internship.

## Beefing up the marathon

Thanks to an invitation from the Pennsylvania Beef Council, the CAB brand was a sponsor at the Boston Marathon's Sports



► Pictured are (from left) Emilie Miller, Northeast Beef Promotion Initiative; Ford Drummond, Drummond Cattle Co. of Oklahoma, one of three beef runners in the Boston Marathon; and Jean O'Toole and Kara Behlke, both of the New York Beef Industry Council.

& Fitness Expo. A council spokesperson said it was a prime opportunity to reach out to the world's most elite runners with the message that lean beef is the fuel of choice for active lifestyles.

Free roast beef wrap samples were handed out with educational fact sheets. More than 7,000 samples were given away. Comments from runners included:

"Wow! This is so good — I'm going back to eating beef!"

"Beef — my pre-race dinner. Forget the pasta!"

"You just saved a runner's body."

"I learned so much and feel much more confident about eating beef."

"I was a vegetarian up until an hour ago!"

## Shop deli for meatloaf

There may be a new product in your grocer's deli department. King's Command Foods Inc., Kent, Wash., now offers premium meatloaf for rotisserie and take-home meals. Made with CAB brand chucks, it gives customers another reason to shop the deli section of their local grocery store.

"We use the finest, freshest ingredients for a restaurant-quality meal at home," says Ron

Baer, King's Command president.

Each case comes with 10, 24-ounce loaves, merchandising sleeves, 4-oz. glaze packets, clear lids and trays. The meatloaves retail direct from the rotisserie for less than \$10. Items not sold from the hot box can then be merchandised in a refrigerated case for 14 days, allowing retailers to balance inventories with customer demand.

Beef is blended with fresh onions, peppers, parsley, ketchup, breadcrumbs, egg whites and savory seasonings for homemade flavor and texture. A sweet onion, brown sugar and tomato glaze gives it authentic flavor.

Customers will enjoy the beef's natural flavor since no monosodium glutamate (MSG), binders or fillers are used. Loaves cook in the deli to an internal temperature of 160° F in one hour.

## Food for a cause

A recent *Chicago Tribune* article declared, "Cleveland has quietly become the epicenter of the Midwest food scene."

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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.

On May 12, talented chefs from this culinary mecca combined their talents to raise money for the Ohio Chapter of the American Liver Foundation. Flavors of Northeast Ohio Culinary Gala featured 19 chefs from the area's finest restaurants, including Certified Angus Beef LLC (CAB) Corporate Chef Scott Popovic. Each chef prepared a lavish, five-course meal for 10 — cooked tableside, paired with wines and served at a uniquely decorated table to capture the spirit of each chef's visionary cuisine.

"It was a fun event and also a fabulous way to raise money for a disease that affects one in 10 Americans," Popovic said.

Participants paid \$150 per plate for the meal. Popovic's menu featured a first course of "steak and eggs" — fried CAB shredded beef, quail egg and smoked maple-glazed *foie gras*. CAB filet carpaccio was included in the second course. The third course was grilled CAB prime rib with anticucho and grilled pineapple salad. Seared CAB filet with lobster eggroll completed the fourth course. Angela Evanko-Popovic, a celebrated pastry chef and Popovic's wife, prepared the fifth course.

**Burgers at the ballpark**

Baseball and burgers are a winning combination at Harbor Park, home of the Triple-A Norfolk (Va.) Tides. CAB brand Holten burgers are available for sale at the park this season. At a recent Tides game, CAB staff and Corporate Chef Scott Popovic prepared samples for guests, who also enjoyed contests and giveaways. The samples drew a crowd and rave reviews of the juicy burgers pre-made and frozen for the grill.

Tides fans also had the chance to scratch off instant-win cards for a variety of prizes: coupons for \$2 off CAB products at Farm Fresh supermarkets, a refrigerator magnet clip or a CAB T-shirt. In addition, Propane Council partners offered a drawing for a new grill and 100 gallons (gal.) of propane.

The fun continued inside the stadium. Every guest was given a barbecue apron with the Tides and CAB logos. During the second inning, a few lucky fans were invited down to the field to participate in a shopping cart

race, sponsored by the brand. And members of the crowd weren't shy about showing off their assets on the Beef-Cake Cam, broadcast on the big-screen scoreboard.

Additional CAB brand nights at Harbor Park — featuring more samples, giveaways and contests — are planned throughout the summer.

**Big flavor, small package**

Advance Food Co. of Enid, Okla., recently unveiled its new CAB brand Pub Steak Burger.® It's a fully cooked mini steak burger with bun available to restaurants and foodservice outlets. The burger is perfect for restaurant managers who want to save time and labor costs, decrease food safety concerns, and yet offer a premium product to customers.

The burgers are made from CAB chuck and contain no added binders or fillers. Each burger is fully cooked with a backyard-grilled flavor and handmade texture. The small size works for appetizers, kids' meals and entrées.

**Independence Day burgers**

A whopping 85% of Americans eat burgers at least once a month, and only 6% never eat burgers, according to a



**Pluots Plum Ketchup**

Prepares 1 cup

**Ingredients:**

- 1 shallot, sliced thin
- 1 tablespoon grape seed oil
- 8 pluots, seeded
- 2 star anise
- 2 tsp. dry ginger
- 1 tsp. dry coriander
- 1 Tbs. molasses
- 1 cup brandy
- 2 Tbs. lime juice
- Salt and pepper to taste

**Instructions:**

1. In a small saucepan sweat the shallots over low heat in the grape seed oil.
2. Add pluots, star anise, ginger, coriander and molasses and continue to cook for 3 minutes. Deglaze with brandy. Continue to cook for 5 minutes. Remove from heat and discard star anise.
3. Puree in a blender, adding the lime juice at the end. Adjust seasoning with salt and pepper.

**Source:** Recipe provided by Certified Angus Beef LLC.

recent survey of 1,200 U.S. consumers by foodservice consultancy Technomic Information Services. The study also determined:

- ▶ Heavy burger users — those who eat burgers once a week or more — make up the largest burger user category (44%). This group skews toward young consumers and those in the South and Midwest.
- ▶ While "traditional" burgers still hold solid appeal, there is strong preference



▶ Bob Kehl of Suburban Propane, Chesapeake, Va., CAB Corporate Chef Scott Popovic and Norfolk Tides mascot Rip Tide prepare CAB burgers for the crowd at Harbor Park.



toward customization and “build your own burger” options. Additionally, variation in burger size is appealing to consumers, especially miniature burgers, typically sold as appetizers.

“Burgers are more popular than ever,” reports Darren Tristano, executive vice president of Technomic. “Given the overall strength in the segment and consumer interest in variety and customization, burgers provide a great avenue for innovation and sales growth.”

Burgers are also a popular choice for Independence Day celebrations. In the June issue we featured a recipe for “Prosciutto-wrapped Burgers with Blue Cheese and Arugula.” Add the accompanying recipe for “Pluots Plum Ketchup” and serve in focaccia bread to wow your guests. The Plum ketchup can be made ahead of time. For more burger ideas, recipes and cooking tips, visit [www.certifiedangusbeef.com](http://www.certifiedangusbeef.com).

### Chappell, Neb., feedlot strikes gold

Chappell Feedlot, located in western Nebraska, has hit the heights in the “Thirty-Aught Six” (30.06) honor roll of the Certified Angus Beef LLC (CAB) Feedlot-Licensing Program (FLP), achieving the Gold Level.

The 30.06 program was developed to recognize feedlots that deliver to licensed packers harvest groups of cattle that achieve 30% *Certified Angus Beef*® (CAB®) brand acceptance while holding Yield Grade (YG) 4s below 3% and heavyweights below 3%. No other discounts are allowed. Each delivery group must consist of at least 10 head of at least 50% black-hided cattle. The Gold Level, which can only follow Bronze and Silver, requires an accumulation of 2,000 head that qualify.

Tom Williams, managing partner, wife Cindy and son Travis work with a small but dedicated staff to maximize quality results.

“This feedlot specializes in feeding high-quality cattle for their many retained-ownership customers,” says Paul Dykstra, CAB beef specialist. “Refined management and sorting for successful grid marketing are keys to their ongoing success.”

Chappell Feedlot is the only CAB-licensed feedlot to achieve the Gold Level in FLP history. Statistics for Chappell Feedlot include:

- ▶ Licensed: Nov. 8, 2004
- ▶ Capacity: 6,500 head
- ▶ Head count enrolled in FLP: 16,836 head
- ▶ % eligible for CAB (black-hided): 95%
- ▶ Number of 30.06-qualified cattle: 2,018 head
- ▶ 12% of enrolled cattle have hit 30.06

- ▶ Number of shipments qualifying: 67
- ▶ Average size of shipments qualifying: 30 head
- ▶ % YG 4s: 0.5%
- ▶ % Heavies: 0.0%
- ▶ CAB acceptance rate: 40.7%

the Silver Level in the 30.06 program, based on an exceptional acceptance rate on CAB Natural cattle. This feedlot, last year’s Progressive Partner Award winner, joins a very short list of licensed feedlots to have shipped 1,000 head of qualifiers for the program.



### Another leading contender

Thomas County Feeders Inc., a Beef Marketing Group (BMG) feedlot, achieved



**Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in April 2008**

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	Natural
Cattleman’s Choice Feedyard Inc.	37 <sup>b</sup>	M	67.6	72.97	10.8	No
Cattleman’s Choice Feedyard Inc.	24 <sup>b</sup>	M	45.9	58.33	0.0	No
Thomas County Feeders Inc.	43 <sup>b</sup>	S	32.6	55.81	0.0	Yes
Guggenmos River Ranch Ltd.	21 <sup>b</sup>	S	76.2	52.38	4.8	No
Chappell Feedlot	10 <sup>b</sup>	S	0.0	50.0	0.0	No
Irsik & Doll Feed Yard	18 <sup>b</sup>	S	55.6	44.44	0.0	No
Chappell Feedlot	58 <sup>b</sup>	M	48.3	37.93	3.4	No

Honorable Mentions	Head	Sex <sup>a</sup>	%YG 1&2	%CAB	%Prime	Natural
Thomas County Feeders Inc.	62 <sup>b</sup>	M	40.3	69.35	6.5	Yes
Chappell Feedlot	14 <sup>b</sup>	M	7.1	64.29	14.3	No
Irsik & Doll Feed Yard	19 <sup>b</sup>	H	31.6	63.16	5.3	No
Guggenmos River Ranch Ltd.	49	H	42.9	60.42	6.1	No
Thomas County Feeders Inc.	113 <sup>b</sup>	S	26.5	60.18	2.7	Yes
Buffalo Feeders LLC	37 <sup>b</sup>	S	40.5	54.05	2.7	No
Thomas County Feeders Inc.	80 <sup>b</sup>	H	31.3	53.75	5.0	Yes
Chappell Feedlot	21 <sup>b</sup>	S	9.5	52.38	4.8	No
Thomas County Feeders Inc.	67 <sup>b</sup>	H	35.8	52.24	9.0	Yes
Thomas County Feeders Inc.	121 <sup>b</sup>	S	56.2	51.24	4.1	Yes
Thomas County Feeders Inc.	108 <sup>b</sup>	S	29.6	50.93	3.7	Yes
Thomas County Feeders Inc.	14 <sup>b</sup>	M	14.3	50.0	0.0	Yes
Thomas County Feeders Inc.	90 <sup>b</sup>	S	27.8	50.0	6.7	Yes
Chappell Feedlot	45 <sup>b</sup>	M	13.3	48.89	0.0	No
Thomas County Feeders Inc.	112 <sup>b</sup>	H	50.0	47.32	7.1	Yes
Thomas County Feeders Inc.	62 <sup>b</sup>	S	41.9	45.16	1.6	Yes
Thomas County Feeders Inc.	70 <sup>b</sup>	S	41.4	41.43	4.3	Yes
Thomas County Feeders Inc.	34 <sup>b</sup>	M	50.0	41.18	8.8	Yes
Thomas County Feeders Inc.	66 <sup>b</sup>	M	42.4	40.91	6.1	Yes
McPherson County Feeders Inc.	77	H	39.0	40.58	1.3	No
Thomas County Feeders Inc.	81 <sup>b</sup>	H	32.1	39.51	4.9	Yes
Pratt Feeders LLC	179	M	38.0	38.89	0.0	No
Thomas County Feeders Inc.	71 <sup>b</sup>	M	50.7	36.62	7.0	Yes
Thomas County Feeders Inc.	108 <sup>b</sup>	H	48.1	36.11	2.8	Yes
Wheeler Feed Yard Inc.	31 <sup>b</sup>	H	35.5	35.48	6.5	No
McPherson County Feeders Inc.	72	M	47.3	34.33	2.8	No
Thomas County Feeders Inc.	55 <sup>b</sup>	M	50.9	30.91	0.0	Yes
Silver Creek Feeders Inc.	13 <sup>b</sup>	H	0.0	30.77	7.7	No

<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.