



Brand News

► News and highlights from Certified Angus Beef LLC*

Say aloha

Hawaii's first modern supermarket is also the state's first licensed retail chain to offer *Certified Angus Beef*® (CAB®) products, including a full line of chucks, rounds, steaks, roasts and ground beef. The company launched its new product line with unique items like CAB chef's cut ribeye and the chef's cut filet of sirloin — restaurant-quality cuts that are exclusive to Foodland in Hawaii.

"We are excited about our new exclusive line of meat," says Jenai Wall, Foodland chairman and chief executive officer (CEO). "This brand exemplifies the kind of excellent quality we are proud to offer our customers, and we know they will agree it's the best beef in town."

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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.

Foodland is so confident customers will love every cut and kind of fresh meat offered, they guarantee it with a double-your-money-back policy.

Foodland Super Market Ltd. was founded in 1948 by the late Maurice "Sully" Sullivan. He had the vision of a family-run, community-focused company that put the customer first. Today, the company employs approximately 2,000 people at 30 stores spanning four islands.

Bermuda getaway

The CAB brand was the star of the 2008 Gourmet Getaway, a trade and consumer food and wine event in Bermuda. CAB

Sandwich makeovers

Consumers look for lighter, refreshing fare in the summer months, and sandwiches are a perfect fit. They suit consumer demand and are an attractive option for restaurants looking to manage food costs. Sandwiches also provide opportunities for chefs to be creative.

Chef Scott Popovic works with the brand's licensed restaurant partners to find unique ways to please consumers while increasing sales and cutting costs.

center-cut top sirloin was featured in the final round of the Iron Chef Challenge hosted by Rock Harper, season three winner on the popular television show, *Hell's Kitchen*, and executive chef of Terra Verde in Las Vegas. CAB staff gave a presentation to more than 200 attendees, and CAB product was featured at several receptions during the event. It was a key opportunity to increase brand awareness and grow an even stronger reputation in the market.



Kids in the kitchen

Parents and kids are getting creative in the kitchen and developing new recipes featuring *Certified Angus Beef*® (CAB®) product. Consumers in Albany, N.Y., recently participated in a Cooking with Kids recipe contest. Each team created and submitted an original recipe. Five finalists then attended a cook-off event during the Great Northeast Home Show. The winner was chosen by a panel of judges, consisting of Scott Popovic, Certified Angus Beef LLC (CAB) corporate chef; Jerry Wallace, vice president of meat merchandising for Price Chopper; and Bill Dowe, *Life@Home* writer.

"The kids really enjoyed the contest, as did their parents," CAB's Jamie Malick said. "It was a great opportunity to bring families together and promote the premium quality of the CAB brand."

Winners included:

Grand Prize:

Gretchen and Nate,
"Nate's Famous
Cheesy Burger
Potato Pie"

Finalists:

Wanda and Devin,
"Stuffed CAB
Burgers"
Jill and Sydney,
"Quick and Easy
Chicago-Style
Deep Dish Pizza"
Vicki and Tyler,
"Tyler's Pasta
with Cheesy Meat
Sauce"

Rob and Nathan, "Mini Steak Empanadas"



► Cooking with Kids recipe contest winners and finalists.

PHOTO COURTESY OF CERTIFIED ANGUS BEEF, LLC

All finalists received a prize, with the grand prizewinner earning beef for a year. More than 30 entries from 2- to 12-year-olds were received. The winning recipes are featured in the Cooking with Kids recipe section at www.certifiedangusbeef.com. Another Cooking with Kids contest took place in Wooster, Ohio, in April.

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

Staying on top of seasonal food trends is one way to achieve these goals.

“There are no limits to the possibilities for creating a satisfying sandwich,” Popovic says. “Sandwiches are easy for customers to enjoy and very approachable, especially when melding classic tastes with new.”

He suggests global influences as the best avenue for restaurants to develop a new



Chef Scott Popovic

sandwich. Scandinavian, Asian and Thai are among the tastes consumers now appreciate thanks to the Food Network and celebrity chefs.

If the budget requires even more cost-effective options, he suggests tri-tip, skirt steak, flank steak, brisket and short ribs for profitable yet delightful presentations.

“Braised short ribs and briskets are very cost effective,” Popovic says.

“Pulled and infused with ethnic flavors, they make attractive sandwiches.

“You can make any sandwich upscale,” he says. “It all depends on the approach and where your food costs need to be. At the same time, you need more than unique ingredients to satisfy customers’ sophisticated tastes,” he says. “You also need the best quality. Alternative cuts from a high-quality brand add both quality and profits to the menu.”

With that advice in mind, consumers can prepare their own gourmet sandwiches. Start grilling season off right and please dad on Father’s Day with “Prosciutto-wrapped Burgers with Blue Cheese and Arugula” (see below).



Prosciutto-wrapped Burgers with Blue Cheese and Arugula

Serves 4

Ingredients

- 2 lb. CAB® ground chuck
- ¼ lb. prosciutto, sliced thin
- 2 Tbs. olive oil
- 4 oz. blue cheese
- 2 oz. ketchup
- 4 focaccia rolls
- 2 cups arugula

Instructions:

Preheat grill. Portion ground chuck into 8-oz. patties. Grill to desired doneness.

Wrap with prosciutto and place on hot, oiled baking sheet. Bake until prosciutto is crisp. Top with blue cheese and continue cooking until cheese is melted.

Spread ketchup on rolls. Top with burger and arugula.

Source: Recipe provided by Certified Angus Beef LLC.

Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in March 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 ^a	%YG 1&2	%CAB	%Prime	Natural
Silver Creek Feeders Inc.	10 ^b	H	10.0	80.0	20.0	No
Silver Creek Feeders Inc.	25 ^b	S	40.0	56.0	4.0	No
Cattleman’s Choice Feedyard Inc.	31 ^b	H	58.0	48.39	3.2	No
Beef Northwest/Nyssa	20 ^b	H	65.0	45.0	0.0	No
Thomas County Feeders Inc.	54 ^b	S	35.2	42.59	1.9	Yes
Chappell Feedlot	36	M	38.9	38.71	0.0	No
Silver Creek Feeders Inc.	11 ^b	H	45.5	36.36	0.0	No

Honorable Mentions	Head	Sex ^a	%YG 1&2	%CAB	%Prime	Natural
Thomas County Feeders Inc.	90 ^b	S	40.0	62.22	2.2	Yes
McPherson County Feeders Inc.	60	H	68.4	60.53	10.0	No
Thomas County Feeders Inc.	46 ^b	M	37.0	56.52	6.5	Yes
Thomas County Feeders Inc.	64 ^b	S	43.8	54.69	1.6	Yes
Ranger Feeders II LLC	43 ^b	H	55.8	53.49	25.6	No
Chappell Feedlot	32 ^b	M	28.1	53.13	0.0	No
Thomas County Feeders Inc.	55 ^b	M	49.1	50.91	14.5	Yes
Buffalo Feeders LLC	29	S	31.0	50.0	0.0	No
Beller Feedlot	45 ^b	H	15.6	46.67	20.0	No
Thomas County Feeders Inc.	76 ^b	S	21.1	46.05	2.6	Yes
Thomas County Feeders Inc.	75 ^b	H	21.3	45.33	1.3	Yes
Thomas County Feeders Inc.	61 ^b	H	19.7	44.26	3.3	Yes
Thomas County Feeders Inc.	107 ^b	S	29.0	43.93	6.5	Yes
Beller Feedlot	40	M	10.0	43.24	0.0	No
Thomas County Feeders Inc.	92 ^b	M	47.8	41.30	0.0	Yes
Thomas County Feeders Inc.	134 ^b	M	62.7	40.30	3.7	Yes
Buffalo Feeders LLC	44	H	40.9	38.24	0.0	No
Thomas County Feeders Inc.	76 ^b	H	38.1	38.16	7.9	Yes
Thomas County Feeders Inc.	42 ^b	S	28.6	38.10	21.4	Yes
Thomas County Feeders Inc.	76 ^b	S	27.6	36.84	3.9	Yes
Thomas County Feeders Inc.	41 ^b	H	24.4	34.15	4.9	Yes
Beller Feedlot	92 ^b	H	31.5	33.70	16.3	No
Miller Cattle & Feedyards LLC	159	S	29.0	33.55	3.1	No
Cattleman’s Choice Feedyard Inc.	37 ^b	M	67.6	32.43	0.0	No

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

^bIndicates 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 for a complete and current list of feedlot licensees.