



Brand News

► News and highlights from Certified Angus Beef LLC*

Celebrating CAB specialists

Certified Angus Beef LLC (CAB) partners learned new merchandising strategies, identified beef industry trends, and shared product and marketing innovations at the brand's annual foodservice seminar Feb. 6-8 in San Antonio, Texas.

Sessions were geared to 100 brand specialists, representing 69 top meat-specialty companies and broad-line distributors from across the United States, Canada, China, Puerto Rico and Saipan.

Seminar attendees participated in a variety of educational sessions during the three-day event, including an interactive

merchandising ideas presentation and a sampling of newly developed cuts from the chuck. They were introduced to a new American Culinary Federation program for chefs on the advantages of portion-control items, as well as updates to a program about the stages of beef production aimed at the distributors' restaurant customers.

Attendees studied the differences between *Certified Angus Beef*® (CAB®) brand brisket thin meats and USDA Choice cuts. They also examined natural beef programs, learning the differences among this growing segment of the industry and what's required for the CAB brand Natural "never, never, never" program.

Criteria also include excelling at the education of culinary professionals and unwavering attention to the integrity of the brand. CAB staffers who have worked with Leonard attest he stands out in all of those areas — and more.

"T.J. really shines when it comes to creative and effective promotions," says Gale Rhoads, CAB director of business development for the Western Region. "Plus, he consistently uses the marketing tools our brand makes available to him and does so at an unparalleled level."

CAB specialists who represent foodservice distributors licensed for the first time in the past 18 months, or those who are new to the CAB specialist role in the past 18 months, are eligible for the New Performer of the Year Award. In choosing the winner, CAB staff also consider a specialist's diligence in monitoring brand assurance, support of CAB value-added products and licensing of restaurant accounts.

"Mathew has truly been outstanding in his first year," Mark Polzer, CAB vice president of business development, says. "His enthusiasm and drive are impressive."

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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.

Awarding excellence

T.J. Leonard of Sysco Food Services of Central California, Modesto, Calif., was honored as Specialist of the Year. The New Performer of the Year Award went to Mathew Gillespie of Sysco Food Services of Ventura Inc., Oxnard, Calif.

These awards recognize a specialist's commitment to training and educating a sales team, sales growth, and marketing of the CAB brand.



► Past CAB® winners (far left) Mike Radis, Blue Ribbon Meats Inc.; Ann Schmalzried, Sysco Detroit; and Dave Trzesniewski, Sysco Eastern Wisconsin (far right) join this year's winners, T.J. Leonard Sysco Central California (center left), Specialist of the Year; and Mathew Gillespie, Sysco Ventura (center right), New Performer of the Year.

PHOTOS COURTESY OF CERTIFIED ANGUS BEEF LLC

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

A natural partnership

► For Kim May, raising Angus cattle started as a sideline. Today, he has 150 cows on his ranch near Walton, Neb. The cattle are raised the natural way — no antibiotics or hormonal implants. May's operation has that in common with Rancho Sisquoc in Santa Barbara County, Calif. The property is home to vineyards, wine and 600 Angus-based cows selected and managed to produce the best beef, naturally.

► Green Ranch in Broomfield, Colo., is located near metropolitan Denver and Boulder. The ranch is well-known to area children for its pumpkin patch, petting zoo, hayrides and corn maze. In 2007, it had a new claim to fame, joining the supply chain for CAB brand Natural.

► Heritage, lifestyle and hope for the future — that's the way of life for Donn and Billie Hett, fourth-generation ranchers in Buffalo, S.D. The family's 12,000-acre Hett Ranch is home to 600 Angus cows whose calves are raised without growth hormones or antibiotics.

► Lige and Mary Ann Murray came by their ranch the hard way: scrimping and saving. Today, their ranch near Jordan, Mont., encompasses 28,560 acres. They have more than 550 Angus cows, and have noticed a growing demand and expanding market for cattle raised naturally. The Murrays recently joined the ranks of producers raising cattle for CAB brand Natural, though they're not yet exclusively natural.

These producer partners are traveling new avenues with the CAB brand. Their stories are highlighted in a new brochure that focuses on CAB brand Natural product. The brochure is one tool in an extensive marketing support package available to the brand's restaurant customers who want the promise of incredibly delicious beef — naturally.

Industry branding

The brand had quite a presence at the 2008 Cattle Industry Annual Convention and NCBA Trade Show in Reno, Nev., in February. CAB had a booth in conjunction with the American Angus Association and Angus Productions Inc. (API) and sponsored the beef at the opening trade show reception.

CAB vice presidents Larry Corah and Tracey Erickson moderated panel discussions during the Pfizer-sponsored Cattlemen's College.® That day's luncheon featured CAB short ribs and an address by CAB president John Stika. He also spoke at the Beef Quality Issues Forum. Brand partners Tim Hussman and Mike Drury from Newport Meat Co., Irvine, Calif., and

Thai Spring Rolls with Asian Ginger Salad

Yield: 8 portions

Ingredients

1½ lb. CAB® sirloin, sliced thin
3 oz. sriracha or pepper sauce
4 tsp. red curry paste
2 Tbs. black sesame seeds
2 Tbs. canola oil
1 cup rice wine vinegar
½ cup mirin
2 Tbs. chopped ginger
¼ cup sugar
¼ cup salt
16 oz. slaw mix
24 asparagus tops,
blanched with woody ends pared
16 spring roll papers
24 oz. Mediterranean salad mix
12 oz. Asian salad dressing
32 mandarin orange segments
4 oz. chow mein noodles

Instructions

Combine sriracha, curry and sesame seeds and marinate sirloin overnight.

Combine vinegar, mirin, ginger, sugar and salt; bring to a boil, stirring occasionally. Turn off and let rest for 10 minutes. Pour liquid through strainer over slaw mix and marinate overnight.

In large pan, heat oil to smoking point. Panfry beef to medium-rare or desired doneness.

Place spring roll paper in hot water until it becomes pliable. Toward the bottom of each paper, place 1 oz. vegetables, 1½ oz. beef and 3 asparagus spears. Roll like an egg roll, keeping it firmly wrapped.

In medium-sized bowl, place Mediterranean salad mix. Drizzle with salad dressing and toss to coat.

Arrange 2 spring rolls on plate with 4 mandarin oranges. Top orange segments with 3 oz. salad and ½ oz. chow mein noodles.

Source: Recipe provided by Certified Angus Beef LLC.



Alex Benes from restaurant licensee Wood Ranch BBQ & Grill Inc., Agoura Hills, Calif., participated in panel discussions.

CAB supply development staff helped introduce Consumer First Beef Partners (a quality-focused coalition of CAB, Pfizer, Purina Mills LLC and Drovers) to the industry at a media breakfast. CAB Chef Kyle Miller worked with the National Cattlemen's Beef Association (NCBA) culinary staff to conduct cooking demonstrations, which drove considerable traffic to the CAB booth.

Two CAB licensees also received honors at the industry event. Foodmaster Supermarkets, based in Chelsea, Mass., won the Retail Beef Backer Award in the independent category (fewer than 11 stores). The Rex Restaurant & Bar, Billings, Mont., captured the "Innovator of the Year" title in the restaurant category (see story in the January *Angus Journal*, page 72).

Mouthwatering flavor ... and that's no blarney

CAB partners were able to drive corned beef sales in March thanks to the brand's ready-to-use marketing tools. Chef-created recipes, professional photos, public service announcements and advertising templates

were available to all licensed partners offering this Saint Patrick's Day favorite.

New flavors on menus

Ethnic flavors are adding new dimensions of taste and satisfaction to restaurant customers seeking global offerings.

Consumers first learned about ethnic meals from the Food Network, Internet, cookbooks and chef appearances. In restaurants, chefs introduce flavors with soups, salads, appetizers and sandwiches. Appetizers, for example, provide an opportunity for consumers to try new tastes without risking the whole meal. With sandwiches, the flavor renaissance includes Cuban, Vietnamese, Italian panini and gourmet burgers. Tri-tip, brisket, *teres major* or chuck eye prepared with a dry rub or marinade can present a variety of flavor profiles and regional sandwich influences.

Thai, Vietnamese, Indian and Korean flavors are growing in popularity in America. The aromatics and fresh herbs of Vietnamese cuisine, for example, work well with many beef dishes. Recipes with Central and South American twists include sliced sirloin with garlic, cumin and soy sauce; beef

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brisket braised with chili peppers; and skirt steak with chimichurri sauce, a salsa-like condiment originated in Argentina.

“Consumers are enjoying more world flavors,” says Scott Popovic, CAB corporate chef. “Using underutilized cuts helps satisfy their tastes and protect restaurants’ profit margins.”

Nominate your partner

Each year, the CAB supply development team solicits nominations for the two highest CAB Annual Conference awards that can be earned by cow-calf producers. The Seedstock and the Commercial “Commitment to Excellence” awards go to producers in those

categories who exemplify the traditions of the program.

CAB will honor these producers for their lasting commitment to the identification and propagation of superior Angus genetics and their attention to enhancing carcass traits within their herd through the use of Angus genetics.

Eligible candidates must be devoted to measuring genetic and management criteria and acting upon the information to better drive the supply of CAB brand product. Additional consideration will be given to producers who had been directly involved with CAB in its various programs and licensed feedlots throughout the years.

Nominations, due May 1, can include anything deemed relevant. They should include producer name and contact information, type and size of operation,

number of years postweaning data gathered, years linked to nominator’s operation, and years involved with specified CAB projects. Winners will be selected, and they, along with nominators, will be contacted by June 1.

CAB will write and publicize feature articles about the winners, who will receive an expense-paid trip to the CAB Annual Conference in Coeur d’Alene, Idaho. No stories will be published without complete prior approval.

Still committed

Nebraska-based Chappell Feedlot had three of the five 30.06-recognized lots reported in January, and all of the cattle came from the same customer. Feedlot owner and manager Tom Williams says he wasn’t surprised to learn they were from Blake Huntley, Wisdom, Mont.

“Blake raised the lot that went 50% CAB, and the other two were made up of calves that he purchased,” Williams says. “Calves he raises typically do very well. He does a lot of selection on his cows.”

Huntley, the 2005 CAB Commercial Commitment to Excellence Award winner, began the focus in the early 1990s. That’s when he freeze-branded a “C” on any cow that had CAB progeny, and a “T” on those with top-gaining progeny, noting the few with both marks. That gave way to tracking feedlot and carcass data, along with herd fertility. Huntley says the key is managing cattle individually.

“I manage the trees instead of the forest,” he says. “I’ve found that the guys who are really successful pay a lot of attention to individual females.”

For Huntley, that means selecting for low-input, functional females that also deliver from a carcass standpoint.

“You can have cows that work well inside the fence on the ranch that also have the added benefit of calves that do well on the rail,” he says. “You can have the best of both worlds.”

“Blake has done a heck of a job through the years,” Williams says. “He raises some really great cattle and apparently he has bought some good cattle as well.”

Huntley says he bought the calves because he had extra grass and they fit well with the tail end of his calf crop. It didn’t hurt that the seller had similar genetics and favorable carcass data. However, Huntley credits Williams with the quality results.

“By using ultrasound data and sorting, Tom was able to get them there,” Huntley says. The individual focus from ranch to rail clearly paid off in this case.



Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in January 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
Chappell Feedlot	11	H	45.5	57.14	9.1	No
Chappell Feedlot	10 ^b	S	30.0	50.0	0.0	No
Thomas County Feeders Inc.	40 ^b	M	30.0	50.0	10.0	Yes
Beller Feedlot	84	H	51.2	38.55	4.8	No
Chappell Feedlot	31	H	58.1	32.14	9.7	No
Honorable Mentions	Head	Sex ^a	%YG 1&2	%CAB	%Prime	Natural
Hora Prime Beef	14 ^b	M	78.6	71.43	35.7	No
McGinley-Schilz Feedyard	49	H	16.3	67.50	0.0	No
Thomas County Feeders Inc.	72 ^b	S	12.5	61.11	6.9	Yes
Thomas County Feeders Inc.	69 ^b	S	34.7	60.87	2.9	Yes
Thomas County Feeders Inc.	80 ^b	H	17.5	60.0	21.3	Yes
Beller Feedlot	260	M	42.3	52.14	4.2	No
Thomas County Feeders Inc.	97 ^b	H	14.4	49.48	0.0	Yes
Thomas County Feeders Inc.	70 ^b	S	34.3	47.14	0.0	Yes
Thomas County Feeders Inc.	94 ^b	S	25.6	46.81	4.3	Yes
Thomas County Feeders Inc.	104 ^b	S	9.6	42.37	2.9	Yes
Thomas County Feeders Inc.	74 ^b	M	25.7	43.24	1.4	Yes
Thomas County Feeders Inc.	202 ^b	M	29.7	43.07	5.0	Yes
Beller Feedlot	92 ^b	H	26.1	42.39	2.2	No
Thomas County Feeders Inc.	65 ^b	M	15.4	41.54	4.6	Yes
Chappell Feedlot	46	S	37.0	37.50	2.2	No
Beller Feedlot	70 ^b	H	57.2	37.14	12.9	No
Wheeler Feed Yard Inc.	42	H	38.1	36.0	0.0	No
Beller Feedlot	20 ^b	H	45.0	35.0	25.0	No
Thomas County Feeders Inc.	32 ^b	M	28.1	34.38	0.0	Yes
Thomas County Feeders Inc.	77 ^b	H	32.5	33.77	0.0	Yes
Thomas County Feeders Inc.	24 ^b	H	37.5	33.33	0.0	Yes
Thomas County Feeders Inc.	66 ^b	M	24.2	33.33	0.0	Yes
Thomas County Feeders Inc.	28 ^b	H	28.6	32.14	0.0	Yes
Beller Feedlot	44 ^b	H	25.0	31.82	4.5	No
Chappell Feedlot	44	H	43.2	30.0	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.