



Brand News

► News and highlights from Certified Angus Beef LLC*

Four feedlots join FLP

Since the first of the year, Certified Angus Beef LLC (CAB) has invited four feedlots to join the network of nearly 70 licensed partners from 14 states.

Ainsworth Feed Yards, with a 39,000-head one-time capacity, is the newest licensee. The Ainsworth, Neb., feedlot is currently expanding to hold 49,000 head. Korley Sears, the third generation on the family-owned operation, serves as manager.

Opportunities Farm, a project of the

South Dakota State University Foundation, became CAB-licensed in April. Matt Loewe, along with his wife, Paula, operate the 960-head Lennox, S.D., yard.

Two feedlots in Iowa's Tri-County Steer Carcass Futurity Cooperative joined the CAB Feedlot-Licensing Program (FLP) this spring.

Carson Feeders of Carson, Iowa, is a 2,600-head feedyard, managed by Jeff Clausen. Carson has already enrolled more than 640 head in the program, while earning a 33% *Certified Angus Beef*® (CAB®) acceptance rate.

The 900-head Nilan Feedlot became a CAB partner in March. Gary Nilan took over the family feeding operation in 1959, and has been managing the Oakland, Iowa, yard ever since.

Feeding quality forum set

The cattle feeding industry is leaving millions of dollars on the table, seemingly

unable to realize the potential of improved genetics for carcass quality. That's why industry leaders from feeding, packing, academic, pharmaceutical and information companies are joining forces to find answers at two "Feeding Quality Forum" conferences this fall.

The meetings are tentatively set for Tuesday, Nov. 7, at the Sandhills Convention Center in North Platte, Neb., and Thursday, Nov. 9, at The Ambassador Hotel in Amarillo, Texas. Sponsors and participants include *Feedlot* magazine, Pfizer Animal Health and CAB.

The afternoon-to-evening conferences are being developed primarily for feedlot managers, but also for consultants and others who work with the feeding industry. The focus will be on quantifying the economics that support high-quality beef production, and then exploring the best ways to hit those product targets, Mark McCully, CAB supply development director, says.

Current trends in health, grain processing, implants and production systems will be discussed, with a focus on group discussions that involve all participants. The programs will be "sandwiched" in between a noon luncheon of CAB value-added products and an

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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.

the FACTS
What's left in the USDA Choice box?

| USDA Choice | Before branded programs have sorted product | After branded programs have sorted product |
|------------------|---|---|
| Top Choice - 35% | Modest or Higher Marbling | 15% - Top Choice Modest or Higher Marbling |
| Choice - 65% | Small Marbling | 85% - Choice Small Marbling |

For retailers and restaurateurs buying commodity USDA Choice beef today, the reality of what is in the box — after product is pulled for branded programs — may be surprising. The "top Choice" product, that product containing Modest or higher marbling, shifts from 35% of the commodity Choice mix to 15% after branded beef programs claim their product. Basically, the amount of "top Choice" product is cut by more than half.

After branded beef programs sort out the top Choice product, what's left in the Choice box is mostly Choice product with a Small degree of marbling. Additional branded programs sort a portion of Choice with Small⁵⁰ or higher marbling, further eroding the average quality level left in the commodity Choice box.

USDA Choice is variable in eating quality because of its range of marbling levels. And once branded programs have sorted this product more than once, the possibility of what remains to fill the commodity Choice box providing a superior eating experience has been greatly reduced.

Data sources: 2000 National Beef Quality Audit, USDA and Agricultural Marketing Service.

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

evening CAB steak dinner. Watch for details at www.cabpartners.com/feedlots.

International presence

Singapore’s top chefs are now positioned to offer clients the CAB brand. Previously, Singapore relied primarily on grass-fed beef from markets including Australia and New Zealand. The addition of the brand to Angliss International’s Singapore division ensures chefs receive consistent quality and delivery.

“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,” Mark Spengler, director of international sales for CAB, says.

“While the foodservice industry in Singapore has experienced limited access to quality U.S. grain-fed beef, the reality is many top chefs were forced to settle for inferior beef,” Spengler says. “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.

The Angliss International group of companies was established in 1997 to unify and align an existing network of subsidiaries and joint venture companies, some of which have been operating for more than 50 years. Today, Angliss has a turnover of more than \$800 million.

Angliss Singapore is one of the major subsidiaries of the Angliss International group of companies, the foodservice division of the London-based Vestey Group. Angliss Singapore specializes in the supply, storage, distribution and marketing of temperature-controlled halal and non-halal food products such as meat, seafood, dairy, poultry, vegetables and fruit to Singapore and immediate markets within the region. Visit www.angliss-international.com for more information.

Distribution grows

Robert’s Sysco of Lincoln, Ill., became the CAB brand’s 110th licensed foodservice distributor June 16. CAB staff led an overview of the program and sales staff presentations, including a welcome video, brand basics, licensing, marketing and

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Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in June 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 |
|-------------------------------|-----------------|------------------|---------|-------|--------|
| Hergert Land & Cattle Co. | 19 ^b | H | 36.8 | 47.37 | 10.5 |
| Circle 7 Feedyard Inc. | 32 ^b | S | 50.0 | 46.88 | 3.1 |
| Hergert Feeding Co. | 30 | H | 63.3 | 42.86 | 3.3 |
| Chappell Feedlot | 15 | M | 66.7 | 41.67 | 0.0 |
| Beller Feedlots | 46 ^b | S | 28.3 | 34.78 | 4.3 |
| Chappell Feedlot | 28 ^b | H | 21.4 | 32.14 | 0.0 |
| Decatur County Feedyard LLC | 28 | H | 67.8 | 30.0 | 3.6 |
| Chappell Feedlot | 43 ^b | S | 25.6 | 27.91 | 4.7 |
| Honorable Mentions | Head | Sex ^a | %YG 1&2 | %CAB | %Prime |
| Thomas County Feeders Inc. | 82 ^b | S | 43.9 | 73.17 | 11.0 |
| Ellis Family Farms | 38 ^b | S | 15.8 | 65.79 | 10.5 |
| Wheeler Feed Yard Inc. | 40 | S | 35.0 | 57.14 | 0.0 |
| Thomas County Feeders Inc. | 72 ^b | S | 15.3 | 52.78 | 2.8 |
| Chappell Feedlot | 36 | H | 25.0 | 50.0 | 2.8 |
| Irsik & Doll Feed Yard | 20 | M | 45.0 | 50.0 | 5.0 |
| Carson Feeders Inc. | 80 | S | 77.5 | 48.08 | 1.3 |
| Thomas County Feeders Inc. | 96 ^b | S | 21.9 | 47.92 | 3.1 |
| Beller Corp. | 46 ^b | S | 6.5 | 47.83 | 8.7 |
| Haverhals Feedlot Inc. | 40 ^b | S | 5.0 | 47.50 | 15.0 |
| Thomas County Feeders Inc. | 46 ^b | S | 23.9 | 45.65 | 2.2 |
| Schmitz Feedlot LLC | 20 | M | 45.0 | 45.45 | 5.0 |
| Hays Feeders, LLC | 40 ^b | S | 17.5 | 45.0 | 5.0 |
| Triangle H Grain & Cattle Co. | 39 ^b | S | 12.8 | 43.59 | 5.1 |
| Beller Feedlots | 14 ^b | S | 14.3 | 42.86 | 7.1 |
| Hergert Land & Cattle Co. | 43 ^b | H | 25.6 | 41.86 | 2.3 |
| Beller Feedlots | 52 ^b | M | 15.4 | 40.38 | 1.9 |
| McGinley-Schilz Feedyard Ltd. | 26 ^b | H | 23.1 | 38.46 | 0.0 |
| Chappell Feedlot | 13 ^b | S | 0.0 | 38.46 | 0.0 |
| North Platte Feeders Inc. | 48 | H | 2.1 | 37.78 | 2.1 |
| Beller Feedlots | 40 ^b | S | 7.5 | 37.50 | 2.5 |
| Beller Corp. | 46 ^b | S | 13.0 | 36.96 | 32.6 |
| Chappell Feedlot | 59 ^b | S | 6.8 | 35.59 | 0.0 |
| Carson Feeders Inc. | 40 | S | 40.0 | 35.14 | 2.5 |
| Beller Feedlots | 40 ^b | S | 15.0 | 35.0 | 7.5 |
| Beller Feedlots | 44 | S | 0.0 | 34.88 | 6.8 |
| Miller Cattle & Feedyards LLC | 78 ^b | S | 19.2 | 34.62 | 1.3 |
| Thomas County Feeders Inc. | 97 ^b | S | 38.1 | 34.02 | 0.0 |
| Carson Feeders Inc. | 15 ^b | M | 26.7 | 33.33 | 0.0 |
| Wheeler Feed Yard Inc. | 43 | H | 37.2 | 33.33 | 4.7 |
| Thomas County Feeders Inc. | 30 ^b | S | 33.3 | 33.33 | 3.3 |
| Thomas County Feeders Inc. | 36 ^b | S | 44.5 | 33.33 | 2.8 |
| Thomas County Feeders Inc. | 47 ^b | S | 12.8 | 31.91 | 0.0 |
| Beller Feedlots | 85 ^b | S | 10.6 | 31.76 | 4.7 |
| David Ranch | 38 ^b | M | 31.6 | 31.58 | 0.0 |
| Beller Feedlots | 32 ^b | S | 9.4 | 31.25 | 6.3 |
| Beller Feedlots | 134 | S | 14.9 | 31.06 | 1.5 |
| Beller Corp. | 87 ^b | S | 10.3 | 31.03 | 8.0 |
| Thomas County Feeders Inc. | 58 ^b | S | 19.0 | 31.03 | 1.7 |
| Beller Feedlots | 46 ^b | S | 6.5 | 30.43 | 0.0 |
| Irsik & Doll Feed Yard | 35 | M | 25.7 | 30.30 | 5.7 |
| Beller Feedlots | 86 ^b | S | 8.1 | 30.23 | 1.2 |
| Hergert Feeding Co. | 22 | S | 95.4 | 30.0 | 0.0 |

^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.

information on competing brands. The kickoff concluded with a ribeye luncheon.

Success in Kuwait

The Ruby Tuesday's restaurant chain in Kuwait was recently licensed thanks to CAB exporter United Source One. All three of the chain's locations — Aqua Park, Laila Galleria and Abu Halifa — will convert the majority of the beef items on their menus to the brand, including 32 variations of short ribs, ribeye, top sirloin, fajita, sirloin and patties.

Creative marketing

More than 200,000 consumers attended Michigan's annual Plymouth Art in the Park event, where the CAB brand's presence had a strong effect. The brand sponsored free shuttle bus service from parking lots to the event. All buses featured a banner with the CAB and Meijer logos. Meijer is the local retail chain in the area. A brief presentation and trivia game were offered on the buses, and attendees received a \$2 coupon to Meijer and a CAB spice packet. Trivia game winners received a CAB cookbook. This event

provided a unique marketing opportunity to drive CAB sales at local retailers.

The grand tour

DeBragga & Spittler, a licensed distributor in New York, recently hosted a CAB training program for executive chefs from the area's best steakhouses.

The program included a tour of Smithfield Packing, grading discussions and visuals for the brand's standards. The plant tour was extremely detailed for the small group of eight executive chefs. A *Science Behind the Sizzle™* session covered marbling and marbling texture.

The session continued at Erdenheim Angus Farm in Lafayette Hill, Pa. Steve McMahon, farm manager, gave a tour and explained the finer points of farm and crop management. The tour ended in the bull barn with a review of genetics, expected progeny differences (EPDs), breeding practices and the integrity of the American Angus Association.

The program was extremely successful. Participants commented openly on the brand's depth and integrity. One said it was "clearly the most educational experience he'd had in 20 years."



Annual conference

The *Certified Angus Beef®* (CAB®) brand was to conduct its annual conference in Seattle, Wash., Aug. 17-19. More than 300 partners were expected to attend the event, designed to empower people, boost sales and build businesses as the high-quality beef providers in their respective markets. It was to provide an opportunity to honor brand partners for their commitment and dedication.

Pre-conference activities were to include the Sysco Specialty Meat Companies Mick Colvin Scholarship Golf Classic to raise scholarship money for college students planning a career in the beef industry.

Conference keynote speakers were to include John Yokoyama and Jim Bergquist, who presented "Loving What You Do — Doing What You Love." Both men hail from the world-famous Pike Place Fish Market in Seattle. Phil Seng of the U.S. Meat Export Federation (USMEF) was to present "Our Global Beef Market," identifying the opportunities and challenges facing the market and discussing how U.S. beef exports affect the bottom line.



