



Kansas Rancher Wins Top Honors in 1993 CAB Value Discovery Project

Barbara Downey of Downey Ranch, Wamego, Kan., consigned the grand champion entry of six steers in the 1993 Certified Angus Beef (CAB) Value Discovery Project. Project winners and carcass results for the 493 steers were announced August 4 at the project's awards ceremony in Denver.

With an average weight of 1,086 pounds, Downey's pen of steers had an average daily gain (ADG) of 3.21 pounds. Their average carcass weight was 686 pounds with an average Yield Grade of 2.86.

Four of Downey's steers graded average Choice and qualified for the Certified Angus Beef Program. Five were sired by Hoff Valedictorian SC 925, and the sixth was sired by GDAR Rito 596 LT.

This grand champion consignment also earned the Highest Combined Score award, which is presented for top feedlot performance and carcass merit per day on test score.

Another Downey consignment earned the Highest Feedlot Performance award with an average daily gain of 3.91 pounds.



Downey Ranch, Wamego, Kan., consigned the grand champion entry in the 1993 Certified Angus Beef's Value Discovery Project. For the top honor, Downeys received \$2,000 at an awards ceremony in Denver. From (l to r) are: Bob Hillier, chairman of the CAB Program Board; Joe Downey, Barbara Downey, and Joe Carpenter, all of Downey Ranch; and Louis "Mick" Colvin, executive director, CAB Program.



Paul Ritchie, Comer, Ga., consigned this reserve grand champion entry in the 1993 Certified Angus Beefs Value Discovery Project. For the reserve honor, Ritchie received \$1,000. Accepting the award for Ritchie is Ralph Bridges, Lexington, Ga., American Angus Association director. Pictured (l to r) are: Bob Hillier, Bridges, and Louis "Mick" Colvin.

Receiving reserve grand champion honors and the second Highest Retail Yield award was a six-steer consignment of Paul Ritchie's, Comer, Ga. With an average weight of 1,149 pounds, the steers recorded a 3.17-pound ADG. The carcasses averaged 725 pounds with a mid-Choice quality grade and 2.95 Yield Grade. Four of six carcasses met CAB Program specifications. All six steers were sired by Turnpike Scotch Cap 840.

Of the Project's 493 steers, 85 percent graded Choice or higher and 29 percent met the Certified Angus Beef carcass specifications.

Kent and Lawrence Weskamp of Weskamps 81 Angus, Culbertson, Neb., earned the Highest Retail Yield. This award is based on the average yield grade of carcasses within a consignment meeting CAB Program specifications. The four carcasses had an average Yield Grade of 2.76.

Achievement of Excellence awards were presented to producers with consignments which included two or more carcasses meeting CAB Program specifications. Nine consignments had four carcasses meet specifications; 17 consignments had three carcasses meet specifications; and 19 consignments had two carcasses meet specifications.

All project steers were sired by registered Angus bulls and met CAB Program live animal specifications. To meet these specifications, cattle must have predominantly black hair color, traditional beef-type conformation and no evidence of excessive hump or long, floppy ears.

In December 1992, 509 project steers were delivered to Decatur County Feed Yard, Oberlin, Kan. The cattle represented 87 project entries sponsored by a total of 59 producers from 17 states.

While five or six steers could be entered in each consignment, awards were based on the best five. Nine slaughter dates were selected based upon when feedyard management determined groups of steers had reached an optimum marketing point of 0.5 inches of backfat. Steers were processed at EXCEL's Fort Morgan plant.

To meet CAB carcass specifications, cattle meeting live specifications must yield a carcass with a modest or higher marbling score, "A" maturity, Yield Grade 3 or leaner, and medium to fine marbling

	PROJECT SUMMARY	CHAMPION CONSIGNMENT	RESERVE CONSIGNMENT
Starting Weight	688 lb.	578 lb.	714 lb.
Ending Weight	1,163 lb.	1,086 lb.	1,149 lb.
Average Daily Gain	3.07 lb.	3.21 lb.	3.17 lb.
Hot Carcass Weight	734 lb.	686 lb.	725 lb.
Ribeye Area	12.3 sq.in.	12.3 sq.in.	12.6 sq.in.
Backfat	0.50 in.	0.51 in.	0.54 in.
Final Yield Grade	2.98	2.86	2.95
Days on Test	155 days	158 days	140 days
Age at Slaughter	14.8 mos.	14.7 mos.	15.5 mos.

DUALITY GRADE		YIELD GRADE	
Prime	2%	1	3%
Choice o/+	28%	2	48%
Choice -	55%	3	45%
Select	15%	4	3%
Standard	0%	5	0%

texture. CAB Program's current nationwide average percent of identified cattle meeting these specifications is 18 percent.

CAB Value Discovery Project provides producers the opportunity to retain ownership of a small number of cattle in a commercial feedlot environment and increase industry awareness of the Program's live animal and carcass specifications. Formerly termed a carcass contest, the 1993 Value Discovery Project focused on producer education by sponsoring an

EXCEL packing plant tour and symposium at Colorado State University.

Project results were announced at an awards breakfast. A panel of seedstock, commercial, feedlot and packing plant representatives discussed the relevancy of project results and management practices which can be applied to improve the various beef industry segments.

-Jenny Stickley

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CERTIFIED ANGUS BEEF



CAB Program Enters Mexico City Market

Mexico City's renowned Zona Rosa (Pink Zone), famous for its high quality restaurants and world class shopping, now has an additional attraction — licensed Certified Angus Beef (CAB) restaurants.

Destined by its name to serve Certified Angus Beef™ product, the Angus Butcher House is an upscale, costly, service-oriented restaurant. It joins sister operation, Yuppies, as new restaurants licensed to promote Certified Angus Beef product in the Mexico City market. Yuppies, formatted as an upscale sports bar, offers Certified Angus Beef burgers in the shape of footballs for 48 pesos, the equivalent of \$16 in the United States.

The parent company of these operations owns two additional Angus Butcher House restaurants and is building two Yuppies establishments outside of the Zona Rosa. All of these restaurants will eventually offer Certified Angus Beef product exclusively.

Cost is worth it

Importing Certified Angus Beef product will be costly for these restaurants because of the complex distribution system and a 25 percent tariff imposed as the product crosses the Mexican border. The North American Free Trade Agreement (NAFTA) could remedy this soon.

Francisco Santos, Angus Butcher House director, says cost is not a concern. "We feel the additional cost is justified by the benefit we will receive from offering a consistent product that we can guarantee to our customers."

The CAB supply chain

The individuals and organizations responsible for getting the product to the restaurants create a chain requiring strong links. Freedman Food Service, Dallas, is the licensed CAB distributor that will procure and custom process Certified Angus Beef product for these restaurants.

Donny Freedman, Freedman Food Service president, is enthusiastic about the opportunity. "I see a great deal of potential for Certified Angus Beef product in this market," he says.

Once the product arrives in Mexico, a licensed CAB international distributor, Prime Meat Market, facilitates storage and delivery.

Cesar Rochin, Prime Meat Market president, is confident in the Certified Angus Beef Program. In fact, he plans to market only Certified Angus Beef product to differentiate his company from other suppliers. "Certified Angus Beef is the best thing to come to Mexico," says Rochin.

Introduction into any newly licensed CAB account, especially within unchartered international markets, requires training. During May educational seminars were held for Angus Butcher House and Yuppies staff.

Restaurant management is committed to having a well informed crew. All employees, including waitstaff, hostesses, kitchen help, bartenders and bus boys, were required to attend. A total of 203 employees viewed the CAB Program introduction video and learned about the CAB Program from Rochin and Tracey Erickson, CAB Program export division director.

Waitstaff and hostesses were given marketing tips and participated in mock dining situations to perfect their presentation



Above: Angus Butcher House staff view the CAB Program "Setting the Record Straight" video during the product roll-out orientation.



Right: The Angus Butcher House, a licensed restaurant in Mexico City.

skills. In addition, kitchen staff were informed of proper handling and cooking procedures for Certified Angus Beef product.

"This was an excellent start-up," says Erickson. "Waitstaff in any restaurant are the most important medium for reaching the customer. Their recommendations and product knowledge can decide a customer's menu selection."

She adds that product handling and preparation information shared are essential for kitchen staff, especially in this market.

Market potential

Due to economic reforms initiated in 1988 by Mexico's president, Carlos Salinas de Gortari, the Mexican market holds strong potential for Certified Angus Beef product imports.

Even more significant than the tourism business is Mexico's 84 million population. It is projected to reach 102 million by the turn of the century, with its middle class increasing in size and continuing to gain purchasing power.

Mexico is an important market for U.S. beef products as the number three importer behind Japan and Canada. During 1992 the value of U.S. beef exported to Mexico exceeded \$260 million.

"As market reform and economic advancement continues Certified Angus Beef product will find its place in many of Mexico's high quality establishments," says Erickson.

—Jenny Stickley & Tracey Erickson