



Brand News

► News and highlights from Certified Angus Beef LLC*

CAB STAFF CONTACTS

206 Riffel Rd., Wooster, OH 44691-8588; phone: (330) 345-2333; fax: (330) 345-0808
www.cabpartners.com

Brent Eichar, interim president
Tracey Erickson, vice president
John Stika, vice president of business development
Jim Riemann, retiring president

SUPPLY DEVELOPMENT DIVISION

Kansas staff:

CAB Program Satellite Office
1107 Hylton Heights Rd.
Manhattan, KS 66502
phone: (785) 539-0123
fax: (785) 539-2883

Larry Corah, vice president
Paul Dykstra, feedlot specialist
Gary Fike, feedlot specialist
Wendy Nichols, office and data manager
Miranda Reiman, industry information specialist

Ohio staff:

Mark McCully, supply development director
Christy Johnson, supply development marketing director
Lance Zimmerman, supply development marketing manager
Marilyn Conley, administrative assistant

INDUSTRY INFORMATION DIVISION

16360 Victory Rd.
Onaga, KS 66521
phone: (785) 889-4162
Steve Suther, director

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.



Annual conference

“For long-term success there can be no smoke and mirrors,” said Certified Angus Beef LLC (CAB) President Jim Riemann in his opening address at the brand’s annual conference Aug. 17-19. “The brand must be consistent and have the highest levels of integrity.”

Riemann said the program experienced the highest carcass utilization numbers in its 28-year history due to the efforts of both retail and foodservice partners that switched to using CAB instead of commodity beef. He noted the brand continues to grow, thanks to its partners working to give their customers “superior eating experiences.”

Licensees from around the world gathered in Seattle, Wash., for the event. Leading partners were rewarded for their sales, marketing know-how and brand integrity.

Hot topics at the conference included innovative marketing ideas, global beef opportunities, market forecasts, and insight from Seattle’s own Mackay Restaurants and Pike Place Fish Market. Randy Blach of Cattle-Fax also provided information.

“Regardless of economic or demographic status, consumers have a strong desire for high-quality beef,” Riemann noted, adding that consumers also must trust the products they buy.

“Consistency, integrity, quality and trust have always been vital parts of the Certified Angus Beef® (CAB®) brand.”

Award winners and photos are available online. Visit www.certifiedangusbeef.com and click “Press Room,” then “Annual Conference 2006.” The 2007 conference will be Sept. 13-15 at The Westin Savannah Harbor Golf Resort & Spa in Savannah, Ga.



► Ruth and Dave Gust, owners of Circle A Angus Ranch, Iberia, Mo., accepted the Seedstock Producer Commitment to Excellence Award from CAB’s Mark McCully (left) and Jim Riemann.



► McCully (left) and Riemann (right) presented the Feedlot Partner of the Year Award for feedlots with capacities less than 15,000 head to Travis Williams of Chappell Feedlot, Chappell, Neb.



► McCully (left) and Riemann (right) presented the Feedlot Partner of the Year Award for feedlots with capacities more than 15,000 head to Darnall Feedlot owners Gary and Emilie Darnall of Harrisburg, Neb.

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

Record-breaker

Raising a record \$61,570 for the Colvin Scholarship Fund means more scholarships for future beef industry leaders in 2007. Live and silent auctions and a golf tournament supporting the scholarship fund took place at the brand's annual conference.

It was the fifth year the fund awarded scholarships. Developed in 1999 when Louis M. "Mick" Colvin retired as CAB's executive director, the scholarship program recognizes his role in making dreams a reality and inspiring others to be their best.

Top bidding honors went to Smithfield Beef Group, Green Bay, Wis., for purchasing the sponsorship of next year's Mick Colvin Scholarship Golf Classic for \$43,000. The purchase entitles Smithfield to premier signage and publicity for the golf outing at the brand's 2007 annual conference in Savannah, Ga. The first Mick Colvin Scholarship Golf Classic took place at this year's conference and was sponsored by Sysco Specialty Meat.

Two Colvin scholarships were awarded this year. Recipients were Wravenna Phipps of Kearney, Neb., and Zeb Gray of Toledo, Iowa. Phipps and Gray thanked conference attendees for making the scholarship program possible and shared information about themselves and their involvement in the Angus industry.

Phipps is completing her senior year at Oklahoma State University with a double major in animal science and agricultural communications. She has been a trainee at the Tyson/IBP processing plant, has extensive ranch experience, and served as CAB's intern in the sales marketing division this summer. Phipps plans to attend graduate school and earn a master's degree in marketing or public relations.

Gray is a senior at Iowa State University majoring in animal science and economics. He is co-owner and manager of 100 purebred Angus cows for Gray's Angus of Toledo, Iowa. After graduation, he plans to continue developing his seedstock operation to satisfy all beef market levels, from feeder calves to beef. He plans to

CONTINUED ON PAGE 158

Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in August 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
Pratt Feeders LLC	25	M	60.0	50.0	0.0
Decatur County Feed Yard LLC	13 ^b	S	46.2	30.77	7.7
Honorable Mentions	Head	Sex ^a	%YG 1&2	%CAB	%Prime
Thomas County Feeders Inc.	71 ^b	H	2.8	56.34	4.2
Thomas County Feeders Inc.	25 ^b	S	16.0	52.00	0.0
Thomas County Feeders Inc.	77 ^b	S	9.1	51.95	3.9
Thomas County Feeders Inc.	79 ^b	S	12.7	51.90	2.5
Thomas County Feeders Inc.	97 ^b	H	19.6	51.55	4.1
Pratt Feeders LLC	25	M	36.0	50.0	0.0
Thomas County Feeders Inc.	83 ^b	S	6.0	46.99	13.3
Thomas County Feeders Inc.	30 ^b	H	16.7	46.67	0.0
Thomas County Feeders Inc.	81 ^b	H	22.3	45.68	3.7
Thomas County Feeders Inc.	113 ^b	H	11.5	45.13	0.0
Thomas County Feeders Inc.	83 ^b	S	45.8	44.58	4.8
Beller Feedlots	45 ^b	H	6.7	44.44	6.7
Thomas County Feeders Inc.	34 ^b	S	17.6	44.12	0.0
Thomas County Feeders Inc.	104 ^b	S	25.0	43.27	5.8
Thomas County Feeders Inc.	90 ^b	H	24.4	42.22	4.4
Thomas County Feeders Inc.	86 ^b	S	15.2	41.86	1.2
Thomas County Feeders Inc.	55 ^b	S	32.7	41.82	5.5
Ranger Feeders II LLC	143	H	47.6	41.38	4.2
Beller Feedlots	92 ^b	S	10.9	41.30	5.4
Thomas County Feeders Inc.	103 ^b	H	18.4	40.78	5.8
Thomas County Feeders Inc.	57 ^b	S	19.3	40.35	0.0
Beller Feedlots	33 ^b	S	0.0	39.39	3.0
Wilke Cattle Co.	42 ^b	H	26.2	38.10	14.3
Ranger Feeders II LLC	96	S	50.0	36.73	3.1
Wilke Cattle Co.	101	S	12.9	36.36	5.9
Thomas County Feeders Inc.	40 ^b	H	27.5	35.00	12.5
Thomas County Feeders Inc.	72 ^b	S	5.6	34.72	4.2
Thomas County Feeders Inc.	78 ^b	H	6.4	34.62	2.6
Thomas County Feeders Inc.	74 ^b	S	29.8	33.78	0.0
Wilke Cattle Co.	87 ^b	S	2.2	33.33	13.8
Beller Feedlots	30 ^b	S	23.3	33.33	3.3
Ranger Feeders II LLC	134 ^b	S	47.1	32.09	2.2
Beller Corp.	50 ^b	S	10.0	32.00	14.0
Hays Feeders LLC	38 ^b	S	26.3	31.58	5.3
Thomas County Feeders Inc.	49 ^b	S	6.1	30.61	2.0
Thomas County Feeders Inc.	49 ^b	H	30.6	30.61	2.0
Thomas County Feeders Inc.	90 ^b	S	13.3	30.0	0.0
Cattleman's Choice Feedyard Inc.	20 ^b	S	5.0	30.0	5.0

^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.

remain active in state and national cattle organizations.

Top chef BBQ

More than 30 of Saint Louis' top chefs prepared their best dishes in support of local chefs, culinary students, and local hunger-focused charitable organizations at the Saint Louis Chefs Wine Country BBQ Sept. 17 at Mount Pleasant Winery. The feast included tapas-style dishes that ranged from appetizers and salads to entrées and desserts. The event was staged on the picturesque winery grounds in the heart of Missouri's wine country.

"This year's event was another great day of cooking side-by-side with my friends," said Chris Desens, coordinator of the event, executive chef at Racquet Club Ladue and president of the ACF Chefs de Cuisine Association of St. Louis Inc. "I look forward to this event and seeing everyone each year."

PFG Middendorf, a CAB distributor, has sponsored the event for 14 years. Additional partners included the local ACF Chefs de Cuisine Association of St. Louis, the CAB brand and Mount Pleasant Winery. Funds

generated at this year's event help support local chefs with study/travel programs and, through the ACF Chefs de Cuisine Association of St. Louis Inc. Education Foundation, provide scholarships to aspiring Saint Louis-area culinary students. In addition, a portion of the funds raised were donated to Operation Food Search and Share Our Strengths' Operation Frontline.

Chef Scott Drake of Schnuck Markets, a CAB retail partner, said he enjoyed participating in his first Saint Louis Chefs Wine Country BBQ.

"Schnucks is known for quality perishables, but what some may not know is that we have a team of chefs working daily to develop recipes to deliver flavorful, made-from-scratch entrées and side items to Chef's Express stations across our company," Drake said. "I'm excited to bring a sampling of our expertise to the Chefs BBQ. Coming from a family of chefs, both trained and untrained, I am proud to help sponsor an event that will help to ensure the culinary education of chefs within the Saint Louis region."

Getting the gold

The Safari Steakhouse at the Trump Taj Mahal has received the prestigious Gold Award for the best steak house in Atlantic

City, N.J., from the National Academy of Restaurant Sciences. This 209-seat steak house serves CAB brand Prime and does an excellent job promoting the brand on the menu. The Safari Steakhouse is decorated in a rustic jungle theme with hunting trophies, animal-skin carpets, and a full-size tree in the center of the room. The restaurant was licensed in June 2006.

Christmas gift ideas

Gristede's Supermarket Inc. of New York offers a wide variety of CAB fresh cuts and

convenience items in its stores. The company is also an online fresh beef purveyor at *Amazon.com*. Gristede's offers CAB skirt steak, flat-iron, Porterhouse, top round,

filet mignon, ribeye, sirloin, and various specialty cuts under the Gourmet Foods category.

Also at *Amazon.com* are Gary West Smoked Meats CAB steak strips.

Consumers can purchase CAB products online or by mail order. Visit www.certifiedangusbeef.com and click "Where to Buy," then "Mail Order," for a complete list.

