



Brand News

► News and highlights from Certified Angus Beef LLC*

Taking the bronze

U.S. Foodservice in Paducah, Ky., distributes *Certified Angus Beef*® (CAB®) brand product to a predominantly rural market, but the efforts put forth by company staff resulted in big sales for 2006. The company concentrated on marketing CAB brand products. The result was a sales increase of more than 45% from the previous year.

U.S. Foodservice-Paducah attained CAB Bronze Club status, an honor reserved for distributors that have sold between 1 million and 2 million pounds (lb.) of CAB product.

David Lowe, CAB specialist for U.S. Foodservice-Paducah, uses the CAB brand as a point of differentiation with customers, featuring it in almost all educational seminars and sales meetings. Lowe also concentrates heavily on training at the restaurant level, helping restaurateurs ensure customer satisfaction and return visits. He conducts waitstaff training, works with

restaurants on tabletop marketing, and encourages managers to take advantage of menu design services offered by CAB.

In July, the company teamed with U.S. Foodservice-Knoxville to host "An Evening of Great Tastes." This specialty event focused on premium center-of-the-plate brands. Guests were invited to taste the difference between CAB brand products and other beef items.

U.S. Foodservice-Paducah is a division of U.S. Foodservice, a recognized leader in the American foodservice industry, delivering food and related products to independent restaurants, healthcare and hospitality customers, educational institutions and prominent multiunit restaurant companies.

Buckeye brand

Anyone who's watched Ohio State football knows the team is all about tradition — Head Coach Jim Tressel's famed sweater vests, for example. What many may not realize, however, are some of the traditions — or superstitions — that go on behind the scenes.

Jeff Savage, CAB specialist for Malcolm Meats, of Northwood, Ohio, is an Ohio State alumnus, and when he heard that fellow Ohio native Jim Tressel was taking over as

coach for the Buckeyes in 2001, he contacted him immediately.

"I sent a letter to coach Tressel offering to supply pregame meals to the team," Savage recalls. "He called me back a couple of days later and said he'd love to accept our offer."

The rest is history. Savage noted that Tressel is "a bit superstitious" — every pregame meal, including the meal before the National Championship game, has to be the same. Malcolm Meats is more than happy to provide the team with 4-ounce (oz.) CAB tenderloin steaks.

Spreading the message to consumers

CAB marketing continues to grow and expand in an effort to reach consumers across the country. Food shows, sporting events, and home and garden shows are venues that appeal to the brand's target demographic. The brand will take center stage at the 13th Annual Women Today Expo, featuring the Food City Food Show, at the Knoxville, Tenn., Convention Center March 9-11. CAB will sponsor the cooking stage, which has seating for 1,000 people.

A CAB chef will appear on stage each day. CAB products will be sampled at a trade show booth in partnership with Food City,

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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.

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

one of the brand's licensed retail chains. The Food City chain (K-Va-T Food Stores Inc.) has been licensed since 1999.

Educating future foodservice personnel

CAB partnered with Buckhead Beef Co. and Le Cordon Bleu College of Culinary

Arts, both in Atlanta, Ga., to educate students about the beef industry. A beef recipe contest will cultivate understanding of beef palatability. The students will also learn about the producer and distributor segments of the foodservice industry, and provoke passion for beef as a destination product

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Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in December 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.). Groups as small as 10 head are reported 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
Cattleman's Choice Feedyard	43 ^b	H	60.4	93.02	7.0
Thomas County Feeders Inc.	42 ^b	H	50.0	45.24	2.4
Beller Feedlots	16 ^b	H	43.8	43.75	6.3
Hergert Feeding Co.	40 ^b	H	46.1	54.61	4.3
Honorable Mentions	Head	Sex ^a	%YG 1&2	%CAB	%Prime
Darnall Feedlot	33 ^b	H	21.2	54.55	6.1
Cattleman's Choice Feedyard	57 ^b	S	31.6	52.63	3.5
Irsik & Doll Feed Yard	20	H	10.0	50.0	5.0
Beller Feedlots	29 ^b	H	51.7	48.28	0.0
Circle 7 Feedyard Inc.	21 ^b	S	9.5	47.62	4.8
Thomas County Feeders Inc.	125 ^b	H	50.4	47.20	0.8
Thomas County Feeders Inc.	128 ^b	H	38.3	42.97	0.8
Beller Feedlots	37 ^b	H	16.2	40.54	0.0
Thomas County Feeders Inc.	24 ^b	H	12.5	37.5	0.0
Thomas County Feeders Inc.	60 ^b	S	28.3	36.67	3.3
Beller Feedlots	47 ^b	H	29.8	36.17	0.0
Beller Feedlots	51	H	41.2	36.0	2.0
Irsik & Doll Feed Yard	23	H	56.5	35.71	0.0
Ranger Feeders II LLC	192	S	45.3	35.54	1.0
Thomas County Feeders Inc.	122 ^b	H	11.5	35.25	4.9
Irsik & Doll Feed Yard	26	H	30.8	35.0	0.0
Ranger Feeders II LLC	45	S	62.2	34.29	0.0
Thomas County Feeders Inc.	62 ^b	S	27.4	33.87	0.0
Irsik & Doll Feed Yard	20	H	45.0	33.33	0.0
Beller Feedlots	49	H	30.6	33.33	2.0
Beller Feedlots	18 ^b	H	33.3	33.33	0.0
Irsik & Doll Feed Yard	20	M	30.0	33.33	5.0
Thomas County Feeders Inc.	92 ^b	H	17.4	32.61	9.8
Chappell Feedlot	40 ^b	M	30.0	32.50	5.0
McPherson County Feeders Inc.	31 ^b	H	22.6	32.26	19.4
Chappell Feedlot	223	H	14.8	30.50	1.8

^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.

through a creative recipe development contest.

The event was to take place Friday, Feb. 23. CAB staff presented *The Science Behind the Sizzle™* education seminar. A Buckhead representative shared perspectives on how distributors affect a restaurant operator, as well as career opportunities for students within the distributor tier of foodservice.

The contest will culminate Saturday, March 31, with the CAB recipe contest grand prize judging event. The Cordon Bleu faculty and a Buckhead Beef representative will evaluate the final entrées, which will feature CAB flat-iron steaks.

From the Pacific islands of Guam and Saipan

La Mirenda restaurant at the Hyatt Regency in Guam recently hosted a special weekday lunch and Sunday brunch promotion featuring CAB prime rib. Triple J Five Star Wholesale is Guam's only CAB-licensed distributor. The company brought CAB prime ribs to the island through December and delivers to the high-end market (international hotels and restaurants).

Triple J also hosted a CAB seminar for chefs in the World Saipan Resort Hotel. It is the biggest CAB user in Saipan, whose focus is mainly Korean family group guests. It offers Sunset Dinner BBQ, featuring CAB short ribs and ribeye.

Guam's Country House Steak Restaurant features CAB ribeye, strips and top blade. The restaurant began placing CAB advertisements in Japanese and Korean tourist guides in January and will continue every two months throughout 2007.

Sorting is key

Hergert Feeding Co. finds success through sorting and targeted marketing.

Since licensing in 1999, the 10,000-head feedyard has enrolled more than 20,000 head in the CAB Feedlot-Licensing Program (FLP). Manager Tim Brost and his crew have achieved a cumulative 30% CAB brand and Prime acceptance rate.

Recently, the Mitchell, Neb., yard had a 40-head pen qualify for the 30.06 program, which recognizes feedlots with groups of cattle that exceed the standard for carcass merit.

The group of yearling heifers went 54.61% CAB (see Table 1, page 361), plus 4.3% Prime. All were backgrounded on the same ranch that Brost says uses sire selection to get uniform, high-quality calves.



Tempting consumers with steak-house-quality beef at home, Piggly Wiggly stores are taking advantage of Certified Angus Beef® (CAB®) billboards to promote the brand and increase sales.