



Brand News

► News and highlights from Certified Angus Beef LLC*

Meeting demand naturally

Tyson Foods Inc. of Dakota Dunes, S.D., announced Jan. 17 that it would team up with Certified Angus Beef LLC (CAB) to provide *Certified Angus Beef*® (CAB®) brand Natural beef. Tyson will also soon begin offering Star Ranch Natural Angus Beef.

“The CAB brand and Star Ranch Angus Beef have been very successful programs for Tyson, and we’re excited to add ‘natural’ product lines to both,” says Noel White, group vice president of Tyson Fresh Meats. “Consumer demand for natural beef is increasing, and we believe there’s an opportunity for us to grow with it. While we have every confidence



in our traditional beef products, we also believe in giving our customers a choice.”

According to *Cattle Buyers Weekly*, the “natural” beef segment is almost a \$1 billion niche of the U.S. beef industry, and it continues to grow.

The beef products will come from cattle that have never received antibiotics or hormones and have been given a 100% grass and grain diet.

They will be black Angus, source-verified to birth and fed in “natural”-designated feedyards. The Beef Marketing Group (BMG), a cooperative of Kansas and Nebraska feedyards, is the first cattle feeding organization to participate in the initiative (see “CAB Natural, Tyson Link to Production System,” page 355).

“We believe our efforts to source naturally raised cattle and following proper animal handling and feeding protocols will provide consumers with another high-quality protein choice,” White says. “In fact, we believe this program will raise the standard for performance in the production and marketing of fresh, natural beef.”

Tyson, formerly known as IBP Inc., became a licensed CAB packer in 1992. It is the leading supplier of CAB products to the foodservice and retail industries in the United States and worldwide. After 14 years of this successful partnership, entering the niche market was a “natural progression,” White says.

“The joint commitment by BMG, Tyson and CAB to produce CAB brand Natural [beef] raises the bar for production standards and product quality for all natural beef brands,” says Jim Riemann, CAB president. “This gives consumers a choice that will exceed their expectations for natural beef products.”

Tyson-supplied CAB brand Natural and Star Ranch Natural products were to be made available to retail and foodservice customers on a limited basis in February. The products are expected to complement the traditional offering in the retail meatcase and to meet the demands of natural foods retailers.

Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in December 2005



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
Beller Feedlots	21 ^b	H	66.7	42.9	9.5
Beller Feedlots	45 ^b	H	40.0	37.8	0.0
Honorable Mentions	Head	Sex ^a	%YG 1&2	%CAB	%Prime
Beller Feedlots	40 ^b	H	7.5	60.0	2.5
Chappell Feedlot	31 ^b	H	0.0	51.9	12.6
Highland Feeders	61 ^b	H	28.3	45.2	13.8
Irsik & Doll Feedyard	51 ^b	S	11.8	43.1	3.9
Barton County Feeders Inc.	59	S	23.7	42.0	0.0
Pratt Feeders LLC	75	S	24.0	35.3	1.3
Beller Feedlots	28 ^b	H	28.6	32.1	3.6
Hays Feeders LLC	25 ^b	M	4.0	32.0	0.0
Wheeler Feed Yard Inc.	62	S	48.4	32.0	0.0
Chappell Feedlot	32 ^b	H	9.4	31.3	3.1
Triangle H Grain & Cattle Co.	50 ^b	S	8.0	30.0	6.0

^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.

Monthly honors

Flint Rock Feeders Ltd., Gruver, Texas, is the December 2005 CAB Feedlot Partner of the Month. Managed by Frank Winters, the 14,000-head feedyard in the northern Panhandle is dedicated to feeding high-quality, Angus-influenced cattle. CAB Feedlot Specialist Gary Fike says Flint Rock has several customers who retain ownership on their Angus calves through the feeding phase.

“Near the top of feedlots in that region in CAB-acceptance rates, Flint Rock strives to feed and manage cattle toward a grid market that rewards owners for quality,” Fike says. As 2006 began, Flint Rock was one of only three Texas feedlots with



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

management in place to meet the quality-, age- and process-verified needs of export markets as administered by the Texas Cattle Feeders Association.

Tim Brost, manager of Hergert Feeding Co., Mitchell, Neb., is the December 2005 Quality Assurance (QA) Officer Spotlight Award winner. CAB Feedlot Specialist Paul Dykstra calls Brost “a multi-tasker and a steady hand when it comes to sorting cattle. He has honed his skills over thousands of cattle.

“Tim’s ability to target the proper marketing window for fed cattle has boosted the company’s CAB-acceptance rate to 24.8% over the past six months for cattle enrolled in the Feedlot-Licensing Program (FLP),” Dykstra says. Those skills have helped the feedlot rack up 1,700 head of On-Target “30.06” program qualifiers, more than any other licensed feedlot.

Culinary praises

CAB and Sysco Food Services-Detroit (Mich.) awarded their first culinary scholarship to Antoinette Rice, a student in her third year at Schoolcraft College, Livonia, Mich. In December, she and two other students individually prepared “CAB Beef Rouladen with Burgundy Sauce” for a panel of judges, who determined hers the winner. Side dishes and plate presentation were left up to the students’ interpretation and creativity.

“The seasoning of Antoinette’s beef was right on,” says Dianna Stoffer, CAB corporate chef. “She prepared it with a full-bodied sauce that made the meal complete.”

“Competing was an eye-opener for me,” Rice says. “As a chef, I can further my knowledge and expand my presentation skills through competition. It focused me on paying attention to details and thinking fast on my feet. That’s what you have to do in real restaurant kitchens.”

Rice is a former 4-H and National FFA Organization member hoping to combine her knowledge of agriculture with the culinary community. She was raised on a dairy farm in Filion, Mich.

“Some day I would like to own my own farm, creamery and restaurant and give guests a tour of the facilities,” she says. “I could ensure my restaurant served the highest-quality products and help children realize how agriculture and culinary skills are

important to providing them with quality foods.”

The scholarship is part of the CAB brand’s target market strategy in Detroit. It will be supported for four additional years to develop brand presence through Sysco-Detroit.

Home show season

Spring home and garden shows are prime locations for spreading the brand’s message to consumers. Brand representatives recently participated in one such show in the target market of Pittsburgh, Pa. Additional events are on the calendar. The goal is to spread the brand message, offer educational information and create presence with consumers in CAB’s demographic.

Attendees at the Pittsburgh Indoor/Outdoor Show Jan. 26-29 at the Pittsburgh ExpoMart in Monroeville, Pa., learned cooking tips and meat selection know-how and had the chance to win a grill

or a CAB “ultimate tailgating” basket.

Licensed partner Giant Eagle of Pittsburgh’s meat expert Lenny Oddo offered cooking tips and demonstrated how to choose the best meat cuts.

The first 500 adults through the door each day played the CAB scratch-off game. The daily prize: a Sunbeam® gas grill. Free recipes, tips for ultimate entertaining and samples of CAB chili and roast beef au jus were available at the brand’s booth.



► These ads are an example of others placed in Hard Rock Cafe menus throughout the United States leading up to the Super Bowl. The ads promoted the “Best Damned Sports Show” on Fox Sports Net, Jan. 30-Feb. 3.

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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.