

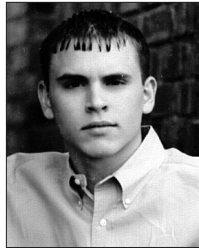


# Brand News

► News and highlights from Certified Angus Beef LLC\*

## Honoring students

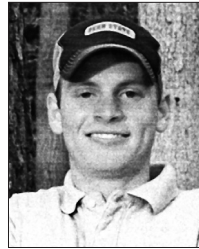
The *Certified Angus Beef*® (CAB®) brand recently awarded \$7,500 in Colvin Scholarship funds to five students pursuing careers in the beef industry. To be eligible for the scholarship, entrants were asked to write an essay addressing the following statement: The American Angus Association has identified a long-range goal



**Blake Bloomberg**



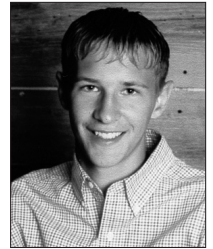
**Garrett Lampe**



**Kyle Grim**



**Kindra Wood**



**Dustin Volek**

of 30% CAB acceptance rate. What are your suggestions for increasing the acceptance rate and achieving this goal?

The first-place, \$2,500 scholarship was awarded to Blake Bloomberg of College Station, Texas. He is a senior animal science major at Texas A&M University (TAMU). Bloomberg plans to obtain a doctorate in animal science and pursue a career in livestock production and management.

Garrett Lampe of Scott City, Kan., received a \$2,000 award. Lampe is a junior at

Kansas State University (K-State). He has a dual major in animal science, and agricultural communications and journalism.

Recipients of \$1,000 scholarships are Kyle Grim, East Berlin, Pa., a junior animal science major at Pennsylvania State University (Penn State); Kindra Wood, Holly Pond, Ala., a senior animal sciences/preveterinary medicine major at Auburn University; and Dustin Volek, Highmore, S.D., a junior animal science major with

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To order CAB merchandise, visit  
[www.angussalebarn.com](http://www.angussalebarn.com).

For a source for recipe ideas, storage and handling tips, restaurant listings, retail store locations, and cooking information, visit

**Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in January 2007**



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.). Sorting is encouraged to bring out the best in each animal, and the minimum group size is 10 head. Honorable mention groups stood out for CAB acceptance but contained at least one discount problem.

Licensed CAB® Feedyard	Head	Sex <sup>a</sup>	%YG 1&2	%CAB	%Prime
Beller Feedlots	13 <sup>b</sup>	H	38.5	46.15	0.0
Thomas County Feeders Inc.	43 <sup>b</sup>	S	41.9	27.91	2.3
Honorable Mentions	Head	Sex <sup>a</sup>	%YG 1&2	%CAB	%Prime
Beller Feedlots	92 <sup>b</sup>	H	25.0	44.57	0.0
Solaris Feeders LLC	35 <sup>b</sup>	H	45.7	40.0	0.0
Beller Feedlots	87	H	36.7	40.0	5.7
Beller Feedlots	25 <sup>b</sup>	S	32.0	40.0	0.0
Thomas County Feeders Inc.	133 <sup>b</sup>	S	30.1	39.1	0.8
Beller Feedlots	70 <sup>b</sup>	H	10.0	35.71	8.6
Beller Feedlots	268	H	44.3	34.35	5.6
Beller Feedlots	45	H	22.2	34.09	4.4
McGinley-Schilz Feedyard Ltd.	38	M	31.6	33.33	0.0
Beller Feedlots	114	H	23.7	32.71	3.5

<sup>a</sup>H=heifers; M=mixed; S=steers.

<sup>b</sup>Indicates 100% CAB eligible. All acceptance rates figured on eligible portions.

Lots that exceed 15% YG4 and YG5 are not included on the honorable mention list.

Call (785) 539-0123 or visit [www.cabfeedlots.com](http://www.cabfeedlots.com) for a complete and current list of feedlot licensees.

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



► **Left:** CAB President John Stika (left) and Foodservice Director Mark Polzer (right) present David Trzesniewski of Sysco Eastern Wisconsin with the 2007 Specialist of the Year award.

► **Below:** Stika (left) and Polzer (right) present Charles Boyer of Sysco Philadelphia with the 2007 New Performer of the Year award.

minors in agricultural business and agricultural marketing at South Dakota State University.

“We are delighted to award Colvin Scholarships to these energetic and articulate individuals,” John Stika, Certified Angus Beef LLC (CAB) president, says. “Each recipient exemplifies

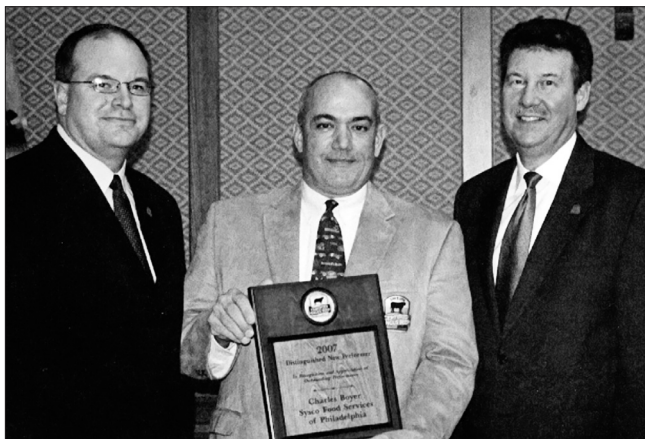
determination and commitment, and I have no doubt their dreams will be realized. The beef industry will benefit from these future leaders.”

### **Stellar performance**

Charles Boyer of Sysco Food Services, Philadelphia, Pa., received CAB’s New Performer of the Year award. The national award, presented at CAB’s annual foodservice seminar, recognizes Boyer’s commitment to education and training, sales growth and marketing of the CAB brand.

In choosing the winner, CAB staff consider a specialist’s education of his or her sales team and associates, diligence in monitoring brand assurance, support of CAB brand value-added products and licensing of restaurant accounts.

CAB specialists who represent foodservice distributors licensed for the first time in the past 18 months, or those who are new to the CAB specialist role in the past 18 months,



are eligible for the New Performer of the Year award.

“Charlie’s enthusiasm and focus are inspiring,” Mark Polzer, CAB foodservice director, says. “He deserves the recognition, thanks to his total support of the brand and immersion into the CAB program.”

### **Expert of the year**

David Trzesniewski of Sysco Food Services of Eastern Wisconsin in Jackson, Wis., was recognized as CAB Specialist of the Year. The national award recognizes Trzesniewski’s success in driving CAB sales and commitment to the brand.

The award follows the recognition he received in January 2006 as CAB’s New Performer of the Year. Trzesniewski has been Sysco East’s CAB specialist since the distributor was licensed in August 2004.

“When we at CAB think of Dave, the word most commonly used is ‘passion,’” Polzer says. “He has continued to show that

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his support of the brand doesn't stop at the end of the work day. In terms of presenting product, he is fearless. The integrity of the brand is of paramount concern, and Dave is a pro at getting his coworkers and customers excited about the brand."

In addition to driving sales of CAB products, criteria for the Specialist of the Year title include excelling at the education of a sales team and culinary professionals, focusing on brand awareness, and offering unwavering attention to the integrity of the brand.

### **New distributors**

Food Services of America (FSA) Boise, based in Meridian, Idaho, launched CAB sales Feb. 9. The company will distribute CAB products throughout the eastern Oregon, south-central-eastern Idaho, and northern Utah markets.

"Offering the world's finest beef will complement our already robust beef program," says Hans Schatz, FSA Boise branch president. "The CAB brand will provide the best beef available to our restaurant and hotel operators. It offers the

greatest quality and most consistent product the beef industry has to offer."

Schatz says the company's restaurant customers will have educational training opportunities, and since FSA Boise recently opened a U.S. Department of Agriculture (USDA)-inspected fresh-cut steak facility, the timing couldn't be better.

FSA Boise is a privately owned and regionally operated broadline foodservice distributor.

Sysco Food Services of Ventura, Calif., has also begun CAB sales.

"By offering the world's finest beef, we can present to our customers a trusted and unique brand that assures the highest quality and consistency," says John Hobbs, vice president of marketing and customer relations at Sysco. "We can go to market with confidence, knowing we are selling a product with the highest integrity. In turn, our customers are serving the best beef available, resulting in satisfied customers and repeat business."

Hobbs says Sysco Ventura will offer a full line of CAB fresh products and value-added items to meet its customers'

demands. He says the CAB brand will be integrated into the culture of the company, by educating its sales team and customers on the brand's quality and value. Education will also focus on opportunities for customers to increase sales and profitability.

### **A clear Angus advantage**

An eight-year study shows that high-percentage Angus calves are worth \$30 per head more at auction than their non-Angus counterparts. The CAB "Here's the Premium" (HTP) survey of 10 auction markets across the United States notes an increasing trend in the premiums paid for calves of known Angus genetics. Spring 2006 found a record \$32.64 incentive.

CAB has created a one-page outline of this research, now available for sale book inserts, customer mailings or sale-day resources. View this, or any of the 10 other "Black Ink Basics" technical sheets, by visiting [www.cabpartners.com/news/basics/index.php](http://www.cabpartners.com/news/basics/index.php).

