



Brand News

► News and highlights from Certified Angus Beef LLC*

In the spotlight

Barton County Feeders Inc., Ellinwood, Kan., is the November 2004 Certified Angus Beef LLC (CAB) Feedlot Partner of the Month. The 18,000-head-capacity feedlot managed by Cap Proffitt is part of the BKT feeding group that includes Knight Feedlot Inc. at Lyons, Kan., and Thomas County Feeders Inc., Colby, Kan. The feedyard has been licensed since May 2002.

“Cap has a strong interest in the CAB Feedlot-Licensing Program (FLP), and his

efforts to enroll more cattle, especially since August, have been stellar,” says Gary Fike, CAB feedlot specialist.

Doug Richmeier, a recent hire by Royal Beef in Scott City, Kan., has only been a CAB Quality Assurance (QA) officer since August. It was quickly apparent that he excelled in enrolling cattle, sending in timely requests for carcass data and helping to make Royal Beef a CAB Premier Partner. Since he accepted the responsibility,

Richmeier has enrolled more than 10,000 head of cattle — 10 times more than the company had enrolled in 2004 prior to August.

“Doug’s commitment to CAB has been outstanding,” Fike says, “and we’re proud to recognize him as QA Officer of the Month for November 2004.”

CAB honors partners that harvest “30.06” groups of cattle, with at least a 30% Prime or CAB-acceptance rate with an allowance for 3% Yield Grade (YG) 4s and 3% carcasses weighing more than 975 pounds (lb.). “Honorable Mention” pens missed 30.06 because of excessive discounts. A summary of accomplishments from November reports is presented in Table 1.



Table 1: Summary of 30.06 qualifiers and honorable mentions from November 2004 harvest reports^a

Licensed CAB [®] Feedyard	Head	Sex ^b	%YG 1&2	%CAB	%Prime
Gregory Feedlots Inc.	35	H	94.3	51.6	17.1
Decatur County Feed Yard	18	H	66.7	50.0	5.6
Decatur County Feed Yard	10	S	50.0	37.5	0.0
Beef Northwest/Nyssa	41	S	56.1	30.8	0.0
Hergert Feeding Co.*	21	S	33.3	30.0	0.0
Honorable Mentions	Head	Sex ^b	%YG 1&2	%CAB	%Prime
Triangle H Grain & Cattle Co.	40*	H	52.5	55.5	37.5
Hora Prime Beef	18*	M	22.2	49.5	33.3
Beller Feedlots	29*	H	31.0	48.3	0.0
Hergert Feeding Co.	13*	S	7.7	46.2	0.0
Samson Inc.	40*	S	0.0	45.0	15.0
McPherson County Feeders	18*	H	55.6	44.4	5.6
Samson Inc.	50*	H	28.0	44.0	10.0
Beller Feedlots	10*	H	10.0	40.0	0.0
Samson Inc.	45*	H	8.9	40.0	8.9
Beller Feedlots	25*	H	36.0	40.0	0.0
Barton County Feeders Inc.	52*	H	40.4	38.5	3.8
Samson Inc.	48*	M	37.5	37.5	4.2
Beller Feedlots	20*	H	20.0	35.0	0.0
Hergert Feeding Co.	25*	M	16.0	32.0	8.0
Beller Feedlots	60*	S	31.6	31.7	5.0
Irsik & Doll Feedyard	30	H	23.4	30.8	6.7
Hergert Feeding Co.	10*	H	10.0	30.0	0.0

*Indicates 100% CAB eligible. All acceptance rates figured on eligible portions.

^aIn the On-Target “30.06” program, the FLP honors partners that harvest qualifying groups of cattle with at least a 30% Prime or CAB-acceptance rate with an allowance for 3% YG 4s and 3% carcasses weighing more than 975 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 discount cattle for one reason or another.

^bH=heifers; M=mixed; S=steers.

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

California quality

Bobi Hall, Rohnert Park, Calif., follows a family tradition of looking for improvement. But she doesn’t make drastic changes after she finds what works. A good share of her cattle hit the CAB carcass target year after year, and she has no intention of switching targets.

Hall’s father was always willing to experiment with new ideas, but he stuck with the ones that worked. He started the U2 Ranch in the 1940s, and while a variety of changes have been made during the last 60 years, Angus cattle have been a part of the ranch for the last 35.

When Hall sent 130 cattle to a CAB-licensed feedlot partner three years ago, it was another experiment. The relationship with Hergert Feeding Co., Mitchell, Neb., has continued to grow, and this year Hall decided to retain 10% ownership through the feeding phase.

“It is only a small portion because I was afraid to do it and really didn’t understand how it worked,” Hall explains. “But it has been really interesting, and I have learned a lot.”

The anxiety has been worth it. Hall’s cattle from November finished at 30% CAB acceptance with 33.3% reaching YG 1 and 2 (see Table 1). In addition to receiving carcass premiums, the information allows Hall to see how her cattle compare to industry standards.

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New winter classic

Slow-cooked beef recipes provide warm comfort in midwinter. By mixing hearty chuck roast with other rich flavors, Certified Angus Beef LLC (CAB) Chef Dianna Stoffer created a new winter classic. The chuck roast, a budget-savvy entrée cut, has been transformed into a soon-to-be family favorite that is also fit for entertaining.

Sierra Chuck Roast

Preparation time: 30 minutes

Cooking time: 2½-3 hours

Ingredients:

3 lb. *Certified Angus Beef*® (CAB®) chuck roast

Kosher salt, as needed

Freshly ground pepper, as needed

Olive oil, as needed

Water, as needed

2 Tbsp. olive oil

1½ cups finely diced sweet onion

4 poblano peppers, roasted, skinned, seeded and diced

2 chipotle peppers in adobe sauce, minced

8 garlic cloves, roasted and minced

½ cup beef broth

4 cups heavy cream

2 tsp. kosher salt

4 tsp. finely chopped fresh cilantro

1 cup grated aged Manchego cheese or aged Romano

Cooking instructions:

Preheat oven to 350° F. Season beef with salt and pepper; gently rub into meat. Brown beef on all sides in small amount of oil in heavy, preheated pan. Pour off drippings. Add about 1 to 2 inches (in.) water into pan; do not cover beef with water. Cover tightly with lid or foil and roast for 2½-3 hours. Do not uncover during braising. Allow roast to rest 15 minutes before separating into chunks.

While the roast cooks, place 2 Tbsp. oil in medium frying pan over medium-high heat. Caramelize onion; add peppers and garlic. Deglaze pan with broth and reduce by half. Add cream and reduce by half again. Season with salt and sugar.

Spoon ¼ cup sauce on each plate. Top with 3 ounces (oz.) of sliced beef. Garnish with cilantro and cheese.

Nutritional information: 750 calories; 50.7 g Fat; 24.1 g Saturated Fat; 54.4 g Protein; 6.7 g Carb; 273 mg Chol; 1,367 mg Sodium; 6.7 mg Iron

Tracking cattle through their entire life cycle is important to Hall. Most producers don't bother with cattle once they leave the farm, but Hall says every piece of information gives her one more management tool to improve the cattle.

"We are learning how to process our carcass data as we go," she says. "I am currently waiting to get the individual information back, and once I get the chance to mull through it all I will see exactly what is happening."

There are no shortcuts when it comes to processing information. "Picking each calf to pieces," she says, requires careful attention to every factor that can improve future generations.

Hall always thought she had quality cattle. The data she gets back from CAB is starting to prove that. Despite recent success, there is room for improvement. Using the CAB carcass target as her benchmark, Hall hopes to continue the legacy of guided change started by her father.

Fighting fires and tempting taste buds

Residents and visitors to Houghton, Mich., had the opportunity to enjoy Creole Stuffed Tenderloin, thanks to the creativity of Fort Worth, Texas, firefighter Wes Sheffield. Sheffield, cook and firefighter at Fort Worth Station No. 17, won \$500 in *Certified Angus Beef*® (CAB®) brand product for his firehouse and a trophy for

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his recipe featuring CAB product at the Firehouse Chef Challenge last fall.

After reading the recipe, The Library Restaurant & Brew Pub in Houghton placed the entrée on its December menu.

The Firehouse Chef Challenge was sponsored by CAB and the Fort Worth Home & Garden Show Gourmet Cooking Stage. Sheffield beat two Dallas, Texas, fire

rescue chefs, along with another Fort Worth firefighter, to take first place. At the show, each firefighter's creation was judged by four audience participants and one CAB representative. Judging was based on aroma, appearance, taste, texture and originality.



Roth's Family Market has wrapped its company trucks with the CAB brand message.

It's a wrap

Roth's Family Market of Salem, Ore., has hit the road with the CAB brand message. Company trucks have been wrapped with the brand message and include the USDA Choice logo. The company's competitors are primarily selling USDA Select products, and Roth's sees great value in including the Choice message beside the CAB brand message. Roth's operates 13 stores throughout Oregon and is determined to promote the high quality of the CAB brand in its target markets.

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

