



Brand News

► News and highlights from Certified Angus Beef LLC*

Sales in Asia

Currently, Taiwan is the largest U.S.-beef-importing country in Asia. Many retail and foodservice promotions are taking place. Certified Angus Beef LLC (CAB) staff traveled to Taiwan to visit distributor Shuh Sen Co. Ltd., set up point-of-sale materials in retail stores, and evaluate licensing opportunities in Southern Taiwan.

Licensed retail stores and super marts (called hypermarkets) such as RT-Mart, Jason's and Citi-Super, featured the *Certified*

Angus Beef® (CAB®) brand through Feb. 18, the Chinese Lunar New Year's Eve.

Learning curve

CAB supply development staff led a program at the Indiana Angus Association Information Futurity. Staff shared an overview of the CAB brand's history, as well as a *Science Behind the Sizzle*™ presentation. Barry Carver of Sysco Malcolm Meats Chicago assisted with a ribeye cutting demonstration.

The event also featured a contest for creating a ribeye menu item and discussion about how the production of quality beef is relevant to seedstock producers and the industry. About 35 people representing Indiana's Angus leadership attended.

A priceless brand

The CAB brand is gaining "priceless" national exposure with its recent inclusion in a MasterCard television advertisement. As

part of its popular and memorable commercial series, MasterCard features CAB ground beef being scanned at a supermarket as one of the vital components in creating a delicious lasagna meal at home. The "priceless" aspect of the spot comes from having packaged lasagna as the consumer's 'backup' plan.

Manage cattle to hit the target

Miller Cattle & Feedyards, a Torrington, Wyo., CAB-licensed feedlot, recently harvested a 248-head mixed group of cattle that were almost 63% CAB and Prime (see Table 1). The customer-owned cattle came from various ranches and were not sorted, but they had obvious quality potential. An honorable mention in the 30.06 program, this group is a testament to what cattle — even commingled groups of unknown source — can achieve when managed correctly.

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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.

Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in February 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 ^a	%YG 1&2	%CAB	%Prime
Thomas County Feeders Inc.	75 ^b	S	30.6	48.0	2.7
Thomas County Feeders Inc.	44 ^b	H	47.8	43.18	6.8
Honorable Mentions	Head	Sex ^a	%YG 1&2	%CAB	%Prime
Irsik & Doll Feed Yard	37 ^b	S	21.6	67.57	2.7
Miller Cattle & Feedyards LLC	248	M	23.0	52.27	10.5
Thomas County Feeders Inc.	147 ^b	H	45.5	50.34	11.6
Thomas County Feeders Inc.	115 ^b	H	22.6	42.61	1.7
Beller Feedlots	45 ^b	S	31.1	40.0	0.0
Beller Feedlots	29 ^b	H	41.4	37.93	0.0
Chappell Feedlot	22	M	22.7	36.84	0.0
Chappell Feedlot	55 ^b	S	12.7	36.36	3.6
Irsik & Doll Feed Yard	38 ^b	M	28.9	31.58	0.0

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

^bIndicates 100% CAB eligible. All acceptance rates figured on eligible portions.

Lots that exceed 15% YG 4 and YG 5 are not included on the honorable mention list.

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



However, quality is easier to track and repeat when the source is consistent. Many will recognize the owner of the Irsik & Doll Feedyard (IDFY) 30.06 honorable mention. Mike Kasten, Millersville, Mo., fed the group of 37 steers, more than 70% of which graded CAB and Prime.

“Mike’s worked a long time to get where he’s at,” says IDFY Quality Assurance (QA) officer Jerry Jackson.

Indeed, Kasten is well-known by many as a past CAB Commitment to Excellence

Award winner and a repeat finalist in the National Angus Carcass Challenge (NACC).

Sharing research

Cattle that make the CAB brand have gains and feed efficiencies similar to other cattle, but they may cost less to feed. Gary Fike, CAB feedlot specialist, shared this information as part of a poster presentation at the Midwest American Society of Animal Science (ASAS) meeting in Des Moines,

Iowa, March 19-21. Academia and industry professionals had a chance to interact with Fike about the abstract, “Feedlot Performance, Management Factors, and Carcass Traits by *Certified Angus Beef*® Acceptance Rate Classes.”

The work, which highlights data from nearly 12,000 head of cattle, also looked at implants and the effect of sire breeds on carcass quality.

