



# Brand News

► News and highlights from Certified Angus Beef LLC\*

<p><b>CHANGE and the SGA WAY</b></p> <p>By Thomas J. Steiner Executive Director Systems Services of America</p> <p>Welcome to the way! The way of the SGA. We know that the best way to grow a business is to work with the associates around you. We have a new way of doing things called the SGA Way. We moved the needles on the way. We have always been known for our quality and reliability. We have always been known for our quality and reliability. We have always been known for our quality and reliability.</p> 	<p><b>HERE WE GROW AGAIN</b></p> <p>SSA CLOSING OUT 2007 WITH THREE NEW PARTNERS</p> <p>Systems Services of America has been growing in leaps and bounds since it joined the SGA family as McCook Quality Foods in 2001, and this year was no exception either. SSA has reached agreements on three new deals in the second half of 2007, bringing aboard Farmer Boy Restaurants and Stone Drive as well as expanding its coverage for the Brewer Restaurant Group.</p> 	<p><b>TEAMWORK KEY TO FSA BRAND AT LAUNCH VICTORY</b></p> <p>New Coffee Brands</p> <p>A huge undertaking like launching two new coffee brands would not have been successful without the teamwork and collective effort of FSA associated from all of the branches, all contributing in a new approach that called for total involvement from all levels. This result was also evident, new brands saw a strong buzz of excitement throughout the entire organization.</p> 	<p><b>FSA STORE!</b></p> <p>FSA'S NEW COMPANY STORE HAS SOMETHING FOR EVERYONE</p> <p>FSA has a new coffee for company members. The FSA Company Store! For the first time in a very long time, we have a web-based store where employees can purchase FSA gear such as apparel, office accessories, promotional items and gifts. The items in inventory were selected based on branch input and will be managed online based on branch demand and requests. Orders may take 1-10 days for delivery in the first few weeks on inventory build, but thereafter, items will ship within 24 hours. This is a cost-effective way for employees to purchase our items with a fast turnaround.</p> 
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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 [www.certifiedangusbeef.com](http://www.certifiedangusbeef.com).

## Extreme Boise makeover

Food Services of America (FSA)-Boise and its restaurant customers, including The Gamekeeper, were recently involved in the demolition and construction business — sort of. FSA-Boise teamed with CBH Homes to bring a Treasure Valley, Idaho, family a new beginning through the popular television “reality” show, *Extreme Makeover: Home Edition*.

FSA-Boise has been a licensed brand partner for more than a year, and The Gamekeeper, at the Owyhee Plaza Hotel in Boise, since August 2007.

Asked to coordinate feeding of the volunteer groups that worked around the clock for a week to rebuild a home, FSA-Boise and its partners provided 4,000 meals to more than 2,500 workers. It also coordinated a VIP viewing area with appetizers for 500 to 800 more people.

“Our restaurant partners cooked and delivered meals in teams each day. It was truly a collaborative effort never before seen in the Treasure Valley, and it was simply amazing,” says Hans Schatz, FSA-Boise president.

“I am proud to work for a company and with professionals that saw this as an opportunity to make a significant impact — not only on a family, but in the

### The numbers

4,000+ meals in seven days  
200+ cases of snack foods  
1,600+ lb. of ice  
40-foot trailer staged with food preparation equipment  
\$1,000+ in associate cash donations

► FSA-Boise and its partners recently coordinated feeding of the volunteer groups that worked to rebuild a home on *Extreme Makeover: Home Edition*.

community,” Schatz says. “It was one of the biggest events ever to happen here and will further strengthen the reputation that Idahoans have big hearts and care about each other.”

Episodes of *Extreme Makeover: Home Edition* are seen in 60 countries.

### Consumers love New York ...

New York strip roasts, that is. The most requested beef item for family gatherings and corporate events is one of the most expensive — slow-cooked prime rib roast. Unfortunately, prime rib roast is a bit more costly during the holidays, so retailer and restaurant gross profits may not be as strong. The solution? Roasted strip loin.

Billed as a profitable and flavorful alternative to prime rib, the *Certified Angus Beef*® (CAB®) strip roast promotion was very successful among the brand’s licensed partners. More than 3,000 flyers and nearly 300 signs were used by licensed distributors and retailers during a holiday promotion. The strip roast was featured at five food shows across the country and in one of the brand’s national food feature pages, spotlighting a brand recipe and high-quality photos.

Today, the spread between ribs and strips is around \$1.65 per pound, and last year at this time it was more than \$3.

### How sweet it is

A full-color food page featuring recipes using the CAB brand and Louisiana sweet

*Michelob* *Michelob* *Michelob*  
ULTRA AMBERBOCK Light

# Toast the Season

Enjoy a \$3<sup>00</sup> savings when you purchase any Certified Angus Beef® product\*  
\*Minimum \$10 Certified Angus Beef® purchase required. See coupon at display. Offer Valid in IL only.

▶ Anheuser-Busch and the Michelob brand partnered with Schnuck Markets Inc. and the CAB brand in December 2007 to create a premium promotion.

RESponsibility MATTERS®

potatoes was printed in 370 newspapers in 40 states last fall. More than 4.7 million readers saw photos and recipes for “Sweet Potato Soup with a Grilled Steak Sandwich,” a “Sweet Potato Biscuit and Tenderloin Sandwich,” and a “Steak Wrap with Sweet Potato Slaw” — all perfect for autumn gatherings.

The brand’s public relations team creates several food features per year, sometimes partnering with other entities like the Louisiana Sweet Potato Growers Association. Each food feature combines high-quality photos and CAB recipes that work together to increase brand awareness via newspapers, magazines and the Internet.

**Pairings**

Anheuser-Busch and the Michelob brand family of beers partnered with Schnuck Markets Inc. and the CAB brand in December 2007. The goal was to create a premium promotion pairing CAB brand products with Michelob.

Ten Schnucks stores in Illinois and 65 stores in Missouri participated. Instant redeemable coupons encouraged consumers to make a \$10 or more CAB brand purchase and pair it with Michelob, a premium lager. The promotion was centered in the beer and meat departments of the store to ensure maximum exposure and sales.

**Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in November 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
Chappell Feedlot	16 <sup>b</sup>	H	56.3	62.50	0.0
McGinley-Schilz Feedyard Ltd.	15	H	66.7	50.0	0.0
Beller Feedlot	19 <sup>b</sup>	H	79.0	47.37	0.0
Beller Feedlot	21 <sup>b</sup>	H	52.4	38.10	9.5
Cattleman’s Choice Feedyard Inc.	40 <sup>b</sup>	S	62.5	27.50	7.5
Honorable Mentions	Head	Sex <sup>a</sup>	%YG 1&2	%CAB	%Prime
Hora Prime Beef	10 <sup>b</sup>	M	60.0	60.0	40.0
Irsik & Doll Feed Yard	20 <sup>b</sup>	H	20.0	50.0	10.0
Thomas County Feeders Inc.	100 <sup>b</sup>	S	26.0	46.0	2.0
Chappell Feedlot	27 <sup>b</sup>	H	22.2	44.44	0.0
Beller Corp.	42 <sup>b</sup>	H	4.8	38.10	14.3
McGinley-Schilz Feedyard Ltd.	46	H	39.1	37.50	2.2
Chappell Feedlot	15	M	50.1	33.33	6.3
Chappell Feedlot	72 <sup>b</sup>	M	26.4	33.33	1.4
Beller Corp.	181 <sup>b</sup>	H	20.4	33.15	1.7
Thomas County Feeders Inc.	77 <sup>b</sup>	M	16.9	32.47	1.3
Irsik & Doll Feed Yard	20	H	40.0	30.77	0.0

<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% YG 4 and YG 5 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.

**Making the most out of every group**

The operations manager of McGinley-Schilz Feedyard in Brule, Neb., was surprised when he had a group of 15 heifers go 50% CAB in November 2007. Ken Schilz says it’s not that unusual for one of his pens to reach a high level of quality. What made this group different is the fact it was made up of sale-barn cattle.

“I typically only see these kinds of results on ranch-direct cattle,” Schilz says. “But when I think about it, it just comes down to starting with the right type, handling their implants correctly, feeding them consistently and sorting them out at the right time.”

Schilz says he has a handful of buyers he works with closely, because they understand his feedyard and the kind of cattle he is looking for.

When the cattle enter the yard, Schilz puts them on a strict implant and feeding program.

“You need to understand that the cattle have potential and manage them to reach that potential,” Schilz says. “You can’t screw up at any point. You have to keep them on feed gaining consistently,

and know where to stop, to keep from overfinishing them.”

These factors came together for the

15 head of early-sort heifers that earned McGinley-Schilz 30.06 recognition.

“I’m sure there are plenty of good

sale-barn cattle out there,” Schilz says. “It just comes down to getting them together and managing them correctly.”



## One-pot wonder

February is National Pot Roast month (and incidentally, it’s National Potato Lovers’ Month, too). Cause for celebration? Certainly!



Whether you’re facing gusting winds and swirling snow or simply frigid temperatures this winter, enjoy a mouthwatering pot roast with hearty root vegetables. It’s a comforting, delicious meal that packs a healthy punch of protein and vitamins.

### Braised Pot Roast with Root Vegetables

Serves 4 to 6

- 2½ lb. (1.13 kg) CAB English roast or any chuck roast
- Kosher salt and pepper to taste
- 3 Tbs. (45 mL) canola oil
- 3 medium golden Yukon potatoes, quartered
- 2 parsnips, cut into pieces
- 2 carrots, cut into pieces
- 1 red onion, cut into pieces
- 5 stalks celery, cut into pieces
- 1 butternut squash, peeled and cut into pieces
- 8 oz. (225 g) crimini mushrooms
- 1 Tbs. (15 g) chopped sage

- 1 Tbs. (15 g) chopped oregano
- 10 bay leaves
- 12 black peppercorns
- 3 Tbs. (45 mL) honey
- 1 bottle (750 mL) red wine
- 1 can (20 oz. 300 g) cream of chicken and mushroom soup
- 32 oz. (1 L) beef broth
- Water to cover
- 1 apple, quartered

Preheat oven to 250° F (120° C). Heat oil in large roasting pan over high heat. Season roast with salt and pepper. Brown roast on all sides and remove from pan.

Add vegetables, herbs and peppercorns and cook over medium heat for 3 minutes. Add honey and cook an additional 2 minutes. Add the wine and reduce by half.

Return roast to pan, add soup, beef broth, water and apple. Bring to a low simmer. Cover and place in oven. Cook for 4 hours. Remove vegetables and roast from pan. Cook liquid over high heat to thicken, stirring occasionally. Serve sauce over roast and vegetables.

Nutritional information per serving: 764 calories; 22 g fat; 7 g saturated fat; 147 mg cholesterol; 64 g carbohydrate; 11 g dietary fiber; 53 g protein; 1,472 mg sodium; 79% daily value iron (based on 2,000-calorie diet).

Recipe provided by Certified Angus Beef LLC.