



# Brand News

► News and highlights from Certified Angus Beef LLC\*

## View from the road

Miss American Angus Danielle Foster, a Michigan native, recently traveled to the Michigan State Senate with *Certified Angus Beef*® (CAB®) steak strips in hand. Her goals: speak to officials about the importance of agriculture — and tempt their taste buds.

Foster discussed the “promise of tomorrow” — kids involved with agriculture, especially livestock. She also wanted to put the word “Angus” in the minds of lawmakers. Each senator received an information packet, brochure and a beefy treat to reinforce the message.

Crediting staff from the American Angus Association and Certified Angus Beef LLC (CAB), Foster says their pamphlets and other information made her job easier.

“I read over the basics and really thought about what I wanted to say in the short time I had,” she says. “Keeping up with current events in the cattle and agriculture industry was important. Many of the senators mentioned them.”

Besides the political aspects of her reign, Foster is also scheduling television appearances. In May, she appeared with Orion Samuelson and Max Armstrong on RFD-TV’s, “This Week in Agribusiness.”

“In addition to my farming background and how it all started, we discussed my duties as Miss American Angus and the message I want to convey, especially to younger children,” Foster says. “Beef is a valuable part of a well-balanced diet, and we talked about that. Mr. Armstrong made the point that it’s ‘in our blood’ to make a high-quality product, and I agree. Everyone involved

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► Miss American Angus Danielle Foster (center) takes a publicity photo with American Angus Auxiliary President Nancy Thelen (left) and Senator Ron Jelinek at the Michigan State Capitol.



► Foster also appeared on “This Week In Agribusiness” with Max Armstrong (center) and Orion Samuelson (right).

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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).

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

with cattle and agriculture in general has a passion for it.”

During her reign, Foster hopes to address the positives of the industry. She wants consumers to see that dedication.

“This passion is the best quality assurance we could possibly have,” she adds.

**National Roundup**

CAB’s Roundup seminars offer the brand’s foodservice partners a rare look at the cattle industry from the inside out. In May, licensees from 16 countries attended this year’s National Roundup at the University of Nebraska–Lincoln. Represented were Anguilla, Antigua, British Virgin Islands, Canada, Costa Rica, Guatemala, Hong Kong, Jordan, Mexico, Panama, Russia, South Korea, Thailand, United Arab Emirates, United States and the Virgin Islands (Saint Thomas and Saint Croix).

Among those attending was Jin-Koo Lee, managing director of Kosca Corp. in Seoul, South Korea. Kosca was founded in 1991 and focuses on beef and pork products, supplying beef to department stores, large supermarkets and wholesalers.

▶ Montana Mike’s® Steakhouse recently became a CAB-licensed partner. The restaurant made the big announcement on a billboard in Owensboro, Ky. The artwork was created by Jason Hill, a graphic artist from Lamar Outdoor Advertising in Evansville, Ind.

It holds the No. 1 position in domestic chilled beef market penetration in Korea and partners with major U.S. packers and others.

Lee shared his impressions of the brand and beef industry with Melissa Brewer, CAB assistant director of public relations.

“Before BSE (bovine spongiform encephalopathy), our company focus was on U.S. beef,” Lee said. “After, we had to

find a substitute, so we turned to pork and began importing beef from Australia.”

Kosca became a licensed CAB partner in 2003, just prior to BSE-related trade restrictions. For the three months of availability, Lee said, product was outstanding. “Korea is still commodity-driven, so *Certified Angus Beef* has brand power.”

As the market settles down and opens, Lee said he will focus on retailers first because consumer impressions are important. Then he plans to take CAB product to wholesalers, where the brand’s quality is easily recognized. Korean retailers are cautious right now, Lee said. They’re waiting to see what happens in the market.

U.S. product is “very competitive,” so basic economics indicate the market will eventually accept U.S. beef, Lee said. He expects it could be November or December before the cattle industry sees visible effects.

“Consumer confidence must kick in,” he said.

Appreciative of the strategies and tools learned at Roundup, Lee said he believes they will be useful for the second stage of his plan, the work with wholesalers. Relaunching U.S. beef — particularly the CAB brand — is the critical next step, however.

**Homegrown marbling speed**

Guggenmos River Ranch Ltd. is a family partnership, created when the cow-calf operation grew large enough to build a feedlot. That 900-head facility is located near Brewster, Neb., where the family also manages 600 commercial Angus cow-calf pairs.

The CAB-licensed feedlot had four groups of homegrown steers and heifers qualify for the “30.06 honorable mention”



▶ Jin-Koo Lee of Korea’s Kosca Corp. examines feedstuffs during CAB’s National Roundup Seminar.



▶ Shurfine Markets, based in Robesonia, Pa., uses CAB recipes regularly in its weekly circulars. The ads promote products and spotlight sale items.

list from data reported in May (see Table 1).

In the top set, 45 steers posted a remarkable 86.7% CAB and Prime and, also remarkable, 68.9% Yield Grade (YG) 2 or better. The other set of 33 steers made 48.5% CAB. The top heifers featured 47 head that made 70% CAB and Prime with 38.3% YG 2 or better.

“I knew they would do well, and they probably could have graded better had we not implanted some of them,” Larry Guggenmos says.

The family’s cattle manager says he feeds calves in groups according to their sire. That way he can feed according to genetic traits rather than size. The calves’ “marbling speed” is particularly important, so Guggenmos knows how long and what ration to feed them.

Although the sorting method has proven profitable, Guggenmos says the genetics they have built and tracked for 15 years in their Angus cow herd play a big role in the success on the rail.

“When we pick bulls, we’re looking for an offspring to make an ideal cow and an ideal carcass,” he says.



**Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in May 2008**



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	Natural
Chappell Feedlot	17 <sup>b</sup>	M	17.6	58.82	0.0	No
Chappell Feedlot	16 <sup>b</sup>	S	18.8	56.25	0.0	No
Thomas County Feeders Inc.	67 <sup>b</sup>	M	68.6	49.25	1.5	Yes
Thomas County Feeders Inc.	20 <sup>b</sup>	S	80.0	45.0	0.0	Yes
Thomas County Feeders Inc.	38 <sup>b</sup>	M	73.7	42.11	0.0	Yes
Chappell Feedlot	24 <sup>b</sup>	M	54.2	41.67	0.0	No
Chappell Feedlot	27 <sup>b</sup>	M	33.3	40.74	0.0	No
Wilke Cattle Co.	15 <sup>b</sup>	H	40.0	33.33	0.0	No
Chappell Feedlot	51 <sup>b</sup>	M	94.1	25.49	7.8	No

Honorable Mentions	Head	Sex <sup>a</sup>	%YG 1&2	%CAB	%Prime	Natural
Guggenmos River Ranch Ltd.	45 <sup>b</sup>	S	68.9	80.0	6.7	No
Wilke Cattle Co.	30 <sup>b</sup>	H	30.0	60.0	0.0	No
Guggenmos River Ranch Ltd.	47 <sup>b</sup>	H	38.3	57.45	12.8	No
Thomas County Feeders Inc.	74 <sup>b</sup>	H	14.9	55.41	4.1	Yes
Thomas County Feeders Inc.	52 <sup>b</sup>	H	26.9	51.92	3.8	Yes
Thomas County Feeders Inc.	43 <sup>b</sup>	S	53.5	51.16	2.3	Yes
Thomas County Feeders Inc.	60 <sup>b</sup>	M	33.3	50.0	3.3	Yes
Guggenmos River Ranch Ltd.	16 <sup>b</sup>	H	6.3	50.0	6.3	No
Beller Feedlot	43 <sup>b</sup>	S	11.6	48.84	0.0	No
Guggenmos River Ranch Ltd.	33 <sup>b</sup>	S	27.2	48.48	0.0	No
Thomas County Feeders Inc.	37 <sup>b</sup>	H	37.8	45.95	8.1	Yes
Mull Farms & Feeding Inc.	79 <sup>b</sup>	H	48.1	45.57	2.5	Yes
Bassett Feeding Inc.	41	M	31.7	44.0	2.4	No
Chappell Feedlot	32 <sup>b</sup>	M	12.5	43.75	0.0	No
Thomas County Feeders Inc.	87 <sup>b</sup>	M	40.2	43.68	2.3	Yes
Thomas County Feeders Inc.	67 <sup>b</sup>	M	23.9	43.28	3.0	Yes
Beller Feedlot	44 <sup>b</sup>	S	22.7	43.18	2.3	No
Mull Farms & Feeding Inc.	70 <sup>b</sup>	M	37.2	42.86	2.9	Yes
Mull Farms & Feeding Inc.	66 <sup>b</sup>	S	42.4	42.42	1.5	Yes
Thomas County Feeders Inc.	61 <sup>b</sup>	M	39.4	40.98	4.9	Yes
Thomas County Feeders Inc.	65 <sup>b</sup>	S	36.9	40.0	4.6	Yes
Thomas County Feeders Inc.	71 <sup>b</sup>	S	25.4	38.03	5.6	Yes
Thomas County Feeders Inc.	40 <sup>b</sup>	M	57.5	37.50	5.0	Yes
Keeling Cattle Feeders Inc.	50	S	22.0	36.36	0.0	No
Chappell Feedlot	86 <sup>b</sup>	S	24.4	36.05	1.2	No
Thomas County Feeders Inc.	59 <sup>b</sup>	H	42.4	35.59	3.4	Yes
Beller Corp.	17 <sup>b</sup>	S	23.5	35.29	29.4	No
Thomas County Feeders Inc.	114 <sup>b</sup>	H	22.8	33.33	3.5	Yes
Thomas County Feeders Inc.	67 <sup>b</sup>	S	23.9	32.84	1.5	Yes
Thomas County Feeders Inc.	65 <sup>b</sup>	M	56.9	32.31	7.7	Yes
Chappell Feedlot	30	M	20.0	30.43	0.0	No

<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.