



Brand News

► News and highlights from Certified Angus Beef LLC*

Silver anniversary

DeBragga & Spitler Inc. is celebrating 25 years as a CAB-licensed foodservice distributor. The company has been operating in the historic New York City meatpacking district for 70 years and was one of CAB's first licensed distributors. DeBragga & Spitler's mission: quality, service and consistency.

The company is a purveyor of the world's finest meats, seafood and specialty items

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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.

and has perfected the art of dry aging. DeBragga & Spitler services famed accounts like the Waldorf-Astoria and some of the city's finest restaurants, as well as chefs from the Caribbean and overseas. DeBragga & Spitler owner Marc John Sarrazin and Chef John Doherty of the Waldorf-Astoria are both featured in the American Angus Association's advertising campaign.

The Far East beckons

Daisuke (Shimo) Shimojima, CAB senior manager of customer service/marketing in Japan, had a busy fall, starting with sales training meetings in Taiwan. Seeing the Jason's Market Place stores there featured CAB boneless short rib and USDA Prime, he discussed expanding the CAB offering and a switch to CAB brand Prime. The meat manager at Jason's of Shinchu plans to use more CAB cuts for hot-pot, shabu shabu and sukiyaki.

Shimo provided point-of-sale materials for the opening of a fourth location for Chu Shao Guo Wu Liao Li, one of CAB's most successful restaurants in Taipei. Expansion is planned for 2008 into Kaohsiung and Tainan.

Other visits featured Turo's Steakhouse and TZY Yao.

Next was a visit to Philippines distributor Werdenberg International Corp., with many foodservice licensees that feature CAB ribeye. Shimo participated in the 2007 Food and Beverage World Media Conference in Asia. More than 60 attendees enjoyed a CAB tenderloin for dinner. Executive Chef Hubertus Cramer and Shimo held interviews with several reporters. One chief magazine editor planned to feature CAB in its November-December edition.

In October, Shimo toured promising Korean markets, starting out with Tyson Korea officials. According to the U.S. Meat

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Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in October 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
Hora Prime Beef	12 ^b	M	58.3	41.67	50.0
Beller Corp.	41 ^b	S	43.9	39.02	4.9
Irsik and Doll Feed Yard	25	H	28.0	31.82	4.0

Honorable Mentions	Head	Sex ^a	%YG 1&2	%CAB	%Prime
Thomas County Feeders Inc.	41 ^b	S	19.5	56.10	4.9
Thomas County Feeders Inc.	82 ^b	M	12.2	56.10	0.0
Thomas County Feeders Inc.	45 ^b	S	35.5	53.33	0.0
Hora Prime Beef	14 ^b	M	35.7	50.0	42.9
Beller Corp.	62	H	32.3	48.33	6.5
Thomas County Feeders Inc.	79 ^b	M	25.4	45.10	2.5
Thomas County Feeders Inc.	55 ^b	H	41.8	47.27	7.3
Beller Corp.	118 ^b	S	20.3	44.07	8.5
Thomas County Feeders Inc.	38 ^b	S	23.7	42.11	2.6
Irsik and Doll Feed Yard	30	H	50.0	37.04	0.0
Thomas County Feeders Inc.	55 ^b	H	36.4	36.36	10.9
McPherson County Feeders Inc.	12 ^b	H	33.3	33.33	0.0
Wheeler Feed Yard Inc.	42 ^b	H	33.4	33.33	4.8
Wheeler Feed Yard Inc.	42 ^b	H	33.3	33.33	4.8
Wheeler Feed Yard Inc.	46 ^b	H	52.2	30.43	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.

Export Federation (USMEF), 13 retail chains with 285 stores have sold more than 1,800 metric tons of U.S. beef since July, and interest is high for returning the full offering of CAB brand products. Shimo's visits included Hanjung Foods Corp., Hyundai Department Stores and KOSCA (Korean Super Chainstore Association).

The sporting news

In its first year as a CAB-licensed distributor, Sysco Intermountain, Salt Lake City, Utah, has licensed the Energy Solutions Arena in its base city. The arena is home to the Utah Jazz basketball team, and its line-item CAB license will feature the Holten Thick-N-Juicy burger at concessions.

Meanwhile, across the northern border, Neptune Food Service in Vancouver, B.C., recently licensed the area's Cypress Mountain Ski Lodge. Cypress Mountain will host freestyle skiing and snowboarding for the 2010 Winter Olympic Games.

During the New York City Marathon in November, participants were served a CAB ground beef dish made by the executive chef for the Barilla brand of pasta. The recipe was "Barilla Elbows with Beef, Parmigiano Cheese and Green Peas."

Good northern cattle

The North Dakota Angus Association hosted a panel discussion and presentation Nov. 16 in Mandan, N.D., in connection with its annual steer feedout. Seventeen producers had consigned cattle for the project at CAB-licensed Decatur County



Facts for the future

Agriculture students at Benjamin Logan High School in Bellefontaine, Ohio, witnessed a meat-cutting demonstration by Al Kober, CAB director of retail. Invited by the school's FFA chapter, Kober provided beef industry information and facts about the CAB brand.

Feed Yard, Oberlin, Kan. The feedlot's supply development manager, Dan Dorn; Paul Dykstra, beef specialist with CAB; and David Buchanan, animal science head at North Dakota State University, comprised the panel.

Dorn led the discussion that reviewed individual and summary data, and approximately 40 producers attended. The 109 cattle shrugged off last year's severe winter storms in western Kansas with average daily gains of 3.5 pounds (lb.), feed conversion less than 6-to-1, and CAB brand acceptance at Cargill-Dodge City exceeding 39%. The project is gaining momentum entering its third year, Dykstra reports.

Kansas partner goes bronze, naturally

Thomas County Feeders, Colby, Kan., surpassed requirements for the Bronze award in CAB's 30.06 program (500 head of qualifying cattle) early last summer and is now working toward the Silver level (1,000 head cumulative). Manager Mike Hunter feeds top-quality Angus cattle in an all-natural program and sorts them for ideal marbling without overfinishing. Qualifications for 30.06 stipulate groups with no more than 6% outliers.

During the past year, no other CAB partner yard has seen more harvest groups in the 30.06 honor roll table (see Table 1, page 137). Here are the numbers that demonstrate Thomas County's having earned the Bronze award in just 11 harvest groups:

Total qualified head	508
Total eligible	508
% eligible	100%
Total certified	201
% CAB	39.57%
Average 30.06 group size	46

In little more than two years, the yard has enrolled more than 20,000 cattle that achieved 36.7% CAB, with those from last August through October exceeding 40% CAB. It is part of the Beef Marketing Group (BMG), a cooperative of 14 feedyards in Kansas and Nebraska, and dedicates production to natural beef for Tyson Fresh Meats. To qualify, cattle must be individually identified and never receive antibiotics, hormonal implants, ionophores or animal byproducts.



Retail on the road

Associated Grocers of New England, Pembroke, N.H., hosted 13 meat managers and storeowners at its test kitchen and cutting room, along with their knives. Officially known as *Certified Angus Beef*® (CAB®) University Course 401 — Meat Identification, the interactive workshop is designed to educate and inform meat department personnel. The group learned new cuts for today's consumers by participating in muscle-profiling activities featuring the bottom flat, boneless chuck roll and boneless top butt.

Participants also completed *The Science Behind the Sizzle*™ presentation and enjoyed a working lunch that addressed marbling identification, shear force information and a grilling demonstration. CAB University is a way to provide continuing education and current trends to meat department staff in Certified Angus Beef LLC (CAB)-licensed retail stores.