



Brand News

► News and highlights from Certified Angus Beef LLC*

Monthly honors

Irsik & Doll Feedyard, Garden City, Kan., was named Certified Angus Beef LLC (CAB) Feedlot Partner of the Month for January. Licensed since 1999, Irsik & Doll was one of the first feedlots to partner with CAB.

“Manager Mark Sebranek and quality assurance (QA) officer Jerry Jackson have put a great emphasis on feeding quality cattle for the brand,” Gary Fike, CAB feedlot specialist, says. “They work with both purebred and commercial Angus cow-calf producers on retained ownership programs and as sources for procuring high-quality Angus genetics for other customers.”

CAB-acceptance rates at Irsik & Doll are among the highest in the region at more than 20%, all the more remarkable in view of the high volume of enrollments at this Premier Partner.

Lane Ciminski, Heritage Feeders LP, Wheeler, Texas, was chosen as January QA officer of the month. “We’re proud to have Lane on board as QA officer,” Fike says. “He has excelled in this role by aggressively enrolling cattle and following through with a data capture efficiency of nearly 100% — obviously it doesn’t get much better than that. Lane has taken this role very seriously and has done a great job by boosting enrollments throughout the year.” Heritage Feeders was among the top 10% of all feedlots in enrollment numbers, helping it attain Premier Partner status.

The Feedlot-Licensing Program (FLP) 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% for carcasses weighing more than 975 pounds (lb.). “Honorable Mention” pens missed 30.06 because of at least one discount problem. A summary of accomplishments from the January reports is included in Table 1.

Quality from all over

Quality just comes naturally for some producers. Allan Sents, McPherson County Feeders Inc. manager, knows customers bring high-quality cattle to feed at his Marquette, Kan., yard, but sometimes he wonders where they come from.

“I have been quizzing some of my

customers for years, and, honestly, I am not coming up with anything that says they are really onto something,” Sents says. “We focus on feeding them the best we can on this end by sorting to maximize potential — getting the grade without hitting the Yield Grade 4s.”

Sents is amazed at the quality he gets from some producers with sale barn cattle, and location isn’t a limiting factor. Long-distance customers from Kentucky to local Kansas customers all bring Sents “put together” cattle groups that meet CAB’s most demanding quality target.

The feedlot is a regular on the 30.06

monthly listings, and January was no exception with four of the seven harvest groups meeting the 30.06 target.

Sents says his customers know how to make purchased cattle feed to their advantage.

“The producers handle enough cattle when they start backgrounding that they are sorting them out on their end before they arrive here,” Sents says. “The cattle are sorted into more uniform load lots there, and then we are sorting them here as they reach the end of the finishing period.”

Working on both ends to improve the consistency of the cattle has paid off for the

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Table 1: Summary of 30.06 qualifiers and honorable mentions from January 2005 harvest reports^a

Licensed CAB [®] Feedyard	Head	Sex ^b	%YG 1&2	%CAB	%Prime
North Platte Feeders Inc.	34	S	67.7	66.7	5.9
Irsik & Doll Feedyard	20*	H	15.0	55.0	0.0
McPherson County Feeders Inc. ^c	58	S	68.9	53.3	6.9
McPherson County Feeders Inc.	12*	H	33.0	41.7	16.7
McPherson County Feeders Inc.	16*	M	50.0	37.5	0.0
Ashland Feeders	34*	S	41.2	32.4	2.9
McPherson County Feeders Inc.	35*	S	60.0	31.4	0.0
Honorable Mentions	Head	Sex ^b	%YG 1&2	%CAB	%Prime
Darnall Feedlot	40*	H	20.0	60.0	30.0
Irsik & Doll Feedyard	40*	H	42.5	50.0	5.0
Irsik & Doll Feedyard	60*	S	18.4	48.3	6.7
McPherson County Feeders Inc.	80*	S	38.8	42.5	12.5
Ashland Feeders	74	H	48.6	40.0	2.7
Beller Feedlots	85	H	31.8	38.3	4.7
Ashland Feeders	75*	S	45.3	37.3	0.0
McGinley-Schilz Feedyard Ltd.	62*	H	93.5	37.1	1.6
Beller Feedlots	45*	H	37.8	35.6	0.0
Irsik & Doll Feedyard	79*	H	19.0	34.2	5.1
McGinley-Schilz Feedyard Ltd.	56	S	62.5	34.0	8.9
Ashland Feeders	48*	H	12.5	33.3	4.2
Irsik & Doll Feedyard	20	H	40.0	33.3	0.0
Irsik & Doll Feedyard	33*	H	18.2	33.3	12.1
Irsik & Doll Feedyard	55*	H	49.1	30.9	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.

^cSee highlight, “Quality from all over.”

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

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

Chef Dianna's Beijing Noodle Salad

Ingredients:

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| 24 oz. CAB strip steak | 1 cup sugar snap peas, sliced |
| 1 lb. wheat flour noodles, cooked | 2 Tbsp. minced ginger |
| 2 Tbsp. sesame oil | 3 tsp. soy sauce |
| Kosher salt and pepper, as needed | 1 tsp. chili oil |
| ½ cup matchstick-cut bamboo shoots | 3 Tbsp. teriyaki sauce |
| 1 cup peanuts, chopped | 2 tsp. kosher salt |

Cooking Instructions:

- Toss cooked noodles in sesame oil.
- Season strip steaks with salt and pepper. Grill 4 to 5 minutes each side to medium doneness.
- Remove from grill and rest 3 to 4 minutes before slicing into bite-size pieces.
- Combine remaining ingredients and toss with steak.

Makes 8 servings

Nutritional information per serving: 363.7 calories; 19.4 g fat; 4.2 g saturated fat; 50 mg cholesterol; 22.1 g carbohydrates; 5.0 g dietary fiber; 27.4 g protein; 1,025 mg sodium; 21% daily value iron (based on 2,000 calorie diet).

producers. However, quality genetics factor into the production system.

“Apparently they have access to quality cattle, and, in that case, it works for producers,” Sents says. “We just try to do the best we can at feeding and marketing them.”

Worldwide briefs

In February, CAB executive account manager Daisuke Shimojima, “Shimo,” traveled to the Philippines for the brand’s largest international media event to date. Licensed CAB distributor Werdenberg International Corp. and the brand’s newest international restaurant licensee, Le Souffle Restaurant, began a weeklong promotion inspired by the beginning of the Chinese New Year.

Kuwait, Bahrain and Saudi Arabia are

now open to U.S. beef. Two CAB exporters, Metafoods and United Source One, promoted the *Certified Angus Beef*® (CAB®) brand at their respective booths at the region’s largest food show — the Gulf Food, Hotel and Equipment Exhibition — in Dubai. The show was a prime opportunity to promote the brand to end users throughout the region.

Following a one-year absence, CAB product is again rushing into Hong Kong from two plants in Canada. In addition to Angliss China Ltd., CAB has two new center-of-the plate distributors in the market: Hoover Food Supplier Ltd. and Saison Food Service Ltd., both licensed in 2004. The companies are enthusiastically meeting the needs of a demanding beef market.

A recent trip to Trinidad yielded exciting

results for the brand’s International Division. More than 50 Hadco Ltd. team members attended a CAB kick-off presentation at Hadco’s second annual food show. Buckhead Beef Co. Inc. partnered with the brand to sample CAB flat irons, teres majors, short ribs, skirts, burgers and strips. More than 2,000 customers were in attendance.

The Trinidad market offers much potential for the brand. The first 100% CAB Prime restaurant was recently licensed. The restaurant is appropriately named Prime. Owner Peter George is a bit of a celebrity in Trinidad thanks to his first successful restaurant venture, a casual sports bar called Trotters. Prime opened March 1 in the fastest-growing shopping and dining district in Trinidad’s capital city, Port of Spain.

Explaining production

More than 20 Maryland chefs participated in the “760 days in 60 minutes” seminar. The hour-long presentation captures the 760 days necessary to raise an animal from gestation to weaning, backgrounding and through the feedlot. Chefs learned about the dedication cattlemen have to producing a great product and the many inputs that are invested along the way.

The group had many questions including, “How do producers profit from the feedlot segment of the industry?” They were also interested in bull selection and artificial insemination (AI). The group was intrigued by the number of factors that contribute to a viable product at the end of 760 days (drought, nutrition, maternal function). The chefs were also amazed at the amount and type of tools available, like expected progeny differences (EPDs) and ultrasound.

“The 760 days in 60 minutes presentation allows the chef to gain insight into the world of cattle production,” says CAB’s Sarah Morehouse. “It fosters respect for producers and provides a true understanding of the complexity of producing a great eating experience — from start to finish.”

Specialist seminar

An information-packed Specialist Seminar was hosted recently in Scottsdale, Ariz. CAB specialists had the opportunity to learn about new cut utilization, effective waitstaff training, brand assurance initiatives and new training opportunities. The seminar included an overview of menu management followed by insight from a panel of restaurant licensees.

The New Performer of the Year award was given to Robert George of Performance

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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

Food Group-Little Rock. Mark Itoni of Lankford-SYSCO Food Services LLC, Pocomoke, Md., was awarded Specialist of the Year honors.

Colvin scholarship

Thanks to outstanding contributions, the Colvin Scholarship Fund awards program has been expanded. In 2006, CAB will offer a \$2,500 scholarship and a \$1,000 scholarship. Entries must be postmarked by Dec. 1, 2005. For an application visit www.certifiedangusbeef.com.

Landi McFarland of Ellston, Iowa, was selected as the 2005 Colvin Scholarship winner. McFarland is a junior at Iowa State University (ISU) majoring in agricultural studies with an emphasis in animal science. She is very involved in her family's registered Angus operation, the National Junior Angus Association (NJAA), 4-H, FFA, ISU Collegiate Beef Team and Farm Operations Club.

McFarland plans to return to her family's 77-year-old registered Angus operation upon graduation. Her duties will include herd sire procurement, production of the 200-head sale book for the annual production sale and recordkeeping for the cow herd, which includes planned matings for 500 head, heat detection, and AI of 350 females annually. She will also assist customers in selection of breeding stock to suit their needs.

"My goal is to improve the genetic base of our cow herd so we can continue to give both registered breeders and commercial cattlemen the most accurate and reliable information possible," McFarland says.

To read McFarland's award-winning essay, see page 202.

On the road

Chef Dianna Stoffer has been on the road to home and garden shows in the CAB consumer target markets of Pittsburgh, Penn., and Detroit, Mich. Stoffer conducted cooking classes at the Pittsburgh Home & Garden Show in partnership with Giant Eagle stores. Radio advertisements and other media encouraged both children and adult consumers to register online for the educational classes. The event brought the brand message to beef-loving consumers and provided hands-on opportunities to drive the message home.

The Detroit market has also experienced the CAB brand through mouthwatering meals. Stoffer appeared on local radio and prepared her Beijing Noodle Salad recipe live on local Fox news in preparation for the

Ford Field Home and Garden Show. The salad with an Asian twist was a hit with viewers as well as visitors to the home show. See the recipe on page 142. Chef Dianna also prepared Asian Nachos and Thai Wraps featuring CAB cuts. For recipes visit www.certifiedangusbeef.com.



► Billboard advertising featured Chef Dianna Stoffer's cooking classes at the Pittsburgh Home & Garden Show in partnership with Giant Eagle stores.