



Brand News

► News and highlights from Certified Angus Beef LLC*

Monthly honors

Silver Creek Feeders Inc. was named the Certified Angus Beef LLC (CAB) Partner of the Month for February. Licensed since 1999, the Council Bluffs, Iowa, feedlot was selected from a network of 83 feedlots nationwide. CAB feedlot specialist Gary Fike credits owner-managers Roger and Jill Chambers for a steadfast focus on customers. “Roger sorts cattle to ensure their success, and Jill has great attention to detail regarding carcass data,” he says. Silver Creek has enrolled almost 6,000 head in six years, consistently near the top in *Certified Angus Beef*® (CAB®)-acceptance rates.

Terry Beller was recognized as CAB Quality Assurance (QA) Officer of the Month for February. He manages Beller Feedlots,

Lindsay, Neb., with his brother, Mike. CAB feedlot specialist Paul Dykstra notes Terry is always near the top as a licensed partner, passing along performance and carcass information to help customers improve their cattle. “It is important that our customers know where they are headed as far as carcass traits are concerned,” Terry says. “The information also tells me whether I want to buy cattle from a certain operation again.”

The Feedlot-Licensing Program (FLP) honors partners that harvest “30.06” groups of cattle. Qualifications require at least a 30% Prime or CAB-acceptance rate with an allowance for 3% Yield Grade (YG) 4s and 3% carcasses weighing more than 975 pounds (lb.). Honorable Mention pens missed 30.06 because

of at least one discount problem. Table 1 provides a summary of accomplishments from February reports.

Sticking to the target

Chappell Feedlot feeds for the end product in each animal. Employees realize when everyone along the supply chain helps an animal reach its highest potential, the entire industry wins. The feedlot’s forward-thinking philosophy on marketing is paying off.

Within two months of signing on as a CAB-licensed partner, the Chappell, Neb., feedlot fed four lots that hit the 30.06 target (see Table 1). The 112 cattle had a CAB-acceptance rate of 35.7% with 41.1% YG 1s and 2s.

Owner-manager Tom Williams says the results come from the feedlot’s focus on quality. “We are committed to forming long-term relationships with producers to raise a high-quality product. We work with them to help with genetic selection,” he says, “and we do the best job we can to market cattle in a way that gets the full value out of the animal on our end.”

Ultrasound, aggressive sorting and working with producers to make genetic improvements help the feedlot reach high numbers on a quality grid. Williams says employees make efficient marketing a priority.

“We try to be pretty disciplined in the way we sell everything,” he says. “We market each individual on its maximum end point. A steer is going to grade when he grades, and we want to market him when he gets there. That means we have to be very timely.”

Williams knows that marketing is an important aspect of the feeding phase. However, his customers keep cattle performance in mind, too. The feedlot caters to customers who relentlessly pursue genetic improvement — a reason why the CAB program was a good fit for them.

“We are targeting the upper-end, high-quality cattle,” Williams says. “Sometimes we have to buy producer calves for a year or two to show them what they have, but that is our target. We like feeding for those producers and, of course, their cattle work on the grid.”

Ninety percent of the feedlot’s calf-feds are Angus-influenced, with customers monitoring genetic progress. While the first set of data from CAB is just reaching producers, Williams believes customers will find the information helpful.

McPherson County Feeders reaches bronze

Five years of dedication as a CAB-licensed partner coincided with a Bronze “Thirty-Aught Six” (30.06) award for McPherson County Feeders Inc., Marquette, Kan., in February. Allan Sents, manager, received the Bronze Award for marketing a

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



Licensed CAB® Feedyard	Head	Sex ^b	%YG 1&2	%CAB	%Prime
McGinley-Schilz Feedyard Ltd.	80	S	61.3	78.3	12.5
Brookover Feed Yard	44	H	47.7	66.7	9.1
Corcoran Farms	35	M	14.3	51.6	2.9
Irsik & Doll Feedyard	20*	S	15.0	40.0	15.0
Chappell Feedlot ^c	30*	M	40.0	40.0	0.0
Irsik & Doll Feedyard	20	S	35.0	40.0	0.0
Chappell Feedlot	30*	S	16.7	36.7	0.0
Chappell Feedlot	24*	M	41.7	33.3	4.2
Irsik & Doll Feedyard	10	M	20.0	33.3	0.0
Chappell Feedlot	28*	M	67.8	32.1	0.0
McPherson County Feeders Inc.	10*	H	30.0	30.0	10.0
McPherson County Feeders Inc.	40*	H	67.5	25.0	7.5
McGinley-Schilz Feedyard Ltd.	40*	S	67.5	10.0	35.0
Honorable Mentions	Head	Sex ^b	%YG 1&2	%CAB	%Prime
Beller Feedlots	80*	H	22.5	53.8	10.0
Darnall Feedlot	80*	H	25.1	53.8	6.3
Silver Creek Feeders Inc.	39	M	43.6	50.0	0.0
Ashland Feeders	60*	M	55.0	43.3	6.7
Darnall Feedlot	79*	H	26.6	40.5	1.3
Irsik & Doll Feedyard	20*	S	15.0	40.0	15.0
Beller Feedlots	73	H	30.2	35.2	9.6
Darnall Feedlot	80*	S	11.3	35.0	2.5
Silver Creek Feeders Inc.	80	S	62.6	33.3	1.3
Royal Beef	125	S	16.0	33.0	1.6
Hays Feeders LLC	121*	S	13.2	32.2	4.1

*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, “Sticking to the target.”

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.

cumulative 500 head that met 30.06 requirements (see “Monthly honors”) as part of the CAB target.

“The McPherson County Feeders team has been a valued partner since they joined us in 1999, and their efforts to manage cattle enrolled in the program have been proven effective,” Fike says.

Sents explains that the feedlot values its CAB connection for the promotional aspects as well as carcass data. His staff sorts to maximize individual animal potential.

“We have seen a greater interest from our customers in carcass information,” he says. “In return, they are sending us higher-quality cattle. We have also seen a few begin to use more Angus genetics in order to receive the premiums they can get from the CAB Program.”

Producers invited to Wooster

CAB extends an invitation to all Angus producers to a “Brand Builders” seminar in Wooster, Ohio, June 28-29. The offer, limited to the first 50 producers to respond, is detailed at www.certifiedangusbeef.com/brandbuilders. Interested persons may call Marilyn Conley at 1-800-225-2333, Ext. 267.

Hotel and meals are paid for, and producers will gain insight into how the brand works and methods for building relationships with their customers — or CAB will reimburse travel expenses. The registration deadline is June 7.

Foodservice focus

Texas taste. Saltgrass Steak House, headquartered in Houston, launched a March promotion featuring one of the beef value cuts, *teres major*. The underutilized cut was featured as part of the restaurant’s petite medallion entrée, composed of three 3-ounce (oz.) medallions. Customers could choose between cognac pepper, pepper cream and lemon butter sauces. *Teres major* is a good value to the consumer because of its tenderness, while it is an economical alternative for restaurants.

Rock and roll. For more than 33 years, Hard Rock Cafe has been known for great American food and its unparalleled collection of memorabilia from the world’s greatest rock legends, including Elvis Presley, Jimi Hendrix and the Beatles. Hard Rock Cafe has announced the addition of the world’s next great icon — the Legendary Burger, made with 10 oz. of CAB ground beef.

The Legendary Burger is topped with bacon, cheese, lettuce, tomato and a crispy homemade onion ring, all served on a one-of-a-kind roll, made with Guinness® beer. The Legendary Burger is offered with the choice of a Caribbean spread or garlic mayonnaise and dished up with french fries.

Beef Caesar Salad

Ingredients:

1 lb. <i>Certified Angus Beef</i> ® (CAB®) ball tip, tri-tip or round tip steak cut 1/2-in. thick	1/2 small head raddicio lettuce, torn into pieces
1 (8 oz.) bottle low-fat or lite Caesar salad dressing	1 cup herb or garlic seasoned croutons
1 head romaine lettuce, torn into pieces	1/4 cup grated Parmesan cheese

Cooking Instructions:

Place steak in zipper-locking plastic bag. Shake dressing well. Reserve 1/3 cup dressing; pour remaining salad dressing (2/3 cup) over beef. Close bag, forcing out air, refrigerate and marinate 1 1/2-2 hours.

Remove beef from marinade and discard marinade. Broil or grill steak 3 in. from source of heat for 3-5 minutes per side, or until center is still pink. Cool. Slice across the grain into 1/4 x 1-in. strips.

In large bowl, toss beef, romaine lettuce, raddicio lettuce and croutons with remaining Caesar dressing. Add beef. Sprinkle with Parmesan and serve.

Preparation time: 10 minutes (excluding marinating time); **cooking time:** 6-10 minutes.

Makes 4 portions.

Nutrition information: 185 calories; 80 mg cholesterol; 282 mg sodium; 3 mg iron; 26 g protein; 19 g fat; 9 g saturated fat

It is available at all Hard Rock Cafe locations for \$12.29. Hard Rock Cafe’s classic 7-oz. burgers are also made with CAB ground beef.

Award winners. Via Christi Regional Medical Center, Wichita, Kan., was named by *Restaurants and Institutions Magazine* as a 2005 Ivy Award winner. Patti Dollarhide is the director of Nutrition Services at Via Christi.

A huge proponent of offering healthful, high-quality foods in healthcare institutions, Dollarhide was instrumental in establishing a partnership between the brand and Via Christi. It became a CAB licensee in 1999.

Food Services of America (FSA)-Portland was recently named Sales Branch of the Year by its corporate office. This is a prestigious award given to one branch for outstanding sales and marketing efforts. FSA-Portland is diversifying its CAB value-added products offerings and recently added six new items to the product list. The company now carries CAB chili, country fried steak, pub burger, cheeseburger fries and jalapeño fries from

Advance Food Co. and Savory Garlic Roast Beef from Cargill.

International insight

Mexico. Comercial Norteamericana, licensed in 1993, and Supermercados Internacionales H-E-B, licensed in 2002, recently conducted meat manager and store manager CAB training. The trainings kicked off a CAB sales contest among seven licensed retailers. Jesus Velasco, who earned his doctorate in meat science from Kansas State University, presented a meat science seminar complementing the brand’s Science Behind the Sizzle™ presentation. CAB staff assisted the Comercial Norteamericana and H-E-B teams on applications for the knuckle, chuck flap, clod heart and gooseneck cuts.

Philippines. Brand-building activities continue in the Philippines. “The economy is very good now — the foodservice industry is excellent,” says Daisuke “Shimo” Shimojima,

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CAB executive account manager. "Demand for U.S. beef in the Philippines has grown due to the sudden rise in the price of Australian beef. Demand for CAB product has also steadily risen, and sales promotion activity has been strengthened through Werdenberg International Corp., the only CAB-licensed distributor in the Philippines."

Le Soufflé is the brand's first restaurant partner in the Philippines. It has three units located in the downtown and business districts in Manila City.

Aruba. CAB Chef Dianna Stoffer represented the brand as guest chef at the Renaissance Marina Hotel in Aruba in March. Stoffer developed a special first-anniversary menu for L.G. Smith's Steak & Chop House within the Renaissance. The menu features CAB flat iron, *teres major* and osso bucco-style short ribs. She then teamed with the U.S. Meat Export Federation (USMEF) and Wenté Vineyards for a press luncheon, two food and wine pairing demonstrations for the hotel guests, and the Aruba culinary school. Promotional flyers and posters promoted the comprehensive month-long promotion.

While in Aruba, Stoffer worked with Radisson hotels, Wyndham hotels and the brand's distributor partner, Caribbean Overseas Ltd. She conducted waitstaff training sessions and worked with chefs and sales representatives to boost overall sales efforts in one of the brand's fastest-growing island markets.

Indonesia. PT Indoguna Utama, licensed CAB distributor in Indonesia, has submitted a restaurant agreement for the brand's first licensed restaurant in Indonesia. It is located in the upscale Four Seasons Hotel Jakarta, in the heart of Jakarta's central business district.

Mexico. CAB foodservice sales in Mexico

are on the rebound. Comercial Norteamericana has posted impressive sales increases for the first quarter of 2005 (October 2004 to December 2004). Cancun leads the way with a 30% increase; Cabo San Lucas posted a 22% increase; Guadalajara is up 15%; and Mexico City is up 4%. XO de Chihuahua posted a 25% increase. Grind and end-meat sales are the reason for increased volume. Mary Muzyka, general manager, Comercial Norteamericana-Cancun, reports high demand for briskets and clods among her large hotel accounts during the busy season.



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To order CAB merchandise, call 1-800-725-0070 or fax (330) 345-0803.

For a source for recipe ideas, storage and handling tips, restaurant listings, retail store locations, and cooking information, visit
www.certifiedangusbeef.com