



Brand News

► News and highlights from Certified Angus Beef LLC*

Consistency is key

Reliable product quality is a key ingredient for long-term business success. Since May 12, restaurateurs in the San Diego, Calif., area have been able to rely on the U.S. Foodservice, Joseph Webb Division, for *Certified Angus Beef*® (CAB®) product.

“Having the CAB brand enhances our meat program in a new and exciting way,” says Jon Jezierski, president of the division. “It enables our line to offer increased product variety and multiple levels of quality.”

The distributor offers a complete line of aged CAB cuts, portioned to precise

standards. Such a product range offers price points for a diverse customer base, from white-tablecloth to casual dining to healthcare. Its 21-day aging program matches standards of the nation’s top meat purveyors. This summer, CAB brand value-added products will join its product mix, offering a significant upgrade in quality along with the expected time and labor savings.

“We are always striving to give our customers products and services that enhance their success,” Jezierski explains. “We realize the customer benefits of a top brand. Now, we have the exciting opportunity to

provide our customers with the leading, nationally recognized beef brand to grow their businesses.”

The company relies on its 23-year history of providing center-of-the-plate products to incorporate the CAB brand on customers’ menus.

“Adding premium beef to its extensive product line develops this U.S. Foodservice division’s role as a full-service meat supplier,” says Mark Polzer, Certified Angus Beef LLC (CAB) director of foodservice. “Its center-of-the-plate expertise and broadline sales force have the power to take customers’ successes to new heights.

“CAB Specialist Mark Ferrara knows the product, the market, and how the product meets the needs of numerous restaurant styles and menu categories.” His experience includes serving as the CAB specialist with Stockyards Packing in Tucson, Ariz.

“Our employees are committed to developing products and services that position us as a true and valued partner to our customers,” Jezierski says. “We have taken the traditional broadline foodservice business model and adjusted it to satisfy customer needs in a changing marketplace.”

Joseph Webb started as a meat company, and the center-of-the-plate item continues to be its leading product line. “The CAB brand is a wonderful reflection of our commitment to quality,” Jezierski adds.

The company’s customer base resides in San Diego County and the “Inland Empire,” which the company has served since 1980. Its customer focus has always been the local, independent foodservice operator.

Spotlight Award winners for March^a

MPK Land and Livestock LLC, Lebanon, Kan., with its clear focus on getting the most out of high-quality Angus-based cattle, was named Feedlot Partner of the Month for March. “Owner Steve Peterson, his family and employees get the job done,” says CAB feedlot specialist Paul Dykstra. “They do it by sourcing cattle with known genetic background, sorting fed cattle by ultrasound to an optimum end point, and excellent attention to detail in daily management and marketing.”

Shannon Wharton, Triangle H Grain and Cattle Co., Garden City, Kan., was named CAB Quality Assurance (QA) Officer of the Month for March. “Shannon spearheads all of the fine-tuned data and information processing at Triangle H,” Dykstra says. “Recently, she put forth a great deal of effort to compile historical individual animal data for a cooperative project with CAB that should help everyone in developing supplies for the brand.”

The FLP also honors partners that harvest 30-0 groups of cattle. Following is a summary of accomplishments from data reported in March.



Licensed CAB® Feedyard	Head	Sex ^b	%YG 1&2	%CAB	%Prime
Silver Creek Feeders Inc.	15	M	53.3	36.4	20.0
Schmitz Feedlot LLC	22	H	50.0	30.0	0.0
Honorable Mentions	Head	Sex ^b	%YG 1&2	%CAB	%Prime
Highland Feeders	136*	S	19.8	54.41	5.9
Irsik & Doll Feedyard	20*	M	30.0	40.0	0.0
Schmitz Feedlot LLC	11	H	36.4	40.0	0.0
Pratt Feeders LLC	124*	S	9.7	39.52	4.8
Irsik & Doll Feedyard	64	H	37.5	35.7	3.1
Irsik & Doll Feedyard	20	M	30.0	40.0	0.0
Corcoran Farms	29	M	65.6	30.77	0.0
Schmitz Feedlot LLC	39	H	56.4	30.77	7.7
Barton County Feeders Inc.	118	S	42.3	28.4	0.8
Irsik & Doll Feedyard	62	M	30.0	28.33	4.8
McPherson County Feeders Inc.	71*	H	52.1	28.2	1.4
Hergert Feeding Co.	41	H	12.5	27.3	22.0
Barton County Feeders Inc.	63*	S	52.4	27.0	3.2
Pratt Feeders LLC	40*	S	7.5	25.0	5.0

^aIn the On-Target “30-0” program, the FLP honors partners that harvest qualifying groups of cattle with at least a 30% Prime or CAB-acceptance rate that are free of discount carcasses. 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.

*Indicates 100% CAB eligible. Acceptance rate figured on eligible portion.

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

April launch

The first CAB Natural product reached the market in April, when BC Natural Foods began producing CAB natural products at its Childress, Texas, facility.

Only Angus-type cattle raised without supplemental hormones, antibiotics or animal byproducts are eligible. The beef must also meet the brand’s premium quality standards and be confirmed by U.S. Department of Agriculture (USDA) graders before it will earn the CAB Natural name.

Newport Meat Co., a Sysco Corp. company in Irvine, Calif., was the first foodservice distributor to offer the brand’s natural product on April 19. It serves customers throughout California, Arizona, Nevada and Hawaii. Tim Hussman, Newport’s president, said customer interest is high.

“Our customers are excited to experience the combination of CAB’s premium quality standards and the stringent production standards established by BC Natural Foods,” Hussman says. “It’s revolutionary. There is nothing else like this being done.”

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

“BC Natural is a trailblazer in defining the benchmark for natural beef, and the CAB brand is the benchmark for premium beef. Putting them together is the best of both worlds.”

Beef ‘smackdown’

Competition was intense as top culinary students competed for bragging rights and cash prizes at the second annual *Certified Angus Beef*® Smackdown. The top 20 finalists competed on April 19, in double-elimination finals at the Western Culinary Institute (WCI) in Portland, Ore.

The competition included 115 WCI students, each submitting a recipe featuring CAB hanging tender steak. The hanging tender continues to gain popularity throughout the United States. The cut is less expensive than traditional steaks and allows chefs to be creative with menu pricing and developing signature entrées.

Judges from WCI and Food Services of America (FSA), the event sponsor, evaluated the entrées on plate presentation, utilization of product and, most importantly — taste. The top five contestants progressed to the final round. They had 30 minutes to prepare a final entrée. Cash prizes of \$500, \$300 and \$200 were awarded.

“The students have worked hard in their classes. The contest gives them a chance to show off their skills and be a part of the wonderful foodservice business,” says Rick Anderson, FSA district manager. “The school chose the hanging tender as the main entrée to help teach students about different cuts of meat and how to incorporate new ideas into their menus. These students are very savvy and creative.”

FSA Portland is one of the largest foodservice industry distributors in Oregon and southern Washington. It is a licensed CAB brand distributor and two-time sponsor of the competition.

High-tech meatcase

Canadian-based Overwaitea Food Group has embarked on a new method of merchandising CAB product. The company recently placed DVD players at the meatcase in each of its stores. A six-minute video provides three quick roast recipes as well as CAB brand messages and information on Purely Idaho Potatoes™ and Renée’s Gourmet™ sauces. The roast recipes are available to consumers on handy recipe cards located near the display. In May, Overwaitea expanded the idea to promote grilling medallions.

The concept was developed by the Beef Information Centre, a division of the Canadian Cattlemen’s Association, which focuses on increasing consumer demand for beef.

Success in Pittsburgh

More than 300,000 consumers attended the Pittsburgh Home and Garden Show March 5-14. CAB’s participation in the event was part of a target market effort to build a stronger brand. The effect was substantial. More than 10,000 CAB cookbooks were distributed to consumers visiting the CAB booth. Corporate Chef Dianna Stoffer and Home Economist Sarah Donohoe presented cooking demonstrations throughout the show.

More than 50 pounds (lb.) of CAB deli roast beef and 25 lb. of frankfurters were offered in bite-size samples, and radio tag lines throughout the event encouraged consumers to get their samples at the CAB booth.

The show wasn’t the only way consumers met the brand. Donohoe hosted a grilling segment on KDKA, Pittsburgh’s CBS affiliate. Stoffer grilled steak and eggs for the morning personalities on 3WS radio. The show provided great opportunities to strengthen the brand and increase consumer awareness.

Summer = easy meals

Consumers are busier than ever during summer. Fortunately, they can satisfy cravings for a good meal without a great deal of preparation. CAB deli items make for easy meals alone or incorporated into unique entrées.

Last year, 47% of CAB value-added product sales were deli items. “Retailers are moving toward premium deli meats to draw customers to the case,” says Brett Erickson, CAB director of value-added products. “Delis are changing. They were once known for cheap items for a cheap lunch. Now, consumers are willing to trade up. They want more.”

Erickson says beef is the third-selling item in the deli case, after ham and turkey. Until recently, beef has always been an afterthought in the deli case, but retailers are recognizing

Southwestern Pita Pockets

Serves 4

1¼ lb. *Certified Angus Beef*® deli roast beef, cut into strips
¼ c. white wine vinegar
3 Tbs. fresh cilantro
1 tsp. olive oil
1 c. whole kernel corn
3 plum tomatoes, chopped
½ c. green onions, thinly sliced
1 small jalapeño pepper, seeded and minced
2 pitas, halved

In a small bowl, combine 3 Tbs. of vinegar, 1 Tbs. cilantro and olive oil. Toss roast beef with sauce.

Combine corn, tomatoes, green onions, jalapeño peppers and the remaining vinegar and cilantro in a separate bowl. Place roast beef in pita pocket with salsa and serve.

Nutritional information per serving:
calories 318.4; total fat 7.8 grams (g); saturated fat 3.1 g; cholesterol 56 milligrams (mg); carbohydrates 29.8 g; protein 29.5 g; sodium 1,095 mg; iron 2.2 mg.

the opportunity to draw more customers to the case with beef. Currently, more than 1,500 retailers offer CAB deli items.

“On average, only 35% of shoppers buy from the deli case. New beef products have provided an opportunity to bring in new customers,” he says.

Deli items make summertime simple:

- ▶ Deli meats keep the kitchen from heating up on hot days.
- ▶ Deli items are perfect for summer outings, too. Incorporate deli meats in sandwiches, pasta dishes and salads.
- ▶ For recipes, ideas and products available in your area, visit www.certifiedangusbeef.com.



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

TOLL-FREE CAB FLAVOR FINDER

A source for recipe ideas, storage and handling tips, restaurant listings, retail store locations, and cooking information.

1-877-2-EAT-CAB