



# Brand News

► News and highlights from Certified Angus Beef LLC\*

## Monthly honors

Decatur County Feed Yard Inc., Oberlin, Kan., is the Certified Angus Beef LLC (CAB) March 2005 Feedlot Partner of the Month. Through owner/general manager Warren Weibert and manager Dan Dorn, the feedlot exemplifies customer service and information flow in the beef industry.

"This company has built a reputation on managing its clients' cattle as individuals to optimize feedlot efficiency and carcass performance," says Paul Dykstra, CAB feedlot specialist.

The Decatur County yard is known for its use of technology to manage cattle and gather multiple points of data for each animal. That helps customers identify the

genetics that are most profitable while improving feedlot and carcass traits in their herds. In 2004, Decatur County Feed Yard ranked second in volume of cattle enrolled in the Feedlot-Licensing Program (FLP), allowing expansion of CAB detailed carcass data records.

Kendall Stubby, McPherson County Feeders Inc., Marquette, Kan., is the March 2005 Quality Assurance (QA) Officer of the Month. "Kendall is steady as a rock in his role as QA officer," CAB feedlot specialist Gary Fike says.

Stubby has honed his skills in sorting cattle for harvest, as seen in an ability to avoid Yield Grade (YG) 4 and 5 cattle. These make up only 5% of

the total harvest from McPherson County Feeders — half the average rate for the entire FLP, Fike notes. The feedlot recently attained the Bronze Level in the 30.06 program, due in part to Stubby's "keen eye and efforts," Fike adds.

## Knowing the target

Proper sorting can make the difference between cattle hitting or missing the *Certified Angus Beef*® (CAB®) target. Producers and feedlot operators often work together to make visual and ultrasound sorts with the hope that each cut brings them added value through grid premiums.

An advantage goes to producers who know the feeding potential of their genetics. Larry Guggenmos, owner of Guggenmos River Ranch Ltd., realized the benefit through higher premiums on three March harvest groups that reached nearly 50% CAB acceptance (see Table 1).

"We shipped the first cut of calves based pretty much on bloodline," Guggenmos says. "Through years of sire testing, we found a sire group that was as predictable as the sun. If the cattle see corn, they are marbled. It is just a matter of when you want to harvest them."

Guggenmos increased marketing predictability through artificial insemination (AI). Participating in sire tests throughout the 1990s created a herd base with generations of high-quality Angus bloodlines.

The advantage is evident in the higher premiums achieved. The Brewster, Neb., feedlot has a CAB-acceptance rate of more than 37% on 1,104 cattle harvested during the last two years.

Guggenmos cautions that increased genetic potential creates its own learning curve. The March harvest groups represent his attempt to fully realize the advantage.

"It was a 'jump in there and find where they are at' harvest," he says. "The calves have been finishing earlier and earlier and earlier. It has been confusing over the last two years because we have been losing ground on our ability to predict when they are ready. The harvest data provided some answers."

Ultrasound technology is the next tool Guggenmos is experimenting with to improve marketing time. When the data arrives from his first ultrasound sort, he will meet with his technician to improve upon the initial results.

The goal is to receive uniform carcass data that reflects the true marketing potential of the herd's genetics. Guggenmos has visually sorted for years. An ultrasound sort on each lot could add to his knowledge at marketing time.

"We have some calves that are out of high-cutting sires," he says. "The predictability of how they are going to cut

**Table 1: Summary of 30.06 qualifiers and honorable mentions from March 2005 harvest reports<sup>a</sup>**



Licensed CAB® Feedyard	Head	Sex <sup>b</sup>	%YG 1&2	%CAB	%Prime
Irsik & Doll Feedyard	20	M	60.0	64.3	0.0
Guggenmos River Ranch Ltd. <sup>c</sup>	13*	S	15.4	53.9	0.0
Guggenmos River Ranch Ltd.	32*	M	43.8	43.8	3.1
Gregory Feedlots Inc.	36	M	55.6	39.1	2.8
Chappell Feedlot	29	M	62.1	35.7	0.0
Hergert Feeding Co.	14*	H	14.3	35.7	0.0
Beller Corp.	20*	S	35.0	30.0	0.0
Honorable Mentions	Head	Sex <sup>b</sup>	%YG 1&2	%CAB	%Prime
Irsik & Doll Feedyard	31*	S	22.6	48.4	9.7
Chappell Feedlot	26	S	42.3	48.0	0.0
Wheeler Feed Yard Inc.	46	H	43.5	47.6	0.0
Royal Beef	99	H	36.4	46.8	7.1
Guggenmos River Ranch Ltd.	49	H	38.8	43.5	6.1
4+ Cattle Feeders	45*	H	37.8	42.2	2.2
Chappell Feedlot	46	H	21.7	41.9	2.2
Beller Corp.	48*	S	12.5	39.6	6.3
Beller Corp.	41*	S	29.2	39.0	9.8
Ashland Feeders	123*	H	35.8	38.2	11.4
4+ Cattle Feeders	44*	H	31.8	36.4	4.5
4+ Cattle Feeders	48*	H	41.7	35.4	10.4
Beller Corp.	98*	S	44.9	34.7	7.1
Silver Creek Feeders Inc.	78	S	44.9	33.3	0.0
Darnall Feedlot	150*	S	17.3	32.7	2.7
Chappell Feedlot	22*	S	9.1	31.8	4.5
Darnall Feedlot	80*	H	67.5	31.3	2.5

\*Indicates 100% CAB eligible. All acceptance rates figured on eligible portions.

<sup>a</sup>In 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.

<sup>b</sup>H=heifers; M=mixed; S=steers.

<sup>c</sup>See highlight, "Knowing the target."

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

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should come through on the ultrasound. You can't tell visually. It would be nice to have a more accurate marketing predictor."

Quality genetics help producers reach the CAB target. Technology offers an option for producers to attain more uniform sort groups and carcass information to assess the value of their calves.

The CAB 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% 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. Table 1 contains a summary of accomplishments from the March reports.

### Adding value

New and improved CAB brand products are available to the foodservice industry, thanks to the efforts of W&G Marketing Co. Inc. of Ames, Iowa.

The company improved its CAB Fully-Cooked Shredded Beef in Natural Juices and Shredded Beef with BBQ Sauce by modifying the product to give it a coarser shred. This allows the beef to hold up better when used in recipes at the restaurant level. CAB Fully-Cooked Hickory Smoked Beef Brisket (sliced) now features a thicker slice, from approximately 1/8-inch (in.) to 1/4-in. thick. This helps prevent the slices from drying out when kept warm for an extended period of time. Also, instead of having all of the slices from the entire brisket in one package (8-10 lb.), they will split the brisket into two 5-lb. packages. This benefits lower-volume users who may have experienced trouble with drying out when heating and holding the entire brisket.

### Retail progress

► Consumers are enjoying a beef bonanza at Ray's Food Place, a retail chain of more than 40 stores located throughout northern California and Oregon. The stores hold subprimal sales to generate significant volume for the company. Bonanzas are rotated, with typically one in spring and one in fall. Customers buy subprimals, and meat department personnel then cut steaks and roasts to order.

► Cube steaks, kabobs, stew meat, shoulder roast as London Broil, tips, tip steak and sandwich steaks are making an appearance at Foodtown, owned by Food Circus Super Markets Inc. The company is now merchandising more CAB brand cuts to meet customer demand and increase volume. Foodtown has 30 stores in New Jersey and New York.

► Price Chopper Operating Co. opened a new Price Chopper store in Newington,

Conn. The brand's presence is very strong within Price Chopper. Grand opening features included CAB boneless sirloin for \$5.99 per lb. and CAB tenderloin for \$9.99 per lb. Price Chopper has 116 stores in New York, Vermont, Massachusetts and Connecticut. The retailer will be heavily involved in CAB brand building efforts in the 2006 target market of Albany, N.Y.

### Message to the masses

► Consumers in 42 states will read the brand's Vintage Surf-n-Turf feature distributed by the Electronic Color Editorial Service. The Spring 2005 feature article including CAB recipes garnered a circulation of 13.1 million, with an estimated readership of nearly 28.9 million. The feature article was a partnership between the brand and Baltimore-based Phillips Foods Inc. The article pairs steak with shrimp for vintage dishes with a modern twist.

► CAB Chef Dianna Stoffer recently traveled to Montreal as a presenter for the Research Chefs Association (RCA) Annual Conference. RCA is the leading professional community for food research and development. Its members are the pioneers of the discipline of Culinology™ — the blending of culinary arts and the science of food.

Stoffer shared a one-hour session, "From Producer to Perfection," with Bucky Gwartney and Dave Zino from the National Cattlemen's Beef Association (NCBA) and Don Moss from the University of Nebraska. The presentation promoted beef value cuts from the chuck and round and included a cutting demonstration followed by three round-robin-style cooking demonstrations by chefs Zino, Moss and Stoffer. The cooking demonstrations also included cuts from the chuck and round, with information on marbling, the CAB brand, leanness and nutrition.

Most of the conference attendees hailed

from food-manufacturing companies; 13 of 600 participants represented restaurants.

### International insight

► "There is no comparison to *Certified Angus Beef*® cuts," says Chef Mario Patry of Château Bromont in Quebec. Château Bromont is the brand's newest Canadian licensee and is the premier ski and golf resort in the province. The resort includes a four-star hotel, 56-run ski facility with a 2,200-meter run, 18-hole golf course that has hosted the Canadian PGA tour and horse stables.

► Eighteen teams competed in the 4th Annual Chili Cook-off on April 10 in Saint Croix. The event was sponsored by the CAB brand, in partnership with licensed distributor Merchant's Market Inc. More than 600 people attended the event. On April 15, the Merchant's team showcased the brand at the Fifth Annual Taste of St. Croix, an island-wide culinary extravaganza targeting restaurant owners and operators. CAB strip steaks were sampled. Both events were a prime opportunity to increase the brand's reach throughout the market.

### Foodservice focus

► The Travel Channel recently visited Saltgrass Steak House for its "Destination Texas" feature show. The segment showcases must-see-and-do activities for Texas tourists. Saltgrass was one of three restaurants interviewed for the "best steak" segment. Filming took place at the newest Saltgrass location in Kemah, Texas. When asked why their steaks were so good, the general manager, Brad White said, "Because we serve only the *Certified Angus Beef*® brand." There are more than 30 Saltgrass locations in the Lone Star State. The chain is owned by Houston-based Landry's Restaurants Inc. The first Saltgrass location became a CAB licensee in 1996.



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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](http://www.certifiedangusbeef.com)