



Brand News

► News and highlights from Certified Angus Beef LLC*

Creativity is key

The Greenery Restaurant and newly opened Sugarland Mining Co. have taken *Certified Angus Beef*® (CAB®) brand exposure to a new level. Both restaurants are located inside the Holiday Inn in Sheridan, Wyo. With the help of the Certified Angus Beef LLC (CAB) design team, the restaurants created hotel key cards to advertise their CAB offerings. Hotel patrons will use the cards to gain entry to rooms. Table tents of similar design will be placed in each hotel room. Posters will also be displayed inside hotel elevators.

“These are creative ideas for extending the CAB brand message within the hotel,” said Heidi Scheffler, CAB regional account manager. “It’s exciting to work with customers who see value in the brand and are proud to tell their customers about it.”

Both restaurants are supplied by Sysco Food Services of Montana.

A perfect fit

Gary Fike loves the beef industry. In fact, it’s always been an important part of his life.

Fike recently joined the CAB team as a feedlot specialist, assisting licensed feedlot partners with the implementation of Feedlot-Licensing Program (FLP) protocol and producer education. He will focus on working with CAB-licensed partners in Iowa, Kansas, Oklahoma and Texas.

“I’m excited about the opportunities presented to me, the expectations and the people I’ll be working with,” Fike says.

Hoping to build on the FLP success record, he says, “I am very much looking forward to the challenge. As always, we want to help drive the demand for Angus genetics.”

Fike brings a wealth of knowledge and experience to the position. Raised on a farm near Ramona, Kan., he earned a degree in agriculture education from Oklahoma Panhandle State University (OPSU), Guymon, Okla., in 1983. After serving as Extension agent in Lane and Mitchell counties in

Kansas, Fike earned a master’s degree from Kansas State University (K-State) in 1992. In 1998, he advanced to area beef specialist for nine Iowa counties, before moving in 2000 to an Extension animal science quality assurance post at Ohio State University (OSU).

Fike and his wife, Karol, have three children: Jackson, 6; Marshall, 4; and Grace,



16 months. They have relocated to the Manhattan, Kan., area where Fike began working in the CAB Supply Development office July 1. He says he’s looking forward to raising his children in a rural area, close to extended family.

Cost cutters

More than 50 foodservice industry representatives learned the advantages of portion cuts at the US Foodservice Pompano Food Show in Florida, May 4-5. CAB Foodservice Director Mark Polzer presented the seminar.

Portion cuts, prepackaged CAB cuts, are often more appealing to smaller restaurants. The advantages of portion cuts include consistency, ease of preparation and cost savings. Portion cuts are priced slightly higher than whole muscle items, but overall savings are substantial. Restaurant operators have the ability to offer consistent portions without hiring a qualified meat cutter to cut and trim whole subprimals.

The presentation also showed the benefits of value cuts like CAB flat-iron steaks, *teres major* and top sirloin butt. Attendees were encouraged to use tri-tips as a mid-priced, high-quality steak or roast option. Tender, flavorful and underutilized cuts like the flat iron and *teres major* add value to the carcass and offer a cost-effective alternative to more popular, higher-priced cuts.

Quality assurance

More than 40 representatives from 27 CAB-licensed feedlots and BC Natural Foods in Golden, Colo., attended the spring 2004 Commitment to Quality, Quality Assurance (QA) Training. The seminar was April 18-20 in North Platte, Neb.

Training focused on quality assurance at the yard level and information on the FLP. Guest presenters included: Jerry Woodruff, veterinarian for Fort Dodge Animal Health, presenting the realizer animal demonstration; Temple Grandin, Colorado State University (CSU), with presentations on animal handling and welfare; Robbi Pritchard, South Dakota State University (SDSU), presenting the importance of nutritional and implant effects on carcass merit and sorting fed cattle; and Matt Perrier of the American Angus Association, with information on the opportunities and services through the Association.

The training targets newly licensed yards that must send a QA officer to meet licensing requirements, but also offers current licensees an opportunity to train new employees or send employees to a refresher course.

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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

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

By the truckload

Twice a year, customers of Reasor's Inc. in Owasso, Okla., look forward to the store's primal sale. The three-day CAB sale has customers spending an average of \$150-\$200 on beef alone. This year, at least 10 customers spent more than \$600 on CAB product. One customer went home, cleaned and defrosted the freezer, and came back to buy more.

Reasor's converts its "coffin freezer" cases to refrigerators for the sale. They are then filled with grocery bags of cut steaks, roasts, stew meat or boneless short ribs and merchandised by the corresponding whole subprimal. This allows customers to choose a sack of cut items or have the subprimal cut to their needs.

Total CAB sales were up 40% more than Reasor's 2003 primal sales. Reasor's is a 13-store account offering 100% CAB product.

Grillin' season

www.certifiedangusbeef.com, offers recipes, tips and preparation ideas for beef-hungry consumers. Upcoming features take advantage of grilling season, with recipes for brisket with Cherry Barbecue Sauce, Beef Wrap with Cherry Salsa, and Star-Spangled Cherry Shortcake. CAB Corporate Chef Dianna Stoffer will also offer grilling tips and suggestions.

The grilling feature is part of a July editorial promotion that will reach more than 6 million consumers. The feature was offered to editors through the end of June. Among the 199 publications using the feature are several top 100 newspapers, including *The Palm Beach Post* (West Palm Beach, Fla.), *The Record* (Hackensack, N.J.) and *The Oklahoman* (Oklahoma City).



Add a little imagination



► Roth's Family Markets, a 13-store chain in Oregon, continues to put the CAB brand message center stage. Roth's most recent signs prove creativity is key to capturing the attention of consumers. Roth's offers 100% CAB cuts in its meat department.

April On-Target honorees^a



Darnall Feedlot, Harrisburg, Neb., has earned the April Feedlot of the Month award. "This operation has posted a cumulative CAB-acceptance rate of 30.3% since July 2003 for cattle enrolled in the Feedlot-Licensing Program (FLP)," notes Paul Dykstra, CAB feedlot specialist.

"They have made great strides in managing yield grade in the past several months to shore up another important area in carcass performance," he says. "Moreover, this longtime CAB partner feedlot has found great value in using carcass data as a customer service tool. That has worked to enhance the value of fed cattle being placed in the feedyard."

David Trowbridge, manager of Gregory Feedlots Inc., Tabor, Iowa, was named CAB Quality Assurance (QA) Officer of the Month for April. "David continues to be an asset to managing quality cattle," Dykstra says. "He's diligent in communicating the importance of genetic improvement in carcass traits to feeding clientele and has helped coordinate the involvement of the Tri-County Steer Carcass Futurity feedlots in the FLP," he notes. "David is a great advocate of feeding for the brand."

CAB's Spotlight Award series honors licensed partner feedlots based on volume, quality, customer service and attention to detail. The FLP also honors partners that harvest 30-0 groups of cattle. Here's a summary of accomplishments from data reported in April.

Licensed CAB® Feedyard	Head	Sex ^b	%YG 1&2	%CAB	%Prime
Schmitz Feedlot LLC	10	S	30.0	60.0	0.0
Schmitz Feedlot LLC	42	H	40.5	29.2	4.8

Honorable Mentions	Head	Sex ^b	%YG 1&2	%CAB	%Prime
Darnall Feedlot	40*	H	50.0	65.0	20.0
North Platte Feeders	24*	S	4.2	62.5	4.2
Darnall Feedlot	40*	S	22.5	55.0	10.0
North Platte Feeders	49*	S	28.6	53.1	8.2
Irsik & Doll Feedyard	20	H	55.0	52.9	0.0
Darnall Feedlot	40*	H	15.0	52.5	5.0
North Platte Feeders	56*	S	23.2	51.8	5.4
McPherson County Feeders Inc.	15	H	73.3	50.0	20.0
4+ Cattle Feeders	17	H	41.2	47.1	5.9
Hergert Feeding Co.	30*	H	26.7	46.7	13.4
Gregory Feedlots Inc.	39*	S	33.3	46.2	0.0
Gregory Feedlots Inc.	20*	S	30.5	45.0	0.0
McPherson County Feeders Inc.	47	S	63.8	42.9	0.0
Irsik & Doll Feedyard	20	H	25.0	42.1	20.0
Darnall Feedlot	38*	H	34.2	42.1	10.5
Irsik & Doll Feedyard	20*	H	30.0	40.0	20.0
Irsik & Doll Feedyard	20*	M	70.0	40.0	0.0
David Ranch	43*	H	16.3	39.5	14.0
Schmitz Feedlot LLC	21	S	28.6	38.9	4.8
Irsik & Doll Feedyard	65	H	26.1	38.9	7.7
Hergert Feeding Co.	31*	S	38.7	38.7	3.2
North Platte Feeders	44*	S	23.2	38.6	4.5
Guggenmos River Ranch LTD	130	M	27.5	38.5	1.5
Highland Feeders	70	M	22.9	38.5	2.9

^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.