



Brand News

► News and highlights from Certified Angus Beef LLC*

Upward trend

The tight cattle market and closed international markets continue to affect the beef industry and *Certified Angus Beef*® (CAB®) brand growth, yet brand sales grew more than 3% through the brand's second quarter (January-March).

Demand for the brand in April rose to 13% more than April 2004. The growth is attributed to:

- an increased supply of cattle that qualified for the CAB brand, in comparison to the same period in fiscal year (FY) 2004;
- the reopening of numerous international markets to U.S. beef; and
- a strong demand from both the foodservice and retail industries.

Certified Angus Beef LLC (CAB) has more than 13,000 licensees, both publicly traded and privately held companies, throughout the United States and in international markets.

In the spotlight

Gregory Feedlots Inc., Tabor, Iowa, is the April 2005 Feedlot Partner of the Month. Owned by Jim Gregory since 1962 and managed by David Trowbridge since 1977, this was one of the first CAB-licensed partners in 1998. CAB feedlot specialist Gary Fike says Gregory Feedlots' steady commitment to excellence shows through "comprehensive feeding and management practices that target the CAB brand." Consistently among the top licensed feedlots

in CAB acceptance, Gregory sorts cattle to avoid discounts for customers. Working with retained ownership customers, the feedlot is a leader in number of entries in the National Angus Carcass Challenge (NACC).

Gary Wickwar, manager of T-Bone Feeders, Goodland, Kan., is Quality Assurance (QA) Officer of the Month for April 2005. "Gary has an open mind when it comes to making changes to better the performance of the feedyard as a whole, and he just likes to feed good Angus cattle," Fike says. That preference has helped T-Bone reach a 21% CAB-acceptance rate for the past year on more than 2,300 enrolled cattle. Wickwar says the ability of such Angus cattle to garner premiums on a grid can mean the difference between profit and loss for customers in the narrow-margin feedlot sector.

The Feedlot-Licensing Program (FLP) honors partners that harvest "30.06" groups of cattle, with at least a 30% Prime or CAB-acceptance rate, allowing 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. Table 1 summarizes data reported in April.

Down on the farm

For Buckhead Beef Co. in Atlanta, Ga., building solid business partnerships helps ensure growing sales and demand for the CAB brand. Buckhead invited more than 40 restaurant customers to an exclusive event in

March offering firsthand knowledge of quality Angus cattle and beef production. Sessions featured behind-the-scenes tours at Three Trees Ranch Inc., Sharpsburg, Ga., and demonstrations by CAB staff at Buckhead's state-of-the-art cutting and distribution facility. David Gazda, regional manager for the American Angus Association, discussed expected progeny differences (EPDs) and cattle selection.

"This was the perfect vehicle to reinforce messages, strengthen relationships and bring clarity to a somewhat hazy year for those of us in the beef industry," says Cory Check, CAB specialist for Buckhead Beef. "Our restaurant partners are often inundated with information — good, bad and indifferent. Hearing directly from beef experts on the state of the industry keeps our partners aware of market conditions that affect their profitability."

Attendees included national and regional chains as well as independents. Despite their different business needs, many of the lessons learned were the same.

Tom Minchella, corporate chef for the Copper Grill, based in Birmingham, Ala., appreciated the session's detailed explanation about everything that goes into ensuring the quality of beef his restaurants serve.

"It's not just beef with a label on it. Science ensures the quality," he says. "I am more confident explaining to guests why we serve the CAB brand."

Buckhead expects that if one person in an establishment understands, then everyone else on staff will learn to appreciate why the CAB brand is served and explain it to customers.

Driving profit

A team of experts will gather in Baltimore, Md., in August to inspire and encourage CAB brand partners. The challenge? Maintain a dedicated workforce, drive profitability, develop customer service and capitalize on cutting-edge marketing solutions.

The brand's annual conference is designed to celebrate the achievements of CAB partners and promote sales and growth of the CAB brand. More than 300 CAB-licensed partners are expected to attend.

Special guest speakers include Jan Lyons of Lyons Ranch, Manhattan, Kan., a beef industry leader at the national, state and local levels. She is the immediate past president of the National Cattlemen's Beef Association (NCBA).

Panels of industry professionals will host discussions on various topics to help licensed partners promote the CAB brand, drive sales and meet the demands of consumers around the world.

CERTIFIED ANGUS BEEF STAFF CONTACTS

206 Riffel Rd., Wooster, OH 44691-8588; phone: (330) 345-2333; fax: (330) 345-0808

www.certifiedangusbeef.com

Jim Riemann, president ■ **Brent Eichar**, senior vice president ■ **Tracey Erickson**, vice president ■ **John Stika**, vice president of business development

SUPPLY DEVELOPMENT DIVISION

Kansas staff:

CAB Program Satellite Office
1107 Hylton Heights Rd., Manhattan, KS
66502 phone: (785) 539-0123 ■ fax: (785) 539-2883

Larry Corah, vice president ■ **Paul Dykstra**, feedlot specialist ■ **Gary Fike**, feedlot specialist ■ **Wendy Nichols**, office and data manager ■ **Lance Zimmerman**, industry information assistant

Ohio staff:

Mark McCully, supply development director ■ **Brooke Enders**, marketing manager

INDUSTRY INFORMATION DIVISION

16360 Victory Rd., Onaga, KS 66521;
phone: (785) 889-4162; fax: (785) 889-4163
Steve Suther, director

SHIPPING DEPARTMENT

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

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

Great steak-out

Shula's 347 in Norfolk, Va., was sizzling with the taste of great steak at the Great American Steak-out in May. The restaurant and its co-sponsor, Farm Fresh Supermarkets, invited the public to attend a free event designed to educate consumers about beef quality — just in time for grilling season. The Great American Steak-out showcased the brand, and participants dined on samples of

CAB cowboy steaks and strip steaks.

Farm Fresh Supermarkets feature a complete line of CAB brand fresh cuts in the meatcase. Meat department personnel will cut steaks or roasts to order, and stores offer free knife-sharpening services. The retailer now sells Shula's condiment pack for a steakhouse eating experience at home. All Shula's locations serve the CAB brand exclusively.



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



Licensed CAB® Feedyard	Head	Sex ^b	%YG 1&2	%CAB	%Prime
McGinley-Schilz Feedyard Ltd.	16*	H	81.3	37.5	56.3
McGinley-Schilz Feedyard Ltd.	13	H	84.6	22.5	69.2
McGinley-Schilz Feedyard Ltd.	24*	H	75.0	50.0	25.0
North Platte Feeders Inc.	20	H	70.0	62.5	15.0
Decatur County Feed Yard Inc.	15	H	60.0	50.0	6.7
Chappell Feedlot	21*	M	19.0	47.6	0.0
Chappell Feedlot	35*	S	37.1	45.7	2.9
Gregory Feedlots Inc.	40*	S	57.5	45.0	0.0
Decatur County Feed Yard Inc.	10	H	20.0	44.4	10.0
Chappell Feedlot	21*	S	33.3	42.9	0.0
Gregory Feedlots Inc.	34	M	55.8	40.6	0.0
Hergert Feeding Co.	27	M	55.6	40.0	3.7
Pratt Feeders LLC	10*	S	20.0	40.0	10.0
Chappell Feedlot	30*	M	20.0	36.7	10.0
Irsik & Doll Feedyard	20	H	65.0	35.7	0.0
McPherson County Feeders Inc.	35	H	82.9	30.0	0.0
Honorable Mentions	Head	Sex ^b	%YG 1&2	%CAB	%Prime
GG Genetics	45*	S	33.3	75.6	11.1
David Ranch	39*	S	0.0	61.5	5.1
McPherson County Feeders Inc.	13*	S	30.8	61.5	7.7
Schmitz Feedlot LLC	23	S	30.4	60.0	4.3
David Ranch	69*	M	4.3	50.7	27.5
Chappell Feedlot	20*	S	20.0	50.0	15.0
Irsik & Doll Feedyard	30	H	13.3	50.0	3.3
Irsik & Doll Feedyard	30	H	50.0	50.0	0.0
Schmitz Feedlot LLC	20	S	55.0	50.0	0.0
Pratt Feeders LLC	80*	S	36.3	47.5	5.0
Irsik & Doll Feedyard	20*	M	25.0	45.0	0.0
Pratt Feeders LLC	78*	S	42.3	43.6	7.7
Pratt Feeders LLC	46	S	21.8	42.9	0.0
Pratt Feeders LLC	58	S	31.0	42.3	0.0
Guggenmos River Ranch Ltd.	85	M	14.1	42.2	0.0
Chappell Feedlot	45	S	20.0	40.0	0.0
Pratt Feeders LLC	80*	S	13.8	40.0	6.3
Silver Creek Feeders Inc.	45	M	13.3	38.1	2.2
Guggenmos River Ranch Ltd.	37*	M	8.1	37.8	0.0
Darrel Smith Angus	38*	H	18.4	36.8	7.9
Hergert Feeding Co.	48*	S	16.7	35.4	0.0
Silver Creek Feeders Inc.	40*	S	55.0	35.0	0.0
Stampede Feeders	65*	S	36.9	33.9	1.5
Darrel Smith Angus	15*	S	33.4	33.3	0.0
Irsik & Doll Feedyard	51	H	51.0	33.3	0.0
Chappell Feedlot	22*	S	45.4	31.8	0.0
Chappell Feedlot	67	H	20.9	31.7	4.5
Irsik & Doll Feedyard	25	H	28.0	31.3	0.0
North Platte Feeders Inc.	75	S	4.0	31.0	2.7
Beller Feedlots	26*	S	19.2	30.8	0.0
Irsik & Doll Feedyard	40	H	67.5	30.4	0.0
Hergert Feeding Co.	10*	H	20.0	30.0	0.0
Schmitz Feedlot LLC	21	S	28.6	30.0	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.

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

Beef with a bang

Independence Day is heralded with flags, fireworks and patio parties. Before the big bangs begin, serve guests a sizzling cowboy steak topped with jalapeno chili peppers, cilantro, lime juice and red onions. For more recipes visit www.certifiedangusbeef.com.

Cowboy Steak with Red Chili Onion Rings

Ingredients:

4 1½-inch thick *Certified Angus Beef*[®] rib steaks (T-bone or porterhouse steaks may also be used)

Salt and freshly ground pepper

Salsa:

2 small red onions, diced
2 lb. tomatoes, cut into ¼-inch pieces
6 Tbsp. fresh lime juice
6 Tbsp. fresh cilantro, finely chopped
2 Tbsp. jalapeño chili peppers, finely chopped and seeded
2 Tbsp. olive oil
Salt to taste

Onion Rings:

4 white onions, cut into ¼- to ⅜-inch-wide rings
3 cups milk
3 cups sifted all-purpose flour
½ cup chili powder
2 Tbsp. plus 2 tsp. cornstarch
3 tsp. salt
3 tsp. ground cumin
2 tsp. sugar
2 tsp. Hungarian hot paprika
Vegetable oil (for frying)

Cooking Instructions:

For the salsa, soak red onion in water in large bowl for 1 hour. Drain thoroughly. Transfer to medium bowl. Add tomatoes, lime juice, cilantro, chili peppers, oil and salt, and toss well. Cover salsa with plastic wrap and refrigerate until ready to serve. (Can be prepared 6 hours ahead.)

Prepare barbecue over medium-high heat. Season steaks with salt and pepper and grill to desired doneness (about 7 minutes per side for medium rare). Transfer to plates. Drain salsa and spoon onto steaks. Serve steaks immediately with onion rings.

For the onion rings, soak onions in milk in large bowl for 1 hour. Drain thoroughly. Mix all remaining ingredients except oil in another large bowl. Dredge onions in flour mixture; shake off excess. Heat oil in large heavy saucepan to 375°F. Add onions in batches and cook until golden brown (about 45 seconds). Transfer to paper towels using slotted spoon; drain well. Serve immediately.

Makes 4 servings

