



Brand News

► News and highlights from Certified Angus Beef LLC*

NACC leader board posted

January-to-June steer and heifer harvest data from the 2005 National Angus Carcass Challenge (NACC) have been tabulated and posted online at www.cabpartners.com. After a record-setting 2004, the NACC added another 10 levels of recognition and simplified the entry process to encourage still broader participation.

By mid-June, entry volume approached the 2004 total, with 5,625 head. That came in the form of 126 entries from Angus cow-calf producers across the United States and fed in 19 Certified Angus Beef LLC (CAB)-licensed feedlots, according to Mark McCully, CAB supply development director and contest coordinator.

NACC sponsors, including CAB, *Drovers*, Farnam Co. Inc., Merial, Alltech and the American Angus Association, will award more than \$28,000 in prizes to the top 21 pens as of the end of the year. Creating a three-year tradition, awards will be presented in January at the National Western Stock Show (NWSS) in Denver, Colo., between the Angus carload and pen shows.

Beller Feedlots, Lindsay, Neb., led entries with 1,456 head at midyear, followed closely by Darnall Feedlot, Harrisburg, Neb., with 1,441 head. Gregory Feedlots Inc., Tabor, Iowa, last year's largest-volume participant,

kept pace with 18 pens of 727 steers and heifers. Most of last year's winners are again competing in this year's challenge, McCully says.

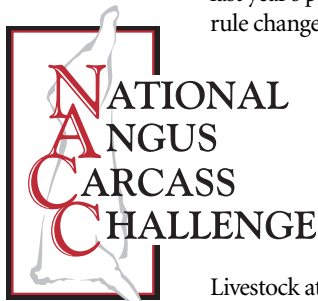
A total of 2,087 cattle, 37% of the entries, are already harvested — somewhat behind last year's pace. McCully explains that contest rule changes have led to cattle being entered closer to harvest, shifting both entry volume and harvest to later in the year.

Atop the NACC leader board in the early going were past winners C.K. Allen and Gregory Feedlots in the steer division and Peterson

Livestock at Darnall Feedlots on the heifer side. Contest results, showing current top 10 pens of steers and heifers, are updated weekly as new harvest data come in.

The NACC is open to all Angus producers, but only through the CAB partner network. Calves must be enrolled with Angus registration numbers of sires provided to the licensed feedlot prior to harvest.

The minimum entry is 40 head, and those can be from multiple owners acting as a team. A maximum of two harvest dates (one shipping sort) is allowed per entry pen, and 95% of each pen must be harvested to be eligible for prizes. NACC cattle automatically receive tag transfer data, including ear tag number, hot carcass weight (HCW), USDA quality and yield grades, and *Certified Angus Beef*® (CAB®) acceptance status. Winners will be determined by placing official USDA



harvest data on a fixed-value contest grid and dividing by the total pounds produced in the pen.

Official 2005 NACC rules and guidelines, contest grid, and prize package details are available online at www.cabpartners.com. If you have questions and can't find answers online, contact McCully at (330) 345-2333.

Spotlight Award winners

Hays (Kan.) Feeders LLC is the May 2005 CAB Feedlot Partner of the Month. Licensed since June 2000 and among the top five CAB feedlots in volume of certified carcasses last year, the feedlot has "consistently performed above and beyond expectations," says Gary Fike, CAB feedlot specialist. Hays Feeders manager Kendall Hopp shows commitment to the CAB mission by feeding and enrolling quality, Angus-influenced cattle that will meet the brand's stringent carcass specifications, Fike says. Two-way communication and followup on data capture also are among the feedlot's strengths, he adds.

Scott Girard, manager of Ashland (Kan.) Feeders, is the May CAB Quality Assurance (QA) Officer of the Month. His penchant for eyeballing high-quality Angus genetics keeps the feedlot above average for CAB-acceptance rate among licensed feedlots, Fike says. "Working with local producers, Scott has earned their trust in retained ownership programs that have benefited both parties," he says. The feedlot managed a 22% CAB-acceptance rate on more than 2,500 head harvested during the past 12 months.

Flavor in residence

Food is often the No. 1 factor in choosing a retirement or assisted-living community, according to Abel Martinez, foodservice director at Cape Albeon, a retirement community in Valley Park, Mo.

Cape Albeon has added CAB-brand steak and roast items to its menu due to the brand's superior quality and nutritional benefits. It is the first retirement and assisted-living community in Missouri to exclusively serve CAB products. PFG-Middendorf, a Saint Louis-based meat distributor, offered Cape Albeon the chance to explore a partnership with CAB.

"Middendorf saw this as a great opportunity to elevate our quality standards even more — and we agreed," Martinez says.

"As we age, our sense of taste changes, and food generally does not carry as much flavor as it did when we were younger," he says. "Beef items, especially, become more difficult to chew. The flavor and tenderness of CAB-brand products, as well as the



On board

It's tender talk for Bruno's Supermarkets Inc., a retail chain in Alabama owned by Ahold USA. Bruno's has begun a billboard campaign featuring the CAB brand in the Birmingham market. The billboards were placed in June and will run throughout 2005. Bruno's has been offering CAB product since 2003.

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

brand's consistent quality, are greatly improving the dining experience for our seniors."

Martinez says those residents who already prefer the CAB brand are excited about the new menu items, and he expects other residents will appreciate the flavor as soon as they taste the differences between the CAB brand and other beef.

"We look forward to continuing to improve the quality of our dining experience and to increase the already high scores of resident satisfaction in foodservice," Martinez adds.

The community has always offered restaurant-style dining to provide residents

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Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in May 2005^a

Licensed CAB® Feedyard	Head	Sex ^b	%YG 1&2	%CAB	%Prime
Schmitz Feedlot LLC	20	S	30.0	80.0	5.0
Irsik & Doll Feedyard	20	H	70.0	60.0	0.0
Guggenmos River Ranch Ltd.	45	M	40.0	52.3	6.7
Brookover Ranch Feedyard Inc.	48	M	62.5	45.9	10.4
Chappell Feedlot	42*	H	16.7	45.2	0.0
Gregory Feedlots Inc.	40*	S	57.5	45.0	0.0
Schmitz Feedlot LLC	20	S	60.0	40.0	5.0
Chappell Feedlot	36*	S	55.6	36.1	5.6
Chappell Feedlot	44	H	63.7	34.3	2.3
Chappell Feedlot	65	M	46.1	30.0	1.5
Chappell Feedlot	36*	S	38.9	27.8	2.8
Honorable Mentions	Head	Sex ^b	%YG 1&2	%CAB	%Prime
Chappell Feedlot	20*	M	55.0	65.0	10.0
McPherson County Feeders Inc.	13*	S	30.8	61.5	7.7
Beller Feedlots	42*	S	16.7	54.8	19.0
Silver Creek Feeders Inc.	43	M	23.5	53.5	7.8
Irsik & Doll Feedyard	20	H	55.0	52.9	5.0
Hergert Feeding Co.	42	S	28.6	52.9	14.3
North Platte Feeders Inc.	110	S	43.6	51.8	10.0
Silver Creek Feeders Inc.	53	M	28.3	51.1	1.9
Darrel Smith Angus	34	S	14.7	48.2	2.9
Beller Feedlots	45*	S	6.7	46.7	8.9
Chappell Feedlot	23	M	34.8	46.7	0.0
Brookover Ranch Feedyard Inc.	45	M	24.4	44.4	13.3
Hergert Feeding Co.	42	S	21.4	44.1	0.0
North Platte Feeders Inc.	98	S	38.8	42.8	9.2
Hergert Feeding Co.	45	H	31.1	41.9	0.0
Beller Feedlots	27*	H	11.1	40.7	3.7
Chappell Feedlot	32*	S	21.9	40.6	3.1
Chappell Feedlot	44	M	11.4	40.5	2.3
Irsik & Doll Feedyard	20	H	50.0	40.0	5.0
Hergert Feeding Co.	40*	H	5.0	40.0	5.0
Beller Feedlots	46*	H	26.1	39.1	2.2
Pratt Feeders LLC	113*	H	27.5	38.9	9.7
Hergert Feeding Co.	44	S	20.5	38.2	2.3
North Platte Feeders Inc.	58	S	29.3	37.9	29.3
Guggenmos River Ranch Ltd.	49	M	14.3	37.5	6.1
Chappell Feedlot	30*	S	6.7	36.7	3.3
Hergert Feeding Co.	12	M	83.4	36.6	0.0
Irsik & Doll Feedyard	20	H	50.0	35.3	0.0
Beller Feedlots	40*	S	15.0	35.0	5.0
McPherson County Feeders Inc.	65	H	95.3	34.2	4.6
Irsik & Doll Feedyard	43	S	34.9	33.3	2.3
David Ranch	79	M	27.9	33.3	15.2
Pratt Feeders LLC	40*	M	30.0	32.5	2.5
Beller Feedlots	20	S	45.0	31.6	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.

Redesigned CAB Web site

Producers won't need the kids to help guide them through the latest online source for quality beef

production. Certified Angus Beef LLC (CAB) has a redesigned presence on the Web, and the ease of navigation and logical organization empower visitors to surf CAB information without a hitch.



www.cabpartners.com is the online resource guide to producing high-quality Angus cattle for the *Certified Angus Beef*® (CAB®) brand.

The new look highlights marketing and management. It aims to build stronger marketing relationships that keep the consumer in focus throughout all facets of the CAB supply chain — from seedstock to commercial Angus cow-calf producers to CAB-licensed feedlots.

A "Producers" section walks through the concepts of finishing and marketing high-quality fed cattle, complete with an interactive map and contacts for CAB feedlots. "The Power in Data" page covers everything from types of carcass data to practical applications. "Making the Link" provides ideas Angus producers can use to build a relationship with their brand and ways to foster a win-win network with cattle customers.

An improved "About Us" section shows how CAB's Supply Development team works to benefit producers. The section features an updated page with frequently asked questions (FAQs), along with a history page and additional links to help tell the story about how CAB became the world's leading branded beef company.

Classic features have remained the same. Producers can still go online for information regarding CAB-licensed feedlots and the National Angus Carcass Challenge (NACC), and the "News Room" page will continue to feature regular editions of the "Black Ink" and "Corner on Quality" columns.

There are new features in the News Room, too. Producers can access the "Black Ink Basics" page for practical summaries of technical reports. Current examples are the reports on how cattle health, percent of Angus genetics and disposition affect profitability.

Future enhancements will continue to evolve as the site becomes more interactive. That will help CAB staff respond to producer questions and concerns as they arise and gather input on new ideas that can help everyone satisfy more beef consumers.

The new opportunities provided by www.cabpartners.com will increase producer awareness, ability and commitment to supply cattle that qualify for the CAB brand. Producers visiting the site are encouraged to explore thoroughly and offer suggestions using the "Contact Us" page.

with more entrée options and make it easier to enjoy the overall dining experience. Today, buffet-style meals are only served at special events, brunches and monthly theme meals. It currently serves more than 215 residents. There are independent kitchens in both the retirement apartment and assisted-living apartment buildings, and all of the food is prepared on-site by Cape Albeon staff.

Cape Albeon is a senior living community offering retirement and assisted living in southwest Saint Louis County. For more information about Cape Albeon, visit www.standrews1.com.

Feeding the moose

The brand's newest sports venue licensee, the Exchange Restaurant & Beer Market, is part of the MTS Centre in Winnipeg, Man., Canada. The Centre is home to the American Hockey League North Division Champions, the Manitoba Moose.

Centerplate Executive Chef Roger Wilton plans to have a full menu of CAB-brand steaks, burgers and sandwiches available in the restaurant and in the stadium's private suites.

Beef backer

Buckhorn Grill in California was honored with the 2006 Beef Backer Award from the California Beef Council. The awards process includes an initial nomination from California beef producers and an executive committee selection. Buckhorn will be the California representative at the National Cattlemen's Beef Association (NCBA) convention, where the national winner will be announced.

Buckhorn Grill has been a CAB-licensed

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

restaurant chain since 1995. All beef items on the menu are exclusively CAB-brand products.

Join the club

Are you a grilling enthusiast? According to the Hearth, Patio & Barbecue Association (HPBA), 87% of families of four or more have a grill. And, although men are far more likely to barbecue than women (66% vs. 34%), women are more apt to decide when and what to barbecue.

Why is barbecuing so popular? According to the 2003 study, consumers say grilling offers great-tasting food they can enjoy outdoors and avoid heating the house, and little cleanup is required. They also feel barbecuing is an easy way to entertain, offers quality family time and is personally satisfying.

CAB Grillfriends[™] is a new, seasonal newsletter offering sizzling recipes and grilling tips for barbecue enthusiasts. Grilling gurus can submit their best grilling recipes for the *CAB Grillfriends* recipe contest, which runs through Aug. 19. Winners will be announced Aug. 29, when winning recipes are posted on the CAB Web site. Winning participants will receive a CAB grilling set, steak knives and other prizes.

To enter the contest or subscribe to *CAB Grillfriends*, visit www.certifiedangusbeef.com.

Knetter interns with CAB

The 2005 CAB Industry Information summer intern is Susie Knetter, a senior at Kansas State University (K-State) in ag journalism and animal science. She works with division assistant Lance Zimmerman and director Steve Suther in producing articles that support supply development programs.

Knetter grew up on a farm and cow-calf operation near Piper, Kan. She has worked for K-State for the past three years on a federal Homeland Security-funded grant to prevent bioterrorism through the Plant Diagnostic Information System (PDIS). Knetter also served as editor of the K-State Foundation's *Telefund Times* last year.

She is vice-president of K-State's Agricultural Communicators of Tomorrow (ACT) chapter, president of Gamma Phi Beta sorority and director of membership for Blue Key Honor Society.

