



Brand News

► News and highlights from Certified Angus Beef LLC*

Halsey, Patterson serve internships

The 2004 Certified Angus Beef LLC (CAB) industry information summer intern was Jessica Halsey, a senior in animal science and ag journalism at Kansas State University (K-State). Halsey grew up in the south central Kansas town of Anthony and graduated from Chaparral High School in 2000. She discovered livestock judging while at Hutchinson Community College, and participated on the dairy and livestock judging teams at K-State. Halsey is a part of Collegiate Cattlewomen; Agricultural Student Council; and Sigma Alpha, a professional ag sorority.

The fall intern is Katie Jo Patterson, a K-State senior in animal science and ag journalism who grew up on a farm near Holton, Kan. She built a strong leadership base as a five-time 4-H club president and FFA member. She graduated from Jackson Heights High School as a National Honor Society member, and earned the American FFA Degree last year. Patterson is a vocalist performer at Red Rock Guest Ranch, Soldier, Kan., and is active in charitable and community volunteer service.

Halsey and Patterson attended the CAB Building Blocks to Success Seminar in Wooster, Ohio, last spring. Interns work with division director Steve Suther in producing articles that support supply development programs.

New cuts = added value

New muscle cuts like peeled knuckles,

chuck flap, top blade and clod heart were showcased at recent meetings with foodservice distributors Stock Yards Meat Packing Co. in Saint Paul, Minn., and Neesvig's Inc. in Windsor, Wis. These alternatives to more expensive beef cuts are appropriate for grilling and allow restaurants to gain incremental sales with a lower-cost steak.

"By utilizing heavily marbled, lower-cost *Certified Angus Beef*® (CAB®) cuts and a functional CAB marinade, these cuts remain tender and juicy and have an increased ability to hold up on the grill," says Mark Gwinn of CAB product research and development.

CAB foodservice and value-added products staff also discussed the common problem of inadequate training for cooks and the challenges of maintaining quality throughout the course of a long hold time before serving customers. In addition to adding value to the carcass, alternative cuts provide restaurants with lower-cost entrées and an insurance policy for overcooking.

New grinds

Tyson Fresh Meats Inc. of Dakota Dunes, S.D., has begun production of 1- and 3-pound (lb.), exact weight (net weight)

► A new ground beef chub offers labor savings for retailers while attractive packaging pleases consumers.



CAB brand case-ready ground beef chubs. Initial production will be limited to 80/20 ground chuck (80% lean, 20% fat). While this product is primarily targeted toward retailers, foodservice licensees may take advantage of the 3-lb. packages rather than traditional 10-lb. chubs. Oklahoma-based Reasor's Inc. recently began purchasing the item. Thirteen Reasor's stores offer 100% CAB product.

Stop & Shop Supermarkets will also introduce an 80/20 grind to customers as



► Stop & Shop's 'Build A Better Burger' campaign features a new 80/20 grind.

part of its "Build a Better Burger" campaign. The chain already carries a CAB 85/15 grind. Stop & Shop operates more than 345 stores in New England, New York and New Jersey. Stop & Shop has been a CAB licensee since 1997.

Hollywood to Hard Rock

New York strip steaks are a favorite in Mexico, thanks to a summer promotion at eight Hard Rock Cafe and two Planet Hollywood restaurants. The Mexican eateries had a two-month promotion featuring a menu insert with the CAB brand logo, product photography, and customized table tents designed to drive New York strip sales during their slowest months of the year.

The corporate chef and vice president of operations of ECE Grupo (parent company) also designed a waitstaff incentive contest around the promotion to reward servers who sold the most strip steaks each week. Hard Rock unveiled a new menu in September featuring CAB brand strip steaks, top sirloin, and a boneless cut — possibly the flat-iron. Additionally, ECE Grupo is licensing three Rainforest Cafe restaurants in Mexico.

"We are continuing our efforts to re-establish sales in Mexico," says Maggie O'Quinn, CAB account executive in Mexico and Bermuda. "We are challenged by price and the market in general, although the situation continues to improve, despite displacement of *Certified Angus Beef*® brand by domestic beef due to BSE."

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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

Spotlight award winners for June^a

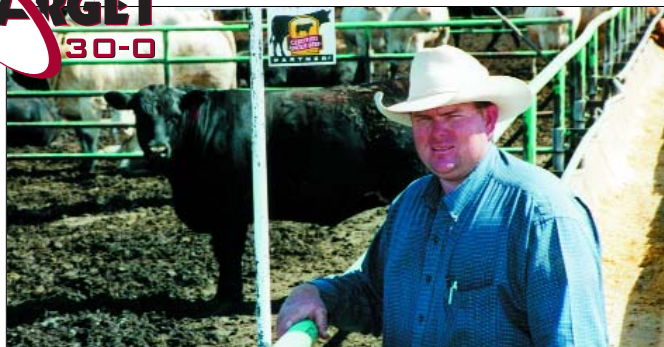
Thomas County Feeders Inc., Colby, Kan., Certified Angus Beef LLC (CAB) Feedlot Partner of the Month for June, also earned its way onto the Premier Partner list within the Feedlot-Licensing Program (FLP). The feedlot enrolled cattle and collected carcass data on more than 7,000 head in the past 12 months. "The management team at Thomas County Feeders has placed an increasing emphasis on feeding Angus cattle over the past couple of years," says CAB Feedlot Specialist Paul Dykstra. "They always look for opportunities to create value through marketing premium carcasses. Mike Hunter and Kendall Lock make a special effort to place their Angus cattle in the pens by the highway for all motorists to see the CAB Partner logo signs on each enrolled pen."

Alan Olsen, Darnall Feedlot, Harrisburg, Neb., was named June CAB Quality Assurance (QA) Officer of the Month. "Although Alan is new to some of his office duties, he has been a very valuable partner in creating efficiencies through data collection and information flow," Dykstra says. "He has been instrumental in communicating necessary details for the multiple enrollments that Darnall Feedlot has entered in the National Angus Carcass Challenge."

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 June.

Licensed CAB® Feedyard	Head	Sex ^b	%YG 1&2	%CAB	%Prime
Hergert Feeding Co.	19	S	79.0	80.0	0.0
T-Bone Feeders	21*	S	81.0	66.7	0.0
Hergert Feeding Co.	10*	M	50.0	60.0	20.0
Silver Creek Feeders Inc.	20	S	70.0	53.3	5.0
Hergert Feeding Co.	19	S	94.8	40.0	0.0
Silver Creek Feeders Inc.	35	S	62.9	38.7	0.0
Gregory Feedlots Inc.	20	M	95.0	36.8	0.0
Silver Creek Feeders Inc.	38	S	47.3	35.1	0.0
Boise Valley Feeders	18*	H	27.8	33.3	11.1
Gregory Feedlots Inc.	20	M	35.0	33.3	0.0
Darnall Feedlot	40	S	50.0	33.3	2.5
Gregory Feedlots Inc.	18*	S	55.6	33.3	0.0
Silver Creek Feeders Inc.	41*	S	61.0	31.7	0.0
Hays Feeders LLC	36*	S	13.9	30.6	0.0
Beller Feedlots	20*	S	25.0	30.0	0.0
Hergert Feeding Co.	47	H	66.0	29.6	4.3

Honorable Mentions	Head	Sex ^b	%YG 1&2	%CAB	%Prime
Guggenmos River Ranch Ltd.	39	H	15.4	58.1	23.1
Guggenmos River Ranch Ltd.	57	S	28.1	51.0	3.5
Beller Feedlots	86	S	29.1	50.0	2.3
GG Genetics	46	S	19.6	47.8	8.7
Irsik & Doll Feedyard	21	S	19.0	47.6	4.8
CSA Cattle Co. LLC	34*	S	5.9	47.1	5.9
Hergert Feeding Co.	84	S	31.0	46.7	0.0
Hergert Feeding Co.	42	M	28.6	46.7	0.0
Guggenmos River Ranch Ltd.	37	M	54.1	45.5	5.4
Boise Valley Feeders	20*	S	25.0	45.0	0.0
Darnall Feedlot	49	H	30.6	43.8	4.1
Schmitz Feedlot LLC	10	S	40.0	42.9	0.0
Beller Feedlots	28	S	60.7	42.9	0.0
Boise Valley Feeders	13	M	46.2	41.7	15.4
Boise Valley Feeders	53	H	37.8	40.7	5.7



► Mike Hunter and Kendall Lock (pictured) of Thomas County Feeders Inc., Colby, Kan., place their Angus cattle in pens by the highway so motorists can see the CAB Partner logo signs on each enrolled pen.

Small numbers, big results

Being a "small cattle feeder" never concerns Michael Klein. As the owner of Windy Bar Ranch, Stonewall, Texas, he has realized that lot size doesn't matter when you want to establish a quality-focused, data-driven, registered Angus cattle operation.

Klein has been enrolling anywhere from five to 30 steers in the Certified Angus Beef LLC (CAB) Program for 15 years — dating back to the days of the CAB Value Discovery Program.

He admits getting started wasn't easy. However, time has provided him the chance to become successful.

"The first year I enrolled five head in the Value Discovery Program," Klein says. "Two of them died and one of them got really sick, so only two cattle made it. When that happens, you learn pretty quickly what works and what doesn't."

After feeding with T-Bone Feeders, Goodland, Kan., for nearly a decade, Manager Gary Wickwar says Klein's cattle are far from average.

"Michael's cattle feed as good as they grade," Wickwar says.

"Michael's most recent 30-0 pen came into the feedlot in December weighing 581 pounds and left in June weighing 1,173 pounds. That is [an average] gain of 3.43 pounds per day."

That same pen of cattle had a CAB-acceptance rate of 66.7%.

Klein says his consistent results have come from years of data collection in his 120-head, registered Angus herd.

Honorable Mentions	Head	Sex ^b	%YG 1&2	%CAB	%Prime
Darnall Feedlot	118	S	20.3	40.5	1.7
CSA Cattle Co. LLC	16	S	6.3	40.0	0.0
Boise Valley Feeders	20*	S	20.0	40.0	0.0
Hergert Feeding Co.	20	S	30.0	40.0	5.0
Beller Feedlots	30*	S	16.7	36.7	0.0
North Platte Feeders Inc.	60	S	25.0	36.5	11.7
Schmitz Feedlot LLC	17*	S	58.8	35.3	0.0
McPherson County Feeders Inc.	25	H	44.0	35.3	4.0
Eisenmenger Farms Inc.	33	M	15.2	35.0	0.0
Boise Valley Feeders	30	H	16.7	34.8	3.3
Boise Valley Feeders	43	H	37.2	34.8	4.7
GG Genetics	26*	H	0.0	34.6	0.0
Wheeler Feed Yard Inc.	45	H	26.7	34.1	0.0
Beller Feedlots	28	S	53.6	33.3	3.6
Beefland	18*	S	22.3	33.3	0.0

^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.

Mexico is the brand's third-largest international market, behind Canada (first) and Japan (second). O'Quinn says the market is recovering at a steady pace and promotions such as the one for New York strip drive the brand's presence in the Mexican market.

"This is a great example of staying in front of consumers, despite recent setbacks," O'Quinn says.

Big business

According to *Food Technology* magazine, beef demand was up about 10% for the first half of 2004. The average American is expected to consume 67 lb. of beef this year. In an effort to promote the high-quality beef cattlemen produce, the staff at CAB hit the streets to keep beef top-of-mind with consumers.

More than 10 million consumers were enticed to try a CAB brisket with cherry barbecue sauce during Independence Day celebrations. Recipes and photographs were featured in the food sections of 425 newspapers in 46 states. Keeping the CAB brand "king of the grill" with food editors

and consumers was top priority.

Photos and grilling tips about traditional CAB steaks and hot new cuts like the flat-iron, tri-tip and shoulder tender were mailed to editors as part of a grilling season launch. To date, these grilling items have reached nearly 1.1 million consumers in 26 different papers.

With mass marketing of new recipes and alternative cuts of beef, the CAB brand continues to increase demand for Angus cattle.

Success at 70

Meijer Inc. celebrated its 70th anniversary on June 30. The retail chain, headquartered in Grand Rapids, Mich., has been a CAB-licensee since 1995. Two teams of CAB staffers and two Certified Clyde™ mascots

Walking Tacos

Ingredients:

- A few small pieces of grilled CAB top sirloin
- 1 small bag corn chips
- 1 package mild taco sauce
- 1 small package sour cream
- Shredded cheddar cheese
- Shredded lettuce

To prepare, open a bag of corn chips, add the ingredients, shake and enjoy.

participated in festivities at locations in the Detroit area. Meijer's birthday celebration was an opportunity to promote the use of CAB cuts in unique and easy ways.

The teams offered consumers samples of walking tacos — a portable meal alternative for the fast-paced lifestyles of today's

consumers. This unique "meal in a bag" is made using CAB top sirloin. More than 100 walking tacos were sampled. Less adventurous customers sampled grilled top sirloin.

