



Brand News

► News and highlights from Certified Angus Beef LLC*

Brand Builders kickoff

There is no denying that *Certified Angus Beef*® (CAB®) is the Angus producer's brand, and 28 seedstock producers from 15 states took advantage of a chance to learn firsthand what the world's leading beef brand can do for them. Seven members of the American Angus Association staff also joined in the experience.

The inaugural Brand Builders seminar took place June 28-29 at the Certified Angus Beef LLC (CAB) office in Wooster, Ohio. The event brings producers into the CAB inner circle so they join in the mission, catch the passion from each CAB division, enjoy CAB products and pick up the tools to convey the brand's value to bull-buying customers.

"Having Angus producers in our office is a tremendous opportunity for everyone," says Mark McCully, CAB supply development director. "The brand is theirs, and when CAB is successful they are successful. It only takes looking at Angus cattle prices to realize that."

After presentations and group discussions, producers interacted with Jim Riemann, CAB president, and John Crouch, Association executive vice president, talking about the future direction of the brand and how the two organizations work together.

"When producers have the chance to teach their customers about the value of the CAB brand, it shows they understand quality," McCully says. "That message creates the direction our industry needs to deliver a quality product to the consumer."

A second Brand Builders is set for Oct. 27-28, with limited space available on request. For more information contact McCully at (330) 345-2333 or mmcully@certifiedangusbeef.com, or go to www.certifiedangusbeef.com/brandbuilders.



► Producers interact with Jim Riemann (left), CAB president, and John Crouch, Association executive vice president, talking about the future direction of the brand and how the two organizations work together.

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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.

Industry honors

Each year, the Beef Improvement Federation (BIF) honors leaders who have made a lasting impression on the beef industry. The BIF Ambassador Award was presented to Steve Suther, Certified Angus Beef LLC (CAB) director of industry information. This honor is bestowed on a member of the media who has helped cattle producers understand cattle performance testing and genetic prediction tools.

The BIF 37th Annual Meeting took place in Billings, Mont., July 6-9. For more information see page 332 or log on to www.bifconference.com, Angus Production Inc.'s (API's) real-time coverage of the event.

Miami heat

CAB Chef Dianna Stoffer participated in the opening reception and trade show of the recent Caribbean Hotel Industry Conference (CHIC) in Miami, Fla. The event was an opportunity to showcase the brand's wide array of products.

More than 1,000 hotel owners, operators, food and beverage directors, and chefs sampled her *Certified Angus Beef*® (CAB®) *teres major* bistro crostinis and flat irons, with tomato tartar on artichoke bottoms. A carving station featured Stoffer's roasted coulotte recipe with fiery Asian chutney.

The CAB booth and the free appetizer samples were popular with attendees. Woody Ham of Buckhead Beef Co. of Florida assisted CAB staff by offering samples of the Fred Usinger Andouille sausage and the Gary West Steak Strips, which were paired with a selection of cheeses provided by the U.S. Dairy Export Council (USDEC).

As part of the CHIC, CAB sponsored the Taste of the Caribbean culinary competition. The brand provided all of the beef used in the mystery baskets — surprise ingredients used in competition. Thirteen teams comprised 130 of the best chefs in the region, who participated in the three-day competition.

The sponsorship offers three days to build relationships with the industry's best, but also a seminar speaker slot. Stoffer presented "Discover Your Power to Profit" to more than 150 CHIC attendees and chefs. The presentation focused on how operators can maximize profits through creative merchandising of underutilized cuts.

Viking training

Meat department staff and in-store demonstrators from Viking Village Supermarket in Reedsburg, Wis., recently participated in a CAB training session. Training enables employees to promote the brand and be better equipped to answer questions and fulfill customer needs.

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



►Meat department staff and in-store demonstrators from Viking Village Supermarket in Reedsburg, Wis., recently participated in a CAB training session.

The store was licensed in June and carries only CAB beef products, including grinds. Viking Village has an award-winning, in-house smoke shop. CAB products will be used for its entire all-beef line, which includes ring bologna, summer sausage, bratwurst, hot dogs, brisket bacon, jerky and seasonal items such as corned beef.

NACTA visit

The Ohio State University Agricultural Technical Institute (Ohio State ATI) in

Wooster, Ohio, hosted the North American Colleges and Teachers of Agriculture (NACTA) annual conference in June. The livestock portion of the agenda included a stop at the CAB offices to learn more about the company and its marketing efforts.

Tracey Erickson, CAB vice president, and Deb Leonard, director of marketing-communications, presented to the group of 30 professors and graduate students. Stoffer provided snacks highlighting CAB product. Smoked CAB brisket was also provided for the group's lunch.

NACTA is a professional society that provides for all postsecondary teachers of agriculture a forum for discussion of questions and issues relating to the professional advancement of agricultural instruction. It also seeks improvement in the postsecondary teaching of agriculture through examination and discussion of courses and curricula, teaching and testing techniques, facilities, and materials.

Front page filets

Piggly Wiggly LLC and Dick's Supermarket stores in Wisconsin, Illinois and Iowa recently introduced CAB filet of sirloin steaks. A promotion featured a full, front-page circular ad touting the brand attributes and addressing Angus brand confusion.



CAB America

Renowned Chef Sara Moulton, famous for her Food Network show and appearances on "Good Morning America," recently did a special TV segment on her favorite convenience items from the 51st Summer Fancy Food Show July 10-12 at the Jacob K. Javits Center in New York.

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

Licensed CAB [®] Feedyard	Head	Sex ^b	%YG 1&2	%CAB	%Prime	Honorable Mentions	Head	Sex ^b	%YG 1&2	%CAB	%Prime
Irsik & Doll Feedyard	40*	H	22.5	70.0	5.0	Guggenmos River Ranch Ltd.	115	M	41.7	61.5	4.3
Irsik & Doll Feedyard	20	M	35.0	70.0	0.0	Irsik & Doll Feedyard	20	H	10.0	61.1	0.0
Chappell Feedlot	18*	M	22.2	66.7	22.2	Irsik & Doll Feedyard	30	S	23.4	56.5	3.3
Hergert Land & Cattle Co.	16*	S	12.5	62.5	0.0	Irsik & Doll Feedyard	30	H	16.7	54.2	3.3
Chappell Feedlot	30*	S	20.0	56.7	10.0	Beller Feedlots	58	H	39.6	51.9	6.9
Chappell Feedlot	22*	S	86.4	54.6	0.0	Hergert Land & Cattle Co.	17	H	17.6	50.0	11.8
Beller Feedlots	37*	S	37.8	54.1	2.7	Irsik & Doll Feedyard	20*	H	35.0	50.0	5.0
McGinley-Schilz Feedyard Ltd.	24*	H	75.0	50.0	25.0	Irsik & Doll Feedyard	20*	H	10.0	50.0	0.0
Decatur County Feed Yard Inc.	15	H	60.0	50.0	6.7	Schmitz Feedlot LLC	20	S	70.0	50.0	0.0
Ellis Family Farms	39	S	30.8	48.5	2.6	Hergert Feeding Co.	16	S	50.0	50.0	0.0
McPherson County Feeders Inc.	42	S	42.9	47.4	7.1	Silver Creek Feeders Inc.	33	M	15.2	48.3	6.0
GG Genetics	17*	H	17.6	47.1	17.6	4+ Cattle Feeders	81*	M	40.8	48.2	7.4
McPherson County Feeders Inc.	12	H	41.7	44.4	0.0	Beller Feedlots	45*	S	20.0	46.7	6.6
Decatur County Feed Yard Inc.	10	H	20.0	44.4	10.0	McPherson County Feeders Inc.	12	H	16.6	45.5	8.3
Hergert Feeding Co.	42	S	42.9	44.1	0.0	Irsik & Doll Feedyard	20	H	15.0	42.1	5.0
Gregory Feedlots Inc.	35	M	74.3	44.1	31.4	Hergert Feeding Co.	32	S	31.3	41.7	3.1
Irsik & Doll Feedyard	20	H	30.0	43.8	5.0	Irsik & Doll Feedyard	40	H	17.5	41.4	2.5
Chappell Feedlot	42*	H	47.6	42.8	4.8	Hergert Feeding Co.	47	M	21.3	41.2	6.4
Chappell Feedlot	24*	M	12.5	41.6	12.5	McPherson County Feeders Inc.	41	S	34.1	41.0	2.4
Silver Creek Feeders Inc.	41	M	56.1	40.9	0.0	Irsik & Doll Feedyard	30	S	36.7	40.9	3.3
Schmitz Feedlot LLC	10	S	70.0	40.0	0.0	Hergert Land & Cattle Co.	16	S	6.3	40.0	12.5
McPherson County Feeders Inc.	41	M	65.9	40.0	2.4	Irsik & Doll Feedyard	27	H	22.2	40.0	7.4
Hergert Feeding Co.	13	M	92.3	40.0	0.0	Irsik & Doll Feedyard	20*	M	35.0	40.0	5.0
Irsik & Doll Feedyard	34	S	85.3	38.9	0.0	Barton County Feeders Inc.	30*	S	13.0	40.0	0.0
Beller Feedlots	44*	S	38.6	38.6	0.0	Haverhals Feedlot Inc.	42	H	33.4	40.0	0.0
McGinley-Schilz Feedyard Inc.	16	H	31.3	38.5	12.5	Beller Feedlots	10*	H	20.0	40.0	0.0
McGinley-Schilz Feedyard Inc.	16*	H	81.3	37.5	56.3	Irsik & Doll Feedyard	20	H	20.0	38.9	15.0
Chappell Feedlot	19*	M	31.6	36.8	21.1	Silver Creek Feeders Inc.	36	H	30.6	38.7	2.7
Gregory Feedlots Inc.	42	M	42.9	35.0	0.0	Highland Feeders	78	S	16.7	38.6	1.3
Silver Creek Feeders Inc.	70*	S	34.3	32.9	0.0	Haverhals Feedlot Inc.	42*	S	9.6	38.1	4.7
Beef Northwest/Nyssa	34*	S	44.1	32.4	2.9	Irsik & Doll Feedyard	53*	H	41.5	37.7	0.0
Gregory Feedlots Inc.	20*	S	50.0	30.0	0.0	Beller Feedlots	48*	S	8.3	37.5	10.4
McGinley-Schilz Feedyard Inc.	13	H	84.6	16.7	69.2	Hergert Feeding Co.	20	S	10.0	37.5	5.0
						Beller Feedlots	27*	S	37.0	37.0	3.7
						Silver Creek Feeders Inc.	36	S	33.3	36.7	8.3

*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.

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Gary West Meats, a licensed processor of CAB steak strips, was an exhibitor picked as one of Moulton's favorites. Moulton said she doesn't particularly like beef jerky, but "the *Certified Angus Beef* jerky was very moist and tender."

There were 3,500 items at the show, and Moulton picked her favorite 12.

Monthly honors

Heritage Feeders LP, Wheeler, Texas, is the June 2005 CAB Feedlot Partner of the Month. The 30,000-head feedlot's active

involvement illustrates its commitment to the CAB Program.

Heritage Feeders enrolled nearly 15,000 cattle since becoming licensed in February 2004, placing it seventh in enrollments among all feedlots since 2004.

"They've exceeded expectations in enrollments," says Gary Fike, CAB feedlot specialist. "Their data capture is one of the best, at 91%, and they always keep open lines of communication with our staff." Quality assurance (QA) officer and assistant manager Lane Ciminski gets much of the credit.

The feedlot just completed a \$2 million feedmill renovation as part of a plan to

maximize efficiency. Manager Troy Sander provides the vision that contributes to the company's success in the CAB Feedlot-Licensing Program (FLP).

John Anderson, manager at S&A Feedlot Inc., Plainview, Neb., earned the June 2005 CAB QA Officer of the Month award.

Anderson can relate to the cow-calf producer, because he manages his own 300-head ranch in addition to his responsibilities at the feedyard. Anderson uses feedlot performance and carcass-trait knowledge to select proven Angus sires for his herd's breeding program.

"John has worked with the CAB Supply Development office this spring to elevate the feedlot to the top end of all licensees," Paul Dykstra, CAB feedlot specialist, says. "With more than 4,000 head enrolled this year, he's on the road to value discovery."

Chappell, Irsik & Doll hit bronze

Chappell Feedlot, Chappell, Neb., and Irsik & Doll Feedyard, Garden City, Kan., achieved Bronze Level recognition in the 30.06 Program for harvesting more than 500 head that reached the standards of 30% CAB or Prime, with no more than 3% heavy or 3% Yield Grade (YG) 4.

Dykstra presented the award to Chappell Feedlot manager Tom Williams.

"This feedlot has blazed a trail that would be difficult to replicate in the area of 30.06 qualifiers," Dykstra says. "It has recorded 584 head of 30.06 cattle in a little more than six months of being licensed." Never before has a CAB partner feedlot moved up in the program so rapidly.

"These were great cattle," Dykstra says. The 30.06 qualifying cattle posted a 40.6% CAB-acceptance rate, and only 15 head were not CAB eligible.

Fike presented the 30.06 Bronze award to Mark Sebranek, general manager, and Jerry Jackson, CAB QA officer, at Irsik & Doll Feedyard.

"This achievement only adds to the long list of accomplishments that Irsik & Doll has built through its involvement in the CAB program," Fike says. "The staff works diligently to maintain quality cattle and keeps an eye on the number of cattle that qualify for 30.06."

The feedlot's 30.06 cattle had a CAB-acceptance rate of 45.8%, with 44.1% of those meeting YG 1 and 2 requirements for leanness.

The recognized feedlots are part of an elite group of partners. Only eight of 82 licensed feedlots have surpassed the 500-head mark, and only two of those reached the Silver Level for more than 1,000 head in the 30.06 Program. The 2,000-head target required to achieve the Gold Level has yet to be attained.

