



# Brand News

► News and highlights from Certified Angus Beef LLC\*

## Industry information team expands

Lance Zimmerman, Schoenchen, Kan., has taken on a new role as Certified Angus Beef LLC (CAB) industry information assistant, working with Industry Information Division Director Steve Suther. He will graduate from Kansas State University (K-State) in May 2005, with plans to continue in a graduate program focused on risk management for beef industry issues.



Lance Zimmerman

Zimmerman grew up working on his family's 125-head commercial Angus and 250-head backgrounding operation while showing and judging livestock through 4-H and FFA. After a CAB internship in 2002, he interned in 2003 at advertising and public relations firm Charleston|Orwig, Hartland, Wis., focusing on the Pfizer Animal Health and Smithfield Foods accounts.

"Lance has an outstanding record in everything from academics to leadership and practical knowledge on the farm," Suther says. "He's already demonstrated a great ability to write stories that help producers find ways to hit the CAB target profitably."

## Monthly awards

Texas County Feed Yard LLC, Guymon, Okla., is the CAB Feedlot of the Month for July 2004. The 30,000-head feedlot, managed

by J.W. "Wes" Whitaker, enrolled 1,055 cattle to rank fifth among all licensees for July. The feedlot has been licensed since April 2002, maintaining an elite status as a Premier Partner, CAB feedlot specialist Gary Fike says. "They have an outstanding record in data capture at 98.1%, and those records show relatively few discount cattle," he notes.

Kelly Crymble, McGinley-Schilz Feedyard Ltd., Brule, Neb., has been named July CAB Quality Assurance (QA) Officer of the Month. "Kelly has exemplified a conscientious QA officer since attending the 'Commitment to Quality' seminar in North Platte last spring," says Paul Dykstra, CAB feedlot specialist. "She has bolstered enrollments for the company, and handles all carcass data-capture issues through frequent and helpful communication with CAB staff. Kelly is currently using and helping to evaluate CAB's Web-based carcass data reporting system."

CAB's Spotlight Award series honors licensed partner feedlots based on volume, quality, customer service and attention to detail.

## Thirty-Aught Six (30.06) Program evolves

The 30-0 Program has served as one of the most stringent measures of carcass merit for CAB-licensed feedlots since its inception in 2000. Relatively few feedlots have been

### Table 1: 30.06 Program qualifications

- 10 head minimum group size
- 50% CAB® eligibility within sort groups
- Must achieve at least a 30% Prime + CAB® acceptance rate
- Must meet the criteria below relative to "out" or "discount" carcasses:
  - 0% "No Roll" carcasses and those grading USDA Standard or below
  - 0% dark-cutting carcasses
  - 0% USDA YG 5 carcasses
  - 0% "light" carcasses (< 535 lb.)
  - 3% or fewer USDA YG 4 carcasses
  - 3% or fewer "heavy" carcasses (> 975 lb.)

able to accumulate a volume of cattle that hit the mark, and, as of June, only five partner feedlots had achieved at least the Bronze level of 500 head qualified.

The rationale and motives for the new "Thirty-Aught" remain the same, and all past achievements still count toward cumulative totals. The main change is that, as of July 2004, there is a 3% + 3% (that's the .06) allowance for both USDA Yield Grade (YG) 4s and heavy carcasses of more than 975 pounds (lb.), in keeping with most grid targets. Recognition and promotional opportunities continue as the primary benefits. See Table 1 for program qualifications.

CAB honors partners that harvest "30.06" groups of cattle, at least 30% Prime or *Certified Angus Beef*® (CAB®) acceptance with an allowance for 3% YG 4s and 3% carcasses weighing more than 975 lb.

"Honorable Mention" pens missed 30.06 because of discount problems. Table 2 provides a summary of data from the June reports.



## Where credit is due

Brian Lundeen, Frederic, Wis., doesn't consider his 55-head commercial Angus operation anything special. With 85 acres surrounded by a single, high-tensile wire and a processing facility of a chute and a few panels, Lundeen doesn't even consider himself noteworthy. He leaves that to the cattle.

In 1986, Lundeen took over a dozen Angus-cross cows his father had managed. For the last 10 years, he has artificially inseminated (AIed) every cow to an Angus sire known for above-average carcass traits, receiving detailed carcass data on the calves.

Early data collection consisted of consigning steers to the World Beef Expo Fed Steer Futurity, but after four years and a change in the participation rules, Lundeen knew he needed to do something different.

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### 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](http://www.certifiedangusbeef.com)

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

"I wanted to enroll calves in the CAB program so I could keep getting data on them," he says. "I decided to go with the CAB-licensed feedlot closest to me."

By feeding his steers and keeping the heifers as replacements, Lundeen has stacked four generations of high-marbling sires into his cow herd. His feedlot cattle are evidence of the results.

On July 15, the 39 head of calves he fed at Hillig Farms, Independence, Wis., performed miles above the national average, with a CAB-acceptance rate of 87.2%, plus 10.3% grading Prime. Even with these results, Lundeen doesn't feel qualified to give producers advice because he is a part-timer, working mainly at a local machine shop.

"I give the cattle more credit than I give myself," he says. "The people I give credit to are the breeders that breed those good bulls and go to the trouble to get the data on the progeny. Most of those guys deserve the credit as far as I am concerned."

### Beller, Gregory feedlots hit bronze 30-0 mark

Beller Feedlots, Lindsay, Neb., and Gregory Feedlots Inc., Tabor, Iowa, have surpassed the 500-head mark, achieving the Bronze Level in the 30-0 Program (now the 30.06 Program) this spring. The licensees were presented with framed prints and engraved plaques to recognize their achievements.

Paul Dykstra, CAB feedlot specialist, presented the award to Terry Beller at Beller Feedlots' June 18 annual customer appreciation event at Zook Ranch near Miles City, Mont.

Larry Corah, CAB vice president, presented the 30-0 award to Gregory Feedlots Inc. manager David Trowbridge, and announced his recognition as QA Officer of the Year, during the Iowa Cattlemen's Association summer tour.

These accomplishments came before the program changed to 30.06.

### Chefs on tour

The American Express® Celebrity Chef Tour is underway and will promote culinary arts in more than 17 cities nationwide. The CAB brand has been named exclusive beef purveyor of the tour, designed to raise awareness of the culinary arts through the James Beard Foundation. The tour replicates the celebrated dinners held at the James Beard House, located in Greenwich Village, New York.

### Sweeping Mexico

The most exclusive resorts in Mexico will soon receive fresh shipments of CAB product

**Table 2: Summary of 30.06 qualifiers and honorable mentions from June harvest reports<sup>a</sup>**

Licensed CAB® Feedyard	Head	Sex <sup>b</sup>	%YG 1&2	%CAB	%Prime
Hillig Farms**	39*	M	56.4	87.2	10.3
Boise Valley Feeders	17*	S	29.4	76.5	0.0
Gregory Feedlots Inc.	16	H	43.8	50.0	0.0
Boise Valley Feeders	22*	H	50.5	40.9	0.0
Gregory Feedlots Inc.	20	M	80.0	35.7	0.0
Gregory Feedlots Inc.	12	H	91.6	33.3	8.3
GG Genetics	12*	S	50.0	33.3	8.3
Gregory Feedlots Inc.	40	H	70.0	32.4	5.0
Silver Creek Feeders Inc.	41*	S	61.0	31.7	0.0
Honorable Mentions	Head	Sex <sup>b</sup>	%YG 1&2	%CAB	%Prime
North Platte Feeders Inc.	75	H	29.3	54.1	10.7
Beef Northwest/Nyssa	49	S	30.6	53.2	2.0
Beef Northwest/Nyssa	18*	S	61.1	50.0	0.0
Haverhals Feedlot Inc.	54*	S	14.8	42.6	3.7
4+ Cattle Feeders	21*	H	33.3	38.1	14.3
Hergert Feeding Co.	30	S	56.7	37.0	3.3
Beller Feedlots	63	S	6.3	36.5	9.5
Ashland Feeders	55*	H	14.5	36.4	9.1
Thomas County Feeders Inc.	111*	H	21.6	34.2	5.4
McPherson County Feeders Inc.	53	S	60.4	31.4	1.9
McPherson County Feeders Inc.	97	S	47.4	31.0	1.0
Hergert Feeding Co.	16	S	56.3	30.8	0.0
Thomas County Feeders Inc.	98*	S	33.7	30.6	1.0
Schmitz Feedlot LLC	40	S	37.5	30.0	0.0
Beef Northwest/Nyssa	13	H	30.8	30.0	0.0
McGinley-Schilz Feedyard Ltd.	75	H	6.7	29.7	9.3
Beller Feedlots	45	S	2.2	29.6	13.3
4+ Cattle Feeders	85*	H	22.4	29.4	18.8
Beller Feedlots	42*	S	4.8	28.6	14.3
Ashland Feeders	35*	S	20.0	28.6	2.9
Hergert Land & Cattle Co.	14*	S	21.4	28.6	21.4
McPherson County Feeders Inc.	78	H	5.1	27.9	5.1
T-Bone Feeders	80*	S	23.8	27.5	2.5
Beller Feedlots	22*	S	13.6	27.3	4.5
Hergert Land & Cattle Co.	38*	S	7.9	26.3	10.5
Ashland Feeders	43*	H	37.2	25.6	14.0
Beef Northwest/Nyssa	12*	H	25.0	25.0	16.7

\*Indicates 100% CAB eligible. All acceptance rates figured on eligible portions.

\*\*See "Where credit is due" in the accompanying text.

<sup>a</sup>In 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.

<sup>b</sup>H=heifers; M=mixed; S=steers.

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

thanks to Swift & Co., a CAB-licensed distributor.

The One & Only Palmilla and Las Ventanas al Paraíso resorts are located in San Jose del Cabo. The area has a reputation as a playground for the rich and famous. Overnight accommodations at these resorts range in price from \$600 to \$5,000. Both have been demanding fresh CAB product for some time, and Swift has stepped up to the plate.

The CAB brand will also be served at the

Westin Resort & Spa and the InterContinental Presidente Los Cabos Resort. The Westin uses 100% CAB burgers and skirts (for fajitas) at its beachside restaurant, La Playa Restaurant & Bar. La Terraza Restaurant, in the all-inclusive Presidente resort, will promote all of its steaks except its Mexican tenderloin as CAB product. Both are longtime CAB brand buyers.

All of these resorts are located in one of the fastest-growing markets for U.S. beef in Mexico.

## **Hit the mark**

Mark's American Cuisine in Houston, Texas, is the first restaurant licensed to offer CAB brand Natural product. The high-end, boutique-style restaurant will offer CAB Natural strip steaks. Mark's is serviced by Freedman Food Service Inc., Houston.

"The restaurant's customers have consistently used the word 'flavorful' to describe the new entrée," says Joe Boutte, CAB specialist at Freedman.

Boutte says the chef was willing to offer the product because he was pleased with CAB brand items he had previously tried. "He welcomed the opportunity to try CAB Natural with all the benefits of consistent flavor and tenderness," Boutte says.

The price of CAB Natural strip steaks is higher by as much as \$1.25 per lb., Boutte says. "All product is block ready with a high yield, and when the portion cost is recorded, it's a small difference in price."

## **Selling like hotcakes**

CAB brand ribeye steaks were flying off the shelves at \$5.98 per lb. when two Piggly Wiggly stores in Hartland, Wis., celebrated grand openings. The stores' meat manager reported selling more than 70 cases of the CAB cut with one day still remaining on the advertised special offer.

Fox Brothers Corp. owns the two stores, which offer only CAB brand in the meatcase.

Committed partners like these Piggly Wiggly stores retain loyal consumers, enabling the CAB brand to increase demand for high-quality Angus cattle.

## **Leaps and bounds**

The Fred W. Albrecht Grocery Co. continues to grow CAB brand presence in its Northeast Ohio Acme supermarkets. CAB retail staff recently met with company officials to discuss the CAB Natural product line and introduce new point-of-sale pieces. Additional point-of-sale signage and materials will be placed in Acme stores to promote CAB Natural products, as well as CAB deli items.

"The Acme stores are doing a fantastic job in growing this year," says CAB brand retail account manager Steve Ringle. "The chain's CAB sales are up nearly 26% for the current fiscal year."

The company is also working to introduce CAB convenience items like kabob meat and a whole roast with a pop-up timer. These products meet consumer requests for convenience while still delivering the benefits of a high-quality Angus brand they know and trust.

Acme operates 16 stores in Northeast Ohio. The first Acme store was licensed in 1996.

