



Brand News

► News and highlights from Certified Angus Beef LLC*

Monthly honors

Schmitz Feedlot LLC, Clayton, N.M., is the Certified Angus Beef LLC (CAB) Feedlot Partner of the Month for August. This recognition comes from the feedlot staff's ability to procure and feed cattle to hit the *Certified Angus Beef*® (CAB®) brand target.

"Roger Schmitz and Scott Stephens form a management team that consistently attracts high-quality Angus cattle to their northeast New Mexico yard," CAB Feedlot Specialist Gary Fike says. "With a CAB-acceptance rate of 31.6%, marketing through the grid has paid large dividends to the feedlot and its customers."

The acceptance rate, nearly double the national average, is the average on more than 1,200 cattle. Fike credits the performance to Stephens' keen eye at sorting cattle — a talent that earned him recognition as the 2003 CAB Quality Assurance (QA) Officer of the Year.

Jacque McMillen and Marty Patterson share the QA officer duties at Pratt Feeders LLC, Pratt, Kan. Their efforts in enrolling cattle and working with the CAB supply development office earned them August QA Officer of the Month Award.

"Jacque excels as the primary CAB 'point person' at the yard, and Marty works to keep information moving smoothly through the process," Fike says. "They are consistent, thorough and diligent at enrolling a huge volume of cattle and maintaining the necessary lines of communication with our office."

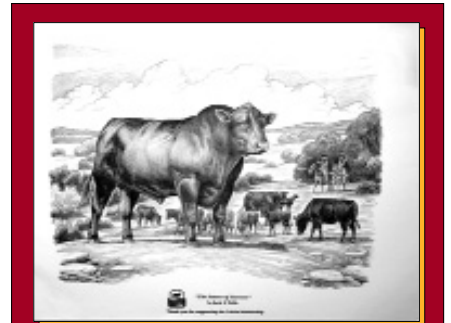
Fike adds that each plays a key role in Pratt Feeders' success in the CAB Feedlot-Licensing Program (FLP). The duo's efforts jumped to a new level this summer when they entered a large number of the feedlot's AngusSourceSM cattle into the 2005 National Angus Carcass Challenge (NACC).

Layered strategy

CAB-licensed restaurants are improving sales through training and incentives tied to promotions — activities that appeal to both staff and patrons.

"Layered promotions further develop restaurant goals such as increased sales, consumer awareness and waitstaff knowledge," says Wendy Holliday, CAB assistant director of marketing communications.

In August, Hard Rock Cafe and Shula's Steak House in Baltimore, Md., used training to reinforce event marketing and advertising.



Limited edition

An Angus cattle pencil drawing by renowned artist Jack J. Wells helped raise Colvin Scholarship funds at the Certified Angus Beef LLC (CAB) annual conference. Numbered, limited-edition prints of "The Source of Success" are available for \$100 each while supplies last. Contact Tammy Noble at tnoble@certifiedangusbeef.com or (330) 345-2333, Ext. 297, to order a print.

Waitstaff and back-of-the-house incentives motivated staff to support the promotion.

Shula's, located in the Wyndham Inner Harbor Hotel, partnered with the CAB brand and E.&J. Gallo Winery for a price-fixed menu, which featured a 12-ounce (oz.) filet and Louis Martini Cabernet. Comprehensive training introduced the items to waitstaff, and announced a contest for cash and prizes. Advertising included e-mails to regular customers, radio announcements and signage at the hotel. A private reception for local business leaders featured door prizes and a steak carving and wine education station.

"Business-to-business marketing works extremely well when paired with consumer marketing and staff training," Holliday adds.

Hard Rock Cafe also focused on training to boost the impact of its "Best Burger in Baltimore" promotion. Waitstaff and back-of-the-house training included a burger sampling to develop their interest in the promotion. Cash and a grill also proved to be valuable incentives. The promotion included radio advertising, a two-hour remote at the restaurant with a "bowling for beef" contest and Web site promotions. Listeners could also enter to win a party for 10 people at Hard Rock.

Steak Umbria

Ingredients:

- | | |
|---|---|
| 2½ lb. CAB® tri-tip steak | 2 Tbsp. olive oil |
| 2 Tbsp. butter | 2 Tbsp. chopped garlic |
| ¼ c. chopped celery | ¼ c. Italian red table wine |
| ¼ c. chopped red pepper | 4 c. porcini mushrooms, or baby portabellas |
| ¼ c. chopped onion | ½ c. chopped black olives |
| 1½ c. water | 4 oz. prosciutto ham, sliced thin and cut into ribbon-like pieces |
| 1 c. lentils, picked through and rinsed | 1 c. asparagus tips, blanched |
| Salt and pepper, as needed | |

Cooking Instructions:

- Melt butter in medium saucepan. Add celery, red pepper and onions; sweat until translucent. Add water and bring to a boil. Add lentils, cover, reduce temperature to low, and cook 45 minutes or until tender. Season with salt and pepper after cooking.
- Heat olive oil in medium sauté pan. Add garlic and steak. Cook 3-4 minutes, turning steak once. Deglaze pan with wine; add mushrooms, olives and ham. After 10 minutes, remove steaks from pan and reduce sauce for 5 minutes.
- Add asparagus and return steaks to pan; cook 5 minutes. Serve steak, asparagus and mushroom mixture over lentils.

Serves 6

Recipe by Dianna Stoffer, Corporate Chef, Certified Angus Beef LLC

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

Short ribs shortcuts

Health-care food specialists are on to something hot. Their demand for cooked CAB short ribs is growing steadily. Customers of U.S. Foodservice in Tampa continue to be impressed by the succulent flavor and juiciness of these boneless ribs, according to Bea Foster, CAB specialist for the company.

“The product garners rave reviews because it is so versatile and easy to use,” Foster says. “It is a 100% usable product with great taste.”

She encourages customers to save the *au jus* from the ribs for a low-salt alternative to purchased stock. Many of Foster’s customers use CAB short ribs as a unique, upscale alternative to pot roast. The fork-tender short ribs are fully cooked, reducing concern for kitchen staff errors. It is minimally processed and does not contain soy or monosodium glutamate (MSG).

Tennis, anyone?

At this year’s U.S. Open tennis tournament, fans were afforded several new experiences. They were able to keep stray balls at the Arthur Ashe Stadium. A ballpark-style scoreboard and new court colors provided improved visibility. The wheelchair competition expanded the thrill for players, fans and family at this historic competition. They also could enjoy a CAB steak or burger

at Champions Bar & Grill and at the “food village” hamburger stands.

From Aug. 29 to Sept. 11, CAB brand sirloin steaks, tenderloin steaks and burgers graced the menus at the United States Tennis Association (USTA) National Tennis Center in Corona, N.Y.



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

Licensed CAB® Feedyard	Head	Sex ^b	%YG 1&2	%CAB	%Prime
Bentley East Inc.	37	M	43.2	55.6	0.0
Chappell Feedlot	16*	H	18.8	43.8	6.3
Chappell Feedlot	29	M	48.3	43.5	6.9
Decatur County Feed Yard LLC	12*	S	50.0	41.7	8.3
Irsik & Doll Feedyard	22*	H	31.8	40.9	0.0
McPherson County Feeders Inc.	36*	S	55.6	36.1	0.0
Bentley East Inc.	67	M	34.3	32.8	0.0
McPherson County Feeders Inc.	19	H	89.4	30.0	0.0
McPherson County Feeders Inc.	42	S	52.4	28.2	2.4
Decatur County Feed Yard LLC	11	S	72.7	25.0	9.1
Honorable Mentions	Head	Sex ^b	%YG 1&2	%CAB	%Prime
Pratt Feeders LLC	50	M	38.0	61.7	12.0
Chappell Feedlot	25*	M	16.0	56.0	0.0
Cattleman’s Choice Feedyard Inc.	10*	S	40.0	50.0	10.0
Irsik & Doll Feedyard	20	H	35.0	47.4	0.0
Schmitz Feedlot LLC	77	S	49.4	45.7	0.0
Irsik & Doll Feedyard	20	H	5.0	44.4	0.0
Ellis Family Farms	39*	M	28.2	43.6	41.0
Irsik & Doll Feedyard	32	H	43.7	43.3	3.1
Highland Feeders	78	M	26.9	41.4	0.0
Irsik & Doll Feedyard	46	H	45.6	40.9	0.0
Beller Feedlots	21*	S	14.3	38.1	0.0
Highland Feeders	40*	S	27.5	37.5	7.5
Heritage Feeders LP	32	H	53.1	37.5	0.0
Irsik & Doll Feedyard	20	S	40.0	36.8	0.0
McPherson County Feeders Inc.	49*	H	51.1	36.7	4.1
Irsik & Doll Feedyard	38	H	34.2	36.7	0.0
Irsik & Doll Feedyard	22*	H	0.0	36.4	9.1
Gregory Feedlots Inc.	32	H	28.1	35.7	0.0
Irsik & Doll Feedyard	32	S	56.3	35.3	3.1
Miller Cattle & Feedyards LLC	88	M	26.1	34.2	3.4
Irsik & Doll Feedyard	20	H	10.0	33.3	5.0
Wilke Cattle Co.	27*	H	25.9	33.3	0.0
Irsik & Doll Feedyard	28*	S	7.1	32.1	3.6
Irsik & Doll Feedyard	20	S	50.0	31.6	0.0
Irsik & Doll Feedyard	20	H	30.0	31.3	0.0
Beller Feedlots	44	S	18.2	30.2	6.8
Irsik & Doll Feedyard	25	H	32.0	30.0	16.0
Highland Feeders	52	S	7.7	30.0	11.5
Highland Feeders	69	S	24.6	30.0	7.2
McPherson County Feeders Inc.	110	H	54.5	30.0	1.8
Irsik & Doll Feedyard	20	H	70.0	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.

CAB 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:

Christy Johnson, marketing director
Mark McCully, supply development director

INDUSTRY INFORMATION DIVISION

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

Steve Suther, director

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.