



Brand News

► News and highlights from Certified Angus Beef LLC*

Carcass utilization

Representatives from the National Cattlemen's Beef Association (NCBA) recently met with Certified Angus Beef LLC (CAB) foodservice staff to discuss muscle myology. The term refers to the study of individual muscle traits or characteristics. The discussions analyzed how best to promote and use these muscles to assist brand efforts to sell chuck and round cuts that are currently underutilized.

The goal was twofold — to share information with and learn from NCBA and to explore synergies between CAB and NCBA. Both entities have similar missions.

As an industry-funded organization, NCBA possesses the information, contacts and referrals that can help *Certified Angus Beef*® (CAB®) brand efforts to boost carcass utilization. NCBA follows a similar course to increase overall beef demand and sales.

Prime partners

Swift and Co. began production of CAB brand Prime in early October, becoming the fifth licensed packer to do so. Swift plans to start production in both its Greeley, Colo., and Grand Island, Neb., plants. Other CAB Prime packers include Tyson Fresh Meats

Inc., National Beef Packing Co. LLC, Smithfield-Moyer Packing Co. and Gateway Beef.

Spotlight award winners for September

The staff and partner-owners of McGinley-Schilz Feedyard Ltd., Brule, Neb., keep an eye on quality as the company moves to gather more carcass information than ever. Manager Ken Schilz and company were honored as the CAB Feedlot Partner of the Month for September. The feedyard enrolled 10,000 cattle in the Feedlot-Licensing Program (FLP) in 2004, and it is one of the largest suppliers to the CAB Natural brand, says Paul Dykstra, CAB feedlot specialist.

Jeannette Meissinger, projects coordinator at Decatur County Feed Yard Inc., Oberlin, Kan., has been named September Quality Assurance (QA) Officer of the Month. "She puts in a lot of time every day to ensure accurate data management for the feedlot and its customers," Dykstra notes. "Decatur County Feed Yard generates individual live-animal, carcass and financial data for most of the cattle it feeds, and this detailed information has really added to the FLP database. Jeannette's time and accuracy are essential to this valuable relationship."

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

Zeroing in on the CAB target

The seven lots representing September's 30.06 harvest numbers show a variety of ways producers can work with CAB-licensed feedlots to reach a quality target (see Table 1).

Whether it is a desire to feed for the natural market or to keep detailed, individual cow records, producers benefit by aiming for the CAB ideal.

The 320 heifers on target in September were 94% CAB eligible and combined for 44.7% CAB acceptance and 6.3% Prime, with 57.5% reaching Yield Grade (YG) 1 and 2. Even as harvest numbers decline during fall



Table 1: Summary of 30.06 qualifiers and honorable mentions from September 2004 harvest reports^a

| Licensed CAB® Feedyard | Head | Sex ^b | %YG 1&2 | %CAB | %Prime |
|-------------------------------|------|------------------|---------|------|--------|
| T-Bone Feeders | 45* | H | 77.8 | 68.9 | 13.3 |
| 4+ Cattle Feeders | 76* | H | 55.2 | 50.0 | 2.6 |
| 4+ Cattle Feeders | 10* | H | 30.0 | 50.0 | 10.0 |
| Hergert Feeding Co. | 44 | H | 40.9 | 42.9 | 11.4 |
| Irsik & Doll Feedyard | 28 | H | 57.1 | 41.2 | 0.0 |
| North Platte Feeders Inc. | 72* | H | 73.7 | 36.1 | 5.6 |
| Wilke Cattle Co. | 45* | H | 37.8 | 26.7 | 4.4 |
| Honorable Mentions | Head | Sex ^b | %YG 1&2 | %CAB | %Prime |
| Schmitz Feedlot LLC | 38 | H | 60.5 | 80.0 | 0.0 |
| Hergert Feeding Co. | 26 | H | 23.1 | 68.4 | 11.5 |
| North Platte Feeders Inc. | 84 | S | 54.8 | 52.6 | 9.5 |
| Schmitz Feedlot LLC | 40 | H | 45.0 | 46.7 | 7.5 |
| Hergert Feeding Co. | 42 | H | 35.7 | 40.0 | 2.4 |
| Highland Feeders | 10* | H | 20.0 | 40.0 | 0.0 |
| Irsik & Doll Feedyard | 25 | H | 32.0 | 40.0 | 8.0 |
| Irsik & Doll Feedyard | 20 | H | 45.0 | 38.9 | 5.0 |
| Beller Feedlots | 92* | S | 37.0 | 35.9 | 3.3 |
| Irsik & Doll Feedyard | 25 | H | 28.0 | 34.8 | 4.0 |
| McPherson County Feeders Inc. | 47 | H | 59.6 | 33.3 | 0.0 |
| Irsik & Doll Feedyard | 30 | H | 13.3 | 31.0 | 0.0 |
| McPherson County Feeders Inc. | 10* | H | 40.0 | 30.0 | 30.0 |

*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.

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months, these heifers represented some of the best quality this year, with four of the seven lots reaching more than 50% CAB and Prime.

The 45 head fed by T-Bone Feeders, Goodland, Kan., came from repeat customer Skip Woolfolk, Woodward, Okla.,

and were fed for the CAB Natural program. Woolfolk typically grows his own calves to 900 pounds (lb.) using wheat pasture and silage before sending them on to the feedlot.

In September, his 45 heifers were 82.2% CAB and Prime with 77.8% YG 1 and 2.

The quality performance of 28 heifers fed by Irsik & Doll Feedyard for Ernie Giddens' Four Gs Ranch, Republic, Mo., can be credited to good recordkeeping. Feedlot Manager Mark Sebranek says the ranch excels at maintaining accurate records on each individual. After the cattle are harvested, Giddens works with Irsik & Doll to break down the profit or loss incurred by each animal.

These producers have proven there is more than one way to produce cattle that perform on the quality grid. However, their constants — progressive management, carcass-focused Angus genetics and working with a CAB-licensed feedlot — always help produce feeder cattle that hit the target.

The FLP honors partners that harvest 30.06 groups of cattle, with at least a 30% Prime or CAB-acceptance rate and an allowance for 3% YG 4s and 3% carcasses more than 975 lb. Honorable mention pens missed 30.06 because of at least one discount problem.

No mis-steaking this ad

K-VA-T Food Stores Inc., a private, family-owned company known to customers as Food City, is also known for its focus on winning customers. The 87-store chain serves more than 2.5 million people and 980,000 households throughout Kentucky, Virginia and Tennessee, and continues to be a champion for the CAB brand.

In addition to its popular Food City Race Nights that have mass appeal to NASCAR fans, the company's advertising efforts position the CAB brand well in front of the competition. Food City's most recent advertisement will be printed in the fall issue of *Marquee Magazine*.

Food City's CAB brand sales account for approximately 23,000 head of certified cattle per year. The stores offer CAB brand fresh cuts, the CAB "Dining In" line of convenience items and CAB Bubba™ Burgers. Licensed since 1999, K-VA-T Food Stores earned the brand's 2004 Marketer of the Year Award.



Wes Sheffield

Fan the flames

The cooking stage was ablaze at the Fort Worth (Texas) Home & Garden Show in August. Four firemen competed in a cooking challenge featuring *Certified Angus Beef® (CAB®)* brand cuts as the main ingredient. Wes Sheffield from Fort Worth Fire/Rescue No. 17 had the winning dish — Creole Stuffed Tenderloin. Try Sheffield's award-winning recipe:

Creole Stuffed Tenderloin

Stuffing

Ingredients:

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|----------------------------------|---|
| 1/2 cup celery, chopped | 1/8 tsp. (cayenne) pepper |
| 1/3 cup parsley, chopped | 1/4 tsp. salt |
| 1/4 cup onion, chopped | 1 lb. prepackaged crabmeat stuffing |
| 1/4 cup red bell pepper, chopped | 1/2 lb. large (41-60) peeled, cooked shrimp, halved |
| 3 Tbsp. butter | |

Cooking Instructions:

In a large skillet, sauté celery, parsley, onion and red bell pepper over medium-high heat in butter until onions become translucent. Add red bell pepper, salt, crabmeat stuffing and shrimp and cook over medium heat for 8-10 minutes. Remove from heat and set aside to cool.

Creole Sauce

Ingredients:

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|------------------------------------|-----------------------------------|
| 5 Tbsp. butter | 4 medium mushrooms, thinly sliced |
| 1/3 cup green bell pepper, chopped | 4 Tbsp. flour |
| 1/4 cup red bell pepper, chopped | 2 1/2 cup beef stock |
| 1/2 cup onion, chopped | red (cayenne) pepper to taste |
| 4 sprigs parsley, chopped | 6 oz. white crabmeat |

Cooking Instructions:

In a medium saucepan, melt butter over medium-high heat. Add green and red bell pepper, onion, parsley and mushrooms, and cook for 5 minutes. Reduce heat to low, add flour and cook for 10 minutes, stirring constantly. Flour should be a golden brown color. Add beef stock, red pepper and crabmeat and cook over medium heat until thickened.

Tenderloin

8 6-oz. portions CAB brand tenderloin

Preheat the oven broiler. Using a sharp paring or boning knife, insert the blade in the side and make a pocket in the center of each tenderloin. Using your fingers, fill each of the pockets with the stuffing mix and hold the opening closed with a wooden toothpick. Place the stuffed tenderloins on a broiling pan and broil for 8-12 minutes on each side. Remove from broiler, serve and top with the Creole sauce.

Serves 8.

Online ideas

If you need to “beef up” your gift list, visit www.certifiedangusbeef.com. A number of companies offer online ordering of *Certified Angus Beef*® (CAB®) brand fresh cuts and convenience items.

The brand’s Web site also offers a host of holiday recipes and ideas for creating spectacular meals, both large and small. Herbed Tenderloin is a classic, elegant feast for the holidays. Pair it with Chef Dianna’s unique accompaniments.

Herbed Tenderloin

Ingredients:

- 1 (4-5 lb.) CAB peeled tenderloin, trimmed
- 1 Tbsp. dried oregano leaves
- 1 Tbsp. dried thyme
- 2 tsp. dried rosemary, crushed
- 1 tsp. coarsely ground black pepper
- 2 tsp. dry mustard

Cooking Instructions:

Preheat oven to 425° F.

Place tenderloin on rack in shallow roasting pan. Combine remaining ingredients in a bowl; mix until well-blended. Rub onto surface of tenderloin.

Bake at 425° F for 10 minutes; reduce heat to 325° F and bake for an additional 40-45 minutes, or until meat thermometer reaches 140° F for rare, 150° F for medium-rare or 160° F for medium.

Remove from oven; cover with foil; and let roast rest for 15-20 minutes before carving.

Total preparation time: 60-70 minutes

Serves 12-14

Nutrition information per serving:
 186 Cal; 9 g Fat; 3 g Sat. Fat; 71 mg Chol.



Holiday Wild Rice

Ingredients:

- 3 boxes (6-oz.) long grain, wild rice blend
- 8 oz. unsweetened dried cranberries, chopped
- ½ cup chopped pecans, toasted
- ½ lb. smoked sausage, finely diced
- Zest from half of one lemon

Cooking Instructions:

Cook rice according to package directions. Toss all ingredients in a large skillet and heat thoroughly.

Serves 12

Last of the best

Only five cases of CAB brand product remained in cold storage in Japan in October. CAB’s Daisuke Shimojima (Shimo), executive account manager in Japan, procured the product for use at a sampling event at the country’s largest meat exhibition, the Kansai Meat Expo in Osaka. Shimo was a co-exhibitor with the U.S. Meat Export Federation (USMEF) Japan.

USMEF arranged both television and mainstream press coverage of the unusual event, creating demand for CAB brand product in Japan.

Chef spotlight

CAB Chef Dianna Stoffer recently joined ranks with Food Network celebrity Chef Sara Moulton, host of “Sara’s Secrets,” and eight others to judge the Desert Diamond Casino Chili Cook-Off in Tucson, Ariz. Stoffer also competed, taking third place among 13 competitors. CAB was the major event sponsor and provided product for all participants using beef in the chili. Coarse grinds and cubed chuck-eye were provided by Stock Yards Meat Packing Co./Barone Foods of Tucson.

Home and garden finals

More than 20,000 consumers attended the Dallas (Texas) Home and Garden Show in October, which featured the CAB brand Cooking Stage. CAB’s Stoffer, Jimmy O’Brien of Jimmy O’s Texas Marinades, Chef Bob from Cool River Café, and Chef Steve Pilat of the Art Institute of Dallas featured CAB brand product in their cooking demonstrations. Risky’s BBQ, a brand partner since 1994, featured its famed brisket as a sample item at the brand’s Western-themed consumer booth.

Chef Bob and Stoffer were featured in two separate television appearances showcasing CAB products. The media attention garnered from the show, as well as the event itself, brought the brand message to thousands of consumers in Dallas and surrounding areas.



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 ▫ **Pam Cottrell**, assistant vice president ▫ **Mark McCully**, assistant vice president ▫ **Louis “Mick” Colvin**, advisor

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

Ohio staff:

John Stika, assistant vice president, Supply Development and Packing divisions ▫ **Rod Schoenbine**, coordinator of producer programs and data services ▫ **Brooke Enders**, marketing manager

INDUSTRY INFORMATION DIVISION

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

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