

Celebrating

The brand showcases commitment to quality and producers.

by Jennifer Smith & Jennifer Kiko



The *Certified Angus Beef*® (CAB®) brand celebrated its 30th anniversary at its annual conference Sept. 11-13 in Coeur d'Alene, Idaho. Brand partners were recognized for their commitment to quality, integrity and marketing achievements — all integral to the brand's success, past to present.

One thing that hasn't changed since 1978 is the brand's role in the industry. True to its mission, CAB forms a bridge from Angus cattle producers to consumers.



► CAB brand partners were recognized with the cowboy trophy for their commitment to quality, integrity and marketing achievements.

"From Day 1, we have been owned by the men and women in this great country who raise Angus cattle," said John Stika, president of Certified Angus Beef LLC (CAB). "The *Certified Angus Beef* brand is unique — producer-owned and focused, highly specialized, marketed by the finest companies in the industry, bringing value to all segments of the production and merchandising chain."

This fiscal year, CAB product sales are on track for 630 million pounds (lb.), nearly 8% more than the 2007 record. The brand also marked six of its top 10 sales months this year, with a 57-million-lb. high in August. Retail licensees set records of more than 29 million lb. in May and June. Value-added products eclipsed 14 million lb. for the year.

"What our customers accomplished with the brand this year is nothing short of amazing," Stika said. "Your [foodservice and retail partners] success continues to drive the message to producers that we need more high-quality cattle."

Sharing a vision

Keynote speaker Alan Hobson, a Mount Everest climber, summiteer and cancer survivor, captivated the crowd with his story of passion, persistence and peak performance. He compared climbing Everest to the brand's role in the beef industry.

"For a typical expedition, it takes three to seven years to plan and fundraise — and the average person stands on top for less than 15 minutes," he said. In the beef industry, he said, all the preparation, planning, breeding and product aging leads to just a few seconds for the consumer to say, "Wow, that was a great steak!"

Hobson described just how paramount the brand's influence is on the industry. "This

brand certified 2.15 million head of cattle last year. If you line them up head to hoof they'd stretch from here [Idaho] to Miami. That's 2,000 miles. Now there's a product line!" he said.

His training mantra is: Can. Will. "In every obstacle, there is always opportunity," Hobson said. "We are all mountaineers, all climbing our own

mountains — marketing mountains, sales mountains. No matter how steep, we have to keep climbing. The future of the brand depends on it."

Daryl Tatum, Colorado State University (CSU) meat scientist and professor, discussed great taste as the No. 1 reason consumers choose beef. Tatum shared results from his research that indicated flavor — not just

tenderness or other factors — ultimately drives consumer satisfaction and the price consumers are willing to pay.

"If beef tastes great, people are not only more likely to buy it, but also more willing to pay more for it," Tatum said. "Consumers also demonstrated a willingness to pay higher prices for steaks from grain-fed cattle based on flavor preference."

Saluting the future

At the Saturday evening finale, Stika was joined on stage by CAB founder Mick Colvin and Bryce Schumann, American Angus Association chief executive officer (CEO), in a toast honoring the brand — from its distinguished heritage to its partnership with Angus breeders to future successes. They also paid tribute to the 125th anniversary of the American Angus Association.

"Here's to 125 years of progress with the Angus breed and 30 years of groundbreaking leadership with the *Certified Angus Beef*

"Obsess about your customers, not your competitors. Everything else will take care of itself."

— Maggie O'Quinn,
CAB International Division

Supply development award winners

Awards were presented to retail, foodservice, international, value-added products, packing and supply development partners who demonstrated excellence in sales, marketing and integrity. For a complete list of winners and photos, visit www.certifiedangusbeef.com/press/ac.

brand and its valued partners. May we continue to be successful in our mission to supply great-tasting beef to consumers worldwide," Stika said.

The conference also featured a charity golf outing, sponsored by Palmer Food Services/ G&C Food Distributors, Rochester, N.Y. The golf outing and an auction raised a record \$67,150 for the Mick Colvin Scholarship Program, which supports scholarship opportunities for future beef industry leaders.

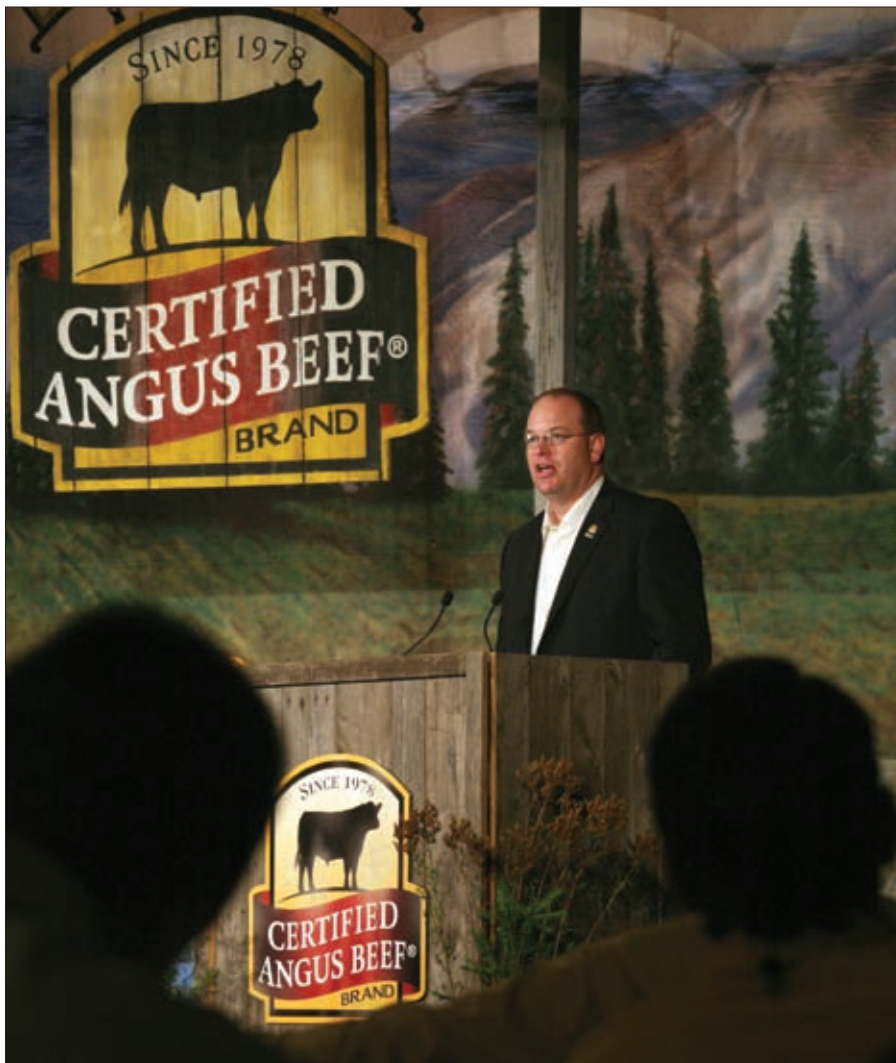
Palmer and G&C will return as the golf outing's title sponsor in 2009, purchasing the sponsorship at the Westin Kierland Resort and Spa in Scottsdale, Ariz., for \$20,000. Fundraising efforts at the conference helped the Angus Foundation reach the \$5 million mark on its drive to \$11 million. The fund provides scholarships, youth education and research programs.

Picking winners

Conference attendees watched as CAB corporate chef Scott Popovic faced Chef Ray Sierengowski, corporate research chef for Meijer Inc. of Grand Rapids, Mich., in the inaugural Chef Challenge. Each of the competitors prepared a signature dish featuring a secret CAB brand value-added product, revealed at the start of the hour-long competition.

A panel of judges, selected from among conference guests, chose Chef Sierengowski and his "Taste of the Midwest" appetizer and entrée, featuring CAB brand precooked pot roast, as the victor. He won an all-expense paid trip to New York City to attend the "Great Steak Celebration" sponsored by the brand at the renowned James Beard House in honor of its anniversary.

Conference guests also took an active role in selecting winners with the new People's Choice Awards. Nominees — both retailers and foodservice broadliners and specialty meat companies — were rated on their outstanding advertisements, contests and promotions. Piggly Wiggly Carolina Co., Charleston, S.C., took home the coveted cowboy trophy for retail. Foodservice winners were Southern Foods, Greensboro, N.C., and Sysco Food Services of Spokane, Post Falls, Idaho.



► CAB President John Stika addressed the crowd gathered for the brand's annual conference in Coeur d'Alene, Idaho. This year marks CAB's 30th anniversary.



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