



Brand News

► News and highlights from Certified Angus Beef LLC*

Au natural

El Gaucho restaurant in Seattle, part of the Mackay Restaurant Group, has changed its menu from *Certified Angus Beef*® (CAB®) brand Prime to CAB Natural product. The conversion took place in time for the opening of its new location in Bellevue, Wash., in November 2008. The other restaurants in the Mackay Group — Sea Grill, Troiani and Waterfront Seafood Grill — also made the switch.

El Gaucho has been a brand partner since 1996. Most recently, the business was honored as the 2008 Independent Restaurant Marketer of the Year. The restaurant promotes its quality beef in venues ranging from airline magazines to samplings at a local retailer. Training is always a focus for staff, and the restaurant reaches out to media with educational efforts.

Capturing crowns, climbing mountains

Crown Foods in Saint Lucia is the brand's newest international distributor. About 60 chefs, food and beverage directors, general managers and restaurant owners participated in a *Science Behind the Sizzle*™ presentation.

Jade Mountain became the brand's first hotel licensee in Saint Lucia. The high-end, boutique hotel (room rates are about \$2,000 per night) focuses on sustainable, locally grown food. The hotel's chef has been using the brand for about three months. He plans to put the CAB story on his menu to reinforce the quality message to customers.

Home runs in Saint Maarten

More than 300 customers attended the Merchants-Saint Maarten Food Show. A trade booth featured CAB product from Illinois-based Holten Meat Inc. and Buckhead Beef Co. of Florida. Representatives from Merchants-Saint Maarten pitched CAB licensing to top-volume customers prior to the show. As a result, four qualified accounts were officially licensed:

- Le Moulin Fou — the hottest new French fusion restaurant on the Dutch side became a 100% licensee.

International acclaim

Bill and Jennifer Davis, Sidney, Mont., traveled to the Dominican Republic in November to present CAB's International Retail Marketer of the Year Award to Supermercados Nacional. A special media reception and product sampling took place at the largest store for the award presentation. Along with Ralph Avila and Jerry Jones, from Buckhead Beef Co. of Florida, they did more than 30 live television and radio interviews as well as desk-side visits with the country's largest newspapers and magazines.

- Jimbo's — A casual-dining restaurant located in Simpson Bay became a line-item account for burgers.
- Peg Leg Pub — One of the most popular steakhouses on the Dutch side with a new location near Coral Bay became licensed for all steaks except filet.
- Fusion — A Caribbean concept in Philipsburg became licensed for steaks and burgers.

Gate to plate

U.S. Foodservice Tampa and South Florida staff traveled to Gainesville, Fla., for a farm gate-to-dinner plate training at Stardust Ranch. They learned about everyday ranch operations, how different segments of the industry operate and how decisions at each level influence quality. The group also traveled to the University of Florida for beef quality discussions with meat scientists and carcass training. By educating partners and their staff, the brand message is clear and sales staff is more confident.

Tools of the trade

CAB Corporate Chef Scott Popovic is always looking for new ways to assist the brand's foodservice partners. Realizing restaurants seek easier, stress-free menu items after the holidays, Popovic developed tips and recipes. His pot roast strudel is a versatile and economical dish, offering deep, rich flavor and the convenience of precooked CAB brand pot roast. He recommended the

Briskly sold. Slowly cooked.



Photo courtesy of National Cattlemen's Beef Association.

Cutting costs

Cargill Fresh Meats introduced a full CAB brisket trimmed to 1/8-inch (in.) surface fat. Internal fat is also removed, boosting yields for chefs and retailers alike. This allows distributors to offer the cut directly, reducing labor costs and their customers' costs. The full-cut, trimmed brisket is also an attractive item for processors to use for precooking or corned beef.

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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.



dish as an appetizer or creative entrée, and encouraged chefs to use the pot roast in other dishes to save costs while ensuring great taste. His ideas are useful, economical and simple for restaurants to put into practice. The information is presented in a news article that distributors can use in customer newsletters — just one of the many sales tools CAB offers its partners.

Education is also important. CAB staff recently presented roast ideas, ways to overcome sales objections and marketing trends information to 60 sales associates at U.S. Foodservice-Corona. The training session was designed to educate sales staff about the brand, as well as give them confidence to sell the product.

Cross-promotions are also helpful to brand partners. Roth's Family Markets based in Salem, Ore., reported across-the-board sales increases due to a contest hosted with Lea & Perrins Worcestershire Sauce. The company has partnered with CAB on several promotions during the past year.

Educating producers

CAB President John Stika, vice presidents Brent Eichar and Mark Polzer, and other staff attended the American Angus Association Annual Meeting in Louisville, Ky. A session titled, "Supplying and Selling the Brand in a Changing Economy" was presented. The program featured a top sirloin cutting demonstration. Many producers had questions about cutting methods and how they add value to CAB's retail and restaurant business.

In November, CAB Supply Development staff organized, promoted and facilitated the

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Feeding Quality Forum meetings in North Platte, Neb., and Amarillo, Texas. The event was co-sponsored by Pfizer Animal Health, Land O' Lakes Purina Feed and *Feedlot* magazine. More than 70 producers attended each meeting. Topics of discussion included economics, the profitability of calf-fed and yearling-fed cattle during high corn prices and the role of beef in a healthy diet.

AngusSource® Carcass Challenge taking entries

The 2009 AngusSource® Carcass Challenge is currently under way. Groups of at least 38-head or more, enrolled in that age-, source- and genetic-verified program and fed at CAB-licensed feedyards are eligible for the contest. Regional winners are named quarterly and the top pen for the year will win a \$500 cash prize. Enrollment is free, so contact your CAB partner yard to participate.

Grading explained

The Supply Development Team recently released a new educational brochure, "Beef Carcass Grading Overview." The tri-fold, full-color piece is in response to common questions about quality and yield grading procedures. Request free copies

of this brochure by contacting Marilyn Conley at 330-345-2333 or mconley@certifiedangusbeef.com

New partners join FLP

When feedlots are interested in hitting quality targets, CAB is interested in working with them. Two such examples, Winger Feedyard, Johnson, Kan., and Will Feed Inc., Cozad, Neb., became CAB-licensed through the Feedlot-Licensing Program (FLP) in 2008.

Winger, managed by Lorenzo Cruz, has a 13,000-head capacity and fills a large portion of that pen space with Angus cattle. The crew focuses on sharing information back to the producers.

It's a U.S. Premium Beef (USPB)-qualified custom feedlot, buying or feeding retained-ownership cattle. Cattle are sorted into shipping dates, but sold according to finish weight.

"I hope [CAB licensing] demonstrates to the public that Winger Feedyard is dedicated to improving the quality of beef and the cattle industry as a whole," he says.

Will Feed, a 3,000-head yard, focuses on managing cattle and data in tandem to return the most money and information

back to the rancher.

"We try to trace cattle," manager Anne Burkholder says. "I think the beef industry is putting together pieces of the puzzle. I don't think there's one magic set of genetics or management at any one point. It's a matter of putting pieces of the puzzle together in the best way."

Burkholder emphasizes Beef Quality Assurance (BQA) guidelines.

"We like to keep our calves healthy and happy and working for us," she says. "We



► "We try to trace cattle. I think the beef industry is putting together pieces of the puzzle," says Anne Burkholder, manager of Will Feed Inc., Cozad, Neb.

need to get the details right so we can set our people and our animals — and the beef that they produce — up for success.”

A quality tale

A good start and careful management along the way leads to a happy ending.

At least that’s the story for cattle producers Van and Ryan Peters of Lehigh, Kan. The father-son duo has fed at McPherson County Feeders for a number of years, and find that manager Allan Sents and the crew keep their cattle on the quality track.

Last year, a 43-head group of heifers went more than 30% CAB and Prime (see Table 1) to qualify for CAB’s 30.06 program. Cattle must meet that threshold with no more than 6% outliers.

“They do a good job of getting them started. That’s a huge help and pays dividends in the way they perform and the way they hang on the rail,” Sents says.

The spring-born calves are weaned in the fall and, following a backgrounding program, enter the feedlot in January. Ryan Peters credits their grading success to “a good Angus base,” along with creep feeding.

“Research says that will have an influence on quality grade later in life,” he

explains. “We’re trying to do a lot of things and hopefully they’re all finally coming together.”

That ranch management, coupled with feedlot marketing, hits the target.

“Allan has worked really hard to get cattle

to meet the CAB specs,” Peters says. “They do a good job of pulling cattle out of a pen as they get fat, instead of shipping the whole pen. We like that because everybody grows a little different.”



Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in November 2008

In the On-Target “30.06” program, the Feedlot-Licensing Program (FLP) honors feedlot partners that harvest qualifying groups of cattle with at least a 30% Prime or *Certified Angus Beef*® (CAB®) acceptance rate with an allowance for 3% Yield Grade (YG) 4s and 3% carcasses weighing more than 975 pounds (lb.). Sorting is encouraged to bring out the best in each animal, and the minimum group size is 10 head. Honorable mention groups stood out for CAB acceptance but contained at least one discount problem.



Licensed CAB® Feedyard	Head	Sex ^a	%YG 1&2	%CAB	%Prime	Natural
McPherson County Feeders	43	H	39.6	26.19	4.7	No
Honorable Mentions	Head	Sex ^a	%YG 1&2	%CAB	%Prime	Natural
Silver Run Farm	39	S	23.0	51.35	5.1	No
Thomas County Feeders	67 ^b	H	34.3	49.25	0.0	Yes
Beller Corp.	80 ^b	H	11.3	33.75	20.0	No
Thomas County Feeders	212 ^b	H	28.3	33.49	1.9	Yes

^aH=heifers; M=mixed; S=steers.

^bIndicates 100% CAB eligible. All acceptance rates figured on eligible portions.

Lots that exceed 15% YG 4 and YG 5 are not included on the honorable mention list.

Call 785-539-0123 or visit www.cabfeedlots.com for a complete and current list of feedlot licensees.