



# Brand News

► News and highlights from Certified Angus Beef LLC\*

## On the wagon

Foodservice distributor, Sysco Boston LLC, has invited the *Certified Angus Beef*® (CAB®) brand to participate in four “Chuck Wagon” dinner presentations in 2009. The events will target Sysco’s best accounts in the Massachusetts and New Hampshire areas.

Approximately 45-60 restaurant owners/operators and management staff are expected to attend each venue. Activities include a

30-minute Certified Angus Beef LLC (CAB) presentation and a meal featuring a mixed grill offering of CAB strips and ribs cooked on an open pit by Sysco Corporate Chef Brian O’Leary and CAB staff.

Distributor events like this grow interest for the brand within the restaurant sector. The goal is to license new restaurant accounts. In turn, they grow consumer demand.

## Bowl for beef

The Nevada Wolf Pack out-pinned the Maryland Terrapins in the Roady’s Humanitarian Bowl’s “Bowl for Beef” event in Garden City, Idaho. The event was designed to benefit

charities in the Boise area and each university’s hometown. Two pounds (lb.) of *Certified Angus Beef*® (CAB®) product were donated to each cause for every pin knocked down.

The Wolf Pack tallied 213 pins in the bowling event, and Maryland recorded 196 pins. Nevada’s pin total means 426 lb. of beef will be donated to Life’s Kitchen in Boise and the Evelyn Mount Food Drive in Reno, Nev. The event was sponsored by Food Services of America (FSA)-Boise, a CAB-licensed distributor.



PHOTO BY SHAVER GRAPHICS

► Players from the Nevada Wolf Pack and the Maryland Terrapins teams went bowling for beef to benefit several charity organizations.

**Carne de res sabrosa y suculenta. Siempre. En cada bocado.**

Esa es la marca *Certified Angus Beef*®. Esa carne tan increíblemente sabrosa, naturalmente jugosa y tan tierna que se corta con tenedor – pasará a ser su marca predilecta. Es la carne de res preferida por los mejores chefs del mundo y siempre es la mejor carne que uno puede comprar.

*Sabrosa*

► Spanish-speaking consumers can learn all about the CAB brand. A new brochure features brand facts and recipes, and directs readers to the web site for more information.

## Now licensed

Glen Sanders Mansion, Schenectady, N.Y., has begun serving dry-aged CAB brand strip steaks. The restaurant’s owner, Angelo Mazzone, also operates Angelo’s 677 Prime in Albany, N.Y. The restaurant features dry-aged CAB strips, tomahawk chops (long-bone rib, Frenched), and ribeye filets. Dry-aged beef is different from more common wet aging, in which beef is aged in a vacuum-sealed bag. Dry aging is a more complicated process that takes several weeks.

New international licensed partners include Japan distributor Kanematsu Corp. and Volks, a 50-unit restaurant chain. Volks is a line-item account and will run a ribeye and sirloin steak promotion to introduce the brand to customers and build demand.

## “Owner’s manual” updated

The words “please read this manual carefully before operation” used to be reserved for high-tech devices. Angus breeders can now provide that level of advice for bull-buying customers.

On the surface, a bull isn’t as complicated as a new GPS system, but every year

## CAB STAFF CONTACTS

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To order CAB merchandise, visit [www.angussalebarn.com](http://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](http://www.certifiedangusbeef.com).

## Cutting costs, increasing taste

Consumers are always looking for flavorful, easy and budget-friendly recipes. Chef Scott Popovic developed a mouthwatering lasagna (see "Tortilla Lasagna") that replaces traditional ingredients with corn tortillas, enchilada sauce and Monterey Jack cheese. It's sure to please the taste buds of everyone at the table — and it's cost-effective, too, at just \$2.86 per serving (see "Cost per serving").

customers expect the Angus bulls they buy to make them more profitable than those from a competitor. Genetics may very well deliver that potential, but do these commercial cattlemen know how to manage after conception to raise high-quality calves for top value? CAB created the *Best Practices Manual: A Cow-Calf Guide for Targeting the Brand* to help them get the most out of their investment.

The 24-page guide offers practical, easy-to-understand and comprehensive tips on how to get

the most out of Angus genetics. Commercial producers can depend on the manual's practical solutions for herd management, genetic selection, health, nutrition and calf marketing.

The updated version includes new genetic recommendations using the marbling EPDs (expected progeny differences) from the *Fall 2008 Angus Sire Summary*.

More than 25,000 copies were distributed in 2008. View the online copy, section by section, at [www.cabpartners.com](http://www.cabpartners.com). Free printed copies are available in all quantities by contacting Marilyn Conley at [mconley@certifiedangusbeef.com](mailto:mconley@certifiedangusbeef.com) or 1-800-225-2333, ext. 298.

## Winning combination

Bill Robinson, manager and part owner of Highland Feeders, has specific requirements for his order-buyer. He wants cattle that are of good value, meaning they look like they will have the ability to gain efficiently. He wants cattle that have approximately the same body condition score and are about the same age, and he prefers that they have some Angus influence.

Robinson's order-buyer hit the nail on the head when he purchased a group of 79

## Tortilla Lasagna

### Ingredients:

2 lb. *Certified Angus Beef*® ground chuck, cooked and drained  
1 cup chopped green onions  
¾ cup water  
1½ cups salsa  
1 10-oz. can mild enchilada sauce  
1 1¼ oz. package taco seasoning  
5 5-oz. cans diced green chilies  
12 6-in. corn tortillas  
1 lb. Monterey Jack cheese, grated

### Instructions:

1. Preheat oven to 350°F.
2. Combine cooked ground beef with taco seasoning, water and green onions. Stir in salsa.
3. Spray 9x13-in. pan with nonstick spray. Place a layer of tortillas in the bottom. Top with a third of the green chilies, ground beef, cheese and enchilada sauce. Repeat layers twice, using cheese on top. Cover with foil and bake at 350° for 45 minutes. Remove foil for last 10 minutes of baking.

*Serves 8*

**Source:** Recipe provided by Certified Angus Beef LLC.



### Cost per serving

Ground beef \$3.99 per lb. × 2	\$ 7.98
Taco seasoning	1.19
Green onions	0.69
Salsa	2.99
Corn tortillas	1.49
Diced green chilies 99¢ × 5	4.95
Cheese \$3.89 × 2	7.78
Enchilada sauce	1.59
<b>Total for 10 servings</b>	<b>\$28.66</b>
<b>Total per serving</b>	<b>\$2.86</b>



**Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in December 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 <sup>a</sup>	%YG 1&2	%CAB	%Prime	Natural
Hora Prime Beef	13 <sup>b</sup>	M	76.9	38.46	46.2	No

Honorable Mentions	Head	Sex <sup>a</sup>	%YG 1&2	%CAB	%Prime	Natural
Thomas County Feeders Inc.	121 <sup>b</sup>	H	15.7	53.72	9.9	Yes
Thomas County Feeders Inc.	47 <sup>b</sup>	H	31.9	53.19	0.0	Yes
Thomas County Feeders Inc.	88 <sup>b</sup>	M	34.1	50.00	2.3	Yes
Thomas County Feeders Inc.	22	S	45.5	50.00	0.0	Yes
Chappell Feedlot	64 <sup>b</sup>	H	10.9	46.88	10.9	No
Thomas County Feeders Inc.	15 <sup>b</sup>	H	26.7	46.67	6.7	Yes
Thomas County Feeders Inc.	46 <sup>b</sup>	M	30.4	45.65	0.0	Yes
Thomas County Feeders Inc.	104 <sup>b</sup>	H	40.4	44.23	1.9	Yes
Highland Feeders	79 <sup>b</sup>	S	24.1	43.04	1.3	No
Beller Feedlot	71 <sup>b</sup>	H	54.9	42.25	9.9	No
Thomas County Feeders Inc.	113 <sup>b</sup>	S	13.3	38.94	1.8	Yes
Beller Feedlot	35 <sup>b</sup>	S	48.6	37.14	8.6	No
Beller Feedlot	89 <sup>b</sup>	H	53.9	34.83	6.7	No
Thomas County Feeders Inc.	109 <sup>b</sup>	S	26.6	33.03	0.0	Yes
McPherson County Feeders	83	H	54.2	31.67	3.6	No
Thomas County Feeders Inc.	60 <sup>b</sup>	S	16.7	31.67	1.7	Yes
Thomas County Feeders Inc.	20 <sup>b</sup>	H	25.0	30.00	0.0	Yes

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

<sup>b</sup>Indicates 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](http://www.cabfeedlots.com) for a complete and current list of feedlot licensees.

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Angus steers that qualified for the CAB 30.06 program (see Table 1, page 151). To be eligible, the steers had to be at least 30% CAB or Prime and have no more than 6% discount carcasses.

"The pen of steers came from about five different ranches of origin," Robinson says. "Since they were steers and they all had different backgrounding protocols, I didn't expect them to be as exceptional as they were."

The steers achieved 43.04% CAB and

1.3% Prime with nearly a quarter in the lean Yield Grade (YG) 1 or 2 columns.

It helped that the calves met his desired criteria, but Robinson says a large part of the pen's success was the care they received in the feedyard. It didn't hurt that Mother Nature worked in their favor.

"Of course we had good bunk and pen management and proper implant and feeding schedules, but we also had really good weather during their 150 days at the yard," Robinson says.

The calves were very docile and easy to handle, even during the first few weeks at the yard, which he thinks also contributed to their productivity. And maybe these results say something about today's commercial Angus producers in general.

"I think these steers, which all came from different ranches, were so successful because producers are making more educated breeding decisions," Robinson says. "Producers are culling more strictly and choosing their matings more carefully, and it shows." 