



# Brand News

► News and highlights from Certified Angus Beef LLC\*

## New leadership

Mary McMillen has joined the staff at Certified Angus Beef LLC (CAB) as director of consumer marketing. She will oversee the company's consumer outreach initiatives and marketing of the *Certified Angus Beef*® (CAB®) brand to consumers around the globe.



**Mary McMillen**

Previously, McMillen served for more than 18 years as director of consumer affairs for Buehler's Fresh Foods. Both companies are headquartered in Wooster, Ohio. McMillen, who has a bachelor's degree in home economics and marketing from Ashland University, also has years of experience in New York City, where she worked with TV

food personality Burt Wolf.

To support its network of global partners, CAB has appointed Geof Bednar, Smithville, Ohio, as director of international sales. Bednar, who has been with the company for



**Geof Bednar**

more than four years, will oversee the brand's international initiatives and work with licensees in 39 countries.

In his new role, Bednar will focus on elevating the success of international partners and support continued growth of the brand

around the world. He will also pursue an active role with the U.S. Meat Export Federation (USMEF) to sustain continued cooperation in international programs.

Previously, Bednar focused on building the brand's partners and presence in Canada as executive account manager. He joined the company in 2005 after working for Michigan State University as a teaching and Extension specialist in the beef cattle field. Bednar also spent more than 20 years in the purebred cattle industry and has a bachelor's degree from The Ohio State University.

## Strategy session

CAB brand specialists and buyers from around the world gathered in Birmingham, Ala., in February for the annual CAB Specialist Seminar. Participants gained tools



► Hubie Graham, of Stock Yards U.S. Foodservice Tampa, received the Specialist of the Year award at the annual CAB Specialist Seminar.



► Jagtar Nijjar and Kimberley Aalhaus, Neptune Food Service, British Columbia, Canada, were awarded with Distinguished New Performers of the Year honors.

and tips to drive home the brand's value with staff and customers. Sessions focused on how now is not the time to back away from quality, but a time to drive business — especially with middle meats. Premium products will set the brand's partners apart from the competition and help them survive.

Hubie Graham, of Stock Yards U.S. Foodservice Tampa, was awarded the Specialist of the Year honor, and Jagtar Nijjar and Kimberley Aalhaus, Neptune Food Service, British Columbia, Canada, were awarded with Distinguished New Performers of the Year honors.

## Middle meats drive sales and profits

The new Middle Meats Tool Box from CAB is a complete program that helps partners train sales teams to discuss CAB middle meats, price and quality with chefs. It prepares them with talking points and sales strategies.

PowerPoint presentations on CD are the foundation of the kit and include topics like utilizing the brand's new Middle Meats card,

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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).

justifying the price, banking more dollars and conducting samplings. Each presentation offers corresponding handouts for sales associates to discuss with chefs.

### Freedom at steak

CAB staff recently hosted a company luncheon to raise money to purchase Gary West CAB brand steak strips. The tasty treats will be sent in care packages to Army National Guard troops from the Wooster, Ohio, post now deployed in Iraq. Employees donated \$808, which was then matched by the company's executive team. Gary West Smoked Meats of Jacksonville, Ore., donated another \$400, bringing the total to \$2,016. The effort will provide four flavors of steak strips to 162 soldiers.

### Stuart serves as spring 2009 intern

Rachel Stuart, a senior in agricultural communications at the University of Illinois, serves as the spring semester industry information intern for CAB. Stuart grew up on a small Suffolk sheep farm near Mount Auburn, Ill., and has long been active in

livestock judging. In addition to her place on the 2008 Illini judging teams, she is a member of Sigma Alpha, Agricultural Communicators of Tomorrow (ACT), Hoof N' Horn and Collegiate FFA.

### International appearance

CAB's Chef Scott Popovic made his international television debut in the Grand Cayman Islands in January. The segment was taped at Bon Vivant, an upscale cooking store. By inserting key brand talking points, Popovic reminded Cayman consumers to take advantage of the CAB brand's high quality.

Popovic's television appearance resulted from his participation in the Cookout in the Caymans event, the Caribbean's premier food, wine and rum festival. It was hosted by renowned chef Eric Ripert. The event took place at Ripert's restaurant, Blue in the Ritz-Carlton, Grand Cayman. Popovic shared a kitchen with Chef Anthony Bourdain of *No Reservations* fame and Chef Laurent Tourondel of BLT Steak restaurant in New York.



**Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in January 2009**



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
Thomas County Feeders Inc.	53 <sup>b</sup>	S	37.7	37.74	0.0	Yes
Thomas County Feeders Inc.	73 <sup>b</sup>	S	38.4	32.88	0.0	Yes
Honorable Mentions	Head	Sex <sup>a</sup>	%YG 1&2	%CAB	%Prime	Natural
Thomas County Feeders Inc.	67 <sup>b</sup>	S	19.4	67.16	7.5	Yes
Thomas County Feeders Inc.	80 <sup>b</sup>	S	15.0	63.75	6.3	Yes
Thomas County Feeders Inc.	120 <sup>b</sup>	H	34.1	55.00	15.0	Yes
Thomas County Feeders Inc.	68 <sup>b</sup>	S	39.7	66.76	7.4	Yes
Thomas County Feeders Inc.	112 <sup>b</sup>	S	16.1	49.11	2.7	Yes
Thomas County Feeders Inc.	387 <sup>b</sup>	S	16.5	49.10	1.6	Yes
Thomas County Feeders Inc.	50 <sup>b</sup>	M	52.0	48.00	2.0	Yes
Thomas County Feeders Inc.	74 <sup>b</sup>	S	24.3	43.24	4.1	Yes
Beller Feedlot	45 <sup>b</sup>	H	24.4	46.67	8.9	No
Thomas County Feeders Inc.	109 <sup>b</sup>	S	17.4	44.04	0.9	Yes
Beller Feedlot	141 <sup>b</sup>	H	55.2	34.75	9.2	No
McPherson County Feeders Inc.	48 <sup>b</sup>	S	47.9	37.50	2.1	No
Thomas County Feeders Inc.	46 <sup>b</sup>	S	58.7	39.13	0.0	Yes
Thomas County Feeders Inc.	76 <sup>b</sup>	H	21.1	36.84	1.3	Yes
Thomas County Feeders Inc.	32 <sup>b</sup>	S	44.4	37.50	0.0	Yes
Thomas County Feeders Inc.	129 <sup>b</sup>	S	24.8	36.43	0.0	Yes
Chappell Feedlot	109 <sup>b</sup>	S	21.1	29.36	0.9	No
Thomas County Feeders Inc.	41 <sup>b</sup>	H	39.0	34.15	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.