



Brand News

► News and highlights from Certified Angus Beef LLC*

Ray's carves 'destination' niche

Most of the news about supermarket meatcases is oblivious to quality, focused on a continuing price war. One small retail chain based in Clay Center and Manhattan, Kan., is taking the high road around those battles.

As you might expect, the family that operates Ray's Apple Market knows produce. But this isn't really about apples; it's more about the beef, and how a friendly, small-town approach to the grocery business competes against the likes of Wal-Mart, Target and other giant retail chains.

"We do it with quality and service," says Mike Floersch, who functions as an informal CEO for the family from his Clay Center office. Other locations are in Council Grove, Saint Marys and Seneca, Kan., and Fairbury, Neb.

"We make it a point to build on local connections," Floersch explains, "but we don't

expect anybody to buy from us just because we're local. We'll earn their business because that's the kind of stores we have."

A company slogan says, "We're right on your way home," but shoppers may drive many miles to Ray's new super-store at 3007 Anderson in Manhattan. That's because the next closest retail partner for the *Certified Angus Beef*® (CAB®) brand is nearly 100 miles to the east.

Tom Floersch, who oversees the new store and a downtown location, is on the same page with his brother on business strategies. That's why there is no "commodity beef" in Ray's. Customers can buy prepackaged in a natural brand, or step up to a more highly marbled brand at the service counter.

The idea is to build on "destination" products that shoppers will come back for, rather than shop for the bargain basement, says Nick Thompson, meatcase and sales

manager for Ray's stores. "*Certified Angus Beef* differentiates us from the competition," he notes. "We're giving consumers the opportunity to buy high-quality beef products."

Mike Floersch has great expectations of his own. "We want to be the destination store. We're not only bringing in something different, but we're bringing in quality," he says. "People want consistent quality at a decent price, and we can do that."

The array of small-town, high-quality grocery stores set in cattle country with a good many Angus producers has the Floersch family weighing alternatives for all the stores down the road. The prepackaged natural brand is already company-wide. "We're monitoring our CAB sales in this store, and then we'll evaluate our next steps, one day at a time," he says.

\$2,500 in scholarships

As part of the Food Network South Beach Wine & Food Festival, presented by *Food & Wine* magazine, five culinary students received a total of \$2,500 in scholarships from the CAB brand and Buckhead Beef of Florida.

"It's important to establish relationships with these young hospitality managers and be their source of beef quality education as we build future fans of the brand," says Deanna Walenciak, CAB director of trade marketing.

Cinco de Mayo

A handful of ingredients will bring great flavor to your May 5 fiesta. Prepare a Cinco de Mayo fiesta with robust and authentic South-of-the-Border flavors. Simple, flavorful, hearty meals are only a few minutes — and five ingredients — away.

Fajitas are a Tex-Mex favorite and lend themselves to a five-star makeover. Start by marinating a CAB flank steak in a mixture of lime juice, tequila, garlic and olive oil. Grill steaks and grab another five ingredients — triple sec, jalapeño peppers, grape tomatoes, cilantro and flour tortillas — for a delicious meal in minutes.



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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.



► **Above:** Several Foodland Farms stores in the Hawaiian Islands now carry CAB brand Prime Natural.

► **Right:** Washington-based King's Command Foods Inc. has introduced CAB fully cooked meatballs. The meatballs are available to foodservice and retail sectors. The meatballs are made from CAB brand chuck, onions, green peppers and breadcrumbs.



For Cinco de Mayo and other recipes, cooking tips and beef cuts information, visit www.certifiedangusbeef.com. Follow us on Facebook and at www.twitter.com/CertAngusBeef.

Beef grading trends tracked

Many Angus producers, from seedstock and commercial ranchers to cattle feeders, try to follow the trends in beef grading. Until recently, there was no simple way to do that. Now, Paul Dykstra, beef cattle specialist with Certified Angus Beef LLC (CAB), is compiling a summary and commentary from U.S. Department of Agriculture (USDA) reports within a day or two of the data becoming available. The weekly *Rearview Mirror on Quality* is published via e-newsletter; for details on how to access the report, contact Marilyn Conley at mconley@certifiedangusbeef.com.

Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in February 2010

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® Feedlot	Sex ^a	Head	%CAB	%Prime	%YG1-2	Natural
Beller Feedlot	S	84	49.4%	3.6%	61.9%	No
Honorable Mentions	Sex ^a	Head	%CAB	%Prime	%YG1-2	Natural
Panhandle Feeders Inc.	H	102	71.7%	2.0%	55.0%	No
Chappell Feedlot	S	35 ^b	65.7%	5.7%	20.0%	No
Osborn Farms	M	38 ^b	63.2%	10.5%	44.7%	No
Northwest Cattle Feeders LLC	H	182	55.8%	3.3%	59.3%	No
Panhandle Feeders Inc.	H	143	51.2%	0.7%	37.8%	No
Panhandle Feeders Inc.	S	23	50.0%	0.0%	39.1%	No
Beller Corp.	S	86 ^b	48.8%	2.3%	33.7%	No
Pratt Feeders LLC	H	185	48.3%	2.7%	30.3%	No
Panhandle Feeders Inc.	H	91	47.2%	3.3%	42.9%	No
Panhandle Feeders Inc.	S	206	39.0%	0.5%	38.8%	No
Beller Feedlot	S	84 ^b	38.1%	0.0%	65.5%	No
Pratt Feeders LLC	H	180	37.2%	0.0%	32.8%	No
Panhandle Feeders Inc.	H	40	36.4%	15.0%	27.5%	No
Beller Feedlot	H	90	34.1%	1.1%	57.8%	No
Chappell Feedlot	H	245 ^b	33.5%	1.6%	78.0%	No
Beller Feedlot	H	40	33.3%	2.5%	50.0%	No
Panhandle Feeders Inc.	S	239	33.0%	2.9%	39.3%	No
Panhandle Feeders Inc.	S	106	33.0%	0.9%	71.7%	No
Bassett Feeding Inc.	H	300	33.0%	10.3%	35.3%	No

^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.

