



Brand News

► News and highlights from Certified Angus Beef LLC*

\$9,000 awarded

Certified Angus Beef LLC (CAB) recently awarded \$9,000 in Colvin Scholarship Funds to five students pursuing careers in the beef industry.

“Each recipient exemplifies determination and a commitment to succeed, and I have no doubt the beef industry will benefit from these future leaders,” says John Stika, CAB president. The winners are:

\$3,500 — **Emily**

Tennant of Greensboro, N.C., North Carolina State University

\$2,500 — **Brooke**

Jameson, Kindred, N.D., North Dakota State University

\$1,000 — **Christina Egner**, Shelby, Ohio,

Ohio State University; **Renee Wangler**, West Branch, Mich., Michigan State University; and **Tiffani Pruitt**, Tuttle, Okla., Oklahoma State University.

To be eligible, entrants were asked to write an essay addressing the following:

CAB has been the most successful branded beef company in the marketplace. Today, “me too” programs, many focusing on the popularity of Angus, ride on the success of the CAB brand. What must the brand do to continue to be the market leader?



Emily Tennant



Brooke Jameson

Tennant wrote that *Certified Angus Beef*[®] (CAB[®]) is a market leader in beef education because it aims to teach both producers and consumers. She lists the brand’s presence in industry publications and the development of a *Best Practices Manual* for producers as “exceptional examples of education directly aimed toward farmers, ranchers and feeders.”

She is a senior at North Carolina State University. Upon graduation, she plans to attend North Carolina School of Pharmacy and pursue a career in large animal pharmaceuticals. Tennant served as Miss American Angus in 2007. In 2008, she studied beef cattle production and animal science in New Zealand. Tennant has accepted a 2009 internship position with CAB.

Jameson is a senior animal science major at North Dakota State University and plans to attend graduate school for meat science. She believes product uniformity is key to CAB’s success.

“The brand guarantees a high-quality product to consumers 100% of the time. Consumers trust the brand, and I believe that the most important thing to do is to continue to earn that trust.”

The Colvin Scholarship Fund was developed in 1999 when Louis M. “Mick” Colvin retired as CAB executive director. The scholarships recognize his role in making dreams a reality and inspiring others to be their best. Colvin co-founded the CAB program in 1978.

One of the largest fundraisers relies on the generous support of CAB’s licensed partners. A golf tournament and auction is held each year in conjunction with

the brand’s annual conference. In 2008, donations set a new record when licensees contributed more than \$67,000.

Industry honors Colvin

Mick Colvin has been chosen for the 2009 Saddle & Sirloin Club’s Portrait Award. It is considered the highest honor bestowed upon significant, historical and influential leaders of the livestock industry, as awarded by their peers.

“For two decades, Mick forged the *Certified Angus Beef* brand around a quality product, produced and merchandized by quality people with the utmost integrity,” John Stika, company president, says. “He set the example, and this philosophy continues to be core to the brand’s success and key to its lasting impression on today’s meat industry.”

Established in 1903, the Saddle & Sirloin Gallery honors pioneers in animal agriculture, with the earliest portraits of European stockmen from the 1700s. Among them is a portrait of Fred Johnson, a founder of the brand.

The gallery’s tradition of honoring one recipient each year continues each November at the Kentucky State Fair and Exposition Center in Louisville, Ky. Those interested in more information about the Nov. 15 banquet should contact the Mick Colvin Portrait Committee at ColvinCommittee@certifiedangusbeef.com.



Mick Colvin

Meal economics

Chef Scott Popovic promoted a savory but simple combination of clod-heart roast beef with roasted potatoes and steamed asparagus to restaurant partners during the Easter season. His strategy: Serve traditional flavors that are effortless and economical.

The promotion was part of the brand’s

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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.

ongoing effort to support licensed partners with new ideas that save time, cut costs and maintain maximum flavor experiences for consumers.

The clod heart is a smaller cut from the chuck that packs big flavor. The roast fits perfectly in a banquet setting, thanks to its uniform size and carving ease. It's more economical than larger cuts like the prime rib, but still has the quality marbling and flavor consumers expect. The roast holds its temperature perfectly and won't overcook on a buffet.

Beef up spring menu

Salads may be a hallmark of spring, but Chef Scott Popovic likes to round the meal with a hearty entrée. Bourbon Steak is one of his favorites. Dijon mustard, bourbon whiskey, ginger and spices create a bold marinade

complemented by melon salsa. Imagine the fresh flavors of honeydew, cantaloupe, fresh mint and honey — a tangy, tender dish with zing.



For the recipe, go to www.certifiedangusbeef.com, click "Recipes" and enter Bourbon Steak in the search menu.

Something in common

Two groups of cattle from very different sources shared Chappell Feedlot as their common denominator and in the end likely made thousands of beef consumers very happy. Those lots are highlighted in this month's 30.06 listing (see Table 1).

The top listing of 15 steers came from SandPoint Cattle Co. LLC and hit the target with 66.7% CAB and Prime. The Lodgepole, Neb., seedstock operation has cut and retained ownership of the bottom one-third of its bull crop at Chappell for the past four years.

"It can give us some benchmarks of where our cattle are, and that's important. You can't manage things if you don't measure them," says John Widdowson, SandPoint president. He also appreciates the marketing and feeding expertise that Tom Williams, feedlot owner-manager, brings to the table.

Williams says he likes to feed the cattle because they're predictable.

"For being tail-enders, the grade and performance has always been really good," he says.

The feeding relationship is coming into a new era, as this year they are forming an alliance to funnel SandPoint customer cattle to Chappell.

"We're trying to get the premiums all the way back to the ranchers," Widdowson says. "That's what we're really trying to do is educate them and work for them." Helping producers find a trustworthy feeder and understand the feeding process is just one more aspect of good customer service, he says.

Although Williams enjoys feeding cattle with known backgrounds, he has to keep the pens full and sources some cattle from area salebarns. That's where the second group of 30.06 cattle comes in. The 44 head of "local" steers were investor-owned and went 43.21% CAB and Prime.

"We can take unknown cattle and still get those kinds of results through our sorting and marketing," Williams says, noting that they use ultrasound technology and always keep the quality target in mind.



Pot roast in a flash

Consumers will appreciate the convenience of a new CAB fully cooked, retail-ready, heat-and-serve pot roast and short ribs product. It's made by J. Freirich Food Products Inc., Salisbury, N.C.

Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in February 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 ^a	%YG 1&2	%CAB	%Prime	Natural
Chappell Feedlot	15 ^b	S	20.0	60.00	6.7	No
Silver Creek Feeders Inc.	25 ^b	H	40.0	44.00	0.0	No
Chappell Feedlot	44 ^b	S	27.3	40.91	2.3	No
Thomas County Feeders	60 ^b	M	31.7	35.00	1.7	Yes
Thomas County Feeders	37 ^b	S	73.0	32.43	8.1	Yes

Honorable Mentions	Head	Sex ^a	%YG 1&2	%CAB	%Prime	Natural
Chappell Feedlot	12 ^b	S	8.3	58.33	8.3	No
Thomas County Feeders	74 ^b	S	18.9	58.11	1.4	Yes
Thomas County Feeders	116 ^b	H	27.6	51.72	0.0	Yes
Thomas County Feeders	184 ^b	S	42.3	51.09	1.6	Yes
Thomas County Feeders	95 ^b	S	12.6	50.53	2.1	Yes
Thomas County Feeders	115 ^b	M	37.4	50.43	1.7	Yes
Thomas County Feeders	153 ^b	S	20.9	47.71	2.0	Yes
Bassett Feeding	200	H	39.5	41.43	2.5	No
Thomas County Feeders	38 ^b	S	50.0	39.47	2.6	Yes
Thomas County Feeders	89 ^b	M	30.3	39.33	1.1	Yes
Thomas County Feeders	54 ^b	S	31.5	38.89	1.9	Yes
Thomas County Feeders	73 ^b	S	17.8	38.36	0.0	Yes
Bassett Feeding	53 ^b	M	45.3	37.74	0.0	No
Bassett Feeding	223	H	43.5	37.18	2.2	No
Thomas County Feeders	99 ^b	S	34.3	36.36	0.0	Yes
Bassett Feeding	85 ^b	H	31.8	34.12	7.1	No
Panhandle Feeders	233 ^b	S	35.6	31.63	0.0	No
Thomas County Feeders	87 ^b	M	44.8	29.89	3.4	Yes
Panhandle Feeders	126	H	49.2	20.37	5.6	No
Panhandle Feeders	75 ^b	S	36.0	20.00	1.3	No
Panhandle Feeders	50 ^b	H	32.0	18.00	2.0	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.