



Brand News

► News and highlights from Certified Angus Beef LLC*

New distributors, new reach

More than 300 new sales professionals hit the streets this summer with *Certified Angus Beef*® (CAB®) brand products in their portfolios. The brand licensed three new broadline foodservice distribution companies in June, expanding its market penetration in northern Ohio, northeastern Texas and in Colorado.

It may sound contrary, but Mark Polzer, Certified Angus Beef LLC (CAB) vice president for business development, explains how it fits. Major broadline distributors like Sysco Cleveland, Sysco Dallas and US

Foodservice Denver (USFD) will help the brand target smaller communities and restaurants, he says.

Each market currently has licensed specialty meat companies that “continue to do outstanding work,” Polzer says. “They are some of our top distributors in the country.” But specialty companies are more likely to focus on large accounts in a small region.

“It’s very difficult for a specialty meat company to send a truck 100 miles out of their distribution base for one or two small restaurants in a town of 5,000 people,” Polzer points out. “So they’re focused on some premier, upscale accounts within city limits. A Sysco or USFD house can send a truck out to those smaller, outlying areas. They’re unloading not just our product, but also fresh seafood, fresh produce, dairy products, dry products and everything else that makes up these smaller restaurants’ total purchase order.”

Each broadline distributor typically has a sales force of 80 to 150 people, marketing the brand to chefs and restaurant owners in large, regional territories. Once a distributor is licensed to sell CAB product, Polzer says it is up to CAB staff to give those sales teams the tools they need to understand the brand and prove its value. Each new distributor went through extensive brand training as part of its launch, and the results are starting to show.

“It’s pretty early to tell how these new distributors are doing in actual pounds sold, but the initial indications are that all three are doing extremely well,” Polzer says. “Most importantly, they are placing our product in the hands of more restaurant operators so they can see how well it really performs

and gauge their customers’ responses. If the product performs at high levels for their customers, we’ll continue to grow business.”

Not only is business growth good for beef demand, it brings the brand a little closer to cattle country.

“As we expand our distribution reach, we’re able to penetrate markets where we have never had coverage before,” he says. “It allows us to have our product flowing into a lot of rural areas that are close to more of the cattlemen and women who supply the brand.”

TBonz upgrades to CAB

With 19 regional eateries in its portfolio, each establishment in the TBoyz Restaurant Group has its own distinct personality that embodies a casual, friendly, eclectic atmosphere. Despite their differences, 15 of those establishments will have one major commonality: the best steaks in town.

“We’re really happy to carry *Certified Angus Beef* brand products,” CEO Mark Cumins says. “As we move forward in business for the next 25 years, our commitment to our customers is stronger than ever before. You try to educate customers and guess what they want, or you can just give them what they want. They want quality.”

Cumins noted that customers have given him overwhelmingly positive feedback since the switch to CAB. “They’re telling me this is the best beef they’ve ever tasted, and not just in our restaurants,” Cumins said. “By choosing the *Certified Angus Beef* brand when serving any kind of beef product, we’re doing the best for our customers that we can, and the staff recognizes it.”

Stika honored at RMC



► CAB President John Stika was honored with the Achievement Award at the 2010 Reciprocal Meats Conference this June in Lubbock, Texas. The award presentation gave support to Stika’s nomination and credentials: “Based on Cattle-Fax calculations, more than \$500 million of added revenue for beef producers is now generated through the CAB program. Stika’s drive, intellect, and infectious personality have strengthened CAB’s position as the premier marketer of Premium Choice and Prime around the world.”

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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.

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South-of-the-border flair

John Soules Foods Inc., Tyler, Texas, has joined with the CAB brand to offer fajitas and carne asada for foodservice use. Made with the brand's inside skirts, the products are trimmed, seasoned and ready to grill, offering chefs labor and cost savings in their kitchens.

In developing the fajitas and carne asada products, CAB's Brett Erickson says the intent was to increase demand for underutilized muscles by adding value through processing.

"Ethnic flavors continue to gain in popularity, and our Hispanic population is growing and creating more demand," Erickson, the director of value-added products, says. "The Hispanic market knows how to prepare a skirt steak for traditional dishes, so they're not afraid to buy it. For them, we are offering a product they are familiar with and meeting the needs of a growing demographic that wants convenience.

"For the growing market that craves ethnic flavors but isn't knowledgeable on how to prepare that product, we offer this pre-marinated product with simple cooking directions. These new products give customers the ability to try a new dish while featuring an underutilized muscle, which drives value for the whole CAB-accepted carcass," Erickson says.

The fajita and carne asada fresh products are currently only available to foodservice venues, but he says the brand intends to roll out the fully-cooked, frozen product in retail stores later in the fall.

Jack Stack celebrates 20 years of a premium partnership

For 20 years, Fiorella's Jack Stack Barbecue has committed to serving only the finest quality products, and that has kept customers coming back time and time again. Since 1990, Jack Stack Barbecue locations have served premium CAB brand products. Recently, the Kansas City-based chain was recognized for its 20-year commitment to offering customers high-quality beef. Pictured

Table 1: Summary of 30.06 qualifiers and honorable mentions from data reported in June 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
David Ranch	S	19	72.2%	5.3%	31.6%	No
McPherson County Feeders Inc.	M	17 ^b	64.7%	0.0%	64.7%	No
Nemaha Valley Angus Inc.	S	42 ^b	64.3%	7.1%	61.9%	No
David Ranch	S	38 ^b	63.2%	5.3%	50.0%	No
Wilke Cattle Co.	S	41	57.5%	12.2%	36.6%	No
Beller Feedlot	S	42 ^b	57.1%	4.8%	35.7%	No
Pratt Feeders LLC	S	17	53.9%	35.3%	47.1%	No
McPherson County Feeders Inc.	M	20	50.0%	10.0%	50.0%	No
McPherson County Feeders Inc.	M	23 ^b	47.8%	17.4%	52.2%	No
Chappell Feedlot	S	30 ^b	46.7%	3.3%	36.7%	Yes
Pratt Feeders LLC	M	63	40.0%	0.0%	68.3%	No
Will Feed Inc.	S	109	40.0%	2.8%	57.8%	No
Chappell Feedlot	H	23 ^b	34.8%	13.0%	56.5%	No
Chappell Feedlot	H	29 ^b	34.5%	0.0%	62.1%	No
Pratt Feeders LLC	H	33 ^b	30.3%	0.0%	60.6%	No
Honorable Mentions	Sex ^a	Head	%CAB	%Prime	%YG1-2	Natural
Guggenmos River Ranch Ltd.	M	97	65.6%	7.2%	48.5%	No
Osborn Farms	S	37 ^b	64.9%	35.1%	43.2%	No
Will Feed Inc.	S	55	58.0%	9.1%	61.8%	No
Pratt Feeders LLC	S	73 ^b	56.2%	13.7%	37.0%	No
David Ranch	S	38 ^b	52.6%	15.8%	39.5%	No
David Ranch	S	79	51.4%	6.3%	49.4%	No
Chappell Feedlot	S	16 ^b	50.0%	6.3%	56.3%	No
David Ranch	M	37 ^b	48.7%	0.0%	51.4%	No
David Ranch	M	21 ^b	42.9%	4.8%	28.6%	No
Ford County Feed Yard Inc.	H	68 ^b	41.2%	1.5%	33.8%	No
McPherson County Feeders Inc.	M	27 ^b	33.3%	18.5%	51.9%	No
Pratt Feeders LLC	H	49	30.8%	0.0%	34.7%	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.



are (from left) CAB president John Stika, Jack Stack Director of Procurement Tim Keegan, CEO Case Dorman, and Director of Operations Rod Toelkes.

Haverkamp headline for 30.06

Neal Haverkamp, part owner and manager of Nemaha Valley Angus Inc., Bern, Kan., shares in the family's large hog, crop and cattle operation with his four brothers. Last year, instead of sending calves from their registered and commercial Angus herds to a custom feeder, the Haverkamps started their own feedlot.

"We felt we could do it as economically and efficiently as anyone," the cattleman says. Processing corn from the farm through their own feedmill certainly helps. Although originally built for the hogs, Haverkamp

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found the mill works just as well for cattle feed.

Nemaha Valley recently joined the network of CAB-focused feeders in the Feedlot Licensing Program (FLP). “Licensing the feedlot just made sense. We were already feeding AngusSource® cattle,” Haverkamp says.

Seedstock sales and customer service are driving forces behind Nemaha Valley Angus. The family started and then enlarged the yard during the past year so they could purchase and feed calves from some of their bull customers.

Cattle from the Nemaha Valley Angus network of customers consistently reach

40% CAB, but Haverkamp was especially pleased with one late spring load of calves. They reached nearly 30% CAB Prime and more than 80% combined CAB and Prime.

That’s many times better than the national CAB average, where Haverkamp admits they started from when feeding their first load of cattle just 10 years ago.

After joining the FLP network, Nemaha Valley had another group exceed 71% CAB or USDA Prime with nearly 62% Yield Grades 1 and 2. Those outstanding numbers were enough to earn recognition in the 30.06 Program (See Table 1, page 107).



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